The 'Big D' is a Texan gem that has for too long flown under the radar; as thousands of people relocate to the city, they're finding there's more to this place than tall hats – and even taller buildings. Let's take a closer look.

#### Better business

We visit the innovative companies and young entrepreneurs putting down roots in this budding metropolis.

#### High art

Meet the architects, designers and other creatives who are revamping the city's cultural scene.

#### On the menu

Get acquainted with the best places to drink, dine, shop and stay for locals and visitors alike.

#### Urban renewal

From green oases to revamped high-rises, discover the initiatives turning the tide on this Texan town.

# The Monocle Guide to

# Dallas













#### overview: Dallas map

# Urban upswing *Taking off*

Dallas has sprawled in all directions but much of the action still comes from the city centre: from the Arts District and newly-built parklands to the neighbourhoods that are being brought back to life as new residents move in. Here's a guide to the historic downtown and its immediate surroundings.

There's a particular kind of southern heat that greets you as you step out of the airport in Dallas. It's a warm welcome that comes in over the wide, flat prairies that extend to the Texas horizon and – as we've discovered – the world is increasingly keen on catching that breeze.

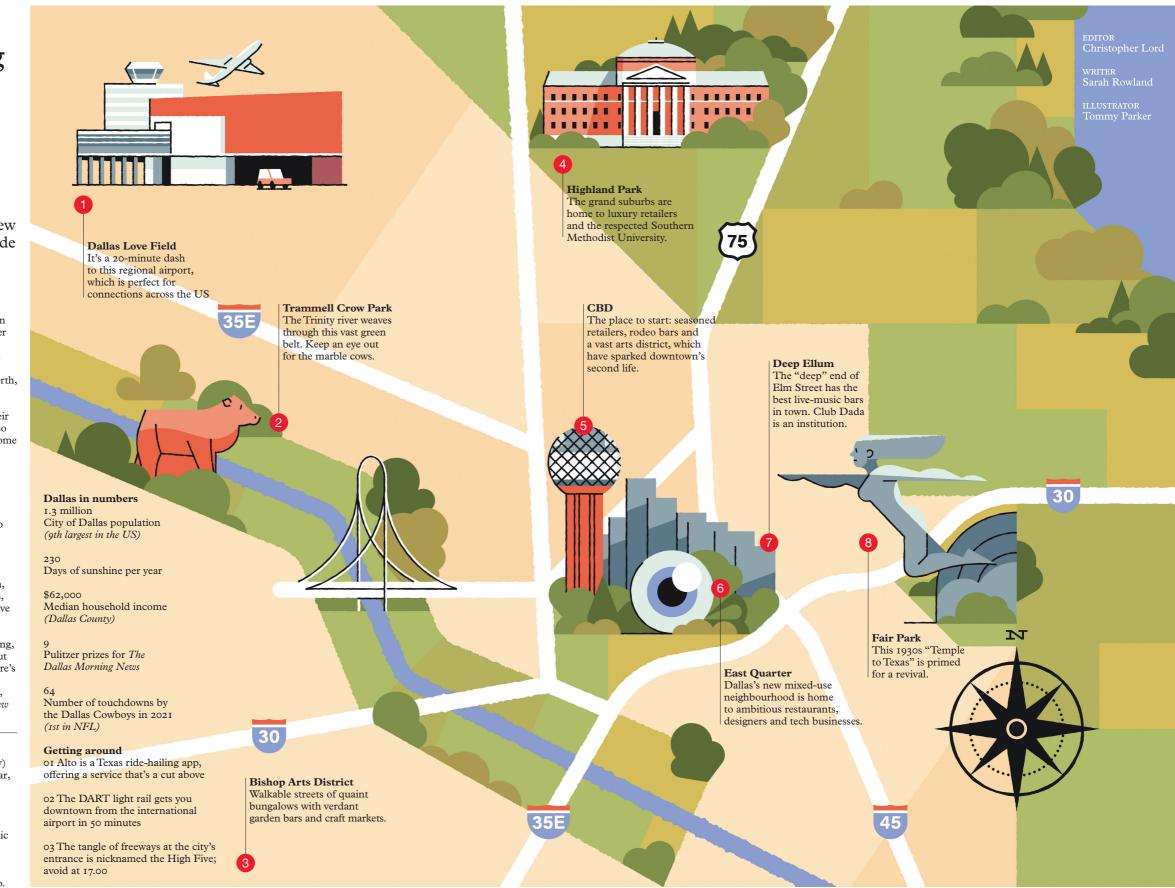
Dallas, together with its neighbour Fort Worth, was the fastest-growing metropolitan area in the US last year. People are coming for the plentiful jobs as global companies relocate their headquarters to a city that's affordable but also has ample space to grow. With this shift has come a new cache of places to eat and art galleries to peruse that are reinvigorating overlooked neighbourhoods and kindling fresh energy in a city steeped in American history.

