

Raymond Goins/ *Creator and Style Maker*

Del cuerpo sensual, la luz ilustra todo.

-Raymond Goins

“Of the sensual body, light illustrates all.” Raymond Goins, a romanticist and classicist, believes this statement applies universally to art and design. His insatiable need for beauty and culture, knowledge and discovery, infiltrates his works. Raymond believes that every interior, every piece of furniture and artwork, begs the question, “How can I be more beautiful?” Everything must have balance and mystery, charm and intention. He brings the artistry of design to life.

Reading like a modern day DaVinci, Raymond’s works span the gamut from art to sculpture, furniture to design. He is sought for his alchemist approach to the use of color, as well as his incredible ability to manipulate paints and additives. Since his introduction to the design world, he has set new standards in the development of some of the most elusive and complex finishes and formulas. Unhindered by convention or conformity, Raymond is self-taught and has been able to create freely as a true “outside the box” thinker.

Recently, Raymond was titled “Idea Man” by Atlanta Magazine. According to Atlanta Magazine writer Betsy Riley, “Goins is one of those hypercreative people who inspired the phrase ‘bursting with ideas’.” Atlanta Homes & Lifestyles’ editor-in-chief, Clinton Smith, dubbed Raymond Goins “Furniture Maverick.” Raymond’s designs unify the elements of color, scale, detail and function through a uniquely mirrored philosophy on classic historical concepts and innovative ideas and techniques. He has become known as a creator of beautiful things, and is especially inspired by the classical arts. He states,

“I believe we are put on this earth to relish life, to take each experience and enjoy it, feel it, be it. That’s my singular motive- to move people with beauty and beautiful experiences...I don’t believe in a singular style and I don’t subscribe to a singular cultural view in art or design. The only commonality I strive to maintain is the ability to move people with beautiful experiences.”

Raymond has been involved in many show houses and debuted at the 2010 ASA Decorators’ Show House in Atlanta with his Master Vestibule and Bath. According to The Atlantan, he “stole the show.” Visitors to his room were introduced to unexpected color palettes and rare finishes not typically seen in Southern interiors. Rich, luxurious lacquered fretwork and gold dusted celestial finishes adorned the vestibule. The bathroom featured his own “Horse” painting, masterfully created in an encaustic process. Hand tufted leather and custom furnishings were used throughout. Verre eglomise panels, with an Etruscan motif of ancient people, animals, and Greek key border, were installed from floor to ceiling in the water closet. Asprey of London provided toiletries and accessories, and Pratesi provided linens and personal effects.

Following the success of the 2010 ASA Show House, the prestigious and historic British

company, Asprey of London, collaborated with Raymond to create the 2010 Fall window displays for their New Bond Street store in London and Madison Avenue store in NYC. Raymond created a series of Tree of Life themed leather screens. He also sculpted sensual plaster tree forms, that were then lacquered and used to display Asprey's fine accessories and newest collection. Mary Portas, in her article about Asprey in The Telegraph, writes, "This breathtaking building's most distinctive feature is a series of impossibly large windows, all dressed with beautiful hand-painted screens and chic miniature sculpted trees covered in pale-green moss and hung with product."

Exhibiting raw talent and relentless spirit, Raymond Goins has gained the notice of a wide range of design enthusiasts, publications and blogs. His work is widely published both locally in Atlanta as well as internationally, Architectural Digest, Veranda, and Town and Country. He continues to create and inspire with plans for new collections and artistic collaborations with established luxury brands.

Notable facts and works:

Launch of Rug Line- Raymond Goins Rug Line, Coming Soon in 2011!

ASA Show House 2011- Raymond will design the first Pooja (Prayer room) ever in an American show house. He will also create and paint the lotus icon as well as signature branding.

Asprey of London- Collaboration with Asprey to create its Fall 2010 windows for London and NYC. Parts of the displays will also travel Asprey's showrooms thru 2011. Series of hand painted leather screens on permanent display.

"Idea Man"- Atlanta Magazine writer Betsy Riley titles Raymond "Idea Man," stating he "is one of those hypercreative people who inspired the phrase bursting with ideas'."

ASA Show House 2010 - Raymond Goins debuts his interior design showcase at the 2010 Symphony Showhouse, the largest in the Southeast and nationally recognized. According to luxury publication, The Atlantan, Goins "stole the show." Atlanta Journal and Constitution noted his "high art take."

Television Debut - Raymond Goins is asked to fill the role of solo Designer for the successful five episode DIY project "Bonus Room Breakout" on the DIY channel.

La Tour Eiffel -30 foot tall Eiffel tower. Originally created for Elle Decor's "Dining by Design" event in Atlanta. The tower was such a show stopper that the then editor-in-chief Margaret Russell requested that it be sent to New York to kick off the following year's series of events. Currently on public display at the Decorative Arts Plaza at 2300 Peachtree Rd in Atlanta.

"Furniture Maverick"- Regional interiors and lifestyle publication, Atlanta Homes and Lifestyles' Editor-in-Chief dubs Raymond "Furniture Maverick" for excellence in style as a premiere

furniture maker and designer.

Launches Furniture Line - Raymond Goins creates a line of beautiful hand painted screens and bench made fine furniture to the trade internationally. Launched in 2001.

Raymond Lawrence Gallery- Raymond Goins opened his first gallery in 1998, subsequently selected by Atlanta Magazine as Best New Gallery 1998. Also received a Buckhead Business Award in the same year.

RL Goins, Inc. - Raymond Goins opens his first studio in July of 1996 in the Buckhead district of Atlanta. Offering custom finishes, hand painted furniture, restorations and murals.