

 casa  
serene

Rare by Design

A Rare Collection of Villas  
by GRID Properties





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Unparalleled.  
Beyond Comparison.  
Rare.



**THE KIND OF CONSIDERED  
RARITY THAT FINDS ITS HOME  
IN CASA SERENE.**

A collection of villas nestled in a hidden paradise. Close enough to the glittering city of Dubai, yet far enough to remain utterly private and discrete. An expansion of Downtown. A forest nestled within the concrete jungle.





The best things in life are effortless. They hide from the common eye, waiting to be sought out.



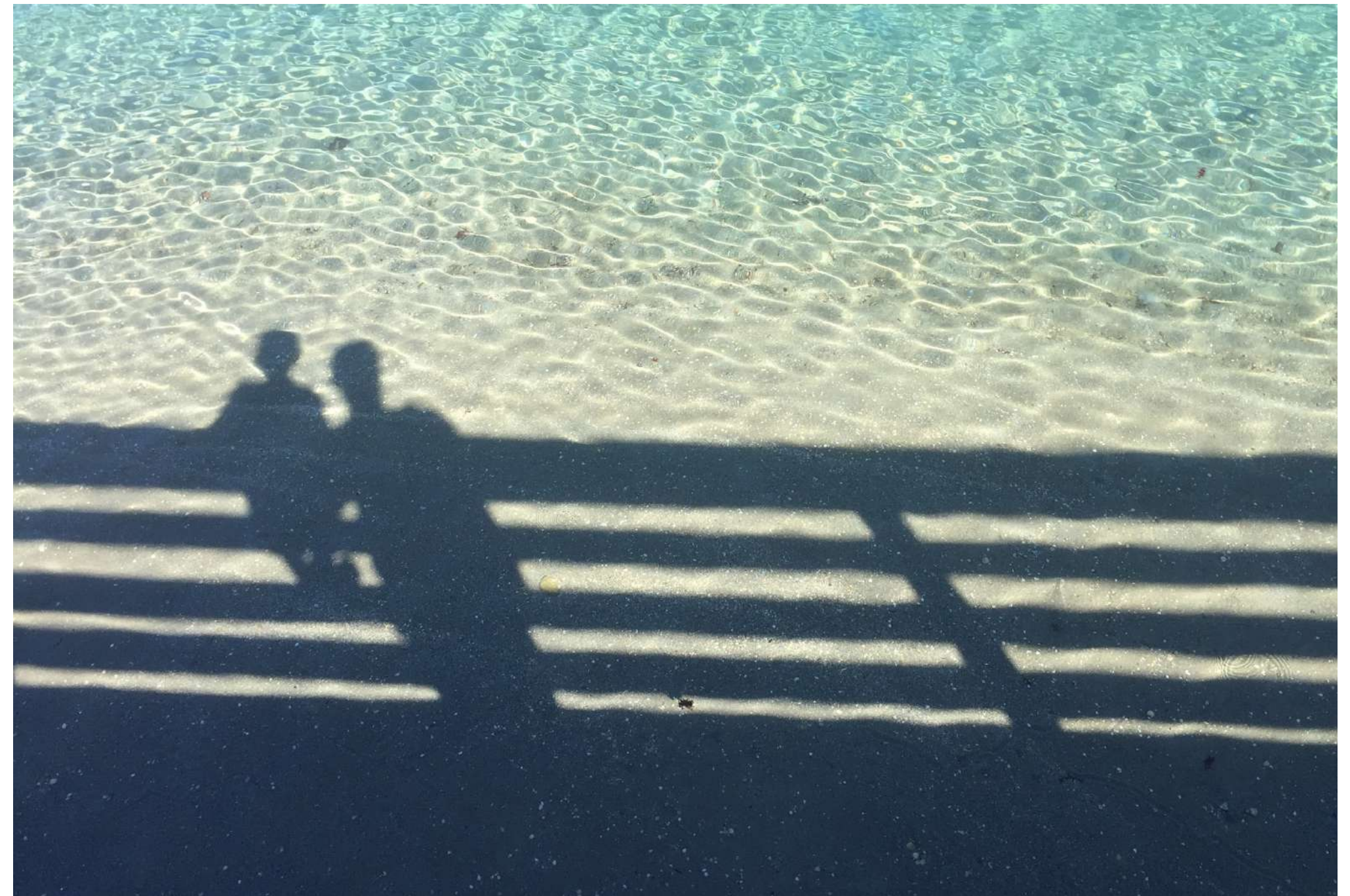
Amidst the lush ambience of MBR City, Casa Serene knits together the perfect elements of quietude.





**DUBAI.**

An exceptional world,  
here and now.





WHERE THE UNCOMMON,  
THE LIMITED, AND THE  
RARE FIND THEIR HOME.



#### WHY DUBAI?

STABLE & PROSPERING ECONOMY

ONE OF THE WORLD'S SAFEST CITIES

ADVANCED INFRASTRUCTURE

WORLD-CLASS LIFESTYLE

STATE-OF-THE-ART HEALTHCARE  
AND EDUCATION

GLOBAL STRATEGIC LOCATION

INVESTOR-FRIENDLY MINIMUM-TAX ECONOMY

GOLDEN VISA









## THE CITY WITHIN THE GOLDEN CITY. MBRC.

Mohammed Bin Rashid Al Maktoum City is a vast, lush and connected eco-system spanning over 1,100 acres. From the world's largest man-made lagoon, to family-friendly parks, play areas and schools, MBRC is its own ecosystem.



