

DUBAI PROPERTIES

# SERENA

*Where memories  
will be made*



Home isn't just a house.  
It's more than drywalls, bricks, a floor and roof.  
It's where memories will be made.

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**SERENA**

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# DUBAI

Immerse yourself within  
a rich mix of cultures

Dubai is a pioneering global city that offers a multicultural lifestyle experience. The emirate is home to over 200 different nationalities, creating a completely unique and bustling blend of cultures.





# DUBAI PROPERTIES

Redesigning Dubai's landscape with  
landmark destinations

An integral part of Dubai Holding, Dubai Properties was established with the primary objective of developing and managing properties, communities and destinations across Dubai. Dubai Properties is the master developer of prestigious destinations such as Business Bay, Dubailand and JBR. The focus is on creating a broad range of quality properties in which to live, work, play and shop. Dubai Properties develops communities where residents and visitors can comfortably enjoy diverse community cultural experiences.

# LUSH GREEN AND CLOSE- KNIT

A lush green gated community, that is inviting and exclusive in equal measure. Inspired by vintage Spanish and Portuguese architecture, Serena offers a diverse array of 2, 3 and 4-bedroom townhouses across its three phases.





# AWAY FROM THE CROWD BUT CLOSE TO EVERYTHING

In the heart of Dubailand, Serena is a sanctuary from the hustle and bustle of the city. But with direct access to Emirates Road and Academic City Road, the community is close to shopping centres, schools and sports facilities.



# BUILT FOR YOUR LIFESTYLE

Serena is built for every kind of lifestyle – whether you're looking to fill your free time with catch-ups over coffee at the Central Plaza, jogging across the wide open green spaces or teaching your children to swim. With diverse retail options, greenery and a wide array of recreation facilities, Serena is the ideal place to create memories with family and friends.







# A CLASSIC MEDITERRANEAN TOUCH


Featuring vintage Mediterranean facades on the outside and subtle touches of time-honoured design on the inside, Serena brings classic design to life with contemporary flair. Tiled roofs, rustic detailing and spacious layouts distinguish each of the townhouses.





# START MAKING MEMORIES

At Serena, there's something for every resident. While the three community centres are designed with families in mind, the Central Plaza serves up a fine selection of retail and dining experiences – making it the beating heart of Serena.



# A VIBRANT CENTRAL PLAZA

At the heart of the Serena community is the Central Plaza. Poised to become a thriving outdoor destination, the plaza comes to life with exciting retail options and fresh dining concepts. Savour a diverse and delectable array of tempting cuisines or sip on a hot cup of coffee while taking in the atmosphere that seamlessly blends traditional architecture with modern touches.

- Retail spaces, healthcare facilities & entertainment area
- Direct access to Emirates Road





# STATE-OF- THE-ART AMENITIES

Enjoy exceptional family living at Serena with state-of-the-art community centres filled with top-notch healthcare clinics, wide-ranging recreation facilities, exciting retail options and fascinating indoor play areas for children.

- Community clubhouse
- Six parks with shaded children's play areas
- Family & BBQ spots with seating areas
- Recreational areas & swimming pools
- Jogging & walking trails
- Diverse retail options
- Restaurants & cafes
- Wellness clinics & state-of-the art sports facilities
- Swimming pools



# MASTER PLAN



## AMENITIES

- 1. Community Park
- 2. School
- 3. Mosque
- 4. Community Centre



Lush greenery, unique architecture, a wealth of amenities and recreational spaces create perfect children's play areas and beautifully landscaped gardens that offer a true sense of calming relaxation for the entire family.

The thoughtful architecture and refined finishing of each home delivers impeccable design for discerning tastes, together with a wealth of functional features for your modern lifestyle demands.

# CASA VIVA AT SERENA

Casa Viva blends a lively and energetic community, with a relaxing family lifestyle. Casa Viva is a delightful family-centred district that offers relaxing natural vistas and a full suite of attractive amenities, in keeping with Serena's Mediterranean-inspired lifestyle. Spanish vibes play out in fine style at Casa Viva across 2, 3 and 4-bedroom townhouses, designed with your family in mind.



## SERENA CASA VIVA



SERENA  
CASA DORA

# CASA DORA AT SERENA

Featuring state-of-the-art architecture inspired by Portuguese motifs, Casa Dora is an exquisite and lively community of 2 and 3-bedroom townhouses. Vast green spaces together with unique architecture create a cheerful ambience and tranquil lifestyle.

