



SERENIA DISTRICT

AT JUMEIRAH ISLANDS



PALMA™
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.



Timely Delivery

Adhering to project timelines and ensuring on-time completion.



Iconic Projects

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

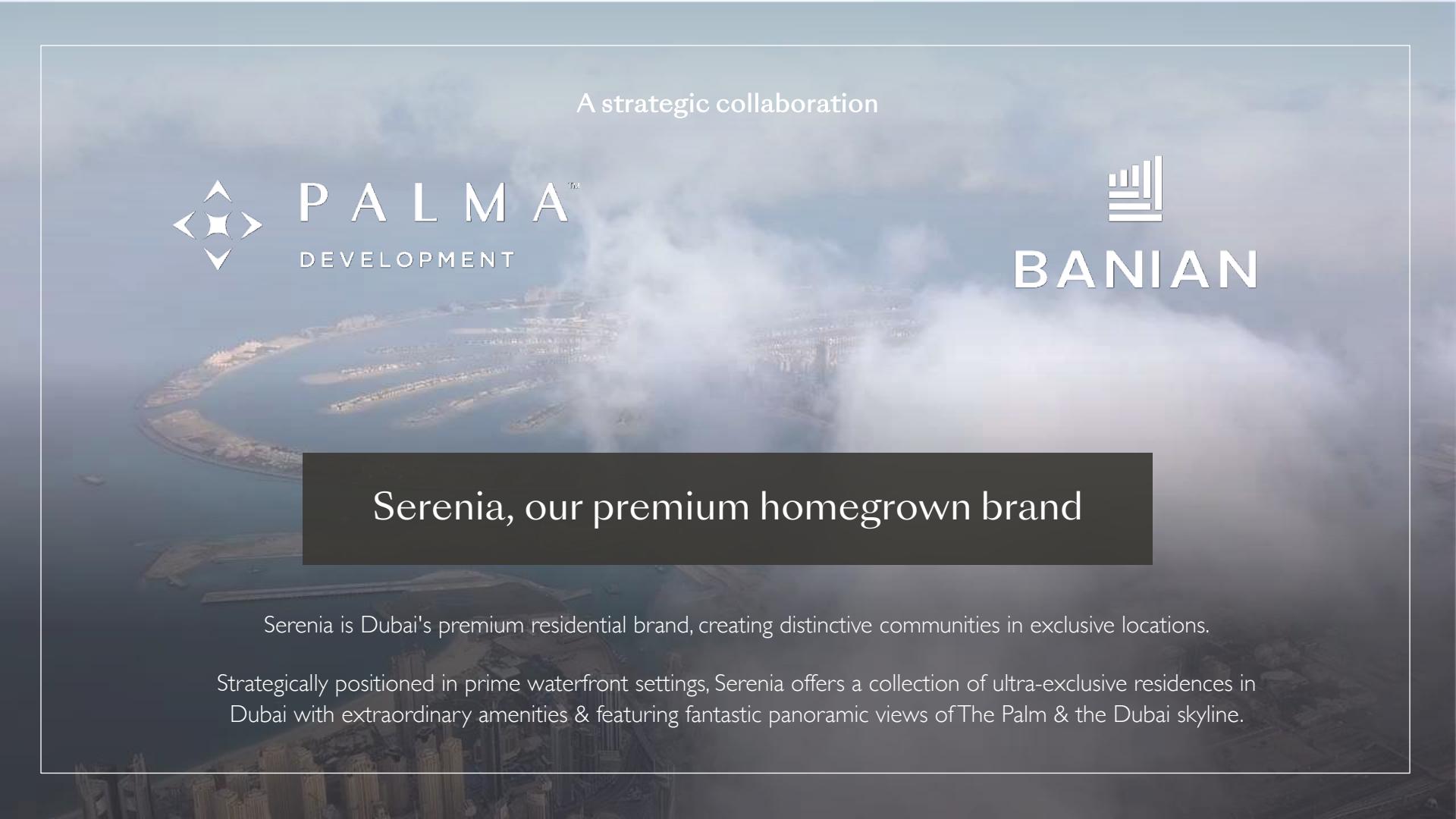


Award-Winning Designs

Recognized for unique and innovative architectural designs.

Strong Investment Potential

Providing attractive returns for investors.



A strategic collaboration



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.





