

SERENOVA

L I F E B E Y O N D T H E C I T Y

DUBAI
THE PLACE TO BE.

DUBAI IS KNOWN
WORLDWIDE AS A BEACON
OF PROGRESS AND LUXURY.

A CITY WHERE THE
FUTURE UNFOLDS TODAY.

A VIBRANT, DYNAMIC
GLOBAL HUB. IT OFFERS
AN EXCEPTIONAL WAY
OF LIFE TO CITIZENS
AND VISITORS ALIKE.





SAIF AL GHURAIR REAL ESTATE

A PROUD HERITAGE

—


Al Ghurair Group is a diversified, family-owned conglomerate with operations spanning manufacturing, real estate, and financial investments, boasting a growing global presence across MENA, Europe, North America, and Australia. The group has played a pivotal role in the transformative journey of Dubai's economy. In 1967, it established the Bank of Oman, later renamed Mashreq Bank, which today is the largest privately owned bank in the UAE. The following year, in 1968, the group entered the building materials sector by founding the National Cement Company, aligning with the rapid development of Dubai under H.H. Sheikh Rashid Al Maktoum.

THE DEVELOPER P.O.B1 PROPERTIES

CREATING LASTING LEGACIES

—
Launched in 2024 by the Saif Al Ghurair Real Estate Group, P.O.B1 marks a new chapter in Dubai's real estate landscape. Our name, inspired by the unique significance of P.O. Box 1, symbolises a deep connection to Dubai's heritage and reflects our foundational commitment to excellence and innovation.

We are driven by a vision where quality of life takes centre stage, building on our parent company's legacy of trust, credibility, and pioneering development. Our purpose is rooted in enduring family values—principles that guide everything we do: Responsible, Mindful, Visionary, Committed. We are dedicated to "Creating Lasting Legacies" that shape futures for generations.

A woman with long, wavy hair is shown in profile, looking out over a city at sunset. The scene is bathed in warm, golden light, with the sun low on the horizon, creating a silhouette effect on her face and hair. The background shows a cityscape with buildings and trees, all in a soft, hazy glow.

LIVE WITH THE **SKY**.
BREATHE IN THE SPACE.
UNINTERRUPTED VIEWS OF
THE CITY YOU CALL **HOME**.
APARTMENTS MADE FOR
A LIFE **BEYOND** THE CITY.

VIEWS

SERENOVA

BEYOND EXPECTATIONS

Discover an exceptional lifestyle experience where modern design meets comfort. The indoors integrate seamlessly with the outdoors.

Meticulously crafted apartments, designed in detail, made with space. Amenities that look after your everyday and serve you a view of the city like no other.

With levels of living that open up a lifestyle that goes beyond expectation. Family friendly, and designed to grow with you. Welcome home to life beyond the city.