### WHY MBR CITY?

CRYSTAL LAGOON

RETAIL BOARDWALK

INTERNATIONAL SCHOOLS

CYCLING AND WALKING TRACKS

CHAMPIONSHIP GOLF COURSE

MEYDAN ONE MALL

WORLD-CLASS RACECOURSE









UPCOMING DUBAI METRO  
(PURPLE LINE STATION)

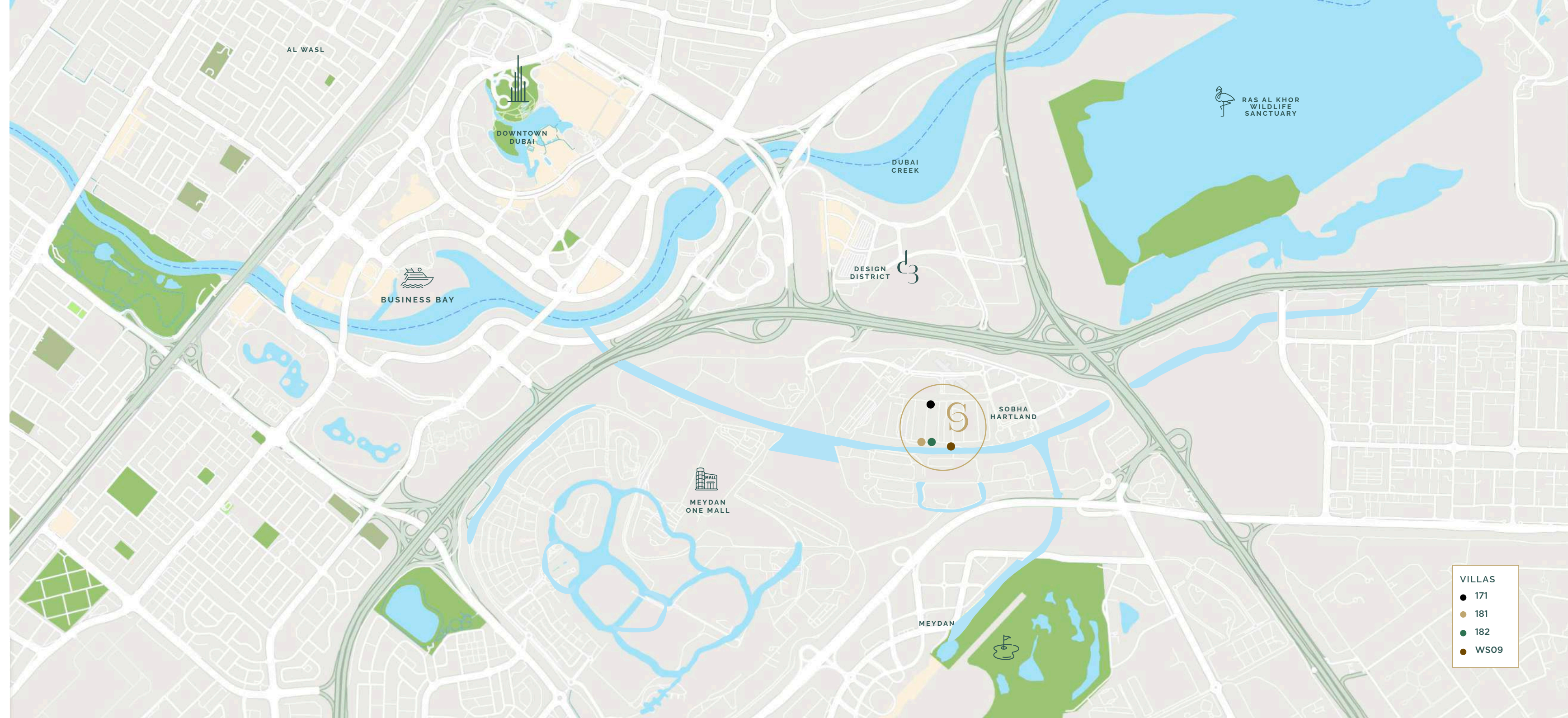


## WHERE RARITY FINDS ITS HOME.

Casa Serene is both sanctuary and connector.