While many American cities have watched their downtowns wither over the past decade, Dallas is turning the tide by enticing people to live and work in its urban core. "The Big D" is again assuming its famously broad stature among Texas's metropolises, and while the place has sometimes struggled to shake off an image of being a buttoned-down trading town, we'll show you how it's ironed out a few kinks, attracted top-class chefs and built an impressive design district. There's still much to be done, of course.

Despite the association with tycoon JR Ewing, Dallas never had any oil of its own and without natural resources, you'll often hear it said, there's a special ingenuity to the Dallas character. Locals are proud that their 'hood is on the up, so don't be surprised if you hear a little <code>yee-haw</code> now and then. — 🛞

#### Getting here

Dallas-Fort Worth International Airport (DFW) was the world's second-busiest airport last year, with some 62.5 million passengers passing through. As the home base for American Airlines, DFW has non-stop daily flights to Paris and the Gulf States, and is adding a number of new routes – not least to the Nordic nations. Dallas Love Field airport is a prized gateway for Southwest Airlines that regularly bags an impressive share of awards for its service – it has a new runway in the works too.



DALLAS SURVEY — 005

#### **URBANISM:** New ideas

# Changing tides City on the up

Dallas has gone from a deserted downtown to a place where people want to be – but it didn't happen overnight. Here we look at how this urban turnaround was made.



### O&A Driving force

#### Mayor of Dallas Eric Johnson

Mayor Eric Johnson, who was elected in 2019, is a Democrat in a Republican state. On his watch, a reform of the police has been enacted that has seen violent crime fall.

#### Is this a liberal or a conservative city?

It's not an overtly political town. We're pro-business and want people to be the best versions of themselves. There are no natural resources that would have warranted there being a city here, so it's a place built on ingenuity and the wish to make something of nothing. That spirit defines Dallas.

## How has the city changed

address Dallas's historical inequities. This is a southern city and it's had an arc in terms of race relations. Tremendous progress has been made.

#### A lot of people are moving to Dallas. How do you manage that growth?

Affordability is becoming a challenge. We're trying to grow incomes by developing the workforce through education. We're building in the city centre and creating green spaces. But the house with a white picket fence is still

in your lifetime? The private sector is helping

achievable here.



neighbourhood renewal work

and focus on improving safety

in the early 1990s, there were

200 people living in downtown

Shawn Todd, founder of

acquire The National in 2019.

The building had sat vacant

for almost a decade when

Todd set about restoring its

pinstriped marble façade. In

2020 he opened a hotel and

change of fortune, and the

Todds are rejuvenating the

something about lasting

residences within it. Today it's

the centrepiece for downtown's

historic East Quarter."There's

architecture that gives you a

"You're seeing people move

because there's a way of life

they wouldn't get elsewhere.'

sense of place," says Todd.

Dallas while today 15,000

punishingly hot and, from the 1960s, the city started Dallas was, for much of the constructing temperature-20th century, a nexus for controlled underground Texas's oil magnates. But tunnels to connect the main after the 1980s recession buildings. Naturally, this many of the banks left and emptied the streets above. it became a drive-in, drive-Most tunnels have now out city. "You could roll up been blocked off but you the sidewalks at 17.30, they can still get a peek at this were so empty," says Jennifer urban experiment beneath Scripps, CEO of Downtown the Bank of America Plaza. Dallas Inc. The non-profit



# Going green

Reconnecting

the city

The defining feature of the city's landscape is the web of freeways that surrounds downtown. The network was built through many lowerincome areas, cutting them off from the urban core. But that dominance is slowly being unpicked: Klyde Warren Park, which opened a decade ago, sits atop one of these vast freeways sending cars underground and connecting the Arts District with Uptown. It's part of a growing collection of verdant oases that weaves through the city centre. "Dallas has built 23 acres of parks inside the freeway loop in 20 years," says Robert Decherd, chairman of Parks For Downtown Dallas, which transforms disused plots into green spaces. The foundation's work includes Carpenter Park, which opened in May 2022. Meanwhile, the Kay Bailey Hutchison Convention Center is set to undergo a \$2bn (€1.875bn) expansion. The project will create a new entertainment

"Dallas has built 23 acres of parks inside the freeway loop in 20 years"

district to straddle the interstate

and reconnect neighbourhoods

in the less affluent south

of the city with downtown.



