

WINDOW SHOPPING

Chris Goddard opened Beauregard in a radical approach to problem solving. He couldn't find any resources for interior design projects in Fayetteville, Arkansas, so he took a 9,000-square-foot space on a historic square, painted it black from top to bottom, and stocked it with the furniture, accessories, bed linens, and art he liked to use. "There was nowhere to shop, so I decided to make a place," he says.

Step in the door of Beauregard, and you're at once seduced by furniture that ranges "from 16th-century Italian to Holden & Dupuy," says Goddard, referring to the chic line from New Orleans designers Ann Holden and Ann Dupuy.

Stunning lamps with hand-sewn shades from Little Rock designer Keith James grace the tabletops. Beautifully inlaid-wood tables from Kelly Gottsegen, also of New Orleans, possess a spirit of classicism in their contemporary forms. The work of local ironworkers turns up in consoles and occasional tables. Plentiful accessories and gifts, both old and new, provide gratification for the casual shoppers who drop by Beauregard for a little something and always find it. Kenneth Turner candles, costumed animal figures by artist Kathy Wilson, and gilded candlesticks bedeck every spare surface.

Through a grapevine archway, a bed-and-bath area allows Goddard to bring in all the linens he loves: silky Italian sheets from Anichini, alluring patterns from Palais Royal, silks from Ann Gish, and a sumptuous French coverlet from Pierre Frey that, at \$3,800, represents the very upper end of the linen lines Beauregard sells.

Soaps, body oils, and bath salts from Italy and France prove that not only do the Europeans pamper the body better, they do it in more attractive packaging. Names such as

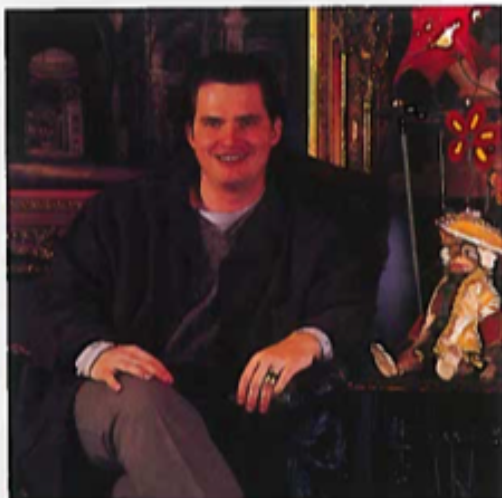


Buying Beauregard

In his Fayetteville, Arkansas, shop, Chris Goddard assembles a seductive mix of his favorite things

by Lydia Longshore Photographs by Art Meripol

ABOVE: Inside Beauregard, exquisite custom-designed lamps by Little Rock designer Keith James flank two Donald Roller Wilson paintings above a hand-carved Italian chest. **RIGHT:** "We're the 7-Eleven of high-end design," says Chris Goddard of his shop. For buying information, see Sourcebook.





ABOVE: A pair of cowhide-covered bergères and mercury balls in a pair of iron planters are typical of Goddard's sense of whimsy. **BELOW:** A French Empire liquor cave mingles with a comical little alligator in black tie by Fayetteville artist Kathy Wilson, wife of painter Donald Roller Wilson.



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Valobra and Vervine look too good to unwrap. Luckily, an American line called Antonia's Flowers represents this side of the pond with great style.

A moss-and-twig-covered cottage facade allows entry to an art gallery where Goddard displays work by well-known and obscure artists from Arkansas and further afield. Beauregard is one of only three galleries in the country that represents Arkansas artist Donald Roller Wilson, who lives across the square from the shop and whose paintings of costumed animals are widely collected.

Behind the shop, a floral design workroom hums with activity. An upholstery and drapery workroom on the top floor of the building rounds out the range of services Beauregard encompasses. In his desire to control every aspect of interior design, Goddard may seem like a glutton for punishment. However, a degree in business from the University of Arkansas balances his experience in interior design.

Every four weeks, he boards a plane for New York, Atlanta, Chicago, and San Francisco. "It's a constant struggle to stay one step ahead of everybody else," he says. From these trips, he brings back the few select lines he considers worthy of space in his shop. Lately, though, what excites him most is the custom work he's commissioning through regional artists: "We're getting to design unique pieces of furniture and wonderful accessories that are not store-bought and that you can't buy anywhere else."

As much as he travels and as sophisticated as his shop is, Goddard is devoted to the work of Arkansas artisans. "There are people around here who are doing exquisite work," he says. Clearly, "home" means something more to Goddard than just a space to decorate. ♦