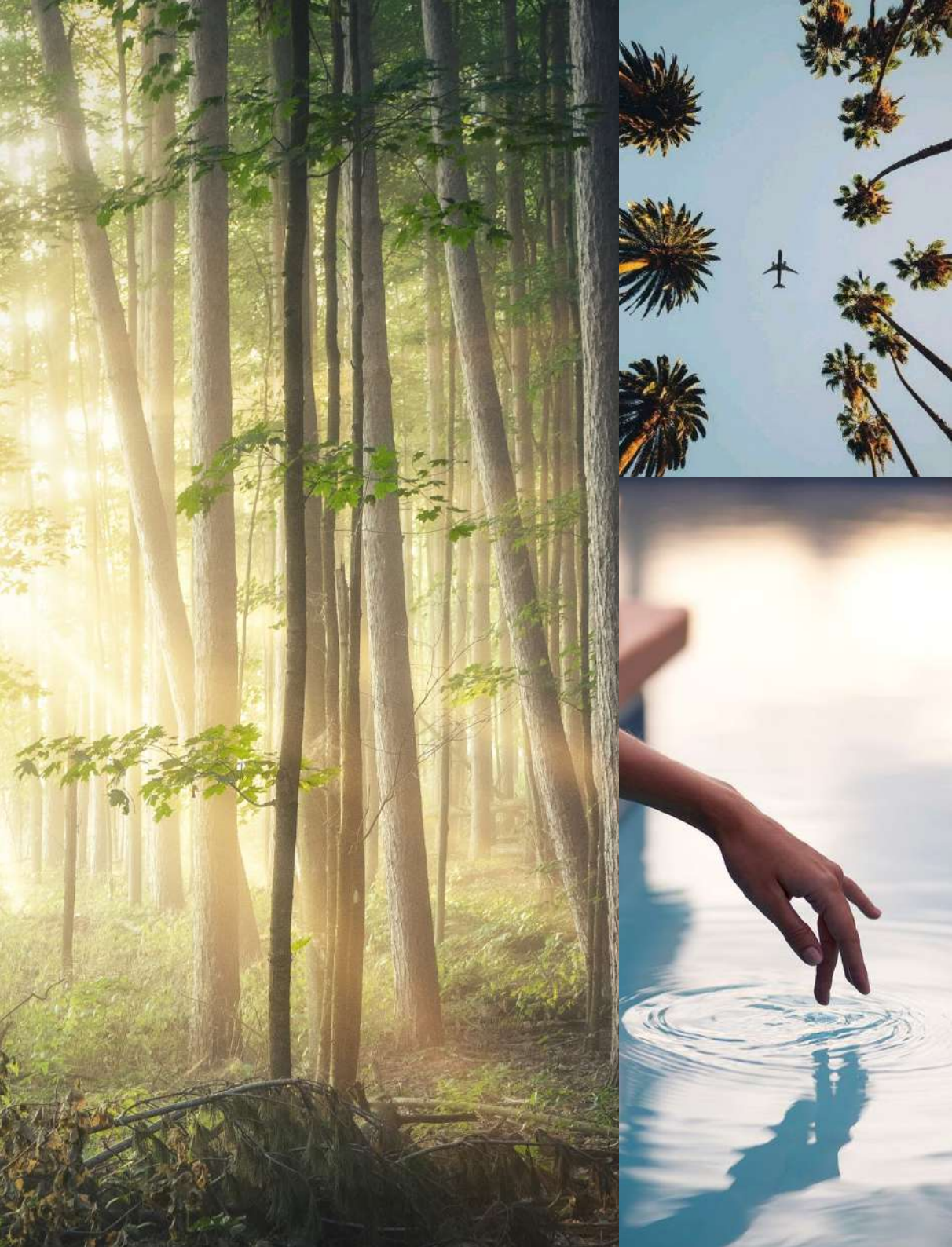
Just minutes away from the glistening city and yet privately located to remain discrete, Casa Serene finds the perfect balance.

-  **MEYDAN - GOLF & TRACK**  
07 minutes
-  **NAD AL SHEBA HEALTH CENTER**  
09 minutes
-  **DUBAI DESIGN DISTRICT**  
08 minutes
-  **DOWNTOWN DUBAI / DUBAI MALL**  
10 minutes
-  **BUSINESS BAY**  
12 minutes
-  **FESTIVAL CITY MALL**  
13 minutes
-  **RAS AL KHOR WILDLIFE SANCTUARY**  
14 minutes
-  **DUBAI INTERNATIONAL AIRPORT**  
20 minutes



- VILLAS
- 171
  - 181
  - 182
  - WS09





## SOBHA HARTLAND

Considered living,  
nestled in a hidden paradise.

SOBHA CRYSTAL LAGOON & BEACH

BEST SCHOOLS RANKED #1 AND #5

GREEN SPACES

GATED COMMUNITY LIFESTYLE

RETAIL BOARDWALK

BARBEQUE AREA

MALL & RECREATION FACILITIES

Uncover the allure of Sobha Hartland,  
where Casa Serene resides amidst a lush  
landscape adorned with 20,000 trees,  
forming an enchanting forest oasis.





**S** casa  
serene  
Rare by Design



**EXPERIENCE THE  
ULTIMATE IN SERENE  
SOPHISTICATION.**

Where every moment  
brings together perfection,  
elegance and refinement.  
Recline in a lifestyle that is as  
unique as it is exclusive.





**ALL RARE.  
ALL BY DESIGN.**

Light touch and unmistakable luxury are the hallmarks within each and every villa.

Marble flooring, timber veneer and natural oak flooring offer sleek contrast, while stone, limestone-effect polished plaster, smoke glass and matt lacquer blend for an unmistakable aesthetic.

This fine balance, unique curation and composition continues into concealed soft-closing drawers, to the seamless appliances and energy efficient lighting.



