



Prop971

Off Plan Projects in the UAE. Curated Opportunities.



- **FEATURED PROJECTS:**

Access a curated list of top-tier off plan developments across Dubai, Abu Dhabi, and beyond.



- **INVESTMENT INSIGHTS:**

Receive market data and yield potential analysis for your selected properties.



- **TRUSTED DEVELOPERS:**

Connect only with verified and highly-rated UAE property developers.

Visit Us: www.prop971.com

Prop971 is a curated data platform for UAE off plan properties.



SERENIA DISTRICT

AT JUMEIRAH ISLANDS



PALMATM
DEVELOPMENT



A world class property developer

We create extraordinary homes for extraordinary people.

As a trusted real-estate developer, we pride ourselves in our legacy for distinctive, high-quality designed spaces and contributing to Dubai's iconic skyline. Offering superior investment returns, our projects bring exceptional experiences to the select few.

Part of Palma Holding



Delivering timeless projects and growing
wealth in the region since 2002

15

Projects

8

Million sq. ft

16

Billion
AED Portfolio



Pioneering Developer

Established in 2002, a long-standing presence in Dubai's real estate market.



Iconic Projects

Developed prestigious projects in prime locations like Palm Jumeirah and Dubai Marina.



Award-Winning Designs

Recognized for unique and innovative architectural designs.



Timely Delivery

Adhering to project timelines and ensuring on-time completion.



Strong Investment Potential

Providing attractive returns for investors.

A strategic collaboration



PALMATM
DEVELOPMENT



BANIAN

Serenia, our premium homegrown brand

Serenia is Dubai's premium residential brand, creating distinctive communities in exclusive locations.

Strategically positioned in prime waterfront settings, Serenia offers a collection of ultra-exclusive residences in Dubai with extraordinary amenities & featuring fantastic panoramic views of The Palm & the Dubai skyline.



SERENIA
LIVING



SERENIA
RESIDENCES
THE PALM





Located on Palm Jumeirah, Serenia Residences is the first residential project on the island's most coveted crescent.

The project offers a redefined beachfront living, where we crafted our own definition of premium living, setting new benchmarks of excellence and world-class standards.



Exquisite beachfront
Living



Outdoor infinity pool



Located on the
crescent





Serenia Living elevates the concept of exclusive residence at Palm Jumeirah.

Located adjacent to Atlantis The Palm, this premium beachfront development is on the first plot of the west crescent and comprises of 226 apartments, penthouses and sky mansions with panoramic views.

Estimated Completion Q4 2025



One of the largest
residential swimming pools



Direct access to
the beach



Lush landscaping and
resort lifestyle



SERENIA DISTRICT

AT JUMEIRAH ISLANDS

Exceptional Urban Living



Principles



01

Unique
location

02

Cultivating a
community

03

Timeless
design &
architecture

04

Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle

DUBAI MARINA

JUMEIRAH LAKE TOWERS

EMIRATES LIVING

EMIRATES HILLS

JUMEIRAH ISLANDS



600,000 sq.ft
plot



3.5 Million sq.ft
of built-up area



Half kilometer
land width

Urban serenity



20 Km

walkways & pathways



Self-sufficient

community hub

Urban vibrancy



DUBAI HARBOUR

BURJ AL ARAB

BLUEWATERS

JUMEIRAH ISLANDS





01

Unique
location

02

Cultivating a
community

03

Timeless
design &
architecture

04

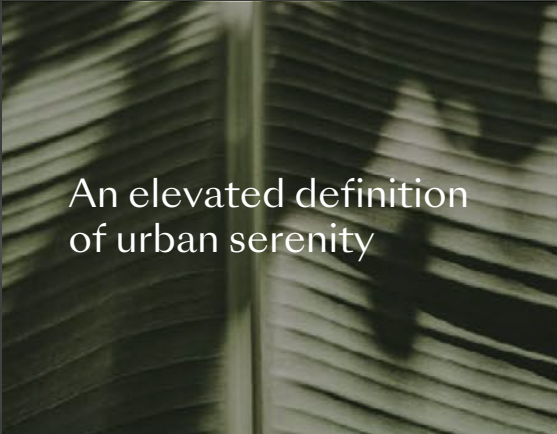
Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle



An elevated definition
of urban serenity

A close-up photograph of green leaves, possibly from a palm tree, with a strong motion blur effect that creates a sense of dynamic movement.