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



SERENIA DISTRICT
AT JUNGHWA ISLANDS

01

Unique
location

02

Cultivating a
community

03

Timeless
design &
architecture

04

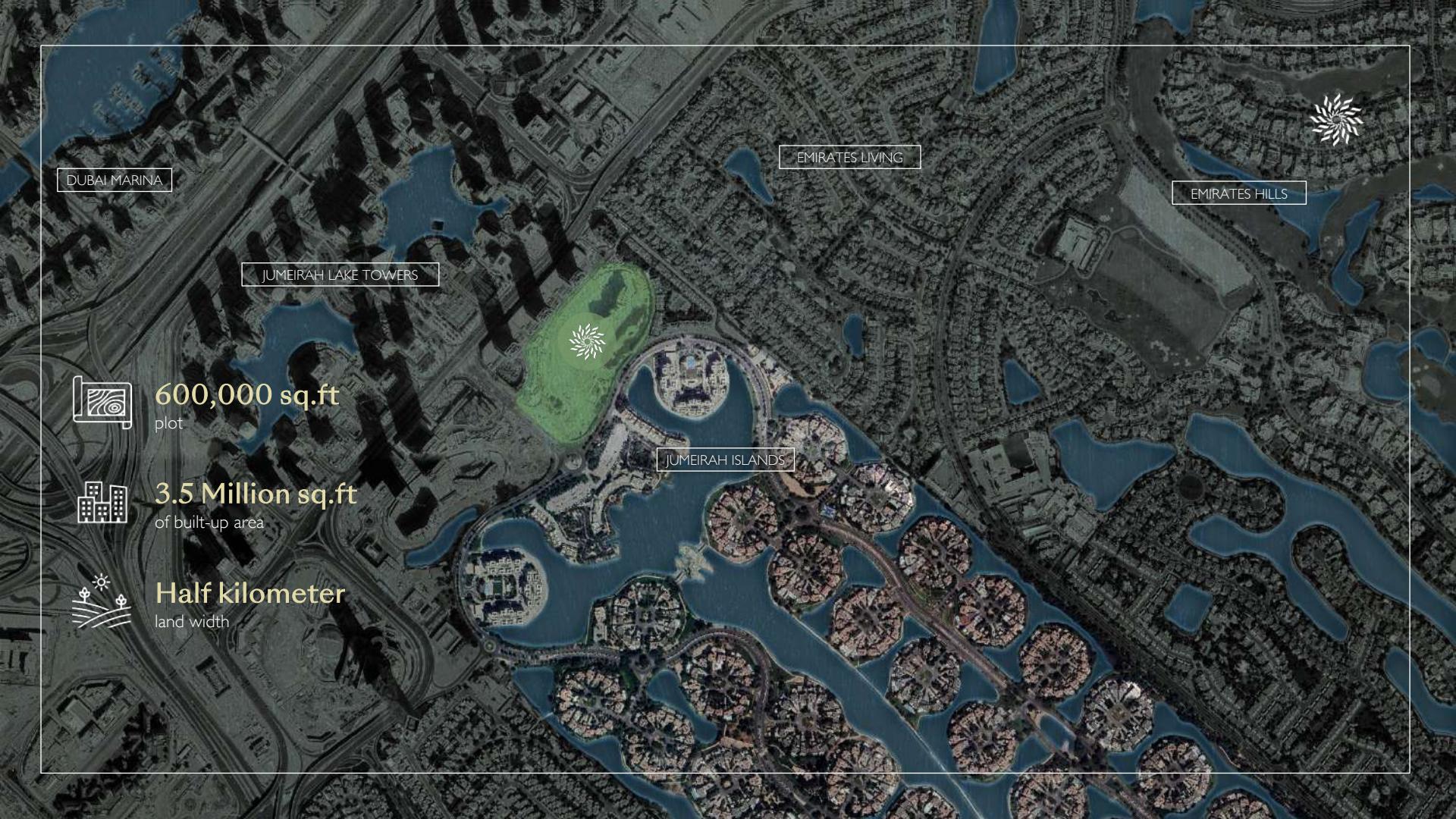
Curated
contemporary
interiors

05

Serenia
Signature
Clubhouse

06

Extraordinary
resort lifestyle



600,000 sq.ft
plot



3.5 Million sq.ft
of built-up area



Half kilometer
land width



EMIRATES HILLS



Urban serenity



20 Km

walkways & pathways



Self-sufficient

community hub

Urban vibrancy



DUBAI HARBOUR

BURJ AL ARAB

BLUEWATERS

JUMEIRAH ISLANDS





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AT JUNGLEH ISLANDS

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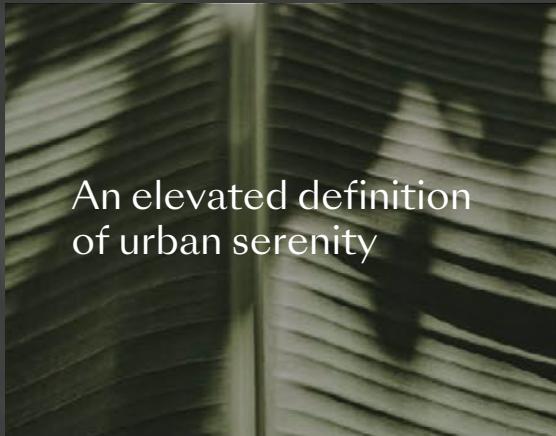
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Extraordinary
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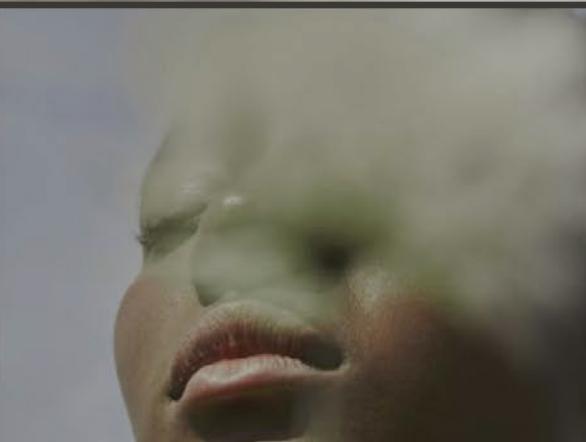
An elevated definition
of urban serenity



Distinguished address,
exceptional lifestyle



Cultivating
connections, creating
community



Where discovery leads
to purpose





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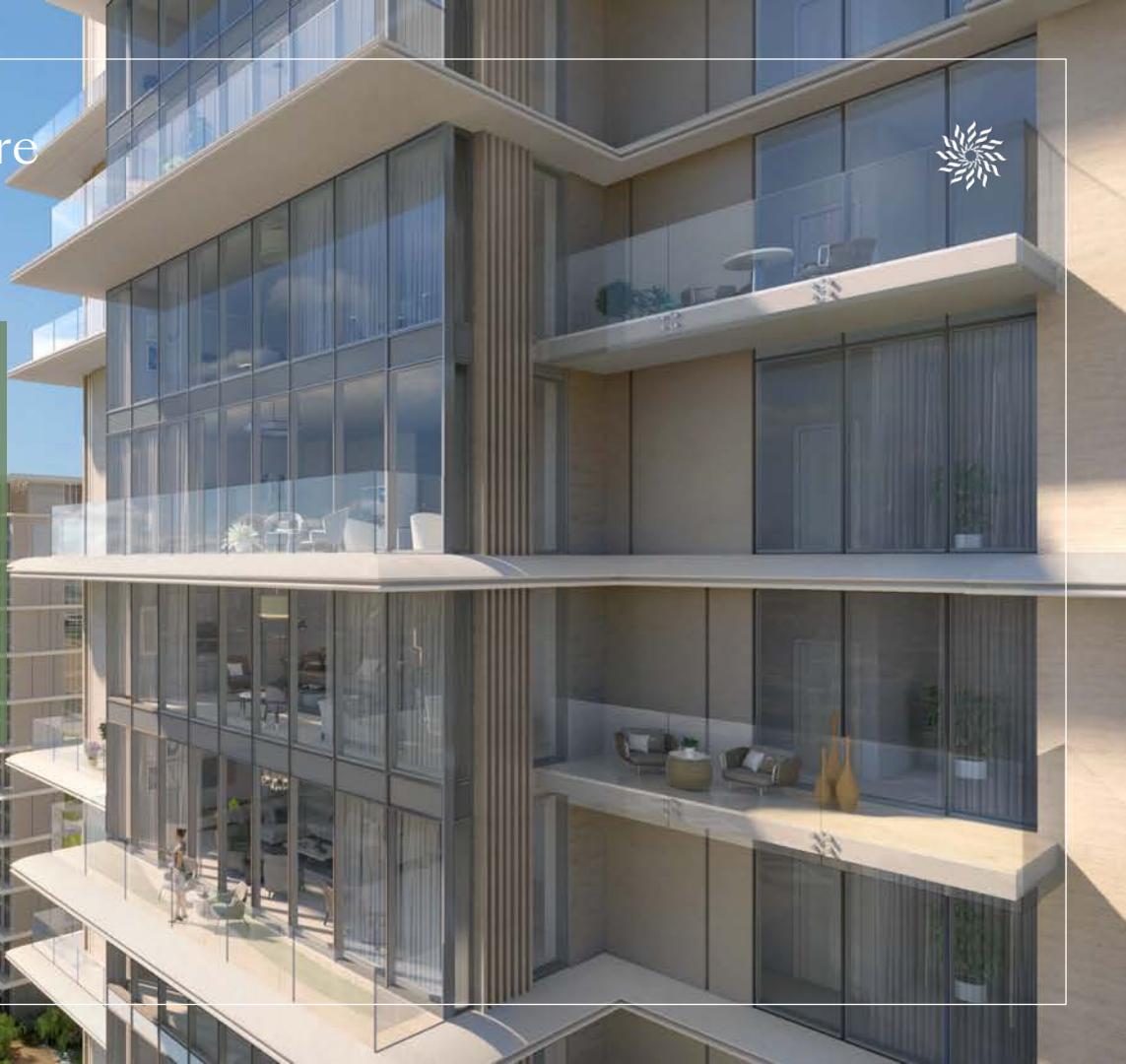
Extraordinary
resort lifestyle

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.