**EXCLUSIVE FEATURES**

SEAMLESS LIVING (INDOOR & OUTDOOR)

ENCLOSED CENTRAL COURTYARD WITH INTIMATE SUNKEN SEATING

DEDICATED OFFICE / GUEST ROOM

LOUNGE (FOR BUSINESS VISITORS)

SECLUDED WRAP-AROUND POOL WITH LOUNGE & SHOWER

PRIVATE ELEVATOR

WALK-IN CLOSETS & FULL-HEIGHT WARDROBES

PRIVATE TERRACE & LARGE BALCONIES

OPEN BBQ\*

PRIVATE CINEMA\*

HOME GYM\*

PERSONAL CELLAR

\*Enhancement packages are available





## DESIGN

Casa Serene lives up to its name through its design promise. Each villa is carefully curated and is a composition of exquisite materials, finely balanced from end-to-end to create enviable living.

Central living spaces lead effortlessly to sunken informal lounges and spacious verandas, while the integrated pool brings indoor and outdoor together.

Rich fauna, meticulous landscaping, and generous spaces converge in these sanctuaries, complete with staff quarters, elevators, and powder rooms.







## THE COLLECTION

Sought-after villas that embody the essence of considered design and careful curation, with unparalleled attention to detail.







VILLA  
171



# VILLA 171

**A STUNNING CORNER UNIT  
FEATURING EXQUISITE DESIGN  
AND SPACIOUS LAYOUT.**

Villa Plot Size (sq.ft)	—	6,018.0 (sq.ft)
Villa Plot Size (sq.M)	—	559.09 (sq.M)
Villa Size (sq.ft)	—	6,670.07 (sq.ft)
Villa Size (sq.M)	—	619.67 (sq.M)
Configuration	—	Ground + 1 <sup>st</sup> Floor
Bedrooms	—	5

## FEATURES

Maids room	Drivers room	Family room
Rooftop terrace	Swimming pool	Outdoor deck
Elevator	Reflective pool	Show kitchen
Large balconies	Outdoor sunken seating	
Seamless flow from indoor to outdoor		
Large floor to ceiling windows		
Double height entrance lobby		



Elevate your living experience with the unique features of Villa 171.

Experience seamless flow from indoor to outdoor living, allowing you to immerse yourself in the beauty of nature.

With large floor-to-ceiling windows and spacious balconies, you can enjoy panoramic views and bask in natural light. The double height entrance lobby exudes elegance, while the outdoor deck provides a serene space for relaxation. Take a dip in the inviting swimming pool or unwind in the outdoor sunken seating area.

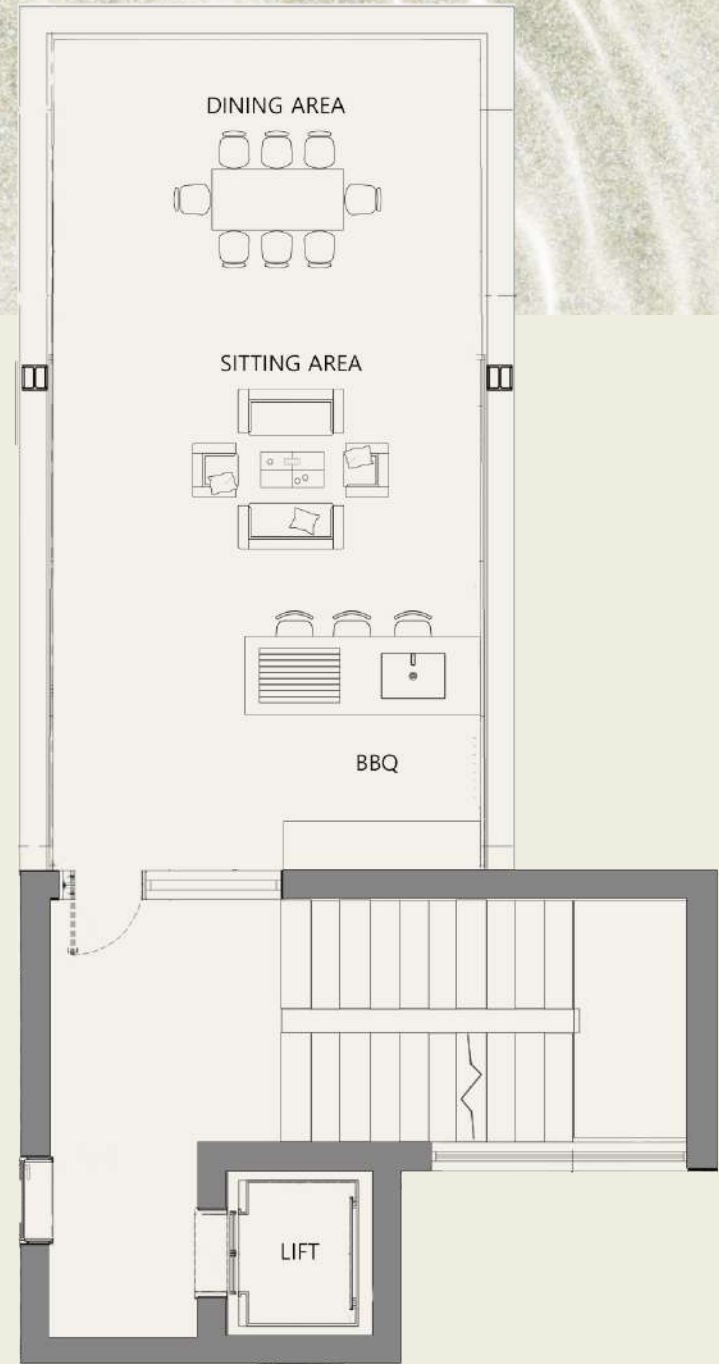






ROOFTOP

- BBQ: 1
- Lounge: 1
- Dining: 1











VILLA  
181



# VILLA 181

A STUNNING CORNER UNIT FEATURING EXQUISITE DESIGN AND SPACIOUS LAYOUT.

