



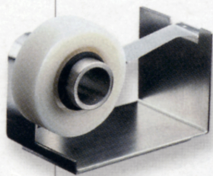
MEET THE ARCHITECT

Page Goolrick *by Alexa Stevenson*

AN ARCHITECT, INTERIOR AND PRODUCT DESIGNER WITH A PRAGMATIC APPROACH

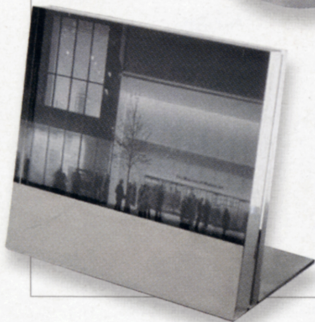


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Work It | Desk accessories (ABOVE RIGHT AND BELOW) designed by Page Goolrick (TOP) for the MoMA Design Store.

Grid Lock | A steel, stone, glass and concrete addition (ABOVE RIGHT) exists comfortably amongst the colors and textures of the heavily wooded landscape. See Resources.



What's your design philosophy? My approach involves problem solving and questioning assumptions. This applies to architecture, lighting and products. My work is often labeled “modernist” and I believe this is due to my pragmatic approach to design and interest in conceptually strong solutions rather than an adherence to a particular style or period. **Name someone who has had a profound impact on your work.** Alvar Aalto and Arne Jacobsen for their broad thinking; they designed buildings, interiors, lighting, hardware, furniture and beautiful, useful objects. I don't view these as separate disciplines. **Name a source of inspiration.** One person who has been a critical source of inspiration is my father. He taught me the importance of editing, which I believe applies equally well to writing and design. An activity that has had a very significant impact on my philosophy is sailing. The rigorous functional aspects of sailboat design inspire me, and I appreciate the efficient use of space, innovative materials and sophisticated hardware.

The word “modern” is tossed around a lot. What is modern to you? Designing with a social conscience, a vision of the future and optimism. **Tell me about the product lines you work on. Anything new in the works?** I design products to address my clients' needs and my own pet peeves. This has led me to develop lighting for Nessen Lighting, desktop accessories for the MoMA Design Stores and cashmere wraps for Takashimaya. I am working on a new lighting collection with Nessen, additional products for MoMA, a bit more clothing and a group of tools for children to introduce them to concepts of rainfall, temperature and scale. **Do you have a favorite building or structure?** The Case Study Houses, a group of elegant, innovative structures built in California between 1945 and 1962 as a response to the need for affordable housing prototypes after WWII. They were developed in an effort to engage talented architects, including Ray and Charles Eames and Richard Neutra, in the process of creating low-cost, reproducible modern housing. The structures incorporated new materials and building methods and they are distinguished by their clean lines, open plans and strong connections to the exterior. **You strongly believe:** As an architect I am able to improve the quality of people's lives. **Describe your clients?** Progressive, open-minded people who want to engage in a collaborative dialogue and explore new possibilities.★

INTERIOR PHOTOGRAPHS BY JOHN M. HALL