

*Life  
Orchestrated  
By Nature*



THIS IS NOT JUST A  
**COMMUNITY**

IT IS AN  
ECOSYSTEM





WITHIN IT, THERE IS  
**HARMONY**

A photograph of a woman with curly hair hugging a young child from behind. They are outdoors, with trees and a bright sky in the background. The image has a warm, golden light. There are semi-transparent circular and leaf-like shapes overlaid on the image.

WHERE YOU & NATURE  
**COMPOSE**  
TOGETHER

A woman with dark hair is shown in profile, looking upwards. Her right arm is raised and has intricate henna designs. The background is a lush, green forest with sunlight filtering through the trees. There are decorative circular elements in the top left and bottom right corners.

A PLACE WHERE YOU LIVE BY

# THE RHYTHM

OF NATURE



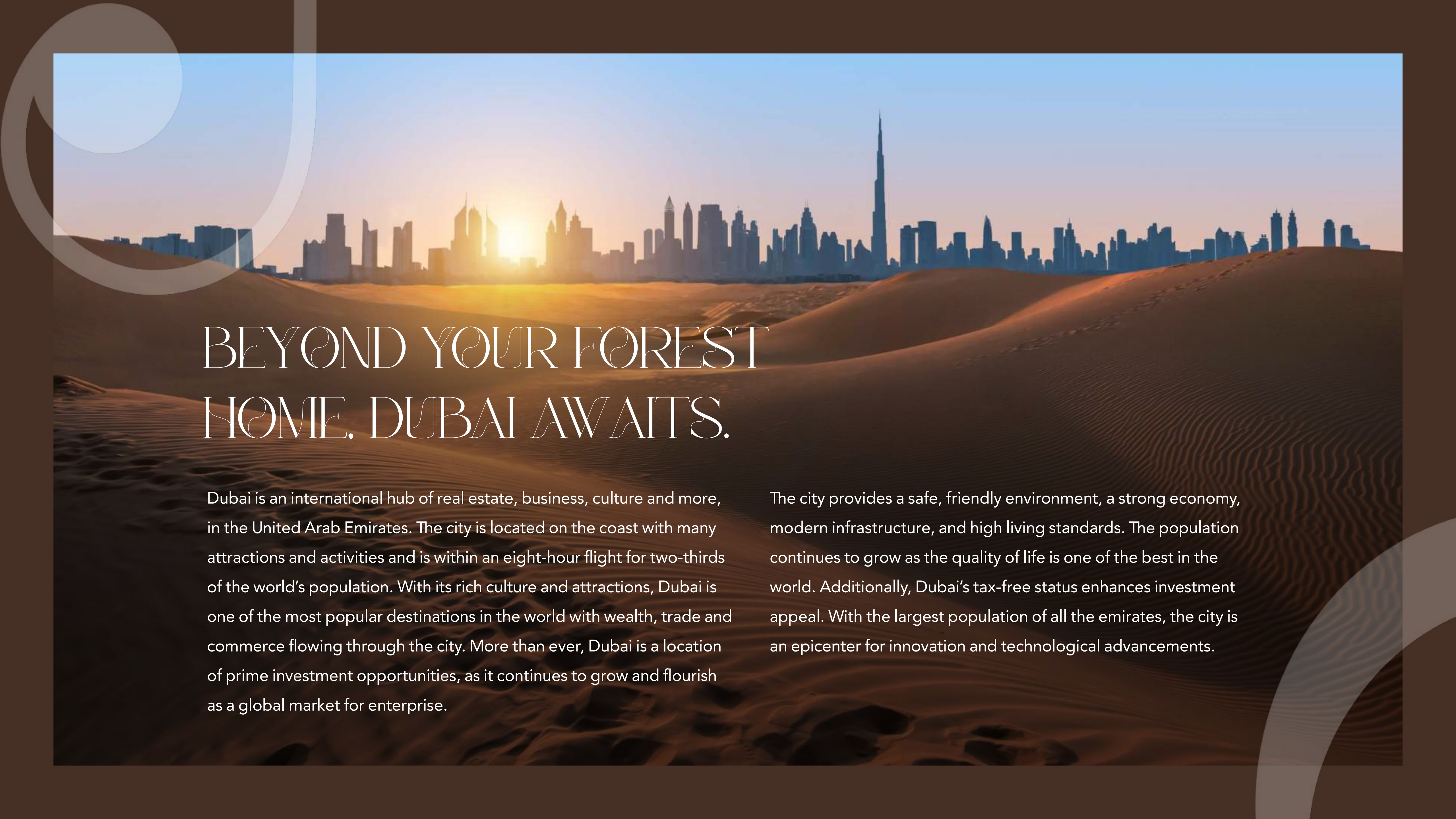
WELCOME TO  
GHAF WOODS

The background is a vast desert landscape with rolling sand dunes under a hazy sky. A circular inset in the center shows a lush green forest with mountains in the distance. A person is walking on a dune in the lower right. The text is overlaid on the circular inset.

# A FOREST

AT THE HEART OF THE DESERT



A wide-angle photograph of the Dubai skyline at sunset. The sun is low on the horizon, casting a golden glow over the city's skyscrapers and the rolling sand dunes in the foreground. The sky transitions from a pale blue to a warm orange near the horizon. The overall mood is serene and majestic.

# BEYOND YOUR FOREST HOME, DUBAI AWAITS.

Dubai is an international hub of real estate, business, culture and more, in the United Arab Emirates. The city is located on the coast with many attractions and activities and is within an eight-hour flight for two-thirds of the world's population. With its rich culture and attractions, Dubai is one of the most popular destinations in the world with wealth, trade and commerce flowing through the city. More than ever, Dubai is a location of prime investment opportunities, as it continues to grow and flourish as a global market for enterprise.