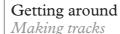




Preserving the past

Urban revival

In the rush to modernise, many US cities lose sight of what's on their doorstep: in 1936, Fair Park in south Dallas played host to the Texas Centennial Exposition, an event marking one hundred years of the Lone Star state's independence from Mexico. Today, the area's esplanade and "Texanic" monuments represent one of the largest collections of art deco structures in the US. Now the city is trying to do more with Fair Park's extraordinary architecture and a public referendum in November could see it gain a \$300m (€281m) investment.



Dallas is a city where the car is king. However, a shakeup of the Dallas Area Rapid Transit (DART) - the longest light-rail network in the US, which extends from downtown to the suburbs - is underway: there's talk of a new subway system while urban planners want to link the historic trolleybus network with the streetcars that ply Oak Cliff. After much delay, the proposal for a high-speed rail route that would connect Dallas to Houston in 90 minutes is gathering steam - but teasing

Texans out of their trucks will still be a challenge





## Back in business

Crowd pleasers

As Dallas city centre has revved back to life, it has caught the attention of big businesses looking for a new home (low tax and state incentives also help). The telecommunications giant AT&T relocated in 2008 and last year opened its vast Discovery District campus downtown. The company's new base spans four blocks and includes a video wall that has transformed the area into a public square. Digital artwork is shown as well as Dallas Cowboys games, regularly drawing a crowd of deckchairs. It proves that if you build it, they will come.

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### **Tangram** Smart move

The Monocle Guide to Dallas

As Dallas's population expands, so does the infrastructure: new schools and offices are currently being built around the city. Enter Tangram. The Californian business – which designs furniture fit-outs for work and learning environments - opened a Dallas office in 2021. "We needed to be where the butts on seats are," says Tangram's vice president of sales Amber Jones. The company's southern operation is its first base outside California, but being three hours from either coast helps the firm serve customers across the US. "Dallas made a lot of sense for us." tangraminteriors.com





#### Dialexa

Tech on the horizon

Dallas may not be a tech hub like Austin vet, says Scott Harper, who co-founded Dialexa in 2010 alongside Mark Haidar, but over the last two years the pair have more than doubled their coders and designers to 250 people. Most are based at the company's head office in East Quarter. Recent projects include a tool for monitoring eye health and software for Dallasbased Parkhub, a startup that has bagged \$100m (€93m) in investments. "Dallas has already got a lot of talent and is attracting more," says Harper. dialexa.com



#### The businesses Dallas needs Calling all entrepreneurs

#### I. Room to grow

With the beloved Belmont Hotel's doors shuttered, there's a gap in the market for an evocative boutique replacement.

#### 2. Not the average corn dog A healthy street-food concept serving the

new parks downtown.

#### Breaking news

City kiosks: finding a newspaper or magazine can be a challenge. It's time for change.

#### 4. Novel approach

Dallas is calling out for a central bookshop that specialises in international titles.

#### Local sole

Residents should walk the walk with a shoe brand that shows off Made in Dallas.

#### Galderma

Smooth operator

Galderma has a long history of smoothing wrinkles in northern Texas. The Swiss skincare brand evolved from a company founded in Dallas in 1961 and has since developed many of its products in Fort Worth labs. In 2022, the firm moved its US headquarters - and 400-strong workforce – to the city's downtown area.