Distinguished address,
exceptional lifestyle

A photograph showing the surface of water with soft, undulating ripples, conveying a sense of calm and elegance.

Cultivating
connections, creating
community

A photograph of two women in a professional setting; one woman is smiling broadly while the other is partially visible in the foreground.

Where discovery leads
to purpose

A close-up, artistic photograph of a person's face, focusing on the mouth and nose, with a soft, ethereal quality.

Where discovery leads
to purpose

A photograph of a wide, paved path in a lush park, lined with large trees and green lawns, with a few people walking in the distance.

01

Unique
Location

02

Cultivating a
community

03

Timeless
design &
architecture

04

Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle

Japanese inspired architecture

入れ子

Clean, simple aesthetics & design

Drawing inspiration from the Ireko design language, the design radiates tranquility, emphasizing simplicity and thoughtful use of space.













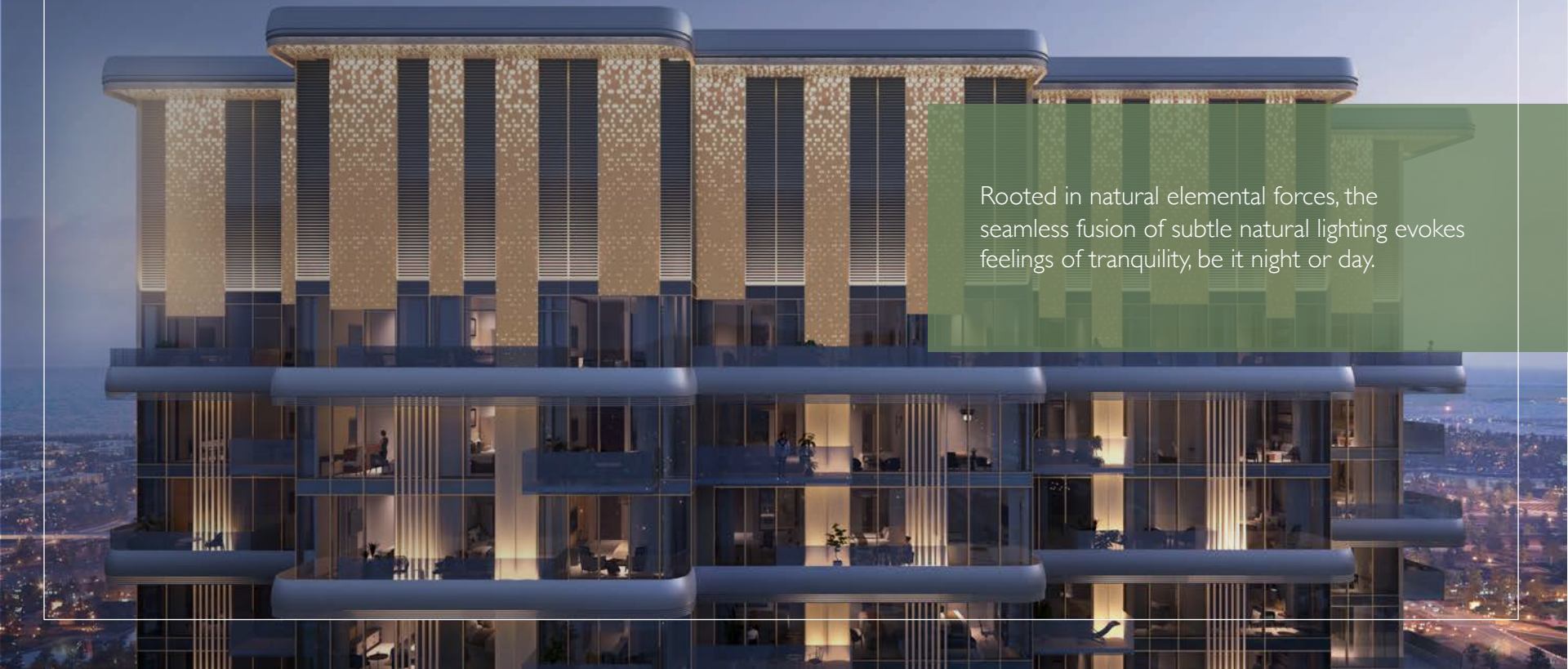


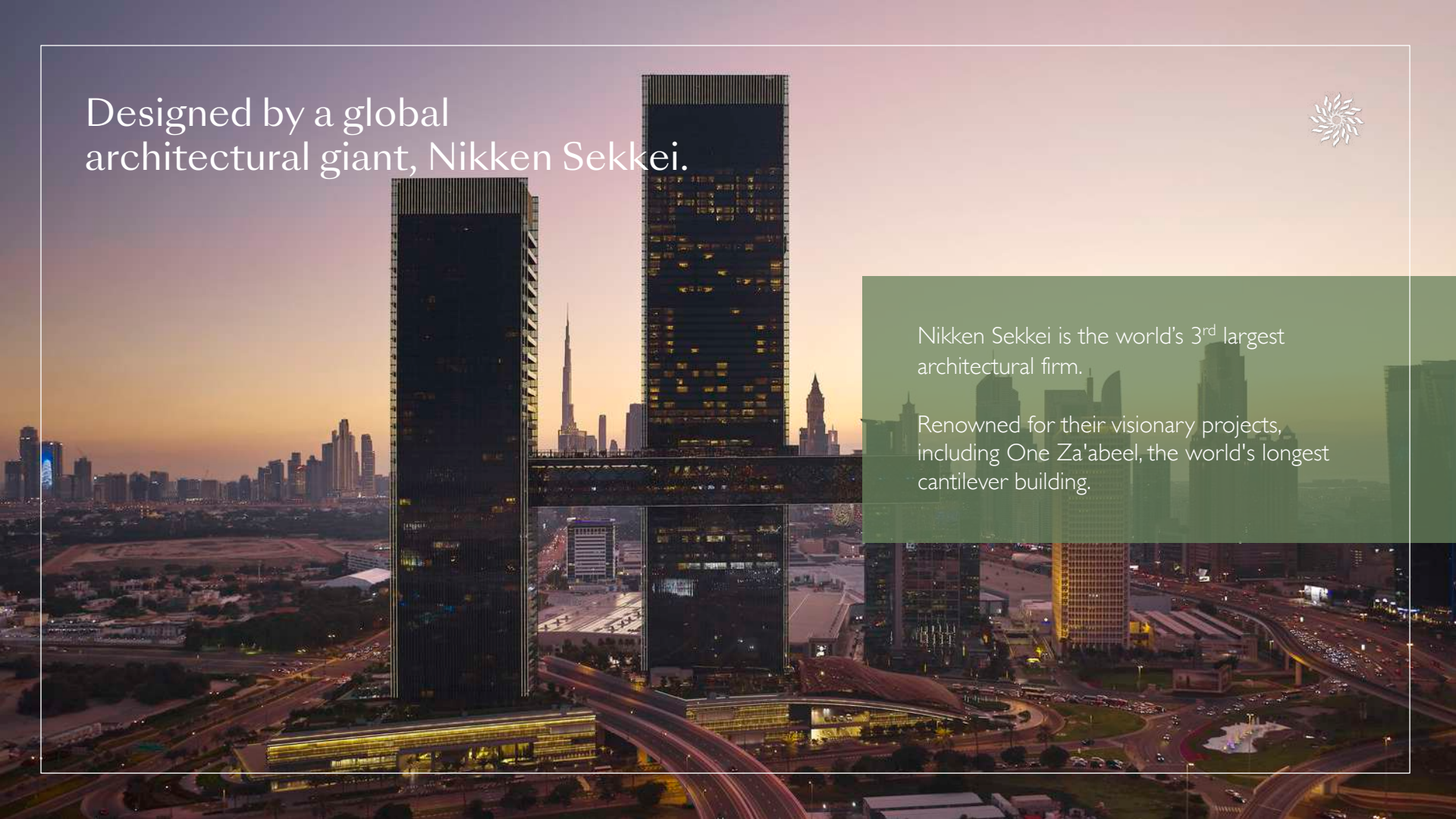


Sophisticated starlight façade lighting



Rooted in natural elemental forces, the seamless fusion of subtle natural lighting evokes feelings of tranquility, be it night or day.





Designed by a global
architectural giant, Nikken Sekkei.



Nikken Sekkei is the world's 3rd largest
architectural firm.

Renowned for their visionary projects,
including One Za'abeel, the world's longest
cantilever building.

