



INTO AFRICA

On his first trip to our shores, celebrated international interior designer CHRIS GODDARD falls in love.

WORDS LYNETTE BOTHA



CHRIS GODDARD IS ENAMORED WITH South Africa. It's a destination that has always been on his travel bucket list, so getting an opportunity to visit as part of Sourcing Africa's inaugural trip was an invitation he couldn't refuse.

Sourcing Africa, the brainchild of Helen Johns and Bruce Andrews, creates high-end tours for international interior decorators and designers to introduce them to a range of African and South African artists, artisans, architects and fashion designers - all while experiencing the top-notch hospitality and adventures that the continent has to offer. "I believe that travel is the best education," says Chris.



"By experiencing new places and new things, you are constantly inspired."

As an award-winning, seasoned interior designer, and a creator of timeless, eclectic and luxurious spaces with more than 30 years of international experience, Chris's work includes both residential and commercial projects in the US, Canada, the Cayman Islands and beyond. Yet even with 40 to 50 projects on the go each year through his firm, Goddard Design Group, Chris is known for never using the same fabric or piece of furniture twice - each new space he creates is imagined from scratch.

"That is the beauty of a trip like this - we were introduced to so much, and

PHOTOS RETT PEEK (XXXXXXXXXXXX), SUPPLIED



I'll be able to pull ideas from this for years," he says. "I have travelled and worked in Africa before, but South Africa was different from what I expected. The country and its people, and the design talent and creativity, blew me away. There's also something about the light here - it's magical. You see colours in a whole new way."

Standout moments include meeting the team behind Ardmore and their artists, getting to see how they work and understand their projects better, and also a private dinner at Stefan Anton's home. "Stepping into the home of someone as renowned as Stefan - getting to see how he lives, how his home is decorated, how he's incorporated

his design principles into his living space - was incredible," Chris says. "We met amazing artists, designers and creatives on this trip, and the one thing that seems to unite everybody is how generous they are with their time and creativity. They want to share their ideas; they want to draw you in; they're not holding back, but rather sharing freely from a place of generosity."

Although he is in his 35th year of this line of work, Chris says meeting each new client is like going on a first date. First and foremost, you need to gain their trust - and then, "You need to give people what they didn't know they wanted!" goddarddesigngroup.com | [@goddarddesigngroup](https://www.instagram.com/goddarddesigngroup)

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