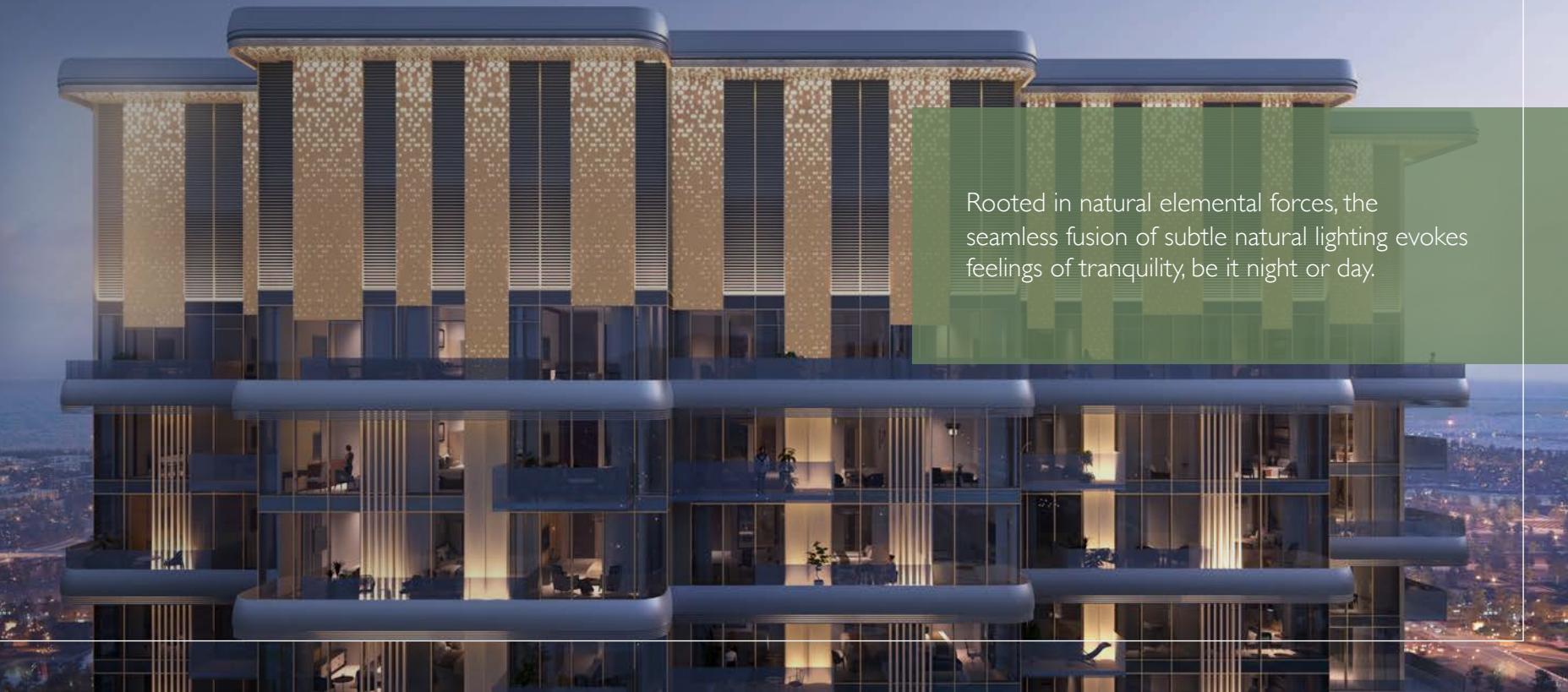








Sophisticated starlight façade lighting



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.



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Interiors crafted to exude
elegance and tranquillity













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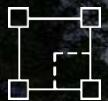
05

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Extraordinary
resort lifestyle