01

Unique
Location

02

Cultivating a
community

03

Timeless
design &
architecture

04

Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle



Interiors crafted to exude
elegance and tranquillity













01

Unique
location

02

Cultivating a
community

03

Timeless
design &
architecture

04

Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle

One-of-a-kind clubhouse



100,000 Sq.Ft
of amenities over 4 levels



A Community hub
for all residents at Serenia District



Exciting
retail concepts





Panoramic infinity pool

State of the art gym

Dedicated ladies' gym

Rooftop café

Male & female spa

Indoor paddle court

Indoor basketball half-court

Games room

Multi-functional hall

Retail & F&B spaces

Serenia Signature Clubhouse



Ground floor dedicated for
exciting retail concepts



Spa & ladies' gym floor level



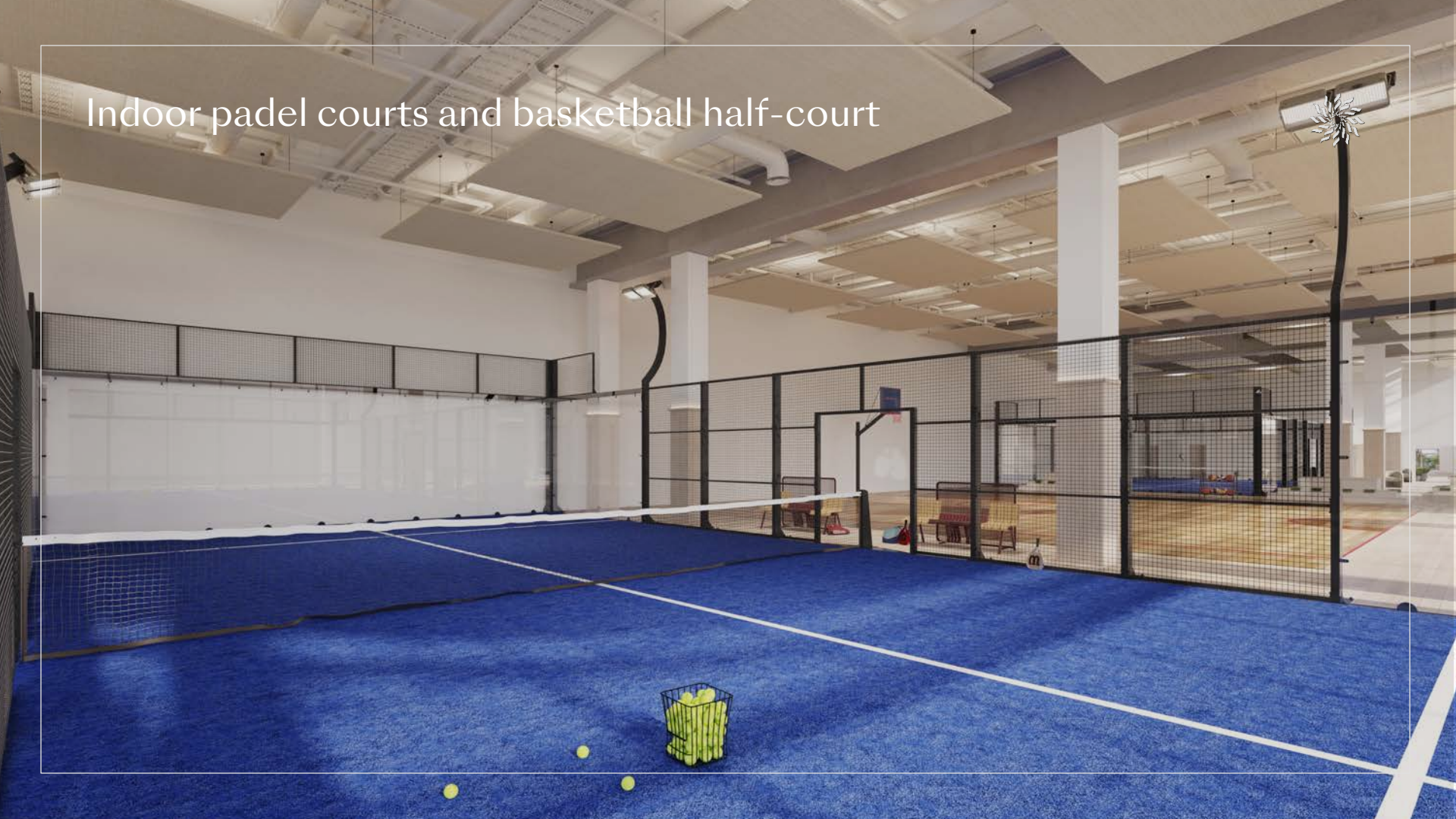
Multi-functional games room



Indoor pool



Indoor padel courts and basketball half-court



Spa overlooking Jumeirah Islands



Outdoor infinity pool





01

Unique
location

02

Cultivating a
community

03

Timeless
design &