Villa Plot Size (sq.ft)	—	8,028.65 (sq.ft)
Villa Plot Size (sq.M)	—	745.88 (sq.M)
Villa Size (sq.ft)	—	8,845.03 (sq.ft)
Villa Size (sq.M)	—	821.73 (sq.M)
Configuration	—	Ground + 1 <sup>st</sup> Floor
Bedrooms	—	6

## FEATURES

Maids room	Drivers room	Family room
Rooftop terrace	Swimming pool	Outdoor deck
Elevator	Reflective pool	Show kitchen
Multifunction room	Outdoor sunken seating	
Large balconies	Large floor to ceiling windows	
Private access office/Multifunction room		
Double height entrance lobby		
Atrium entry leading onto sunken seating		



Where elegance and natural light intertwine.

Step into a world of serenity as the internal courtyard fills the space with an abundance of natural light.

The double height entry foyer creates a grand entrance, while the triple height enclosed central courtyard adds a touch of enchantment. From the walk-in closet in the master bedroom to the family lounge on the first floor, every detail is designed with utmost sophistication.



## GROUND FLOOR

Bedrooms: 1  
 Bath/shower: 2  
 Office: 1  
 Lounge: 1  
 Dining: 1  
 Kitchens: 2  
 WC/Powder: 1  
 Laundry: 1  
 Staff Rooms: 2  
 Staff WC: 2  
 Lift: 1  
 Outdoor Terraces: 2  
 Pool: 1  
 Garage: 3 Cars



## FIRST FLOOR

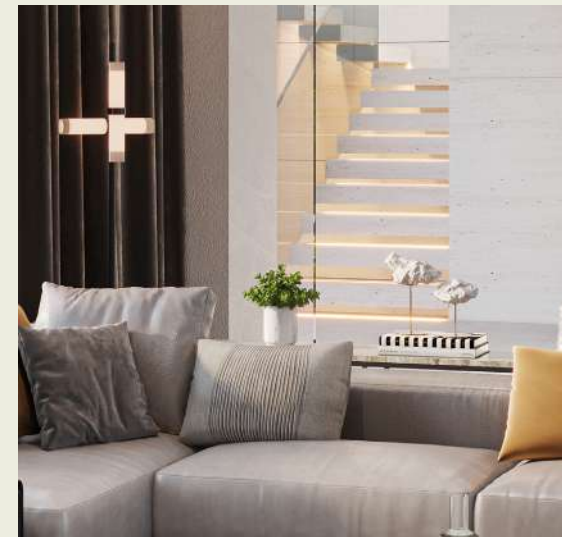
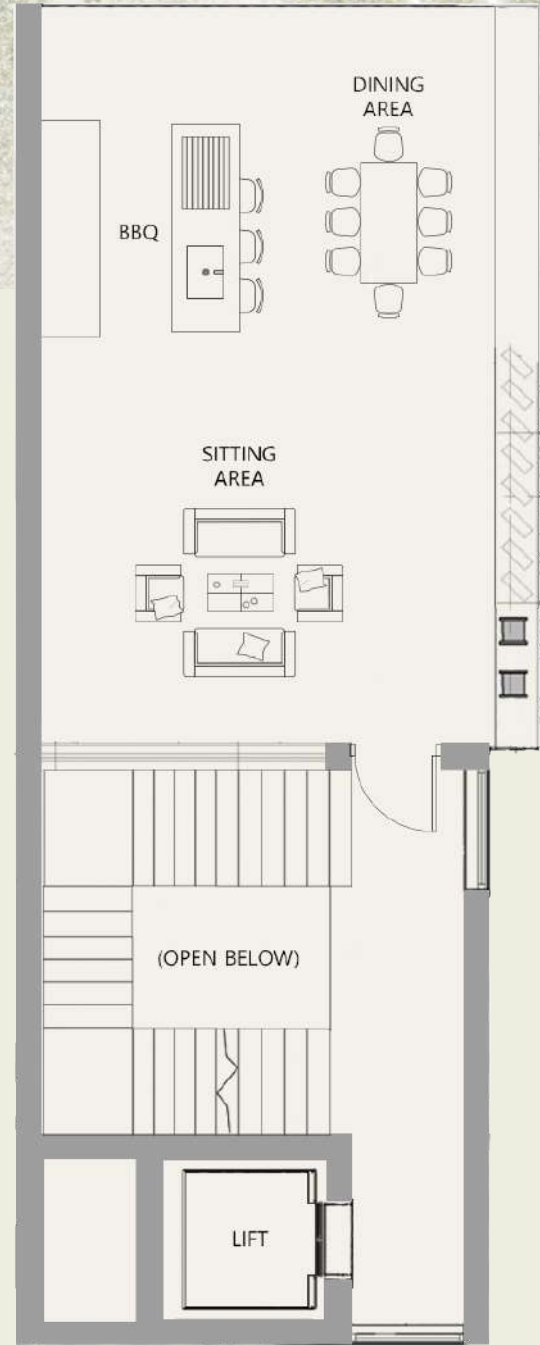
Bed: 4  
 Bath/shower: 4  
 Walk-in closet: 4  
 Lounges: 2  
 WC/powder: 2  
 Balconies: 3





**ROOFTOP**

BBQ: 1  
Lounge: 1  
Dining: 1











casa serena

VILLA  
182



# VILLA 182

A STUNNING CORNER UNIT  
FEATURING EXQUISITE DESIGN  
AND SPACIOUS LAYOUT.

