

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 towards a bright sunset. The sun is low on the horizon, creating a strong orange and yellow glow that silhouettes her hair and face. In the background, a city skyline is visible under the twilight sky. The overall mood is serene and aspirational.

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.



ACCESS EVERYWHERE



PALM JEBEL ALI

PORT OF JEBEL ALI

PALM JUMEIRAH

THE WORLD ISLANDS

AIN DUBAI

BURJ AL ARAB

JUMEIRAH BEACH

BURJ KHALIFA

MUSEUM OF THE FUTURE

DIFC

DUBAI FRAME

DUBAI INTERNATIONAL AIRPORT

DUBAI MALL

MALL OF THE EMIRATES

DUBAI AUTODROME

DUBAI MIRACLE GARDEN

GLOBAL VILLAGE

IMG WORLDS OF ADVENTURE

HAMDAN SPORTS COMPLEX

DUBAI SILICON OASIS

SERENOVA

AL MAKTOUM INTERNATIONAL AIRPORT

Al Maktoum International Airport
30 min

Dubai International Airport
15 min

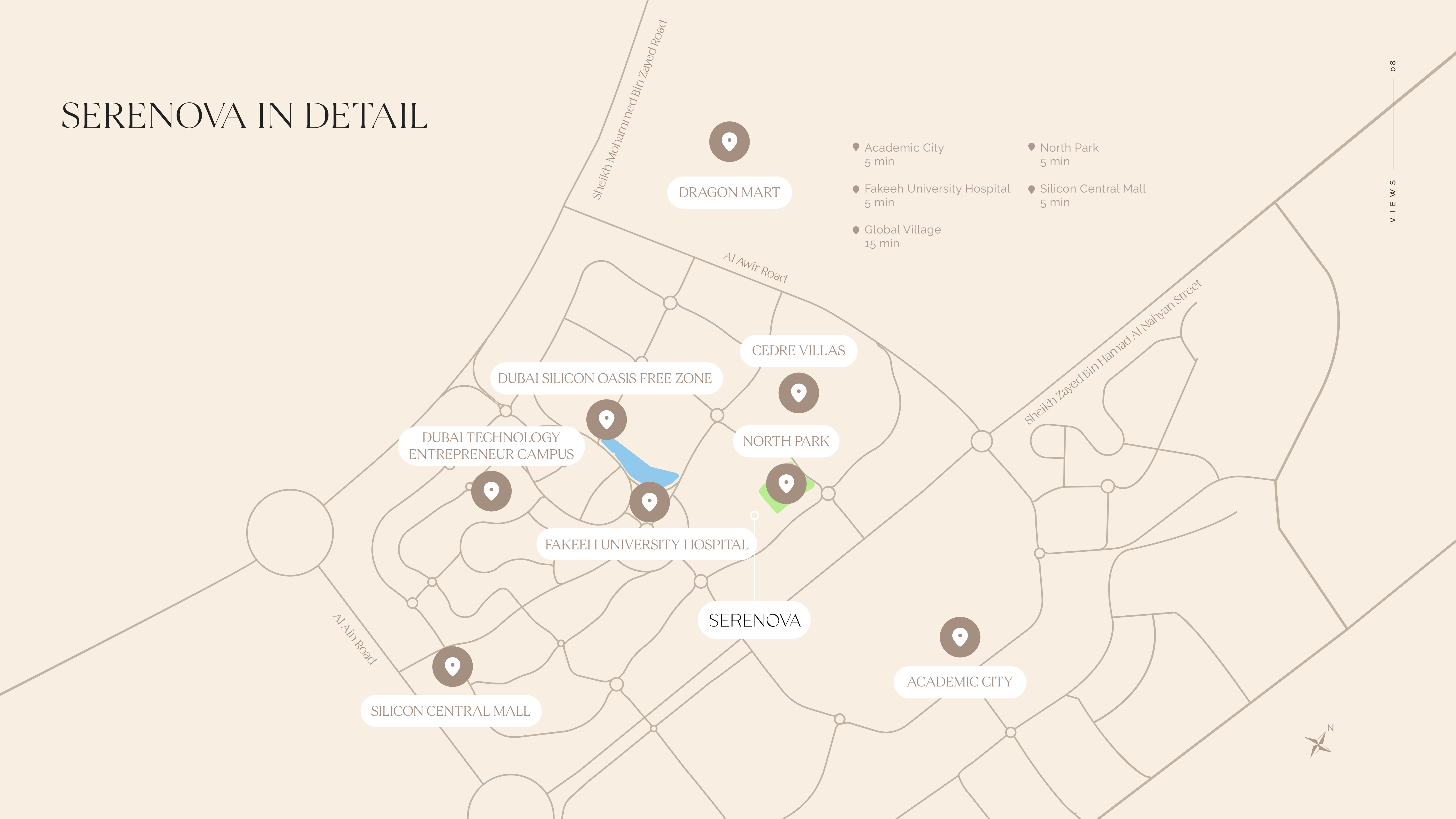
Dubai Mall
15 min

Jumeirah Beach
20 min

Mall of the Emirates
25 min

Palm Jumeirah
30 min

SERENOVA IN DETAIL



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 – Master Bedroom





Four-Bedroom Penthouse – Walk-in Closet

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





Four-Bedroom Penthouse – Terrace





800POB1 | info@pob1.com | pob1.com

Please note that all images, floor plans, renderings, and other visual representations provided are for illustrative purposes only and may not fully represent the final design, layout, or specifications of the property. While we strive to provide accurate and updated information, variations in design, construction, materials, and finishes may occur due to technical, regulatory, or construction factors. The developer reserves the right to make changes, modifications, or substitutions as deemed necessary without prior notice. Any measurements or dimensions shown are approximate and should not be relied upon for exact accuracy.

SERENOVA

Developed by

P·O·B 1

SAIF AL GHURAIR REAL ESTATE