One-of-a-kind clubhouse



100,000 Sq.Ft
of amenities over 4 levels

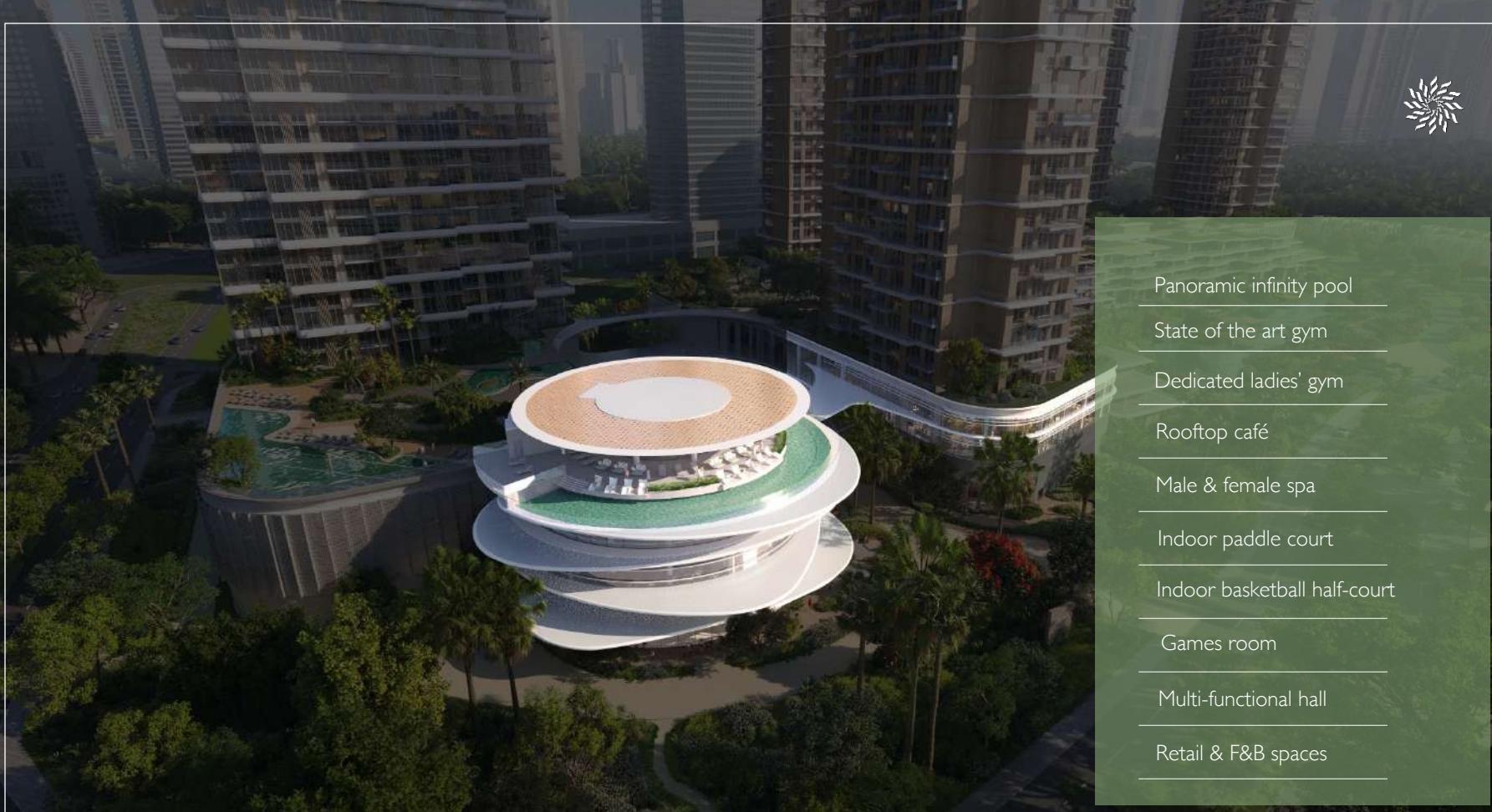


A Community hub
for all residents at Serenia District



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

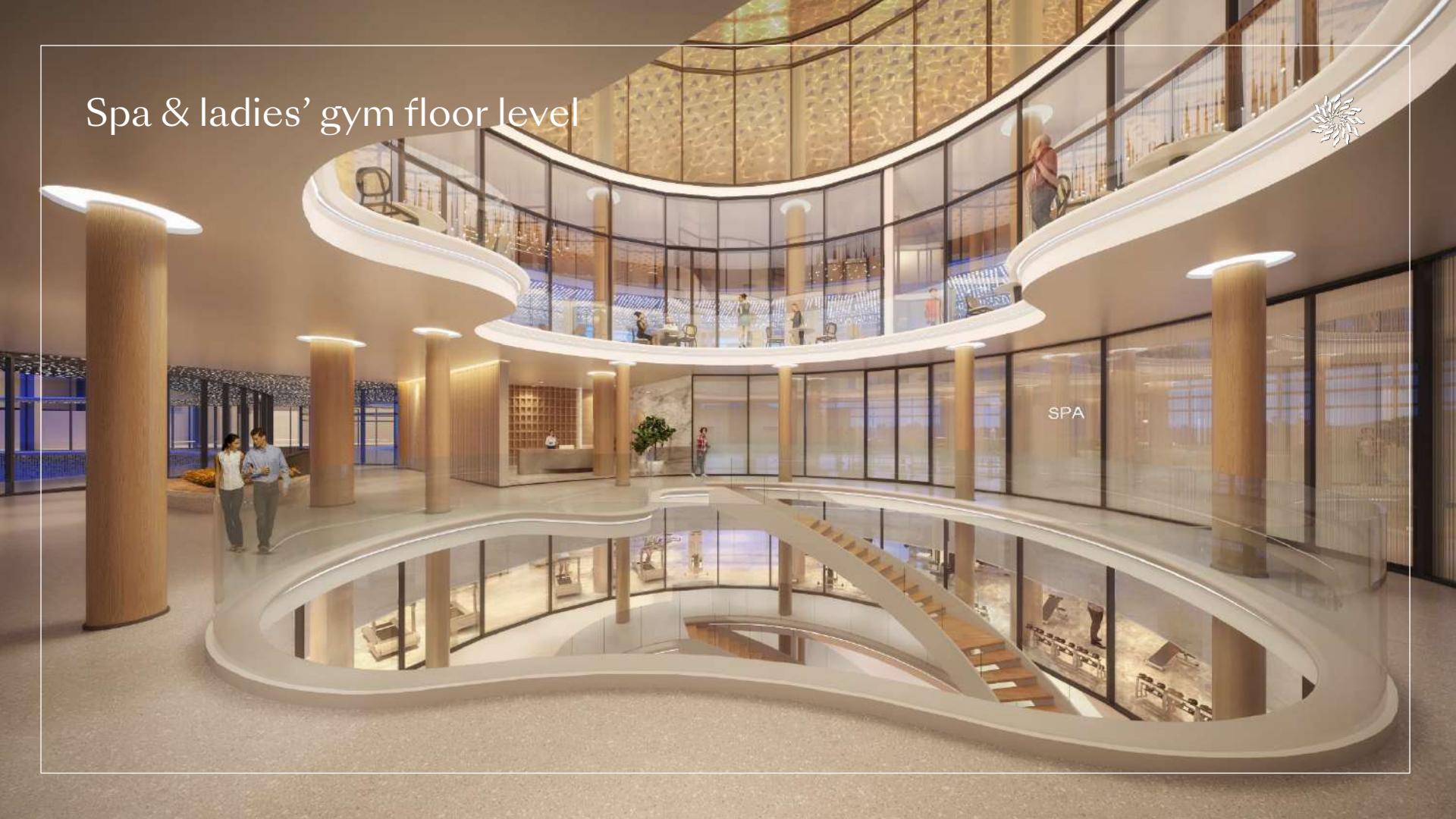
Serenia Signature Clubhouse



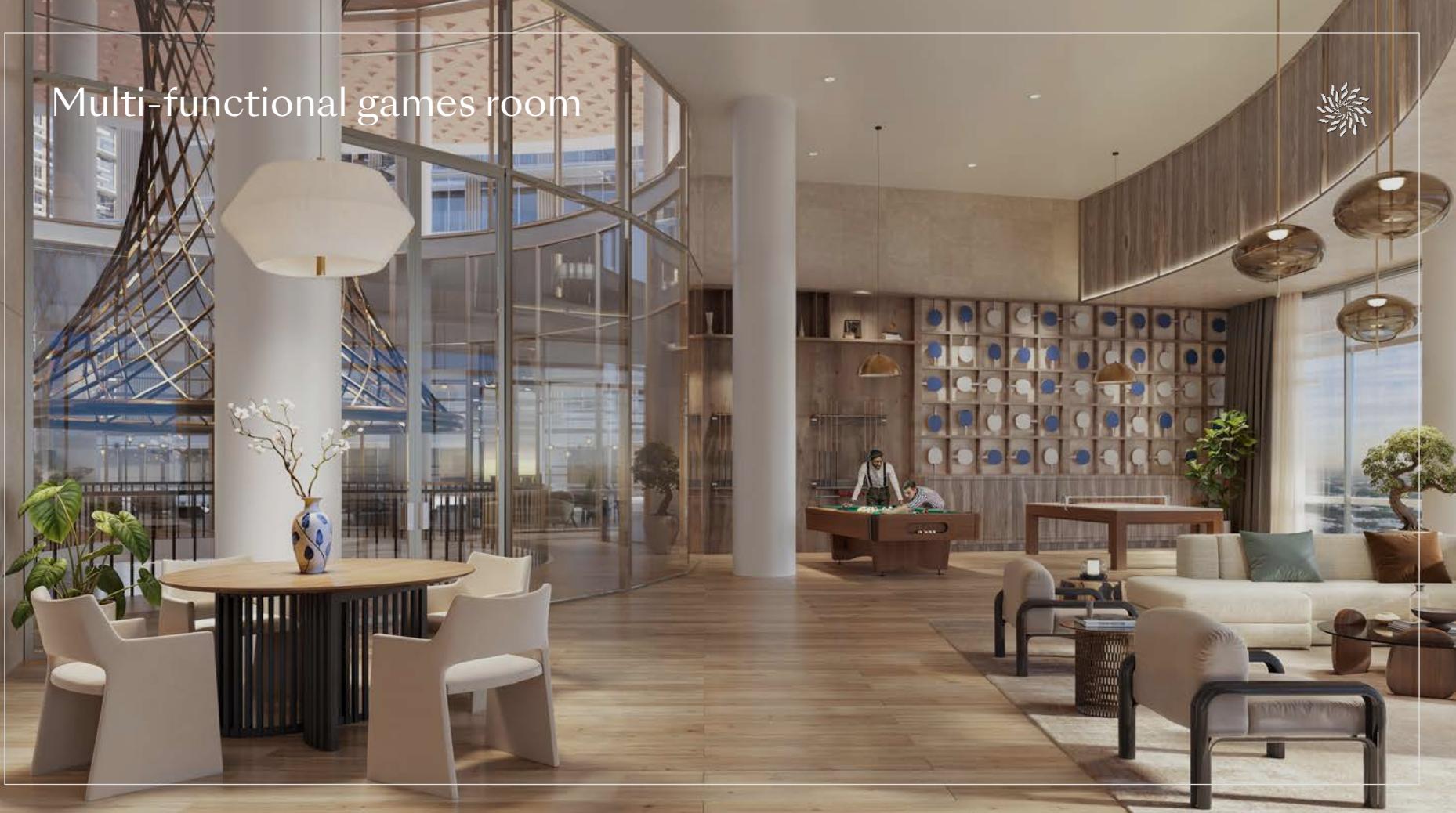
Ground floor dedicated for exciting retail concepts