architecture

04

Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle



Health & Social

2

1

Serenia Signature Clubhouse

3

Sports & Recreation

4

Family Oasis

5

Nature Discovery

6

Wellness Retreat



40+
Amenities



½ KM
Podium



5
Pools



4
Sports Courts
(3 Indoor,
1 Outdoor)

Serenia Signature Clubhouse



1

Serenia Signature Clubhouse

Health & Social

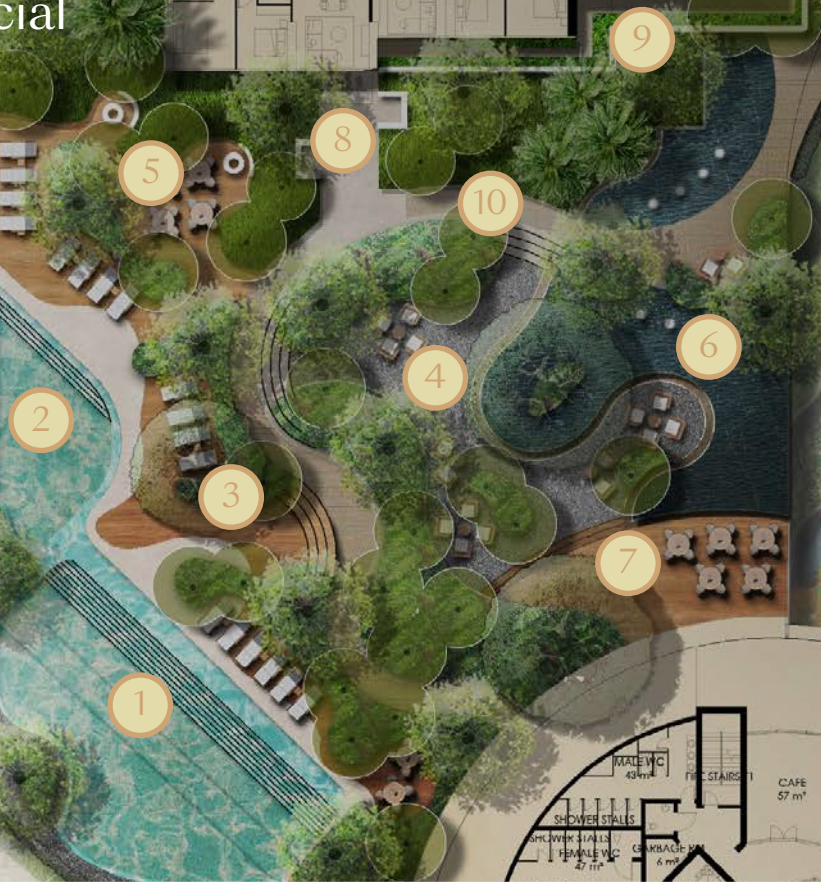


2

Health & Social



Health & Social



01 Lap pool

02 Shallow pool

03 Pool deck

04 Exclusive garden

05 BBQ area

06 Water feature

07 Seating area

08 Lobby entrance

09 Private garden

10 Garden path

Health & Social



Health & Social



Sports & Recreation



3

Sports & Recreation

Sports & Recreation



1

6

5

3

2

4

7

01 Bridge

02 Active lawn

03 1-km active path & walkway

04 Shaded structure

05 Multi usage games areas

06 BBQ area

07 Private garden

Sports & Recreation



Family Oasis



4

Family Oasis

Family Oasis



4

2

10

11

9

3

8

6

7

5

1

LOBBY
8 m²

01 Walkway

02 Lobby entrance

03 Pool deck

04 BBQ platform

05 Shaded structure

06 Family pool

07 Shallow pool

