

Homegrown Success Story

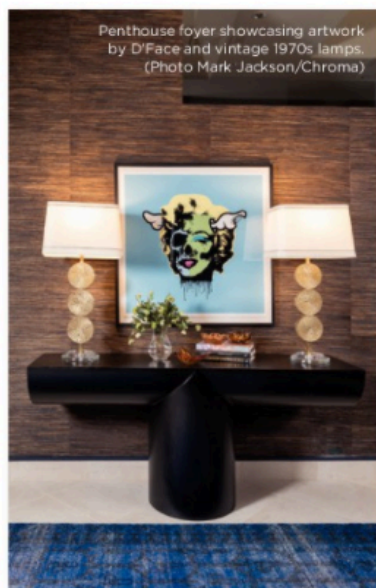
Winning Awards Around the World

Never underestimate Chris Goddard, founder and principal designer of the Goddard Design Group and a Fayetteville homegrown success story. When Chris was just 23 years old, his first interior design project was featured in *Architectural Digest*. Flash forward to today, 30 years later, and his business has grown to become a global brand, consistently winning awards around the world.

In 2017 and 2019, Chris was named one of the Top 100 Designers in the World by Andrew Martin Interior Design Review. Often called the “Oscars of the design world,” the review enlists an international committee of award-winning architects and designers to choose the top 100 designers out of more than a thousand submissions.



Moroccan inspired wine cellar with custom cubes designed to hold a case of wine each. (Photo Mark Jackson/Chroma)



Penthouse foyer showcasing artwork by D'Face and vintage 1970s lamps. (Photo Mark Jackson/Chroma)

Chris was honored at two awards ceremonies, one in London and the other at the British Embassy in Washington, D.C., and some of his projects were featured in *The Interior Design Review*, vols. 21 and 23. This reference book for design professionals has illustrated social and political movements, as well as cultural lifestyles, over the last two decades.

But that's not all. Last fall Chris was honored in London at the International Design and Architecture Awards, where he was recognized for best penthouse design and best residential design out of thousands of nominees in all categories. The United Kingdom-based magazine, *design et al*, will publish these projects in a coffee table book and also will feature Chris's work in its *The World's Leading Design Names 2020*.

“Being recognized internationally by your peers and industry professionals is amazing, but the best reward is a client who trusts the process and believes in the creative spirit enough to allow us to create these award-winning spaces,” Chris says.

“Goddard Design Group prides itself on creating design experiences. Our interiors tell a story or create a mood,” Chris continues. “This is achieved by adding the clients' personal items to a space to give it a sense of history or transporting people to a different time or place in our commercial work by the layering of unexpected details. We always stress quality over quantity. The best compliment we can receive is to hear that a project looks just like the client – and like a designer was never there.”



Interior of Hubbard Clothing in Rogers features antique oil paintings hung from cloud ceilings and layers of interior detail. (Photo by Mark Jackson/Chroma)

In 2019 Chris' design on the Triple E home in Elkins earned "Interior Designer of the Year" honors at the Interior Design Society annual conference in Palm Springs. The home is designed to bring the outside in "in a casual yet elegant and timeless way." Chris describes it as "Ozark boho vernacular chic."

"I began my design career over 30 years ago out of a passion for details and wanting to give the clients what they never knew they wanted," he says.



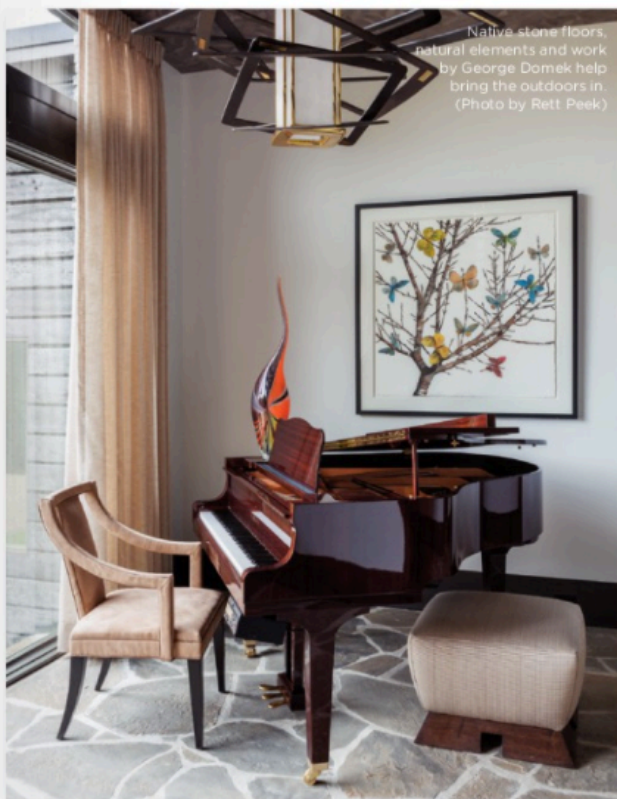
Chris Goddard

"The awards and national and international exposure have let the world know that design and style are not defined by a region, state or country, but if you believe in yourself, never compromise on quality, and aren't afraid to fail – even someone's work from a small corner of Arkansas can be recognized and awarded around the world."

Chris isn't finished, though. His firm just moved into a newly designed, larger, more efficient space, and is in the process of developing furniture, fabric and bedding lines for several major manufacturers.

"The main thing I have learned in over 30 years of design is to learn from your failures and constantly be willing to evolve, learn and adapt styles with the ever-changing times and tastes," he says.

With awards piling up and projects on tap locally and around the globe, Chris will continue to do what he does best – creating beautiful spaces for people to enjoy. ■



Native stone floors, natural elements and work by George Domek help bring the outdoors in. (Photo by Rett Peek)



Master bedroom sitting room features hand-painted wallpaper, and a mixture of antique and modern furnishings. (Photo by Mark Jackson/Chroma)



New Hunter Douglas Design Studio Drapes and Roman Shade in hues of this year's Pantone Color of the Year Classic Blue

Updated Prints in Fabrics

"This year we will be seeing a lot of updated large floral prints and bold watercolor pops in Pantone's Color of the Year Classic Blue. The new Design Studio family by Hunter Douglas includes four styles: Side Panels, Drapery, Roller Shades and Roman Shades. In collaboration with Rebecca Atwood, Hunter Douglas launched its inaugural featured-artist series as part of the Design Studio program." —**Brooke Anderson, Greenvalley Window Solutions, Inc.**

"There is a huge return to patterned yet updated fabrics and lots of trim in unusual colorways, we are seeing a return to more lively and colorful spaces that reflect personality. I love these updated prints by Sasha Bikoff, they are whimsical, colorful and give a nod to the past while still feeling fresh and modern." —**Chris Goddard, Goddard Design Group**



Print by Sasha Bikoff

A breakfast room design by Goddard Design group features multiple layered patterns in crisp, modern colors to give the space a cozy and inviting feel.