Spa & ladies' gym floor level



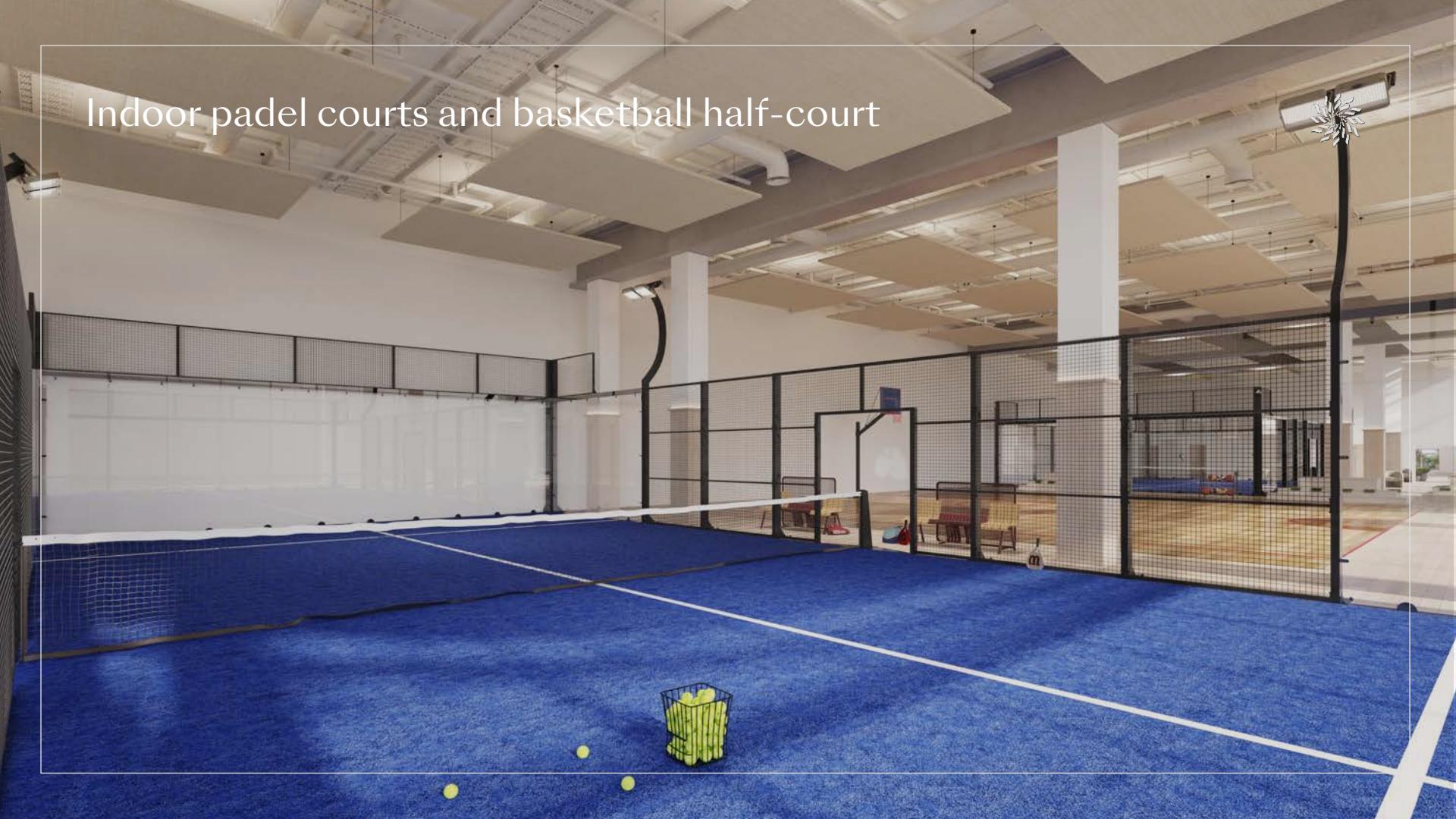
Multi-functional games room



Indoor pool



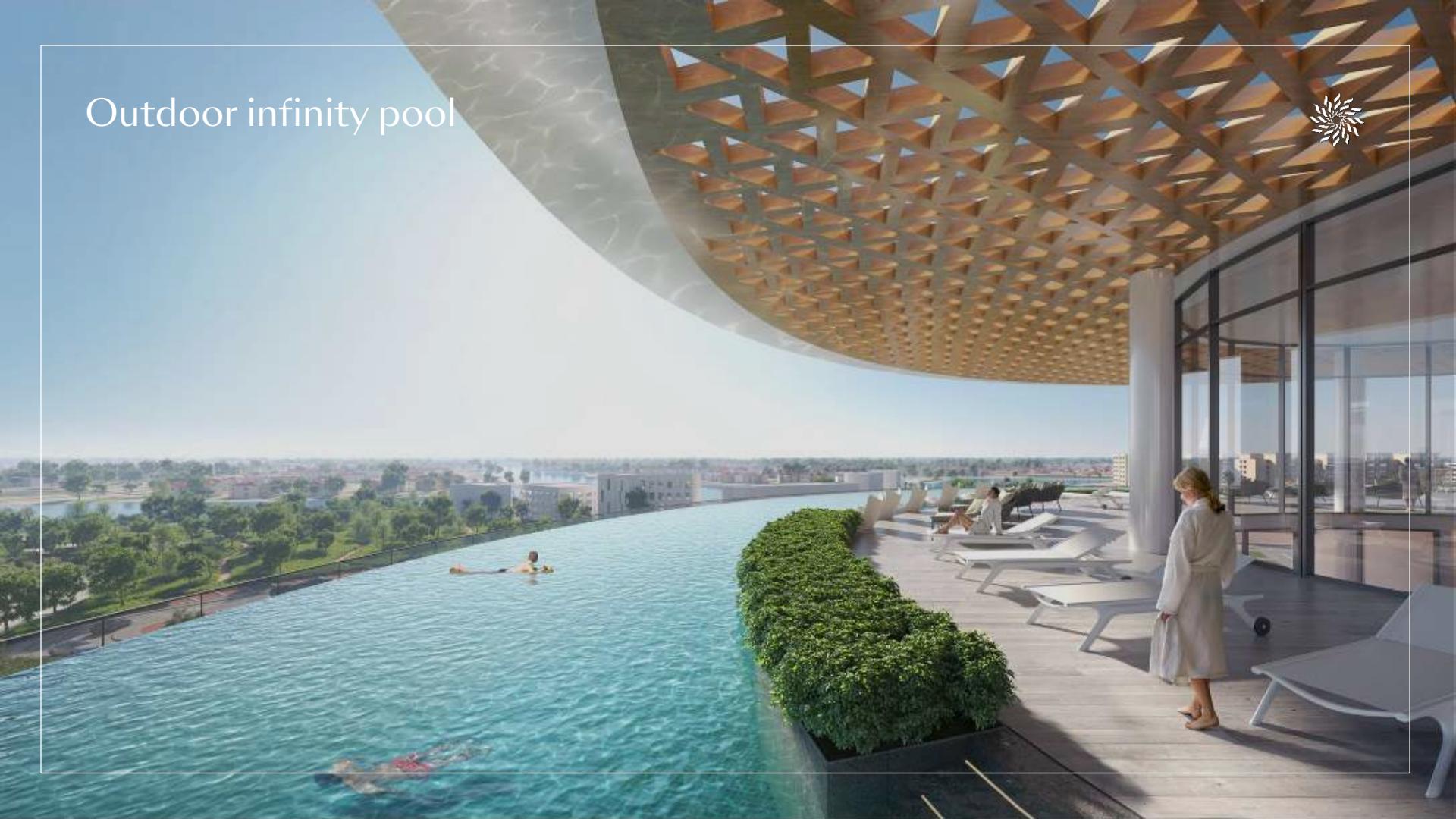
Indoor padel courts and basketball half-court



