FICTIONAL PROJECT

SERA

Residences on the Dubai waterfront

55 FLOORS · 210 METRES · 3 PENTHOUSES



PLEASE READ FIRST

THIS IS FOR DEMONSTRATION PURPOSES ONLY

SERA does not exist. There is no developer, no plot, no permit and no residence for sale.

The tower, the images, the film and every line in these pages exist for one reason: to show what a launch brochure can be.

Nothing here is an offer, a price, a promise of return or an invitation to invest. No figure or description that follows refers to a real building.



A tower drawn around the light.

Morning comes off the water, silver and slow. At noon the stone turns pale. In the evening every balcony catches gold.

SERA is shaped to hold each of these hours: rounded terraces, warm limestone, clear glass from floor to ceiling, and nothing that competes with the view. It is a building that never needs to raise its voice. The sea does the talking.

Quiet on the outside.
Generous within.

Two hundred and ten metres, softly drawn.

Fifty-five residential floors rise from a five-storey podium. The tower steps in twice, at floors 21 and 39, and every level is wrapped in a rounded balcony edged in brushed bronze.

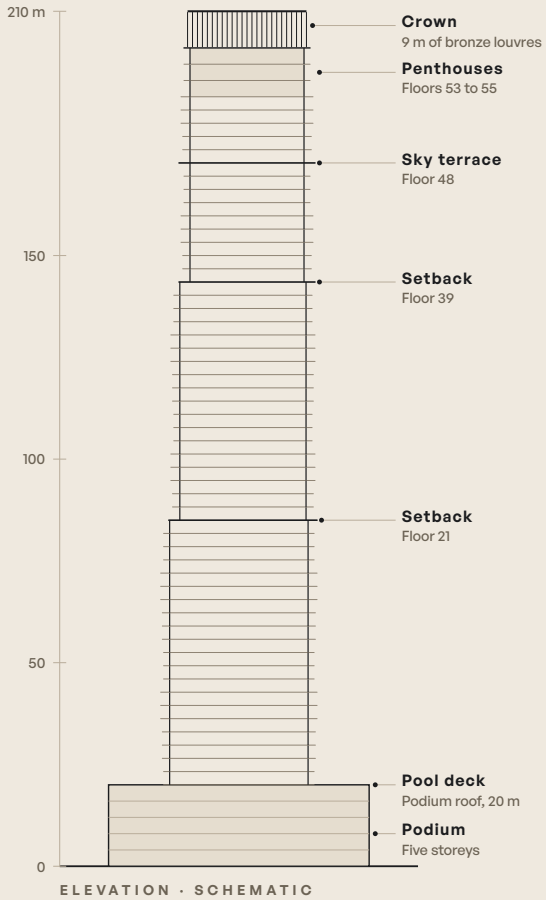
At the summit, a nine-metre crown of bronze louvres holds the last light of the day.

210 m
HEIGHT TO THE CROWN

55
RESIDENTIAL FLOORS

3
PENTHOUSES

5
PODIUM STOREYS



ELEVATION · SCHEMATIC





On the Dubai waterfront.

Water on one side, the skyline on the other. From the upper floors the view runs across the marina and the open sea to the towers of the city.

Boats slip out in the morning. The coast turns amber at dusk. The horizon becomes part of every room.

The sea

Open water, all the way to the horizon.

The marina

Yachts at their moorings below.

The skyline

The city, lit up across the water.

Setting shown as concept imagery. SERA has no real plot.

Rooms that face the water.

Glass runs from floor to ceiling and slides away to the balcony. Linen softens the light. Pale stone underfoot, natural oak around you, and the sea wherever you turn.

Each residence is planned so the view comes first.

- Floor-to-ceiling glass
- A private balcony on every floor
- Pale stone floors and natural oak joinery
- Linen screens for soft, even light





Stone, oak and bronze. Nothing more.

The kitchen gathers around an island of pale stone, long enough for a slow breakfast. Oak cabinetry closes without a handle in sight.

In the principal bathroom a freestanding bath sits at the window, facing the water, beside a walk-in glass shower and a double vanity in stone and oak.



LEFT · KITCHEN
RIGHT · PRINCIPAL BATHROOM

The balcony is a room of its own.

A continuous balcony wraps every floor of SERA. Its depth changes every three floors, and that rhythm gives the facade its slow, rippling line.

Where the tower steps in, the terraces open wider and gather gardens.

BALCONY DEPTH



1.5 to 2.2 m in a three-floor rhythm. 2.7 m garden decks at floors 21, 39 and 48.

Curved glass balustrades · Bronze handrails · Stone underfoot



Arrival.

The car draws up beneath a curved stone canopy. Glass doors open into a double-height lobby with a warm timber ceiling and a reception carved from pale stone.