The homes within this Portuguese haven are designed to suit your lifestyle with spacious and elegant interiors that offer a touch of tranquility and unmatched comfort.





# BELLA CASA AT SERENA

Bella Casa is an architectural marvel composed of 2 and 3-bedroom townhouses scattered across the community.

Wake up to the spirited embrace of a vibrant and energetic lifestyle in a community with a modern feel. Stroll across the green spaces that wind through the unique architecture and experience the heart of the community, where the iconic Central Plaza creates a cheerful ambience for outdoor living. For those seeking a tranquil respite from the city, the search ends here.

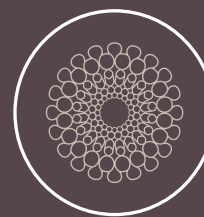


**SERENA**  
**BELLA CASA**

# Location Benefits



5 MINS  
Hamdan  
Sports Complex



15 MINS  
Expo 2020  
Site



10 MINS  
Motor City



5 MINS  
Dubai Cycling  
Course



30 MINS  
Downtown  
Dubai



15 MINS  
Al Maktoum  
International  
Airport



7 MINS  
Global  
Village



5 MINS  
Mohammed Bin  
Zayed Road



# FLOOR PLANS

**Disclaimer:**

All materials, dimensions, and drawings are preliminary and indicative only and are subject to design changes. The actual as-built areas may vary from the stated areas. Furnishings, accessories, hard & soft landscaping, pavements, decorative features, swimming pool and other amenities displayed in this brochure are not part of a standard unit and are included for illustrative purposes only. Dubai Properties reserves the right to change any information within this brochure at its sole discretion and without providing any notice to the recipient. Dubai Properties reserves the right to make necessary revisions/alterations to any materials, plans, dimensions and drawings included in this brochure at its absolute discretion without incurring any liability from the recipient.