Spa overlooking Jumeirah Islands



Outdoor infinity pool





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1

Serenia Signature Clubhouse

2

Health & Social

3

Sports & Recreation

4

Family Oasis

5

Wellness Retreat



40+
Amenities



½ KM
Podium



5
Pools



4
Sports Courts
(3 Indoor,
1 Outdoor)



Serenia Signature Clubhouse



1

Serenia Signature Clubhouse

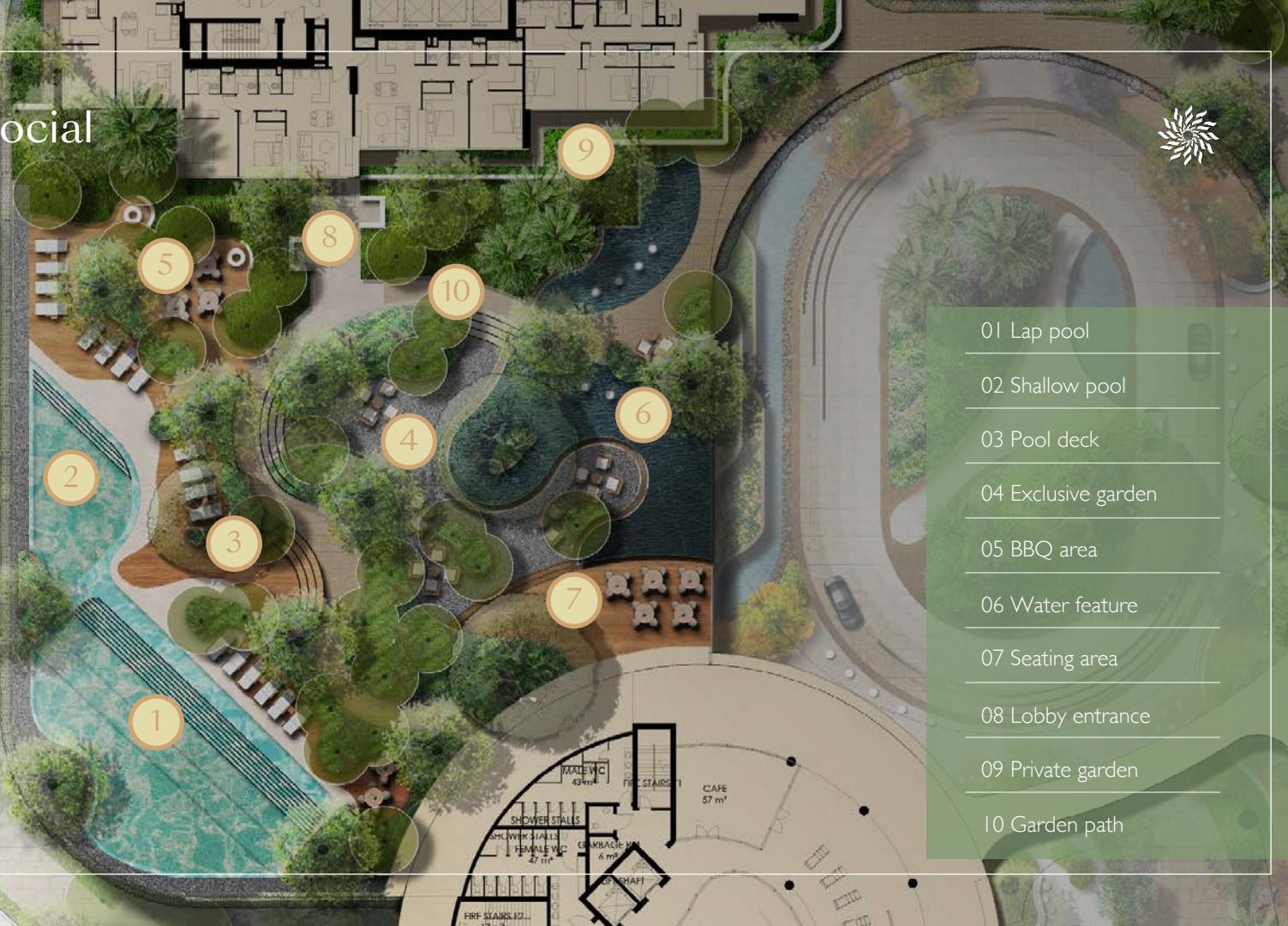
Health & Social

2

Health & Social



Health & Social



Health & Social



Health & Social



