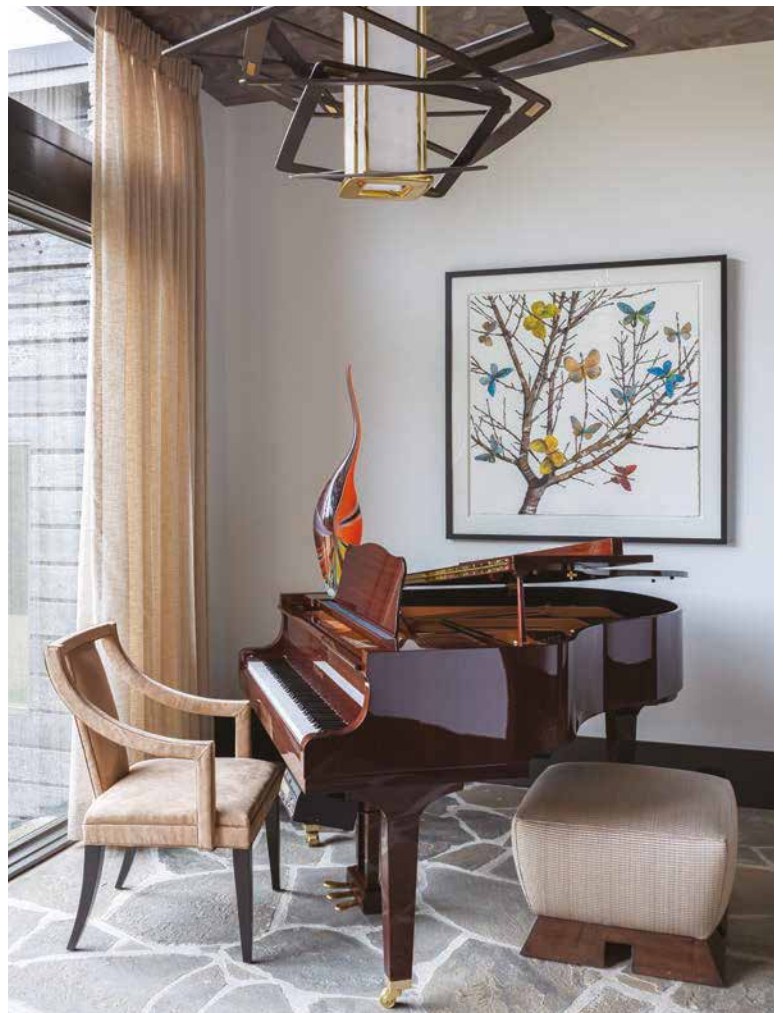




CHRIS GODDARD
GODDARD DESIGN GROUP
OWNER AND LEAD DESIGNER



“Design appears to be transitioning into more personalised spaces, where clients can express their personalities and passions through their lifestyle. In the world of luxury design, people are no longer concerned with what others are doing but desire to illustrate what is important to them.”

The award-winning interior design firm, Goddard Design Group, provides close attention to detail for each of their projects, whether it be residential or commercial. Founded by Chris Goddard, who injects a crisp and personal style, the design firm captures luxury living with an antique element, that gives their spaces a sense of purpose and history.

Tell us a little about your background in design (education, experience, etc)

This is my thirtieth year of creating luxury residential and commercial interior design. As a designer, it is important to stay connected to the industry, and I am proud to hold membership with ASID, IDS, FGI, ISFG, and the J. William Fulbright College of Arts and Sciences Advisory Board.

Andrew Martin International has named me twice as one of the Top 100 Designers in the World, with my work featured in Volumes twenty-one and twenty-three. Most recently, I was recognised in two categories in 2019 by Design et al at the International Design and Architecture Awards, as well as being shortlisted for International Designer of the Decade. In May, the Interior Design Society presented me with two 2019 Interior Designer of the Year Awards.

How would you describe your personal design style?

Ever-changing and evolving are words that describe my personal style. I love a challenge, so my work resumé ranges from the ultra modern to the luxury of a French château. Spaces should always tell a story or start a conversation, arousing the soul and personality of its owners.

Where does your design inspiration come from?

I receive daily inspiration from people, travel, fashion, media, and history. Capturing a client's spirit is so important. I like to capture one detail, however large or small, and use it as a starting point in my work. This could be as simple as a door latch or elaborate as the set design in a movie I'm watching. Inspiration is truly everywhere.

In what direction do you feel that design is moving towards in a general sense?

Design appears to be transitioning into more personalised spaces, where clients can express their personalities and passions through their lifestyle. In the world of luxury design, people are no longer concerned with what others are doing but desire to illustrate what is important to them. It is very refreshing to disembark from the trend train.

Name five key themes to consider when approaching design in 2020 and beyond.

1. Spaces always tell a story
2. Implement timeless design and avoid the trend train
3. Always invest in quality and not quantity
4. Comfort can be stylish
5. Design to truly reflect your client

If you could offer one piece of advice when it comes to design schemes, what would it be?

I am a firm believer that every space, whether

modern or traditional, should contain at least one antique element, whether it be an architectural fragment or antique table. These pieces are what give spaces their sense of place, purpose, and history.

How important are The International Design & Architecture Awards?

Registration and recognition at award ceremonies are wonderful for designers because these are outlets for us to promote our work, not only to potential clients, but to our peer network. The greatest award, however, is always a happy client who allows us to do our best work and submit it for the world to see through awards and publications.

What projects are you currently working on?

Our current projects include a penthouse in the Cayman Islands, renovation of a pre-Civil War farmhouse, a modern compound for a growing family, and revitalisation of a national real estate company's headquarters. Our firm averages forty to sixty projects on both the national and international front.

What are your aims and goals for the next twelve months?

My biggest goal is to continue to explore and educate myself on the ever-changing world of design and technology. We also will be relocating to a new office space which will enable Goddard Design Group to maintain and expand our amazing team who help to make all our client's dreams a reality.

Final thoughts; tell us a little more about yourself and your daily inspirations:

Your most treasured possession?

A ring my grandmother gave me which is designed around a gold coin from the year she was born.

Your favourite holiday destination?

Aspen, Colorado. There is no better way to spend Christmas Day than skiing with family and friends.

Your favourite hotel, restaurant & bar?

Hotel - Hotel Ritz, Madrid.
Restaurant - Grand Cafe de la Poste in Marrakech
Bar - Hemingway in the Hotel Ritz, Paris.

Your favourite book, film & song?

Book - The Little Prince by Antoine de Saint-Exupery.
Movie - Steel Magnolias.
Song - Fancy by Reba McEntire.

Your favourite food and drink?

Food - Sonic bacon cheeseburger.
Drink - Green tea.

Your favourite way to spend an afternoon?

Spending an afternoon at home watching movies is a rare but favorite treat.

If you weren't a designer, what would you be?

I can't imagine anything else.



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RESIDENTIAL & COMMERCIAL INTERIOR DESIGN

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