"Dallas has always been a great marketplace for us, so moving here was a bridge to that," says Diane Gomez-Thinnes, head of Galderma US. "There is real energy in the revitalisation of this city." galderma.com



#### The Dallas Morning News Read all about it

The city's much-loved local paper The Dallas Morning News was founded in 1885 and has nine Pulitzer prizes under its belt. Recently, the daily has seen a surge of new business as people move to the city: in 2021, the paper saw a 22 per cent rise in digital subscriptions and a bump in print sales.

moving to Dallas and the census projections for where we're going to be, we have to present that with our coverage. We have to tell these stories and cover the inequities," says executive editor Katrice Hardy, the first black journalist to take the reins of the paper, "Pulitzers are amazing but it's the work behind these awards that benefits the community." dallasmorningnews.com



## Lucchese Bootmaker

Best foot forward

There are few items as Texan as the cowboy boot and, despite being designed for cattle-driving ranchers at the end of the American civil war, these sturdy shoes have endured as business attire. In Dallas, you're as likely to see them donned with a well-cut suit as a pair of Wranglers. The 130-year-old Lucchese Bootmaker has helped keep the style one step ahead. "They've remained a staple in Texas,' says Stephanie Saunders of Lucchese's Dallas shop, "The cowboy hat has become more of a companion for the rodeo or a day on the ranch." lucchese.com



Originally from Seattle, Badovinus says he finds the Dallas food scene less reserved and more eager to support new ventures. "This is a city that roots for its own." nationalanthemdtx.com





#### Who's new in town? Office migration

Toyota has moved its US headquarters to Plano, a city in north Texas, while Californian infrastructure giant AECOM is repositioning its global base to Dallas. Jacobs Engineering, another West Coast firm, made the move six years ago. But a major influx is coming from investment bank Goldman Sachs, with almost 4,000 employees relocating to the area. Oliver Cooke works for a recruiter that has helped 100 workers move to the state over the past year: "Dallas is in the middle of the country and, when it comes to real estate. it's much more affordable than New York or California."



Chef Nick Badovinus has built an empire of restaurants across

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#### DESIGN & CULTURE: What to see

# Southern style On the ground

There's more to Dallas than cowboy hats and big belts. Here are the collections, curators and creatives to know in a city where vast swathes of downtown are dedicated to art and design.





on the banks of the Trinity River, the Dallas Design District is now one of the country's great shopping clusters. Home to more than 500 showrooms and galleries: Moroccan rugs and lighting shops sit alongside specialists in reclaimed lumber and surfacing. Neighbourhood mainstay Sputnik Modern has been seeking out mid-century furniture for over 20 years: "Shop owners want to keep the area's authenticity, while also building something new," says founder Chris Thurman, whose Mies van der Rohe Barcelona stools caught our eve. The area is also home to the Dallas Decorative Center, a leafy, secluded collection of retailers that was built in 1954. Stop at Scott + Cooner for hidden gems by Poliform, Cassina and Moooi and finish up with a hearty Italian dinner at modern outpost, Carbone's. dallasdesigndistrict.com



#### Swoon's recommendations

Carrie White and Matthew Gilley Specialists in ceramics and

installations for interiors

**Brooks Thomas Studio** British-made textiles, wall coverings and furniture. brooks-thomas.com

conduitgallery.com

## Mirror architecture

Time to reflect

No one has shaped the Dallas skyline as much as IM Pei, the late Chinese-American architect who conceived five major buildings in the city. In fact, urban planners took Pei's adage that "Architecture is the mirror of life" to heart: the skyline is awash with mirror-clad high-rises. Built in the 1970s by various designers, these glitzy skyscrapers reflect the flashiness of the era's banking boom - not least the Campbell Centre, its façade finished with a fine gold sheen. While this style of architecture is often dismissed as opaque and corporate, others see value in this school of American brutalism. "These buildings are meant to look sculptured and futuristic but were actually economical," says architectural historian Daniel Paul. "They keep out the light and the heat but you also get something quite glitzy."



#### **Executive director** Carolina Alvarez-Mathies

Creative spirit

O&A

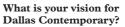
The recently-appointed director of Dallas Contemporary, Carolina Alvarez-Mathies has a grand vision for the art museum. Originally from El Salvador, she's pushing to make this purveyor of daring exhibitions a linchpin of the city's creative community.

as a major arts city in the US. dallascontemporary.org



#### Ghost signs Bricking it

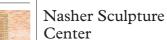
Many of the hand-painted business signs that adorned the city streets in the early-20th century are still going strong today. Sean Starr, a modern-day sign painter working in Dallas, says these "ghost signs" are a record of the area's successive boom eras from the turn of the century through to the 1950s. The colourful brickwork at the restored East Quarter Residences in downtown Dallas is particularly striking. The bricks were originally shipped to the area as cheap materials following the Great Chicago Fire in 1871, which laid waste to much of the Illinois city. The mix of hues still visible on the bricks today is from the various hand-painted signs that would have once adorned them.