Villa Plot Size (sq.ft)	—	8,028.65 (sq.ft)
Villa Plot Size (sq.M)	—	745.88 (sq.M)
Villa Size (sq.ft)	—	8,820.38 (sq.ft)
Villa Size (sq.M)	—	819.44 (sq.M)
Configuration	—	Ground + 1 <sup>st</sup> Floor
Bedrooms	—	6

## FEATURES

Maids room	Drivers room	Family room
Rooftop terrace	Swimming pool	Outdoor deck
Elevator	Reflective pool	Show kitchen
Multifunction room	Outdoor sunken seating	
Large balconies	Large floor to ceiling windows	
Private access office/Multifunction room		
Double height entrance lobby		
Atrium entry leading onto sunken seating		



VILLA 182 blends luxury, functionality, and timeless beauty.

Embrace the harmonious integration of outdoor and indoor spaces. Step into the grand atrium entry, leading you to the sunken seating area, where relaxation awaits. The private access multifunction room offers a private sanctuary for work or leisure.

Enjoy culinary adventures in the show kitchen, find tranquility by the reflective pond, or embrace outdoor living on the expansive outdoor deck.



## GROUND FLOOR

Bedrooms: 1  
 Bath/shower: 2  
 Office: 1  
 Lounges: 2  
 Dining: 1  
 Kitchens: 2  
 WC/Powder: 2  
 Laundry: 1  
 Store: 1  
 Staff Rooms: 2  
 Staff WC: 2  
 Lift: 1  
 Outdoor Terraces: 2  
 Pool: 1  
 Garage: 3 Cars



## FIRST FLOOR

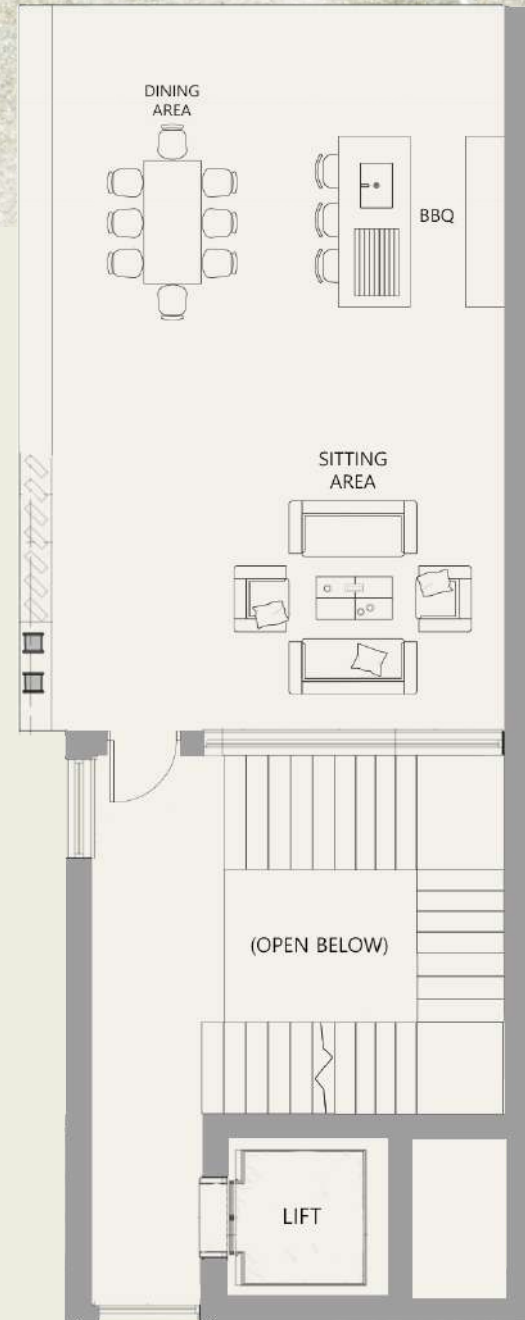
Bed: 4  
 Bath/shower: 4  
 Walk-in closet: 4  
 Lounges: 2  
 Balconies: 2





**ROOFTOP**

BBQ: 1  
Lounge: 1  
Dining: 1











VILLA  
WS09



# VILLA WS09

THE EPITOME OF RARE DESIGN,  
A JEWEL IN THE HARTLAND,  
RIGHT ON THE LAGOON.

