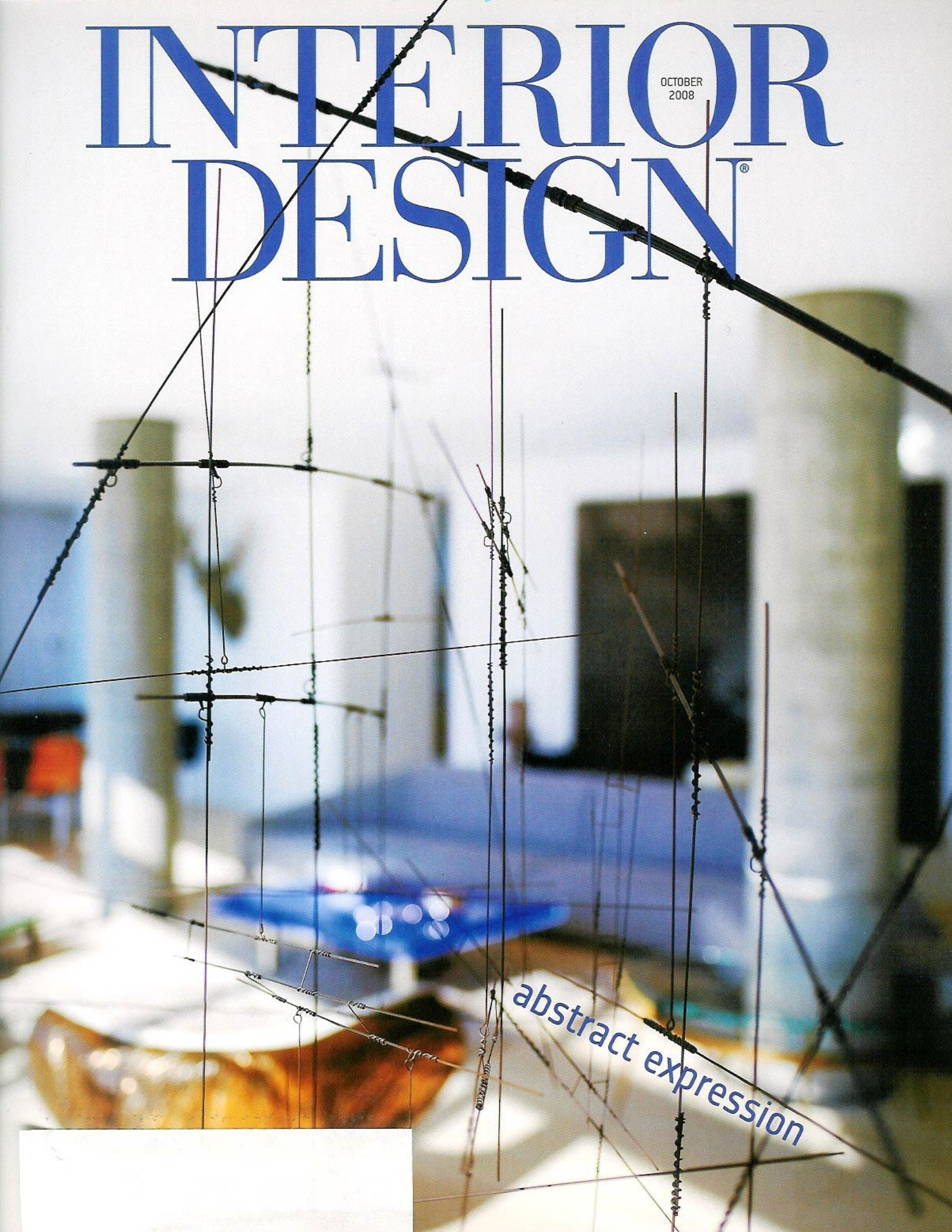


INTERIOR DESIGN®

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abstract expression





02

Wilson Associates designed the MGM Grand Macau, China.

