

Arkansas Style

The Secret to Designing an Inheritable Home



Any time he talks about the craft of creating beautiful spaces, Chris Goddard feels just a little pretentious.

It's a strange emotion for someone whose company has been named to the world's Top 100 Design Firms and recognized by the Royal Academy of Arts in London, but for Chris Goddard, founder and principal designer, achieving great design requires far more than a heavy dose of vainglory. It needs hard work, patience and a deep understanding of each client's life and personal design aesthetic.

"For me, details are the fine things that make a room," says Chris. "Every room needs to tell a story, so we spend a lot of quality time with our clients, getting to know how they're going to use a space and how they're going to live in it."



It's a type of storytelling, says Chris, that relies on an intentional approach in pursuit of quality and originality. "We don't want to fill up a space with things that mean nothing to our clients. We're in the business of designing inheritable houses—spaces that beautifully convey the presence of each client in truly meaningful ways."