Sports & Recreation



3

Sports & Recreation

Sports & Recreation



01 Bridge

02 Active lawn

03 1-km active path & walkway

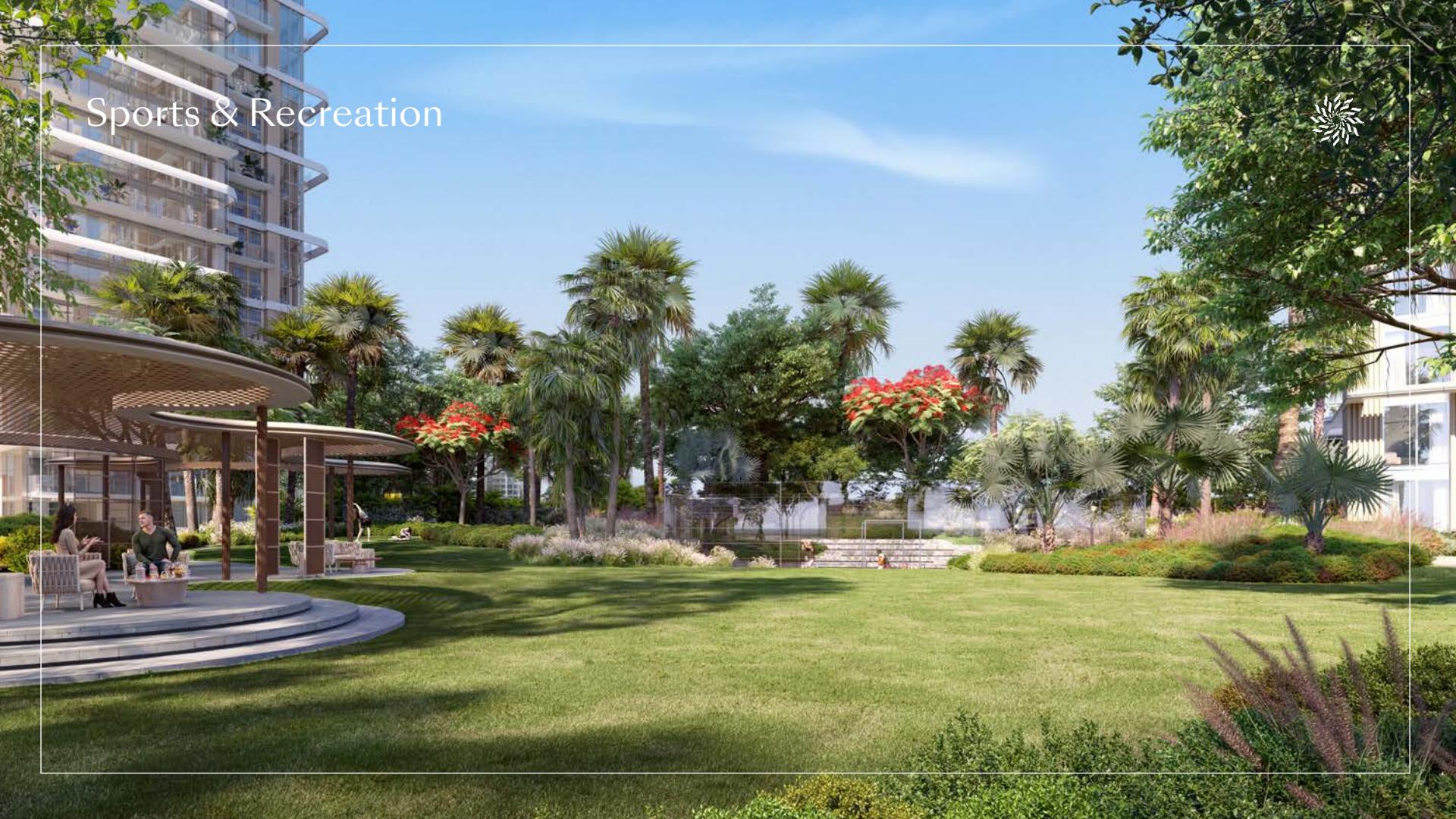
04 Shaded structure

05 Multi usage games areas

06 BBQ area

07 Private garden

Sports & Recreation



Family Oasis



4

Family Oasis

Family Oasis



Family Oasis



Family Oasis



Nature Discovery



5

Nature Discovery

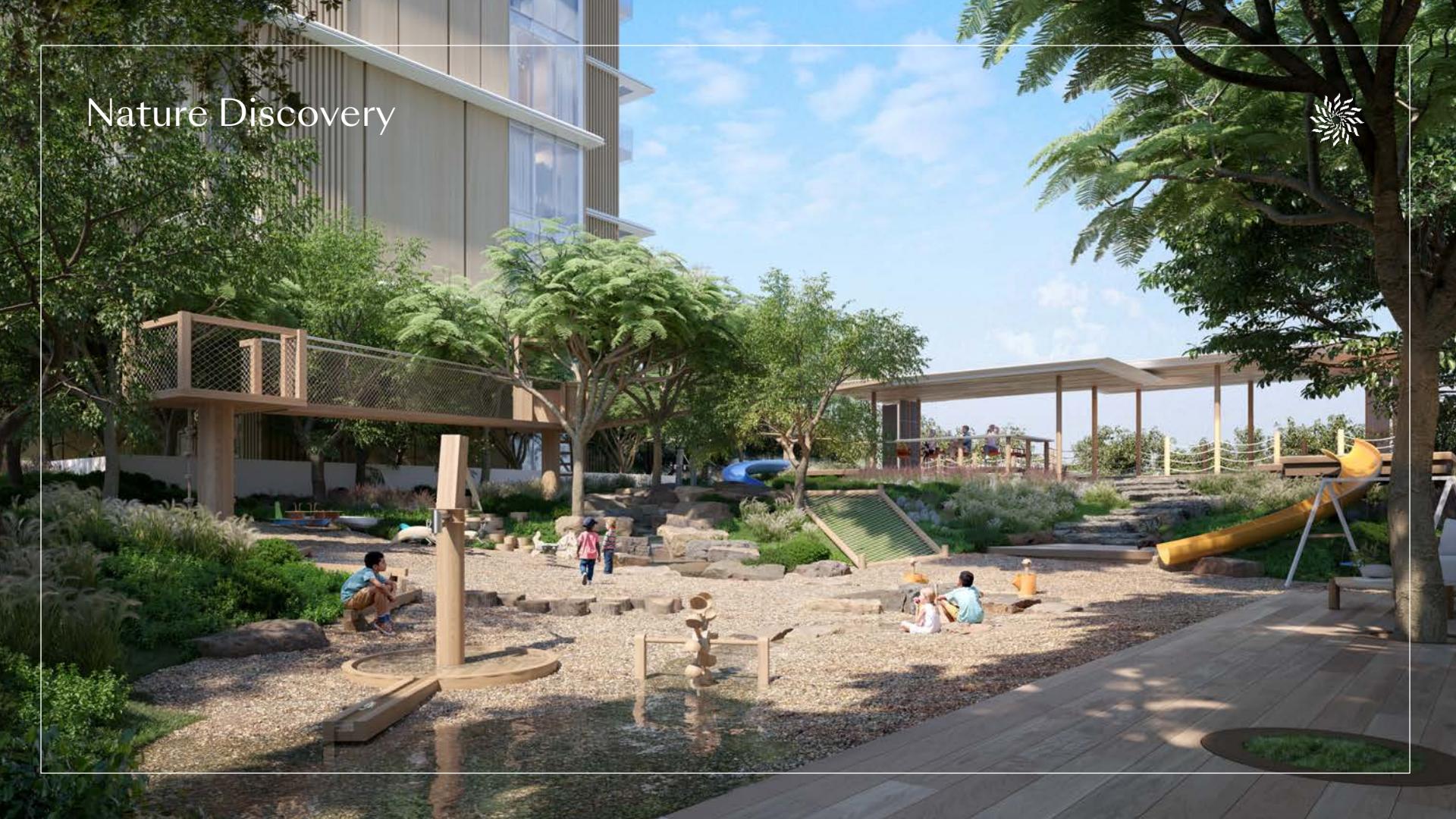
Nature Discovery

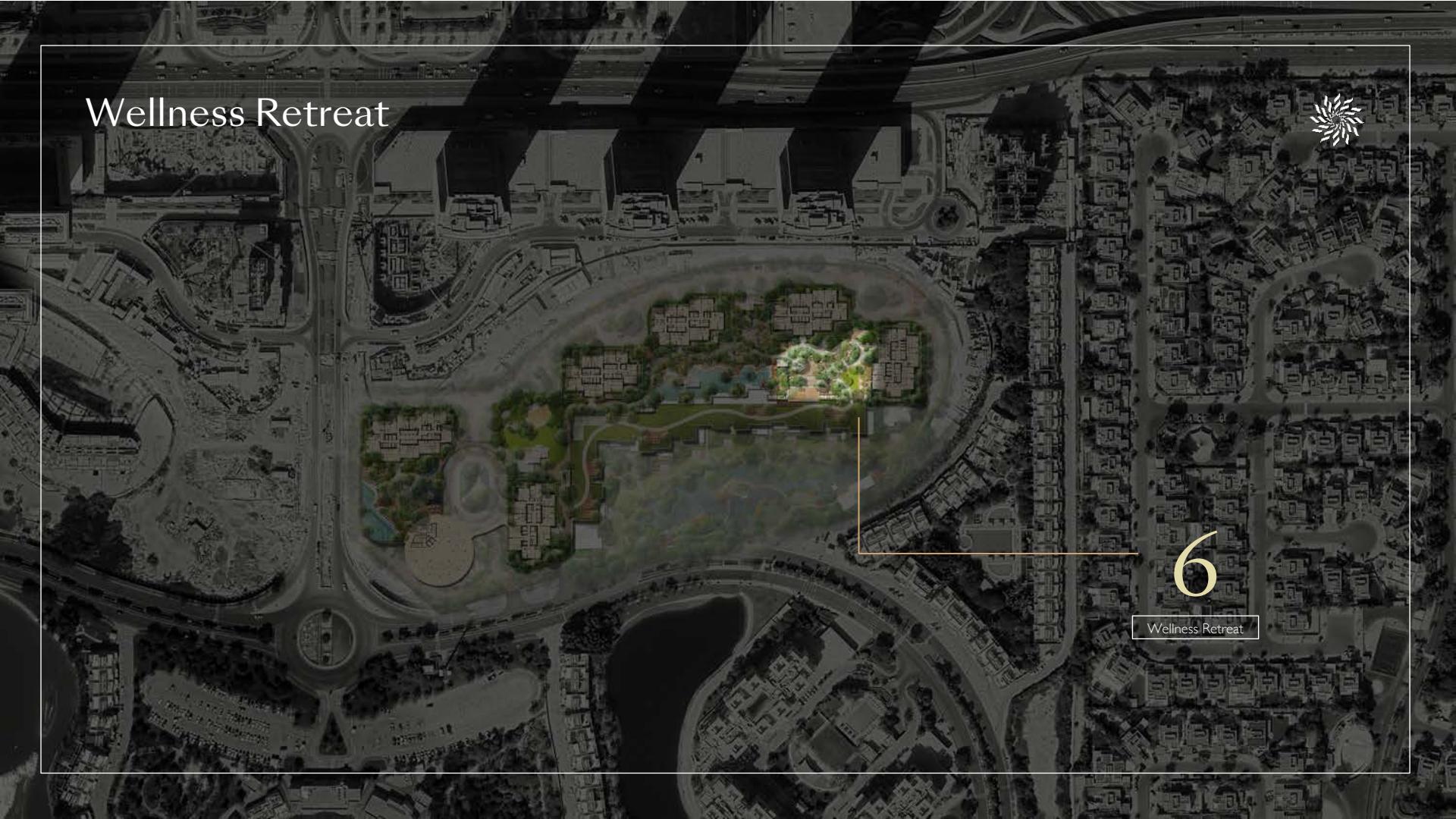


- 5
- 1
- 2
- 3
- 7
- 6
- 4