This business of huge increases is getting to be a welcome habit with *Interior Design's* 75 Hospitality Giants. In fiscal 2008, total earnings were \$588,809,269, up 24.6 percent, following a 24.4 percent increase the previous year. At six firms, hospitality earnings more than doubled—in two cases coming close to tripling—and catapulted those firms 15 to 25 places higher than their previous rankings. Hospitality is the sole source of income at 22 firms. With these kinds of numbers, it's no surprise that the First 100 and Second 100 Giants have increased the presence of hospitality in their repertoire from 16 percent in 2000 to 25 percent this year.

The total value of furnishings, fixtures, and construction rose 11 percent to \$18,052,293,455, while the aggregate size of Hospitality Giant projects rose 10 percent to 176,683,279 square feet. Hotels were responsible for a full 56 percent of earnings, up from 49 percent in last year's report. As usual, luxury hotels led boutique and moderate/economy venues by almost 20 points.

The contribution restaurant design makes to earnings slid from 20 percent to 7 percent over the past five years. The largest number of restaurants was in hotels, followed by independent sites, resorts, casinos, retail venues, corporations, and clubs, the last three in a tie. Casinos and retail, however, accounted for more dining square footage than resorts, and corporations had almost twice as much dining space as clubs. The vast majority of Giant-designed restaurant space was in the U.S., followed at a great distance by Asia (with the Middle East accounting for almost two-thirds of that) and Europe, followed at another great distance by the Caribbean, Canada, Mexico, Australia/New Zealand, Africa, South America, and Central America.

Gaming held steady at 10 percent of earnings over the last two years, but is up 255 percent from five years ago. About a quarter of the Giants report using hospitality principles on health-care projects. Surprisingly, only a very slight majority of these projects are assisted-living and senior residences; the rest are hospitals, clinics, emergency rooms, and test laboratories.

good habits

The Hospitality Giants believe the best prospects are, in this order, the Middle East (with the United Arab