Courtyard

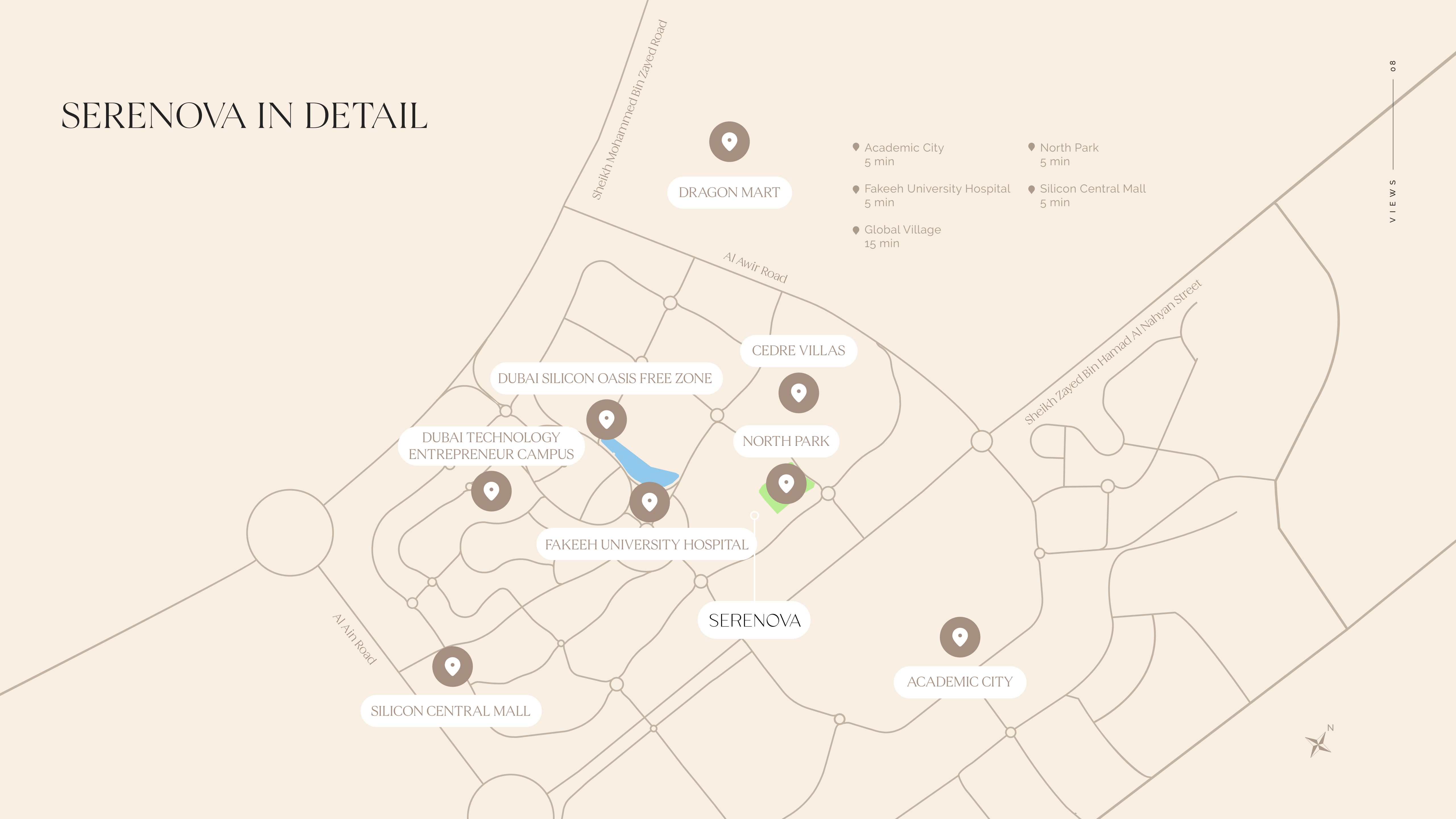
ACCESS EVERYWHERE



- Al Maktoum International Airport
30 min
- Dubai International Airport
15 min
- Dubai Mall
15 min

- Jumeirah Beach
20 min
- Mall of the Emirates
25 min
- Palm Jumeirah
30 min

SERENOVA IN DETAIL



DRAGON MART

Academic City
5 min

North Park
5 min

Fakeeh University Hospital
5 min

Silicon Central Mall
5 min

Global Village
15 min

DUBAI SILICON OASIS FREE ZONE

CEDRE VILLAS

DUBAI TECHNOLOGY
ENTREPRENEUR CAMPUS

NORTH PARK

FAKEEH UNIVERSITY HOSPITAL

SERENOVA

ACADEMIC CITY

SILICON CENTRAL MALL



RELAX. UNWIND.
THIS IS YOUR SPACE.
SOCIAL. FRIENDLY.
A PLACE FOR **FAMILY**.
LIFE ON LEVELS FOR
MOMENTS ARE MADE.





DESIGNED. STYLED.
MADE YOUR WAY.
EFFORTLESSLY
ALTOGETHER.
DISCOVER HOME.

DESIGN



A HOMELY ARRIVAL

A WELCOME LIKE NO OTHER

Home starts with a warm welcome, featuring double height for that sense of arrival. All the more private, hidden behind a statement fountain to your entrance a touch of privacy, with a valet service that looks after you and your visitors.

A calm sense of style to greet you everyday.







Kids' Play Area and Outdoor Gardens



UNIQUE AMENITIES.
THOUGHTFULLY
CREATED. ELEVATING
LIFE ON EVERY LEVEL.
BALANCING ACTIVE
MOMENTS WITH
STILLNESS. ENJOYING
TIME TOGETHER AND
SPACE TO BE YOU.
EXPERIENCE A TRUE
SENSE OF HARMONY,
EVERY DAY.





DESIGN

Courtyard Pool and Kids' Pool







Wellness Court

OPENLY ACTIVE

EXERCISE THE EVERYDAY

—

Arranged for the everyday, our residents can exercise to their way of living, with our wellness court housing an indoor and rooftop gym. Fresh air meets cool time in the family pool. Or move to the top level and unwind in the adult infinity pool overlooking the Dubai skyline.

MOMENTS FOR THE
MIND NEED NOT ALWAYS
BE STILL. SPACE
TO SOCIALISE AND
RE-ENERGISE THE BODY.
IN THE GYM OR
THE TERRACE. THERE'S
A PLACE FOR YOU.









WELCOME TO THOUGHTFUL
DESIGN AND EFFORTLESS
COMFORT, A PLACE WHERE
FUNCTION AND ELEGANCE
COMBINE. A PLACE FOR
YOU TO FLOURISH.

HOME



ELEVATED LIVING.
BEAUTIFUL AND SPACIOUS.
SERENOVA RESIDENCES
TAKE LIVING UP A
LEVEL. THOUGHTFUL
DESIGN DETAILS,
ELEGANT FINISHES, AND
UNPARALLELED VIEWS
OF THE CITY SKYLINE.



Four-Bedroom Penthouse – Living Room

THE APARTMENTS

CRAFTED FOR YOU

—
Momentous in its standards. Thoughtful with its design. Home needs room to host and light to live.

From junior suites (studios) to four-bedroom penthouses, every residence enjoys special views. Spacious balconies and generous terraces wrap themselves around you, inviting the outdoors in. Blending privacy with comfort. Living should be spacious, enlightening and beyond expectation.



Four-Bedroom Penthouse – Dining Room



Four-Bedroom Penthouse – Master Bedroom



Two-bedroom Apartment - Kitchen



Four-Bedroom Penthouse – Walk-in Closet

STEP INTO A SPACE
MADE FOR LIGHT.
FLOOR TO CEILING,
BRIGHT IN DESIGN.





Four-Bedroom Penthouse – Terrace



Aerial View



SERENOVA

Developed by

P·O·B 1

SAIF AL GHURAIR REAL ESTATE