

Scene Stealer

Artist/designer Raymond Goins has Asprey knocking down his door to do their windows

| By Danny Bonvissuto | Portrait by Sarah Dorio |

When artist/designer Raymond Goins made his solo debut at the 2010 ASO Decorators' Show House—with a master bath featuring a hand-drawn Etruscan horse painting and vestibule walls lacquered in Chinese red with Oriental fretwork—he not only stole the show, he unknowingly auditioned for what he calls “the highlight of my career to date.” Goins outfitted the space in his own custom furniture, Pratesi linens and sterling silver pheasants from British luxury brand Asprey, who, in turn, extended a rare invitation to him to dress the windows in their Bond Street (London) and Madison Avenue (NYC) locations this fall. “It’s a big deal because they have their own creative department, but they fell in love with my perspective,” the 40-year-old father of two says. “I haven’t done windows before, but you’ve got to start somewhere, right?”

Goins, who was not daunted when a misguided grade school teacher said he was not gifted at art, moved to Atlanta from Sumter, South Carolina, in 1993 with little more than a non-professional sketch and sculpture background and a plan to make it a stopover on his way to New York. (His two Jack Russell terriers changed that when they ran up

to his neighbor, Randi, who became his wife). Goins began experimenting with techniques like chinoiserie and replicating antique finishes, which led to commissions from a blue-chip clientele and a collaboration with interior designer Miles Redd on Glen and Danielle Rollins' famed Philip Trammell Shutze estate, Boxwood. He's since taught himself verre églomisé (the process of reverse gilding or painting on glass), furniture making and painting murals on screens in an 18th-century manner. Though his style is classically founded—inspirations include designer Jean-Henri Jansen, painter Caspar

David Friedrich and Michelangelo—his talent lies in creating, not replicating. “I can re-imagine an 18th-century-style console with the depth of finish and patina of an original, or I can make a very cool, modern lacquered piece.”

Outside his Buckhead studio at 2300 Peachtree, Goins indulges in more rustic pursuits, like bluegrass music, camping, fishing and gardening. However, he never switches off his artistic energy—he even keeps an easel in his bedroom. “I don’t believe in hobbies—I don’t really even believe in work—it’s all just an experience,” he says. ▲

Goins' Hots

British TV show Doc Martin; Cherry pie; Recoleta, Buenos Aires; Lucchese boots; Woven metal; Old wood

Goins' Nots

The news; Flat-billed baseball caps; Shabby Chic; Fast food; PT Cruisers



BRANCHING OUT

“I have an artistic approach to design where everything starts with light, form and color and ‘becomes,’ versus creating a chair by starting with the legs,” Goins says.