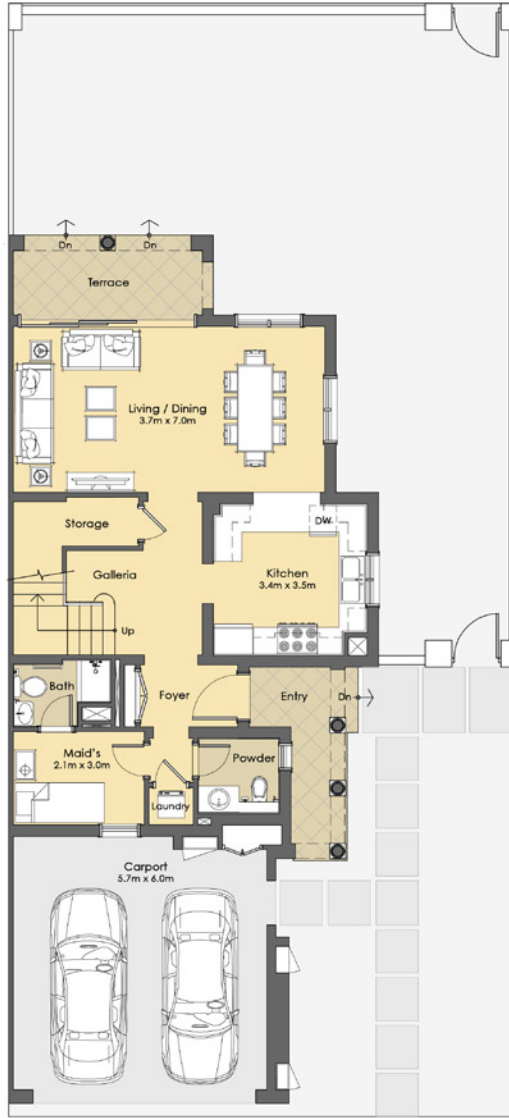




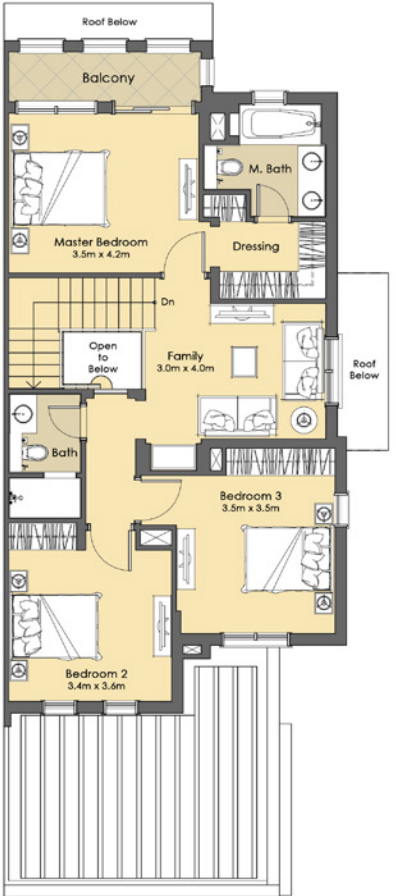
SERENA  
CASA VIVA

3 BEDROOM + Maid - Semi-Detached Type A

**Suite:** 181.38 Sq.m. / 1,952 Sq.ft.  
**Balcony:** 20.91 Sq.m. / 225 Sq.ft.  
**Suite + Balcony:** 202.29 Sq.m. / 2,177 Sq.ft.  
**Carport:** 36.39 Sq.m. / 392 Sq.ft.  
**Total Area:** 238.68 Sq.m / 2,569 Sq.ft.



GROUND LEVEL



FIRST LEVEL

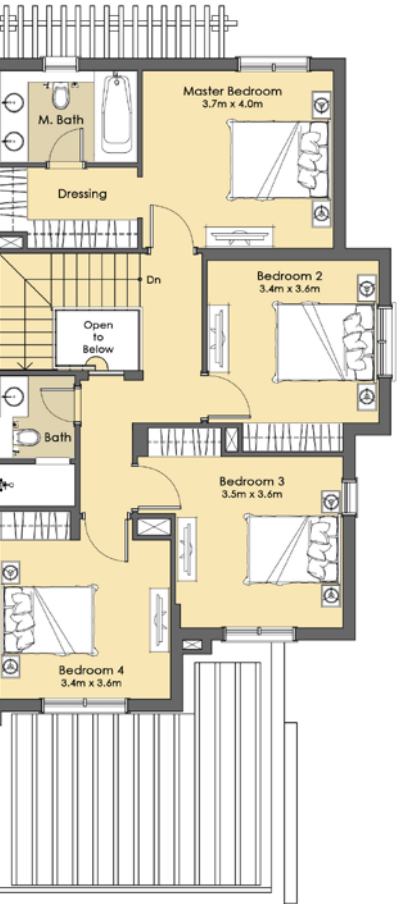
SERENA

4 BEDROOM + Maid - Semi-Detached Type A+

**Suite:** 185.94 Sq.m. / 2,001 Sq.ft.  
**Balcony:** 6.39 Sq.m. / 69 Sq.ft.  
**Suite + Balcony:** 192.33 Sq.m. / 2,070 Sq.ft.  
**Carport:** 36.39 Sq.m. / 392 Sq.ft.  
**Total Area:** 228.72 Sq.m / 2,462 Sq.ft.



GROUND LEVEL



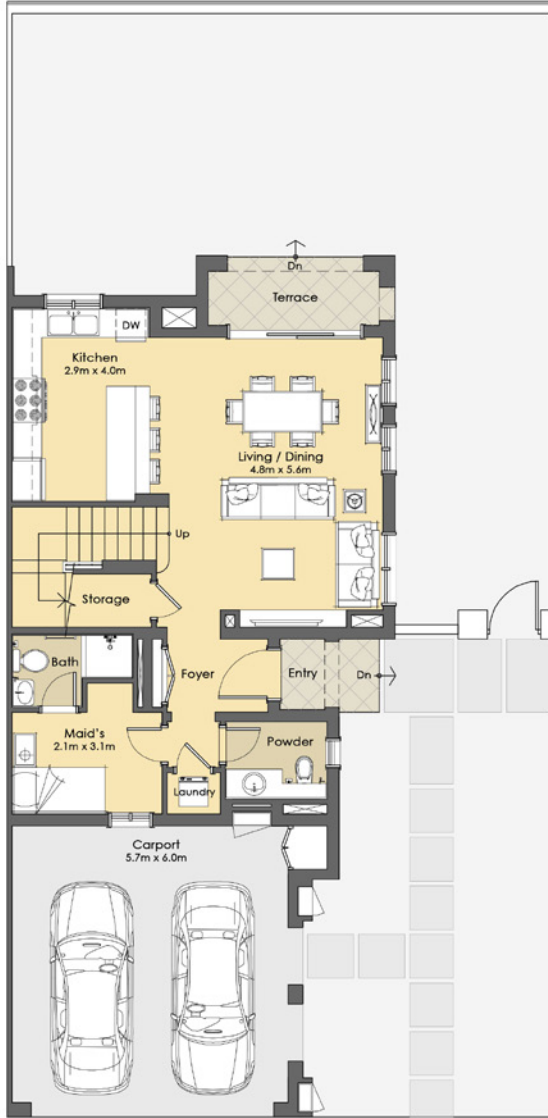
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SERENA