Villa Plot Size (sq.ft)	—	15,008.03 (sq.ft)
Villa Plot Size (sq.M)	—	1394.28 (sq.M)
Villa Size (sq.ft)	—	24,012.67 (sq.ft)
Villa Size (sq.M)	—	2,230.85 (sq.M)
Configuration	—	Lower Ground + Ground + 1 <sup>st</sup> Floor
Bedrooms	—	6+2

## FEATURES

Crystal lagoon view		Large floor to ceiling windows	
Saloon	Cinema	Spa room	Gym
Kids play area	Swimming pool	Guest apartment	Formal dining
Outdoor sunken seating		Reflective pool	
Waterfall		Pool house	
Grand entrance		Large balconies	
Formal lounge	Rooftop terrace	Outdoor deck	
Family room	Maids room	Drivers room	Elevator



VILLA WS09 is a realm where opulence and tranquility unite in perfect harmony.

This extraordinary lagoon-facing sanctuary offers an enchanting escape, where each wing is an experience on its own.

Dive into the refreshing swimming pool, unwind in the sunken seating area, and indulge in the treatment room and gym.

Experience cinematic magic in the private theater and create cherished memories in the saloon, formal dining, and living spaces. Embrace serenity by the reflective pool or savor the outdoors on the spacious deck.



## LOWER GROUND FLOOR

Lounges: 3  
 Dining: 1  
 Entertainment: 1  
 Saloon: 1  
 Cinema: 1  
 Gym: 1  
 Spa: 1  
 Sauna: 1  
 Steam Room: 1  
 Bath/Shower: 1  
 WC/Powder: 2  
 Playroom: 1  
 Store/Pantry: 1  
 Lift: 1  
 Outdoor Terraces: 2  
 Pool: 1  
 Garage: 2 Cars Hydraulic lift\*



## GROUND FLOOR

Bedrooms: 2  
 Bath/shower: 2  
 Office: 1  
 Lounges: 3  
 Dining: 1  
 Kitchens: 3  
 WC/Powder: 3  
 Laundry: 1  
 Bike Store: 1  
 Store: 1  
 Staff Rooms: 2  
 Staff WC: 2  
 Outdoor Terraces: 2  
 Pool: 1  
 Garage: 2 Cars





**FIRST FLOOR**

- Bed: 6
- Bath/shower: 7
- Walk-in closet: 5
- Changing Rooms: 2
- Baby Room: 1
- Lounges: 4
- Dining: 1
- Pantry/Tea Room: 1
- Terraces: 1
- Balconies: 2



**ROOFTOP**

- BBQ: 1
- Lounge: 1
- Dining: 1

















## KITCHEN SPECIFICATIONS



### SHOW KITCHEN

- Bespoke-designed, branded (Molteni/Poliform or equivalent) fitted kitchens incorporating concealed handle, soft-closing doors and drawers throughout
- High quality cupboard doors - matt lacquer finish
- Concealed refuse and recycling storage
- Stone worktops with splashbacks
- Single undermount kitchen sink

### APPLIANCES (Miele or Gaggenau)

- Oven & grill
- Microwave
- Flush fitting hob – 90cm
- Cooker hood
- Warming drawers
- Integrated fridge freezer
- Fully-integrated dishwasher
- Washer & dryer

## BATHROOM SPECIFICATIONS



### MASTER EN-SUITES

- Marble on walls and floor in all bathrooms
- Deck mounted basin mixer (tap)
- Double basins
- Concealed feature lighting
- Frameless, glass shower screens
- Recessed rain shower head showers
- Wall-mounted toilet roll holder and robe hooks
- Wall-mounted WCs and concealed cistern with softclose seat covers and concealed cistern (Duravit, Jessi or equal WCs)
- Accessories – Grohe or equivalent
- Floor-mounted bath mixer with hand shower
- Stand-alone master bathtub – (WS09)
- Separate shower area
- Separate WC

### BATHROOMS

- High quality porcelain tiles
- Deck-mounted basin mixers (tap)
- Frameless, glass shower screens
- Wall-mounted rain shower head
- Wall-mounted toilet roll holder and robe hooks
- Wall-mounted WCs and concealed cistern with soft-close seat covers and concealed cistern (Duravit, jessi or equal WCs)
- Hand-shower kit in all bathrooms





**INTERIOR FINISHES**

- Walls and ceilings to be finished in Fenomastic paint (where other finishes are not applied)
- Bespoke fitted full-height wardrobes in all bedrooms. (fitted internally with rails, shelves and drawers)
- Multi-point locking full-height front door with spyhole
- Marble flooring in living room, corridors, stairs, and kitchen
- Natural oakwood flooring in all bedrooms
- Feature on ceiling
- Elevator finish – marble on floor, and timber veneer & mirror on walls

**ELECTRICAL**

- Video/audio door entry system
- Metal-faced, slimline switches and sockets
- Energy efficient lighting throughout
- Feature lighting in select locations throughout

**DETAIL SPECS**

- Air Conditioning – VRV/VRF technology by Daikin or LG
- Ceiling – Knauf Ceiling system
- Elevator – Kone, Schindler, Mitsubishi or equivalent
- Paint – Premium range of Jotun
- Switches & Sockets – Legrand, ABB or equivalent
- Home Automation – Legrand, Vantage or equivalent
- Marble – European Marble
- Façade System- Technal, Schuko or equivalent