It is our mission to present the most compelling art of this era, from both a local and international perspective. I want to establish new platforms for innovation within Dallas's art scene itself and reimagine the role this institution plays.

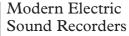
How will the museum change with you at the helm? I've been asking myself how we can build a stronger community of creatives here in Dallas. We also want to look at more programming that crosses disciplines as well as find ways to engage a broader audience. We're doing our firstever summer series this year, with day and evening events from pop-ups by local makers through to a partnership with Dallas-based label Dolfin Records, which will curate a set of performances.

#### Tell us about the art scene. The level of commitment from patrons here is unparalleled. Whatever the institution - the ballet, the opera or a contemporary museum like ours - Texans are continually supportive and open. Dallas is fast becoming competitive



On home turf

and Patsy Nasher were the owners of an extraordinary collection of postwar and contemporary sculpture. What began as a fascination with pre-Columbian art from Latin America developed when the couple acquired pieces by Jean Arp and Henry Moore – by the time the Nasher Sculpture Center was launched in 2003 in the city's Arts District, the pair had amassed more than 300 masterpieces. "As their collection grew, they started to envision a way to showcase their beloved pieces to the public," says curator Jed Morse. "Lucky for us, it remained right here in Dallas." Works by Pablo Picasso and Barbara Hepworth can be seen alongside American masters Alexander Calder, Donald Judd and Richard Serra. nashersculpturecenter.org



Texans in town

Dating back to the 1960s, the Modern Electric Sound Recorders has been carefully restored over the past decade by owner Jeffrey Saenz. Today, vintage touches hark back to the great West Coast studios, such as Sunset Sound. "Dallas is a music hub and we've seen the city draw notable artists away from their homes in New York, Nashville and LA to record here," says Saenz. The studio has seen homegrown talent such as Leon Bridges and The Texas Gentlemen lay down tracks at its microphones. modernelectricsound.com



Dallas mall moguls Raymond



Plug into Dallas's rich livemusic scene at these stops.

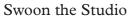
The Factory in Deep Ellum Don't be fooled by the modest exterior, this downtown venue plays host to the greats. thefactoryindeepellum.com

Granada Theatre

This art deco icon is a firm stop for touring bands - its storied stage has welcomed the likes of Adele and Dolly Parton. granadatheater.com

Club Dada

Club Dada and its neon facade has been drawing in a loval late-night crowd since 1986. dadadallas.com



Open house

Swoon the Studio made its name while working on branding projects for the likes of Dallas Museum of Art and department store Neiman Marcus, but it has since completed interior design ventures in its signature understated style. Swoon's co-founders Samantha Sano and Joslyn Taylor recently finished work on Charleston boutique hotel, Emeline: "We wanted to work with clients that we connect with aesthetically or philosophically," says Taylor. "There's a real openness to new ideas here." swoonthestudio.com



**Conduit Gallery** Exhibits homegrown talent.

012 — DALLAS SURVEY DALLAS SURVEY — 013 **RETAIL & HOSPITALITY: Town tour** 

# Local flavour At your service

Southern hospitality done well is about personability and attention to detail - and Dallas has a crop of well-appointed hotels that's honed the craft for years. It's also a city that makes a point of mixing a good martini - or margarita - come sundown. Here's our edit of where to eat, drink, shop and stay.



#### The Joule Bank on it

The Joule hotel is credited with sparking a revival of downtown Dallas. This 1920s former bank underwent an extensive renovation and the smart lobby is filled with the art collection of owner Timothy Headington. theiouledallas.com

Other places to rest your head:

The Mansion on Turtle Creek Rosewood hotel in a grand dame mansion.

#### Sova

An affordable stay inspired by Japanese-hotels

#### Hall Arts



#### Thompson Dallas Crowning glory

The Thompson's suites offer the perfect perspective on the city. Located in The National, an iconic 51-storey building, much of the hotel's interior takes its cues from the original 1960s design, conceived by architect George Dahl: brass clad walls and teak wood are emblematic of an earlier golden age. This theme continues into the lobby which is decked out with ceramics and artworks collected on international travels by Caroline Todd, whose firm Todd Interiors worked on the fitout. The hotel's showpiece, however, can be found on the 49th floor: the Monarch restaurant dishes up some of the best views in town. Helmed by Michelinstarred chef Danny Grant, the Monarch's wood-fired fare has made this the go-to destination for the well-heeled. hvatt com

monarchrestaurants.com





### Department stores

Retail therapy

Department stores are intrinsic to the city's history - they are, after all, where Texans go to shop. Founded in Dallas, Neiman Marcus is an icon of mid-century luxury and its white terracotta-fronted flagship has stood on Main Street since 1914. "We're as much rooted in the city's DNA as Dallas is rooted in ours," says Belgian CEO Geoffroy van Raemdonck, who is returning the business to its luxury-first origins. The multibrand womenswear boutique Forty Five Ten taps into the same legacy and is a firm fixture in downtown Dallas.