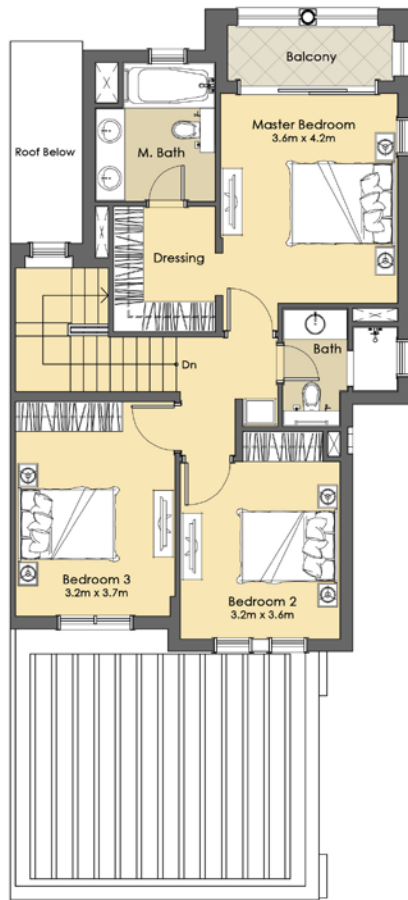


3 BEDROOM + Maid - Townhouse - End Type B

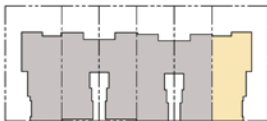
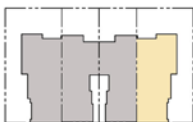
Suite: 161.44 Sq.m. / 1,738 Sq.ft.  
Balcony: 13.06 Sq.m. / 141 Sq.ft.  
Suite + Balcony: 174.50 Sq.m. / 1,878 Sq.ft.  
Carport: 36.60 Sq.m. / 394 Sq.ft.  
Total Area: 211.10 Sq.m / 2,272 Sq.ft.