The city provides a safe, friendly environment, a strong economy, modern infrastructure, and high living standards. The population continues to grow as the quality of life is one of the best in the world. Additionally, Dubai's tax-free status enhances investment appeal. With the largest population of all the emirates, the city is an epicenter for innovation and technological advancements.

# JUST MINUTES FROM THE FOREST TO THE CITY



20 MINS  
DUBAI INTERNATIONAL AIRPORT



15 MINS  
CITY CENTRE MIRDIF



20 MINS  
AL MAKTUUM INTERNATIONAL AIRPORT



20 MINS  
CITY CENTRE DEIRA



20 MINS  
MALL OF THE EMIRATES



2 MINS  
GLOBAL VILLAGE



15 MINS  
CITY CENTRE ME' AISEM



2 MINS  
IMG WORLD



20 MINS  
KEMPINSKI HOTEL



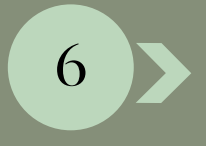
15 MINS  
TILAL AL GHAF



35 MINS  
AL ZAHIA



25 MINS  
DUBAI MARINA



WE'RE BRINGING RESIDENTS THE CLOSEST THEY'VE EVER BEEN TO

# SUSTAINABLE LIVING

A place to flourish, a space to grow, residents in tune with the greenery around them. Ghaf Woods is ecologically designed to help vegetation flourish with sustainable upkeep and smart maintenance.



THE RHYTHM OF THE FOREST  
THE RHYTHM OF THE FOREST

DISCOVER

# VIVID TAPESTRY

Ghaf Woods is an elegant composition of 11 clusters, each with a unique charm and character. Immersed in dense greenery and dotted with amenities. Discover a home within a forest community that invites togetherness and communal living.

YOUR RELATIONSHIP WITH NATURE ISN'T MADE.

# IT'S NURTURED

From the roots of our community, a beautiful enriching bond flourishes between our residents and the forest. It reminds us of who we are and gives us a form of tranquility unmatched anywhere else in the city.