#### The Adolphus French fancy

Modelled on a beaux arts castle, The Adolphus hotel was built in 1912 by the German founder of the Anheuser-Busch brewery empire. This European flavour has been continued through the outpost's redesign, which was completed in 2016. Make sure to visit The French Room, the popular onsite restaurant which serves classic French cuisine, as well as Commerce Goods + Supply, a shop stocked by local retail specialist Makeready which sells JW Marshall widebrimmed hats and travel essentials. adolphus.com

#### Highland Park

Suburban splendour

The grand mansions of Highland Park show the extraordinary wealth that once accumulated in Dallas's suburbs. Southern Methodist University is the local landmark while Highland Park Village, which opened in 1931, is believed to be America's first shopping centre. Today, there is a steady bustle about the area's cafés and luxury retailers.



#### Bishop Arts District On the make

The low-slung brick shopfronts and wide-porched bungalows of the Bishop Arts District are a respite from the bustling city centre. This walkable area has been extensively restored over the past decade and it is a haven for craft shops and cocktail bars.

#### Shop

Concept store Marcel Market offers an exclusive selection of French brands curated by its Parisian owners while nearby Poets Bookshop, run by local wordsmith Marco Cavazos, is also worth a browse. marcel-market.com poetsbookshop.com



Sleek all-day café Written By The Seasons opened in 2022. It has a quarterly menu that prides itself on its north Texas produce. writtenbytheseasons.com



#### Shop

Hadleigh's offers bespoke tailoring for men and women – its handmade slippers are a local favourite. "Everything is designed in-house, from our packaging to every last button," savs co-founder Ed Shaikh. hadleighs.com

Stop at Sadelle's for all-day brunch with New York-inspired dishes that's popular post-shop. sadelles.com



#### Dining destinations All you can eat

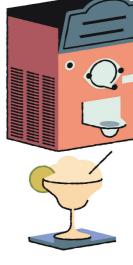
#### Muchacho Tex Mex

Dallas invented the frozen margarita: the first machine is at the Smithsonian Institution. Try a modern take here. laharanch.com

## Terry Black's Barbecue

They take barbecue seriously in Dallas - the mayor suggests Terry Black's in Deep Ellum. terryblacksbbg.com

Rex's Seafood & Market Oysters at the farmers' market is a Friday tradition. rexsseafood.com



## Katy Trail

The green miles

Knox-Henderson

This crossroads (dubbed as

Dallas's future retail hub) is

welcoming major brands and

to sit between downtown and

independent retailers who want

Top of the shops

the affluent suburbs.

Founded in Austin, Stag

menswear edit with shirts

and Faherty. Shoppers will

also spy a wide-brimmed hat

or two here, and eyewear by

California's Garrett Leight.

Clifton Club is a new cocktail

bar on the fringe of Knox-

Henderson run by South

who also runs Beverley's

Bistro & Bar nextdoor.

African Greg Katz. "Dallas

was missing a place to go for

pre-dinner drinks," says Katz,

stagprovisions.com

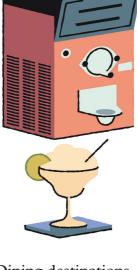
ready for the prairies by Beams Plus, Universal Works

stocks a Texas-inspired

Shop

Dine

Before the Highline opened in New York, there was the Katy Trail in Dallas: in 2000, a stretch of abandoned Union Pacific Railroad was turned into a greenbelt stretching from Uptown to Highland Park. The path is an artery for joggers and cyclists, and acts as a respite from its concrete surrounds. Pop-up art installations have become regular features and the track now hosts an annual 5K race. As the local saying goes: "Trains don't run here anymore, Dallas does." Thankfully, there's the Katy Trail Ice House on the route, where cold Texan drafts are served in the garden.





Situated in the heart of the Arts District.