GROUND LEVEL



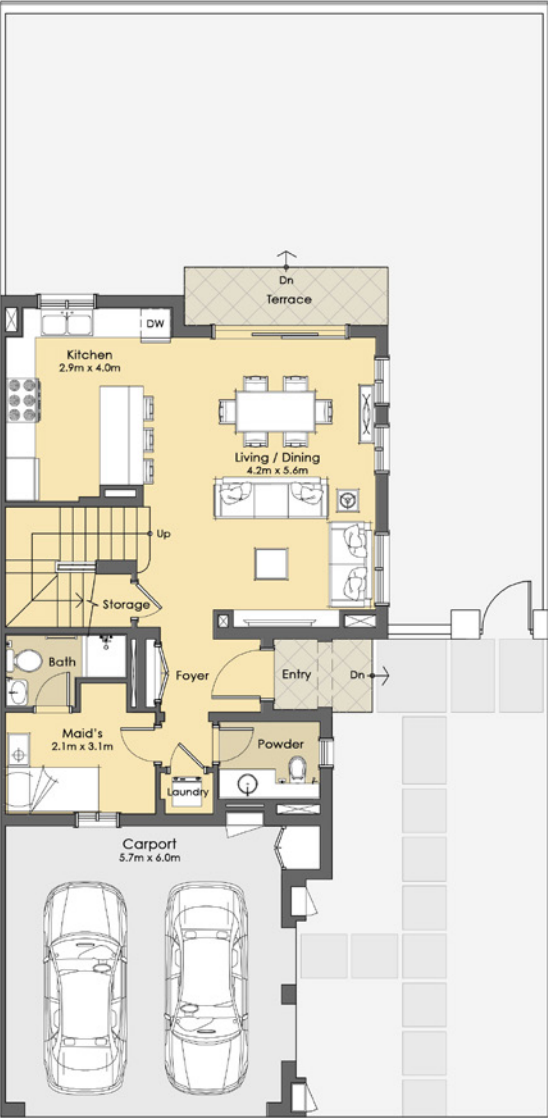
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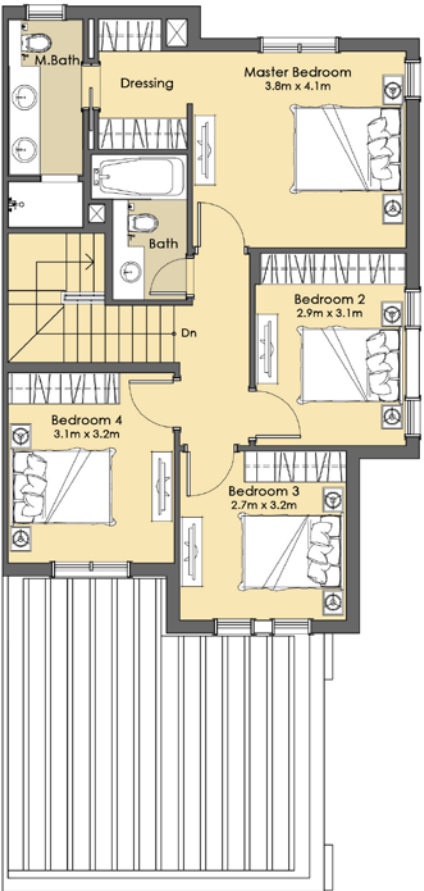
SERENA

4 BEDROOM + Maid - Townhouse - End Type B+

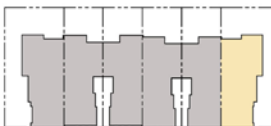
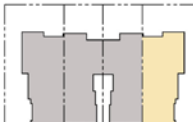
Suite: 166.28 Sq.m. / 1,790 Sq.ft.  
Balcony: 3.60 Sq.m. / 39 Sq.ft.  
Suite + Balcony: 169.88 Sq.m. / 1,829 Sq.ft.  
Carport: 36.60 Sq.m. / 394 Sq.ft.  
Total Area: 206.48 Sq.m / 2,223 Sq.ft.



GROUND LEVEL



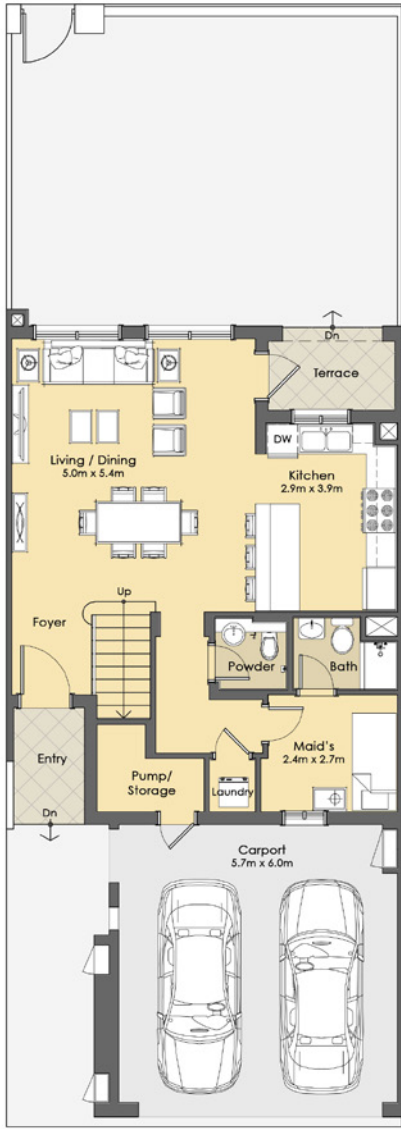
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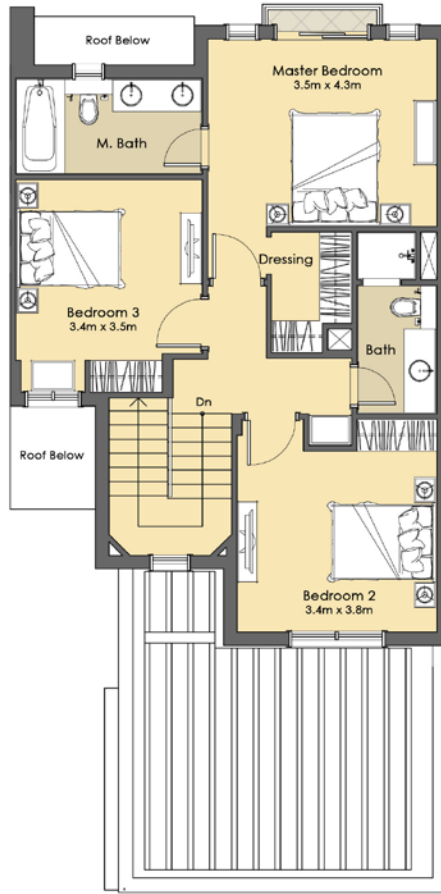
SERENA