08 BBQ area

09 Seating area

10 Private garden

11 Outdoor shower

Family Oasis



Family Oasis



Nature Discovery



5

Nature Discovery

Nature Discovery



5

1

2

3

7

6

4

01 Nature playground

02 Mechanical water play

03 Wadi water play

04 Shallow water play

05 Lookout pavilion

06 Lookout platform

07 Treehouse

Nature Discovery



Wellness Retreat



6

Wellness Retreat

Wellness Retreat



01 Yoga deck

02 Wellness lawn

03 Meditation garden

04 BBQ area

05 Seating area

06 Lookout pavilion

6

3

5

2

1

4

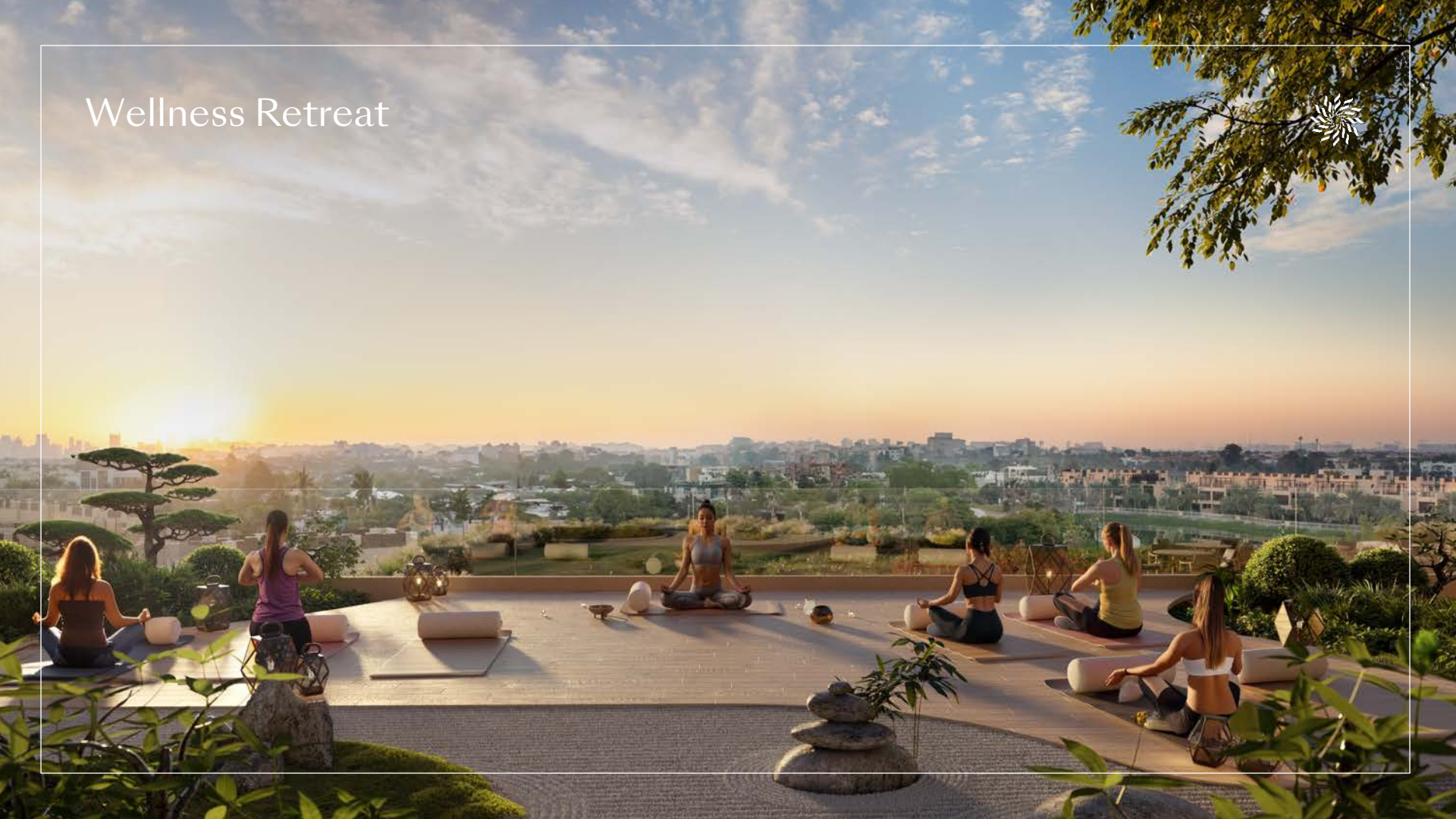
LOBBY
8 m²

LOBBY
2 m²

LOBBY 5

LOBBY 6

Wellness Retreat





Health & Social

2

Nature Discovery

5

Wellness Retreat

6

Family Oasis

4

Sports & Recreation

3

Serenia Signature Clubhouse

1

01

Unique
location



02

Cultivating a
community



03

Timeless
design &
architecture



04

Curated
contemporary
interiors



05

Serenia
Signature
Clubhouse



06

Extraordinary
resort lifestyle





In numerology, 6 represents nature and balance — qualities embodied by the 6 integrated towers and the six unique lifestyle zones of the community.