# SUSTAINABLE LIVING AT YOUR DOORSTEP



MORE TREES  
THAN RESIDENTS



LIVING WITHIN  
A FOREST'S  
ECOSYSTEM



IMPROVING  
BIODIVERSITY  
& INCREASING  
LIVEABILITY



5 MIN  
COMMUNITY  
CONNECTED  
& WALKABLE



ENERGY  
GENERATION AND  
EFFICIENT DESIGN



SUSTAINABLE  
WATER CAPTURING  
& TREATMENT  
STRATEGY

5°C

IMPROVED  
THERMAL COMFORT  
& OUTDOOR  
SPACES



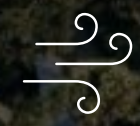
EVERY UNIT  
IS A FRONT  
ROW HOME



PRODUCTIVE  
LANDSCAPE  
FOR HEALTHY  
LIVING



LIVING WITHIN  
THE CANOPY



A BREATH  
OF NATURALLY  
PURIFIED AIR



SPORTS AND  
& ACTIVE LIFESTYLE  
3.5KM MTB LOOP



SMART & RESILIENT  
COMMUNITY



SUSTAINABILITY  
CERTIFIED COMMUNITY



LIVE

WITHIN THE

CANOPY

True immersion in nature.



EVERY UNIT

IS A

FRONT ROW

Spectacular 360° views.

EVERYTHING IS A

SHORT,

LEAF-CRUNCHING

WALK AWAY

A connected, walkable,  
5-minute community.



A high-angle photograph of two cyclists riding on a dirt trail. The lead cyclist is wearing a white helmet, a light blue shirt, and khaki pants. The second cyclist is wearing a blue helmet and a white shirt. The trail is surrounded by large, light-colored rocks and some green shrubs. The lighting is bright, casting shadows on the ground. The text 'AN ENERGISING LANDSCAPE' is overlaid on the right side of the image in a white, serif font.

AN  
ENERGISING  
LANDSCAPE

Active lifestyle  
including a 3.5km mountain bike loop.

An aerial photograph of a woman with long brown hair, wearing a white t-shirt, sleeping peacefully on a white rectangular mat. She is lying on her side with her arms crossed. The mat is placed on a dense carpet of green grass and various tropical plants, including palm fronds and broad-leafed plants. The scene is captured from a high angle, looking down. The overall atmosphere is serene and natural. There are two large, semi-transparent grey shapes: a curved shape in the top-left corner and a large, irregular shape in the bottom-right corner.

THE LAY OF THE LAND  
THE LAY OF THE LAND

INSPIRATION CAME FROM

# NATURE ITSELF

For inspiration, we turned to the desert and we became inspired by the resilience of the flora found there. With the Ghaf tree as our starting point, we chose plants, shrubs and trees suitable to the local climate. Native species were favoured because of their resilience to drought and heat.



THE INGREDIENTS

# OF THE EARTH

Everything, down to the soil beneath your feet, is carefully thought out. Ghaf Woods' smart soil, rich in minerals and organic structure, gives our forest the nourishment it needs.

Special water-capturing technology gives the plants the vital hydration they need in a sustainable way.



4 PILLARS.  
1 PHILOSOPHY,  
INSPIRED BY  
THE BALANCE  
OF NATURE'S  
WAY.

*Inspired*

---

: A forest lifestyle, full of community spirit and breathtaking views.

*Anchored*

---

: Apartment living redefined, encouraging a balance between relaxation and health.

*Connected*

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: Experiential neighbourhoods interconnected by forest pathways. Every unit faces nature directly.

*Nurtured*

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: Soulful offerings at the heart of the community, including farm-to-table cuisine.