**TELECOMMUNICATIONS**

- Wiring or TV, and data connection in all areas



**KITCHEN**

- Porcelain tile flooring
- Painted moisture resistant gypsum ceiling
- Fridge & Freezer
- Sink with mixer (tap)
- Cooker
- Wooden cabinetry
- Stone backsplash and counter

**LAUNDRY ROOM**

- Floor – Non-slip tiles
- Walls – Emulsion paint
- Painted moisture resistant gypsum ceiling

**DRIVERS / MAIDS ROOM & SERVICE CORRIDOR**

- Walls – Emulsion paint
- Floor – Porcelain tiles
- Ceiling – Painted Gypsum

**BOH BATHROOMS**

- Floor – Non-slip tiles
- Walls – Tiles paint
- Painted moisture resistant gypsum ceiling

**OTHER BOH AREAS**

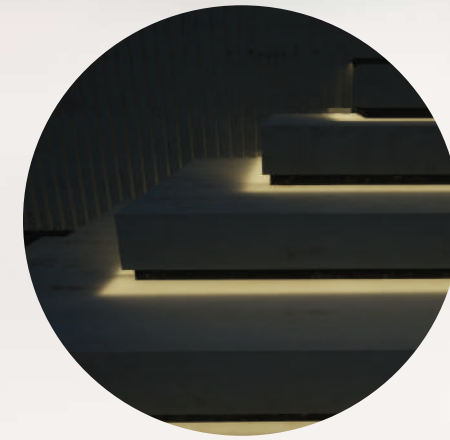
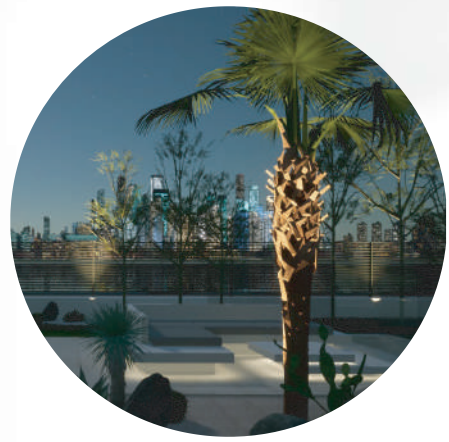
- Walls – Emulsion paint
- Floor – Porcelain tiles
- Ceiling – Painted Gypsum





VILLA MOOD LIGHTING

- Linear
- Concealed
- Recessed
- Up-lights
- Pathways
- Underwater
- Soft-scapes
- Tree features







VILLA LANDSCAPE AREAS

- Lawn area
- Lounging platform
- Fire pit
- Waterfall features
- Flushed planter
- Hardscape marble terrace finishing
- Black Riverstone Pebbles in courtyard
- Stone cladded planters











Architecture Design by

**ORANGE DESIGN GROUP**

Orange Design Group is a boutique design practice based in Dubai and specializes in multi-family residential and hospitality projects. From concept to completion, ODG combines creativity and pragmatism to ensure the project aspirations are translated into beautiful and unforgettable buildings.



Interiors Design by

**MWM STUDIO**

MWM Studio is known to create environments that work perfectly in both form and function. With a team of dynamic and passionate designers who work alongside industry-leading architects and consultants, the studio provides to meet the precise requirements of individual projects





## GRID PROPERTIES, RARE IN NATURE.

GRID Properties is a revered name in real estate development and management, with a profound focus on the creation of prime and branded residential developments. The team at GRID possesses a proven track record, having successfully delivered an impressive portfolio of over 20,000 units across the world.

These exceptional accomplishments span an array of prized projects, including golf course developments, 5-star hotels, ultra high-rise towers, branded residences, shopping malls, and office complexes.

In addition to GRID's notable creation of the renowned Elie Saab Residences, the group manages the highly distinguished development in the exclusive locale of Chelsea, London on behalf of Gulf Islamic Investments.

Since its inception in 2019, GRID's ideology is defined by supreme quality and integrity. As specialists in developing properties that hold global standards as the benchmark, our emphasis on planning, design, and placemaking sets GRID apart.

With an ever-growing portfolio of over \$930 million in development, GRID Properties is receiving widespread recognition by the industry for its developments, winning awards including 'Best New Development' for The Lucan, Chelsea, London.

Tie-ups with brands like Elie Saab and the Marriott Hotels Group are cementing GRID's foundation, making them the leading choice for property investors and home buyers.



## DISCLAIMER

### MASTER PLAN & FLOOR PLANS

Any areas, measurements or distances are approximate. These particulars are prepared for preliminary plans and specifications before the completion of the properties and are only intended as a guide. They may have been changed during construction, and final finishes could vary.

### IMAGE REPRESENTATION THROUGH RENDERS

Any concept renderings as shown for the residences are representative only, and the Developer reserves the right to make changes or substitutions of equal or better quality for any features, materials and equipment which are included with the unit. All furniture and furnishing are conceptual for representational purposes only, until and unless mentioned in the SPA.

### SPECIFICATIONS

We reserve the right to change specifications from time to time. We may need to substitute appliances and equipment mentioned in this brochure, but we will seek to ensure that the replacement brand is of similar quality.

### TRAVEL TIME TO NEARBY LOCATIONS

All travel times start from development location and are sourced from Google Maps. Driving times will be dependent on actual time of day and prevailing traffic conditions.