- 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

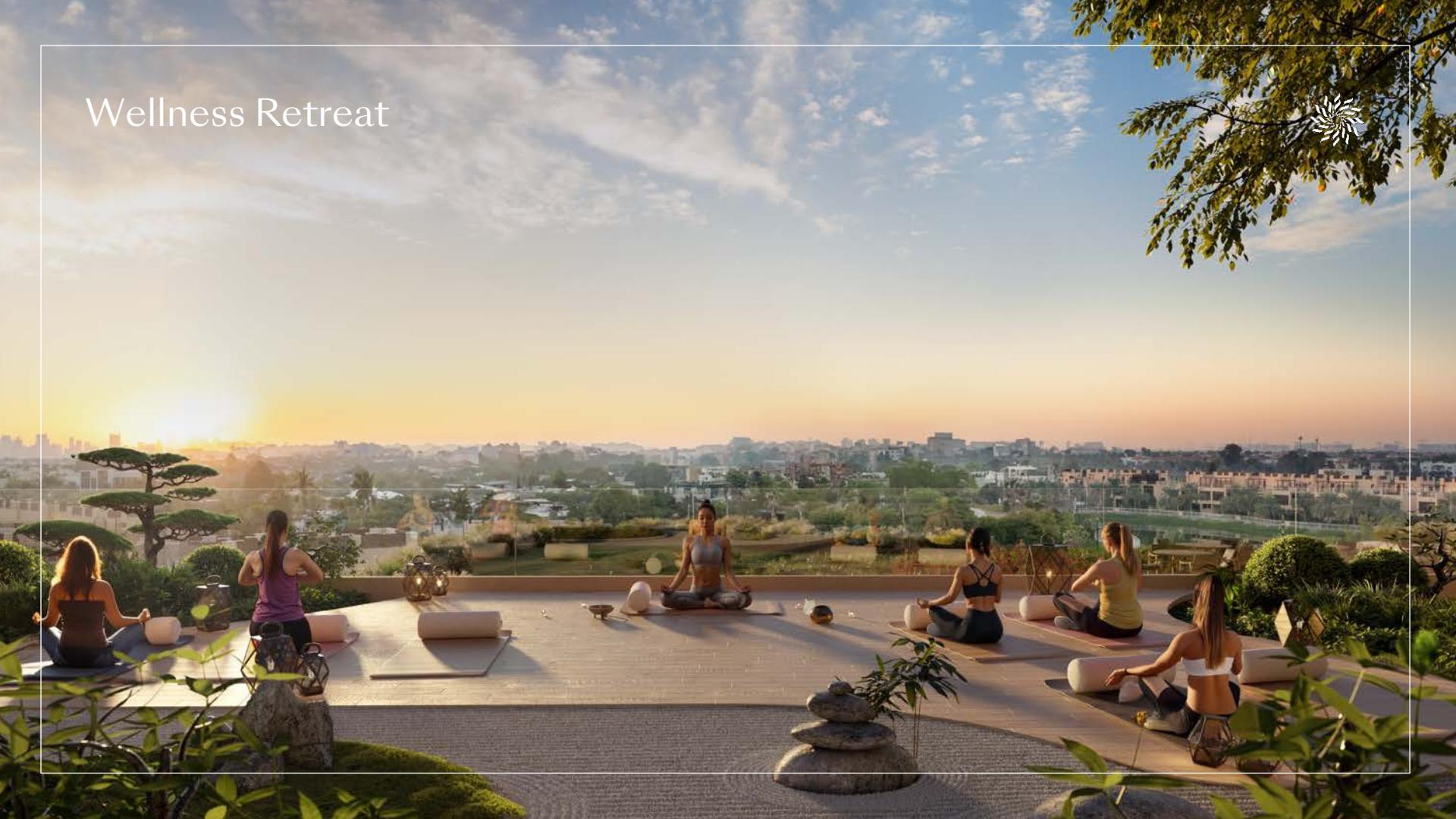
6

Wellness Retreat

Wellness Retreat



Wellness Retreat





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Serenia Signature Clubhouse

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Wellness Retreat

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

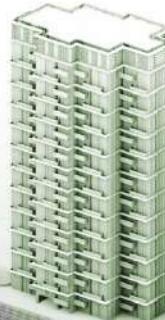
1



2



3



4



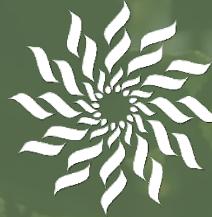
5



6



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