DEEPER INTO THE FOREST



# A NEW LIFESTYLE AWAITS YOU



- 1 School
  - 2 DISTRIKT - Lifestyle Centre
  - 3 Mosque
  - 4 Skatepark
  - 5 Central Forest
  - 6 Wellness Pavillion
  - 7 Forest Pathways
  - 8 Forest Experience Centre
  - 9 Global Village
  - 10 Sports and Activities Park
  - 11 Multi Purpose Courts
  - 12 IMG World
  - 13 Future Blue Metro
- Mountain Bike Trail
- Qudra - Barari Cycle Track
- Sh. Mohammed bin Zayed Road (E-311)

Sh. Mohammed bin Zayed Road (E-311)

Residences Entry/Exit

Residences Entry/Exit

Serra

9

10

11

8

7

6

5

1

2

3

4

12

13



# EVERGREEN FITNESS

Dedicated natural spaces to breathe in tranquility and breathe out stress.



# FOREST EDGE POOLS

Take a relaxing dive into one of the forest pools,  
embellished into the verdant landscape.



# FARM-TO-TABLE CUISINES

The flavours of the forest. Enjoy organic delights,  
as fresh and natural as the flowers that grow around you.



# ADVENTURE TRAILS

Promoting an active lifestyle through  
mountain biking and running tracks.



# RETAIL & RESTAURANTS

Every convenience met through our community offerings.  
From quick bites to shopping hauls.



# FOREST EXPERIENCE CENTRE

Get to the root of the community through  
our interactive experiences.

YOUR HOME AT A GLANCE

YOUR HOME AT A GLANCE





Serra



HARMONIOUS. SUBTLE. IMMACULATE.



# KEY PLAN

NEIGHBOURHOOD

 Serra





# THE ECOSYSTEM

**Serra** emanates a synergy, beautifully blending contrasting ideas into one incredible living space. Blurring the boundaries between nature and home, welcome to a calming, soothing experience.

- |   |                           |   |                      |
|---|---------------------------|---|----------------------|
| A | SWIMMING POOL             | K | FOREST SWIMMING POOL |
| B | NORTH ENTRANCE            | L | WELCOME FOREST       |
| C | CONNECT TO CENTRAL FOREST | M | CHILDREN'S PLAY AREA |
| D | CASCADE GARDEN            | N | EXISTING GHAF TREE   |
| E | SUNKEN FOREST             | O | CASCADE GARDEN       |
| F | CHILDREN'S PLAY AREA      | P | FITNESS STATION      |
| G | CONNECT TO CENTRAL FOREST | Q | FOREST PLAY          |
| H | OUTDOORS STRETCHING       | R | SOUTH ENTRANCE       |
| I | MULTIPURPOSE LAWN         | S | THERAPEUTIC GARDEN   |
| J | CHILDREN'S POOL           | T | EXISTING GHAF TREE   |















DON'T  
QUIT







# INTERIOR PALETTE

Two elegant, pastel palettes offer you the option between earthen or nightly highlights.

RADIANCE | TWILIGHT













غلاف وودز  
Ghaf Woods



BROUGHT TO YOU BY

MAJID ALFUZZANI



In 1992, our founder Mr. Majid Al Futtain envisioned how to create a space in which families, friends and communities could craft lifelong memories. He wanted to transform shopping, entertainment, and leisure to create great moments for everyone, every day. As well as our world-renowned retail establishments, we create masterful living spaces within five mixed-use communities through the art of placemaking, housing more than 2,500 families across the UAE, Oman, and Lebanon.

# SIGNATURE LIVING

BY MAJID AL FUTTAIM

# AN UNPARALLELED PRESENCE ACROSS THE MENA REGION

Majid Al Futtaim has continued to set the standard for sustainable growth through its **Dare Today, Change Tomorrow** sustainability strategy. The Group is committed to becoming Net Positive in water and carbon by 2040.

5  
OPERATING COMPANIES

14  
COUNTRIES

550+  
ASSETS

600m+  
ANNUAL VISITORS