



Pictures: Courtesy of D.Tales



The best of Scandi aesthetic

D.Tales' minimalistic designs are an ode to Scandinavia

By Nichole C. Miranda

Special to PW

Bringing the best of Scandinavian decor to Dubai, D.Tales on Jumeirah Beach Road offers designs that tell a story. And even while blending form and function, the furniture is fabulous.

The owner, Lars Narfeldt, is the mind behind the boutique. Hailing from a military background, his radical shift to interior decoration proves that a book shouldn't be judged by its cover — or previous occupation.

D.Tales' effortless style is an introduction to Scandinavia's minimalism, with its architectural skeleton compiled by TAF Architects of Stockholm. As Narfeldt walks us through the boutique, he explains, "This

place brings together different Scandinavian building elements under one roof. The material used for the walls and display podiums are made of bevelled zinc sheets, used on rooftops in Sweden. We have a simple concrete floor downstairs and a solid pine floor on the second floor. The colour tones are all white and grey, with some brick walls [all wallpaper here]. The boutique also has a small courtyard in typical Scandinavian style and we are working on a larger outdoor space where we will showcase outdoor furniture."

D.Tales features several Scandinavian brands and designers such as Form Us With Love, Lisa Hilland and Soren Rose, House Stockholm, Muuto and Traditional House. It has an eclectic mix of hidden gems, and at-

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Lars Narfeldt
Founder and CEO, D.Tales

tracts diverse and discerning buyers. While perusing the store's shelves, you'll find everything from designer products to bespoke bicycles, captivating art and

lighting arrangements. If you want to simultaneously dress yourself while dressing your home, the boutique also features an array of clothing and accessories.

"I have huge respect for the masters of Scandinavian design like Arne Jacobsen, Verner Panton and Bruno Mathsson as what they did back then still holds up in today's world," says Narfeldt. "The Egg Chair, Tulip Chair Series, Flowerpot Lamp and Jetson Chair look like they could have been designed yesterday, when they were actually designed in the [mid-20th] century."

London-based interior designer Martin Brudnizki ranks highest on Narfeldt's list and he would probably do anything to convince him to design a Scandinavian restaurant in Dubai. Narfeldt relishes the idea of a local eatery where, for example, you find chairs of an appropriate height for the tables. In fact, the Dutchman, who has furniture on his mind all the time, says he can survive in one of Panton's Living Tower furniture pieces. It would provide shelter, comfortable seating and even space to sleep.

When it comes to choosing colours for interiors, Nar-

feldt prefers different shades of grey. "It is virtually an absence of colour, although there are so many shades, which makes it interesting in interiors," he says. "If you pick a grey that has a tinge of yellow, the colour becomes warm, whereas a grey with blue in it often feels cold."

"Grey draws no attention to itself. It keeps its distance, maintaining a lack of personality. When paired with another colour, it allows that colour to be visible. You could say that grey is the best compliment to any interior."

Perhaps that's why D.Tales is splashed in every imaginable shade of it. ■

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D.Tales is located along Jumeirah Beach Road in Dubai. It is open from 9am-8pm Sunday to Thursday and 11am-8pm every Saturday.

This section features lesser-known places and events that are delightfully distinct in their own way. It could be a quaint little café or simply a charming lake. If it's got character and brings a smile to your face, it's a hidden gem that will find a place on this page. If you know of a hidden gem, email the Editor at enag@gulfnews.com.