3 BEDROOM + Maid - Townhouse - Mid Type C

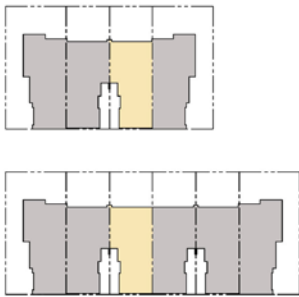
**Suite:** 156.17 Sq.m. / 1,681 Sq.ft.  
**Balcony:** 7.68 Sq.m. / 83 Sq.ft.  
**Suite + Balcony:** 163.85 Sq.m. / 1,764 Sq.ft.  
**Carport:** 36.73 Sq.m. / 395 Sq.ft.  
**Total Area:** 200.58 Sq.m / 2,159 Sq.ft.



GROUND LEVEL

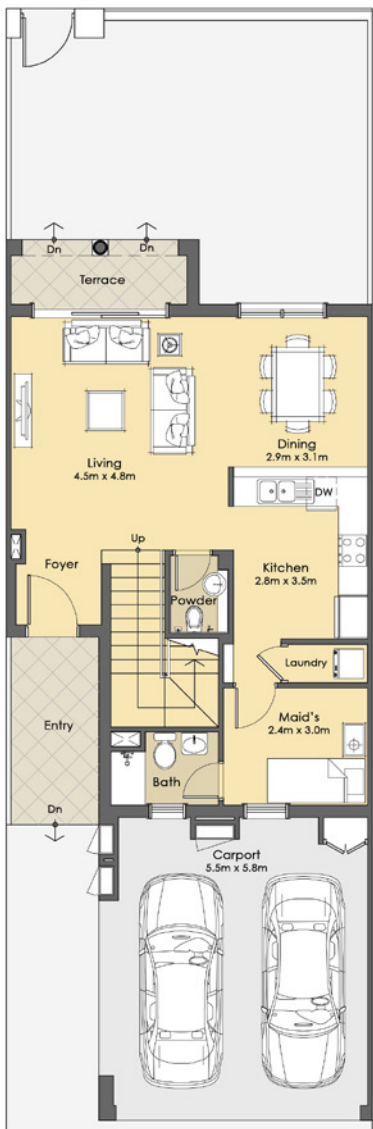


FIRST LEVEL

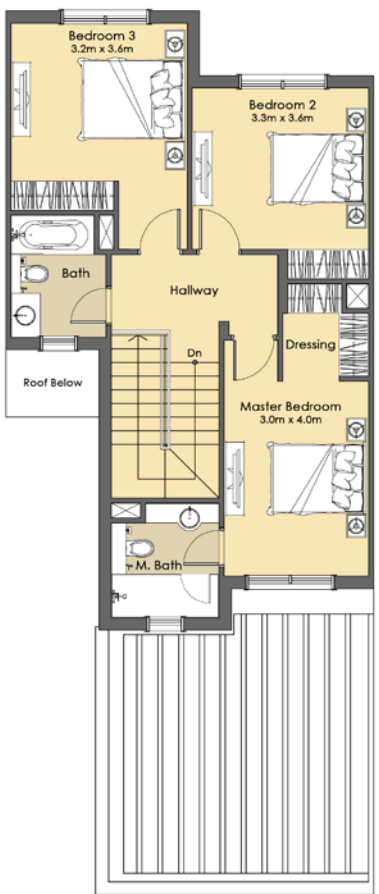


3 BEDROOM + Maid - Townhouse - Mid Type C+

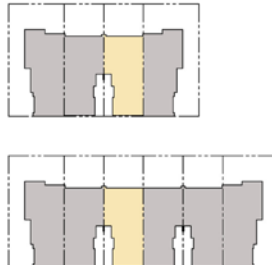
**Suite:** 149.79 Sq.m. / 1,612 Sq.ft.  
**Balcony:** 5.23 Sq.m. / 56 Sq.ft.  
**Suite + Balcony:** 155.02 Sq.m. / 1,669 Sq.ft.  
**Carport:** 33.81 Sq.m. / 364 Sq.ft.  
**Total Area:** 188.83 Sq.m / 2,033 Sq.ft.



GROUND LEVEL