The name is set in bronze on the wall behind it. Palms and flowering beds line the drive. The evening light follows you in.

- Double-height lobby
- Timber ceiling, stone reception
- Landscaped drop-off under a stone canopy

Above the street, beside the sea.

Three places to spend the day, each one higher than the last.

The pool deck

PODIUM ROOF

A 24-metre pool set into the podium roof, twenty metres above the street. Loungers in timber and linen, olive trees in stone planters, a shaded pergola, and the skyline at the far end of every length.

The sky terrace

FLOOR 48

High on the tower the facade draws back for a residents' lounge and a deep, planted terrace, open to the sea breeze.

The roof lounge

INSIDE THE CROWN

At the very top, a glass lounge sits within the bronze louvres of the crown. The city below. The sky all around.





Three penthouses. The top three floors.

One residence on each of the highest floors, directly beneath the crown. Ceilings rise here, with four metres floor to floor against 3.25 metres on the levels below.

Glass on every side, a terrace around the whole perimeter, and the city laid out in every direction. At night the crown glows above you.

4.0 m
FLOOR TO FLOOR

53 to 55
THE FLOORS

360°
OUTLOOK

A day at SERA.

07:00	Coffee on the balcony while the water is still silver.
10:30	Lengths in the pool. Then shade under the pergola.
18:40	The deck turns gold. Nobody goes inside.
21:00	Dinner on the terrace, the city lit up across the water.

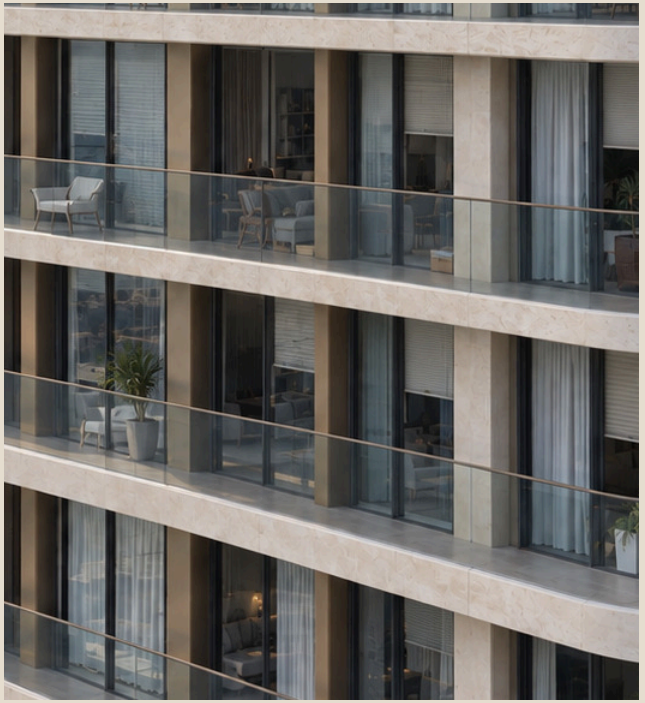


Home is the drive, the lobby, the lift and the view, in that order, every day.



Made to be touched.

Every surface at SERA is chosen for two things: how it feels in the hand, and how it holds the light.



ARCHITECTURE

Rounded tower in warm limestone and clear glass. Vertical fins and balcony edges in brushed bronze. Two setbacks, one sky terrace, a nine-metre crown.

RESIDENCES

Glass from floor to ceiling. Sliding doors to a private balcony. Linen screens. Pale stone floors throughout.

KITCHENS

Island in pale stone with waterfall ends. Handle-free oak cabinetry. Integrated appliances. Bronze fittings.

BATHROOMS

Freestanding bath at the window. Walk-in glass shower. Double vanity in stone and oak. Brushed bronze taps.

AMENITIES

Double-height lobby. 24-metre pool deck with pergola. Sky terrace on floor 48. Roof lounge within the crown.

PENTHOUSES

The top three floors. Four metres floor to floor. Terraces and views on every side.

ILLUSTRATIVE ONLY

A plan as calm as the building.

This page shows how a payment plan would read in a SERA brochure. The structure is an example of the format, nothing more.

20%

ON RESERVATION

Secures the residence.

50%

DURING CONSTRUCTION, IN STAGES

Spread across build milestones, from foundations to the crown.

30%

ON COMPLETION

Due when the keys are handed over.

Illustrative structure for demonstration. SERA is fictional: there are no units, prices, terms or dates, and nothing on this page is an offer.

Wake up to the water. Come home to the light.

S E R A

Residences on the Dubai waterfront





STILLS FROM THE SERA LAUNCH FILM

Brochure and film concept: tamtam.

TAMTAMCORP.TECH