







## **CHRIS GODDARD**

OWNER & PRINCIPAL DESIGNER  
GODDARD DESIGN GROUP

**Chris Goddard is the founder and principal designer of Goddard Design Group in Arkansas, USA. Chris has over 30 years' design experience and possesses a visionary approach to design because he believes that each space should tell a story or evoke a mood. From traditional to modern design, he utilizes his eclectic style and attention to detail to create an artful mixture of elegance with personal history. All clients that go to Goddard Design Group are unique and by tailoring to their needs, environment and history, Chris is able to create an inheritable space which will welcome generations for years. Chris Goddard is a firm believer that the client's personality can be transferred to each project, so Goddard Design Group works with each client to focus on quality of style and sharp attention to detail whether the project be a residential living room update or a commercial project from the ground up.**

**Please describe any new challenges faced /innovations explored whilst working on these design schemes?**

We have confronted new challenges with two historic buildings that are over 100 years old. The electrics and plumbing have to be reconfigured from ground up and there are structural issues on both jobs. Our ultimate goal is to modernize these spaces while preserving the integrity of the structures.

**Where do you take inspiration from?**

Spaces that tell stories are my signature. Where a client is in their life or what they are striving to achieve is what I weave into my designs. I want a room to come alive and create a backdrop for lifelong memories. Great design is about timeless spaces that never go out of style and tell the client's story, not mine.

**Please explain how you work/your work life balance and how you achieve this in your life?**

I am always working and gathering ideas for new design. From movie sets and costumes to my travels in the States and abroad, design is everywhere, and it's ever-changing. Each day becomes an adventure of discovery.

**What are your hopes for the future?**

I hope for prosperity in the world and safety for everyone. No one can predict the future. The world is in constant flux, so I tackle each day

with optimism and a positive outlook. There still is so much good in the world.

**What direction do you see design moving in?**

Predicting design trends is like shaking the Magic 8 ball – it is all forever changing. A great designer will help to educate clients that one style/trend is not better than the other. The only design that is exceptional is one that reflects the client's personal taste and lifestyle.

**Tell us a little about yourself:**

**Favourite – food/drink?**

Sonic's Cherry Limeade and Fig Newtons.

**Favourite city/holiday destination?**

Aspen, Colorado.

**Favourite hotel?**

La Mamounia in Marrakech, Morocco.

**The car you drive?**

Cadillac Escalade.

**Your thoughts on life?**

"A life worth living is a life well-lived."





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