FIRST LEVEL



2 BEDROOM + Maid - Townhouse - Mid Type D+

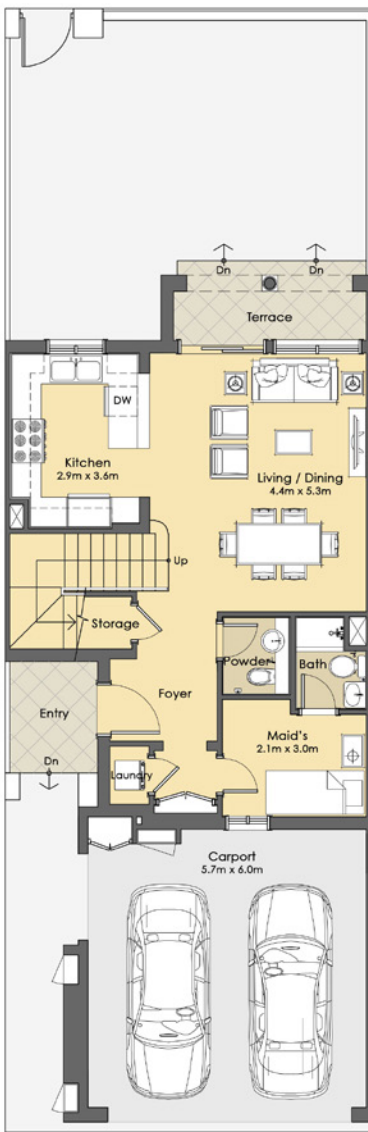
Suite: 131.85 Sq.m. / 1,419 Sq.ft.

Balcony: 5.72 Sq.m. / 62 Sq.ft.

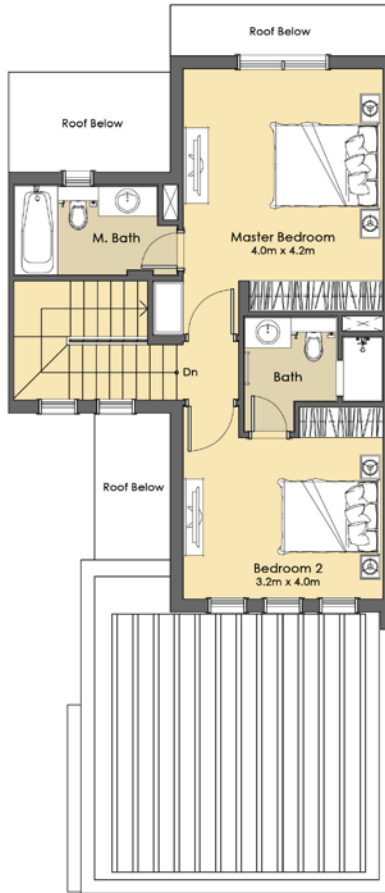
Suite + Balcony: 137.57 Sq.m. / 1,481 Sq.ft.

Carport: 36.44 Sq.m. / 392 Sq.ft.

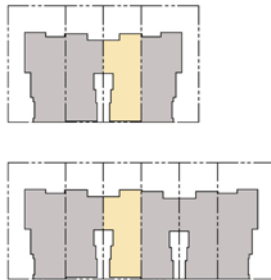
Total Area: 174.01 Sq.m / 1,873 Sq.ft.



GROUND LEVEL



FIRST LEVEL



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# SERENA

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will be made*

dp.ae