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UAE



Serrenia: Egyptian Luxury Fit for a Pharaoh



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Inspired by the grandeur of ancient Egypt, Serrenia will be a \$2.5 billion luxury resort and residential development on the Red Sea. Vantage Real Estate, developers of the project, spent two years researching the region before purchasing a 600 acre plot of land in Sahl Hasheesh for Serrenia. Paramount to their decision was finding a location that offered a beach front view where residents and visitors could enjoy the highest levels of privacy, luxury, and exclusivity. The development will comprise residences – which will include palaces as well as a range of villas and apartments, a 180,000 square meter marina with over 300 berths, a 200-room seven-star hotel, a spa, an 18 hole exclusive golf course, a heliport, beach club, and other sporting facilities

Reflecting the Surroundings

Architects Foster and Partners derived inspiration from the natural landscape when designing Serrenia's modern and discreet architecture; only 10% of the total property is going to be built up, leaving the remainder to be used for landscaping and natural wonders. The exterior design of the palaces, villas, and apartments echo the shape and range of colors found in the desert's barchan dunes. The bespoke design ensures that clients can define their own space, for example, villa and palace owners can choose how many bedrooms or how much living space they would like in their residence. The design of the seven star hotel, with its unique snake like shape, mirrors the extraordinary sub-marine world found in the Red Sea.

Lord Foster comments, "Inspired by the significance of luxury in ancient Egyptian mythology, and echoing the contours and colors of the dramatic Red Sea coastline, Serrenia is an environmentally intelligent development for an elite community that maintains the character of the desert with a contemporary reinvention of the Egyptian garden. We sought to evolve designs which would respond to the natural environment, reflecting Egyptian history, as well as maintaining the character of the desert."

Palatial Estates

For those with opulent taste, the 15,000 square meter palaces provide utmost prestigious accommodations, defined by the ability to host receptions for as many as 600 guests. Each of the five palace properties has its own swimming pool, as well as lush tropical gardens with water features.

Features

The **spa** will be set in lush botanical gardens and will have beach suites which open onto the ocean as well as to the mountains at the rear. It will serve both health and wellbeing and includes holistic therapies and world class beauty treatments. Additionally, an elevated infinity pool with extensive views of the resort will be available.

A marina, designed and operated by Camper and Nicholsons, will offer world class facilities and over 300 berths, accommodating the largest super **yachts**. A striking yacht club with 360 degree views, as well as a beach club, diving club, and water sports services are all available. Guests will be able to charter vessels, sailing boats, speed boats, power boats, jet skis, motor cruisers, and super yachts, as well as rent equipment for kite surfing, wind surfing, and scuba diving.

Sports and relaxation activities, including gym and sauna facilities, tennis, squash and basketball courts, and beautiful riding trails, as well as an 18-hole championship signature golf course, golf club, and golf academy will all be on site. The golf club also has a selection of serviced guest suites.

Even **business** meetings can be conducted at Serrenia in the business centre that will offer meeting rooms and a library.

For the **auto** enthusiast, a luxury car club that offers the exclusive use of vintage, exotic, and luxury cars and motorbikes will be available.

Private jets and helicopters will shuttle residents and guests in and out of the resort via the resort's own airstrip and helipads. For those that cannot afford private **air** transfer, Orgada International Airport is only 12 kilometers south of Serrenia, and the Cairo airport is a mere five hour drive. Alex Upson, Director of Sales for Vantage, commented that they are looking at very light jets with the capacity for 5 or 6 people and with a cost around US \$400/hour. Upson also noted that they will have their own dedicated customs facility.

Access to a team of world class culinary experts from five continents will be available round-the-clock to provide gourmet **cuisine/catering** services to residents, including butlers and waiters

Private **sightseeing** and adventure tours to regional historic sites, including trips into the desert and Nile cruises will be arranged through Serrenia, as will party planners and entertainers. Personal shoppers, interior designers, and shipping services will be on offer as well. For the avid shopper, a **retail** centre featuring a wide range of exclusive shops and restaurants will also be open.

Launch

The project will break ground soon, and it will be exhibited at Cityscape 2006. Homi Mullan, Vice Chairman for Finance & Strategic Planning of Vantage, announced that Vantage chose Dubai for its regional launch of Serrenia due to Dubai's importance as a global economic center. He further announced that Cityscape presents an opportunity for Gulf region residents to be introduced to the world's most exclusive waterside address.



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