SERENIA DISTRICT
AT JUMEIRAH ISLANDS





SERENIA DISTRICT
AT JUMRAH ISLANDS



WEST RESIDENCE

Discover West Residence at Serenia District

46 floors of elevated tranquillity

West Residence comprises of 46 floors with the Signature Serenia Clubhouse integrated with the tower. Discover unique landscape views of Jumeirah Islands and a panoramic view of the entire district.





WEST
RESIDENCE

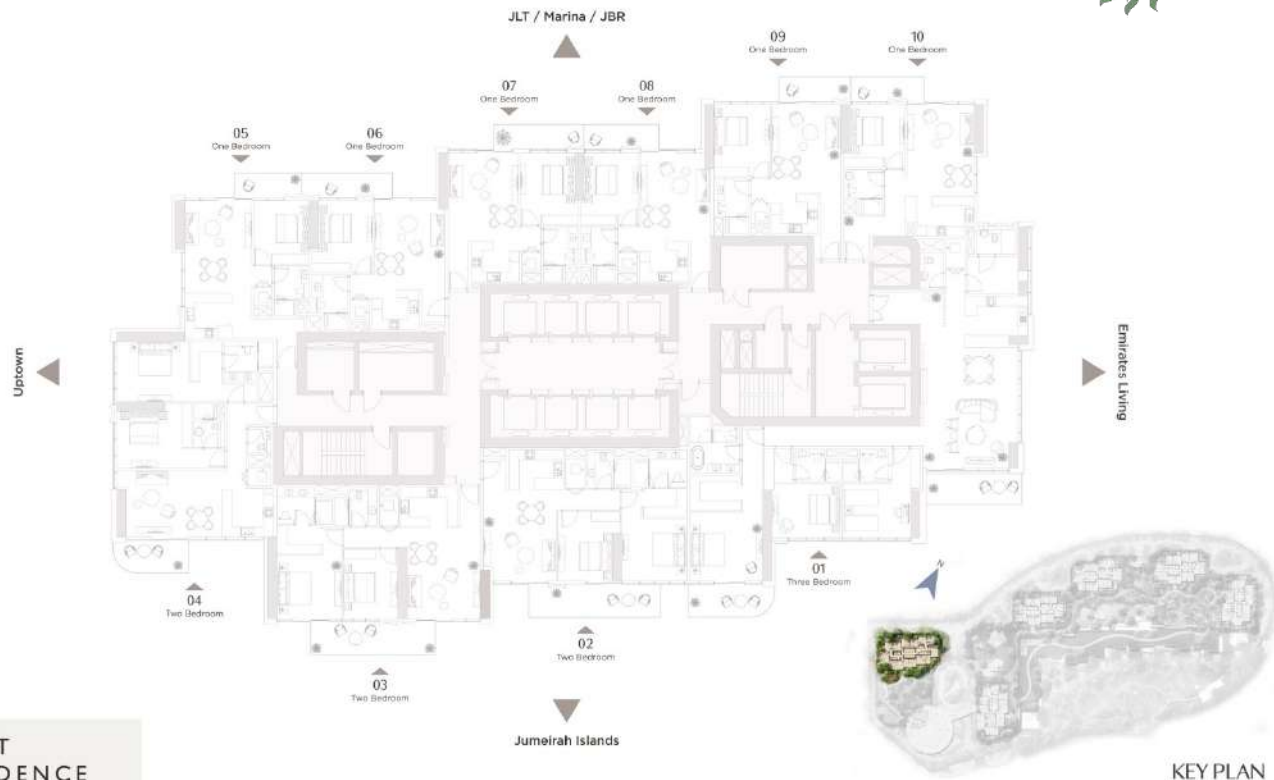
46

Floors

419

Units





**WEST
RESIDENCE**

EVEN FLOORS

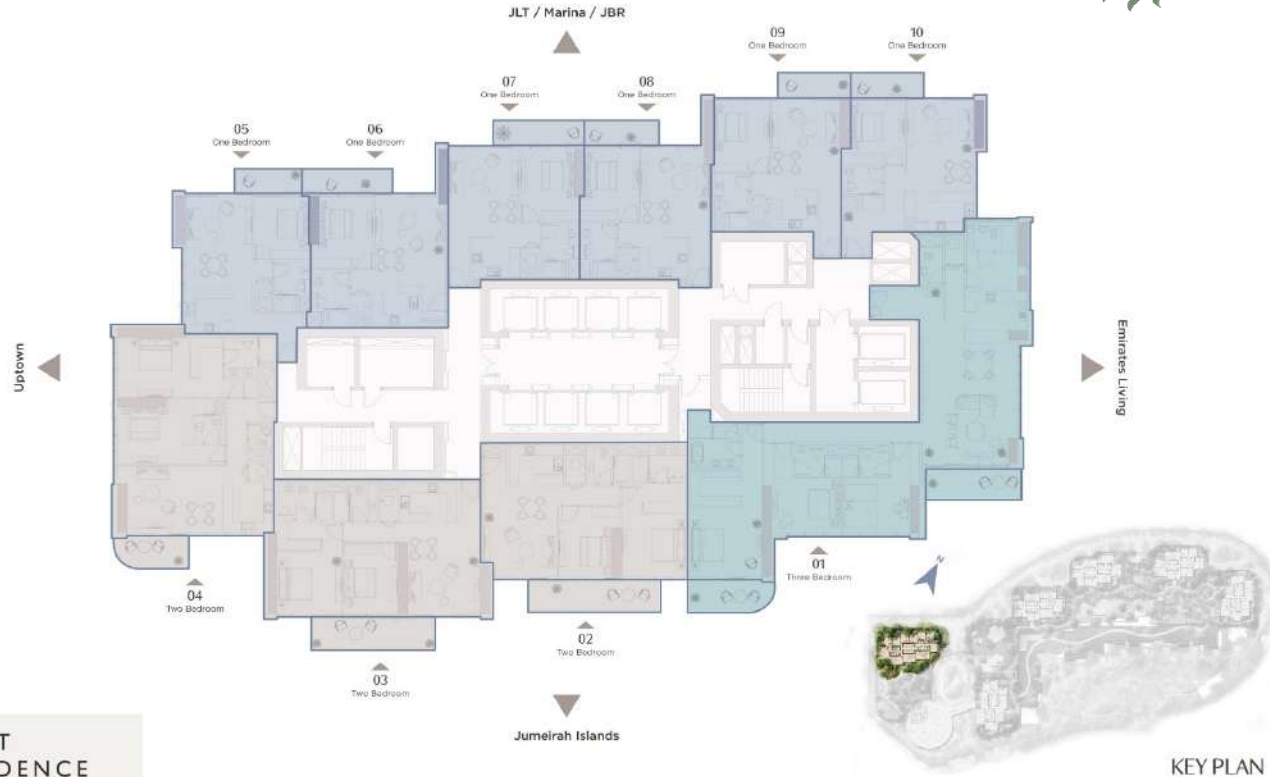
All drawings and dimensions are approximate. Drawings are not to scale and are subject to change without notice. The developer reserves the right to make revisions. The units are measured at typical floor in the building and columns may vary in size depending on the floor level. The furnishings and accessories shown are for representation only. The length and width of the balcony varies depending on which floor and which orientation the unit is located.



PALMA™
DEVELOPMENT



SERENIA DISTRICT
AT JUMEIRAH ISLANDS



All drawings and dimensions are approximate. Drawings are not to scale and are subject to change without notice. The developer reserves the right to make revisions. The units are measured at typical floor in the building and columns may vary in size depending on the floor level. The furnishings and accessories shown are for representation only. The length and width of the balcony varies depending on which floor and which orientation the unit is located.



**WEST
RESIDENCE**

ODD FLOORS

All drawings and dimensions are approximate. Drawings are not to scale and are subject to change without notice. The developer reserves the right to make revisions. The units are measured at typical floor in the building and columns may vary in size depending on the floor level. The furnishings and accessories shown are for representation only. The length and width of the balcony varies depending on which floor and which orientation the unit is located.

West Residence Payment Plan



Launch Payment Plan (60%-40%)

Installment	Percentage	Schedule
Deposit (1 st Instalment)	10%	Immediate
2 nd Instalment	10%	30 Days
3 rd Instalment	10%	October 2025
4 th Instalment	10%	January 2026
5 th Instalment	10%	January 2027
6 th Instalment	10%	June 2027
Final Instalment	40%	December 2028

*The payment schedule provided is indicative and subject to change without prior notice at the sole discretion of the developer.



SERENIA DISTRICT

AT JUMEIRAH ISLANDS



PALMATM
DEVELOPMENT