➤ Continued on page 215

RANK 2008	FIRM (HEADQUARTERS WEBSITE)	WORK INSTALLED			RANK 2007	
		HOSPITALITY FEES (MILLIONS)	VALUE (MILLIONS)	SQ. FT. (MILLIONS)		
01	HBA/Hirsch Bedner Associates (LOS ANGELES hbadesign.com)	\$61.01	\$3,599.826	34.284	440	1
02	Wilson Associates (DALLAS wilsonassoc.com)	\$53.06	\$1,000.000	NR	334	2
03	Gensler (SAN FRANCISCO gensler.com)	\$46.93	\$540.000	7.500	1,091	3
04	Rockwell Group (NEW YORK rockwellgroup.com)	\$22.61	\$211.597	1.058	38	9
05	HOK (ST. LOUIS hok.com)	\$21.28	\$2,320.000	16.000	416	5
06	BBG-BBGM (NEW YORK bbg-bbgm.com)	\$20.63	NR	NR	80	4
07	Daroff Design + DDI Architects (PHILADELPHIA daroffdesign.com)	\$16.60	\$170.000	3.000	43	8
08	FRCH Design Worldwide (CINCINNATI frch.com)	\$16.07	\$173.000	1.442	94	12
09	Bilkey Llinas Design (PALM BEACH GARDENS, FLORIDA bilkeyllinas.com)	\$15.20	NR	NR	117	15
10	Skidmore, Owings & Merrill (NEW YORK som.com)	\$14.45	NR	NR	130	11
11	HFS Concepts 4 (LOS ANGELES hfsc4.com)	\$14.07	\$330.000	NR	89	6
12	Leo A Daly (OMAHA leodaly.com)	\$13.20	NR	NR	212	7
13	DiLeonardo International (WARWICK, RHODE ISLAND dileonardo.com)	\$12.90	NR	NR	89	10
14	Gettys (CHICAGO gettys.com)	\$11.39	\$200.000	NR	83	16
15	Duncan & Miller Design (DALLAS duncanmillerdesign.com)	\$9.97	\$600.000	8.500	97	14
16	Wimberly Allison Tong & Goo (HONOLULU watg.com)	\$9.13	NR	NR	58	19
17	Stonehill & Taylor (NEW YORK stonehilltaylor.com)	\$8.91	\$200.000	3.000	43	35
18	Pierre-Yves Rochon (CHICAGO pyr-design.com)	\$8.72	\$1,215.000	1.350	36	33
19	Baskervill (RICHMOND, VIRGINIA baskervill.com)	\$7.76	\$126.424	5.353	20	30
20	RTKL Associates (BALTIMORE rtkl.com)	\$7.71	\$330.000	8.200	137	13
21	Callison (SEATTLE callison.com)	\$7.50	\$8.000	1.000	115	20
22	Forrest Perkins (WASHINGTON, D.C. forrestperkins.com)	\$7.48	\$200.000	NR	80	17
23	BraytonHughes Design Studios (SAN FRANCISCO bhdstudios.com)	\$7.37	NR	NR	49	23
24	Resort Interiors (MYRTLE BEACH, SOUTH CAROLINA resortinteriors.net)	\$7.10	\$25.629	NR	7	-
25	Looney & Associates (DALLAS looney-associates.com)	\$6.80	NR	3.200	40	22
26	SFA Design (SANTA BARBARA, CALIFORNIA sfadesign.com)	\$6.59	\$120.000	0.850	22	50
27	Westar Architects (LAS VEGAS wagnarchitects.com)	\$6.18	\$11.200	0.750	20	34
28	Chambers (BALTIMORE chambersusa.com)	\$6.10	\$70.000	1.835	13	21
29	VOA Associates (CHICAGO voa.com)	\$5.89	\$237.017	4.474	83	18
30	BAMO (SAN FRANCISCO bamo.com)	\$5.58	NR	NR	53	26
31	Zeff Design (NEW YORK zeffdesign.com)	\$5.39	\$110.000	1.000	30	52
32	Cagley & Tanner (LAS VEGAS cagleyandtanner.com)	\$5.21	\$73.707	1.277	26	-
33	Avery Brooks & Associates (LAS VEGAS abalv.com)	\$4.95	\$725.000	NR	20	39
34	Smallwood, Reynolds, Stewart, Stewart & Associates (ATLANTA srssa.com)	\$4.86	NR	3.591	49	27
35	CMMI (ATLANTA cmmi-redlines.com)	\$4.59	NR	NR	29	24
36	J/Brice Design International (BOSTON jbricedesign.com)	\$4.27	\$200.000	4.000	20	-
37	JOI-Design Interior Architects (HAMBURG, GERMANY joi-design.com)	\$4.20	\$60.000	NR	36	47
38	Yates-Silverman (LAS VEGAS yates-silverman.com)	\$4.20	NR	NR	27	28
39	Perkins Eastman (NEW YORK perkinseastman.com)	\$4.16	\$216.700	2.167	180	36
40	TVS Interiors (ATLANTA tvsinteriors.com)	\$4.16	\$55.000	0.912	69	65
41	KNA Interior Design (LOS ANGELES knadesign.com)	\$3.99	\$268.300	2.355	20	-
42	Puccini Group (SAN FRANCISCO puccinigroup.com)	\$3.99	\$58.000	-	31	42
43	Design Development (AGOURA HILLS, CALIFORNIA designdevelopment-group.com)	\$3.75	\$50.000	0.600	16	40
44	Heitz Parsons Sadek (WEST PALM BEACH, FLORIDA heitz-parsons-sadek.com)	\$3.57	\$61.000	1.430	29	37
45	Barry Design Associates (LOS ANGELES barrydesign.com)	\$3.56	NR	4.000	15	-
46	Design Directions International (MARIETTA, GEORGIA ddi.cc)	\$3.41	\$158.850	3.350	16	46
47	Graham Downes Architecture (SAN DIEGO grahamdownes.com)	\$3.38	\$48.000	1.200	24	45
48	Oz Architecture (BOULDER, COLORADO ozarch.com)	\$3.32	NR	NR	32	48
49	Cheryl Rowley Design (LOS ANGELES cherylrowleydesign.com)	\$3.16	NR	2.000	34	29
50	EDG (SAN RAFAEL, CALIFORNIA edgdesign.com)	\$3.16	\$67.000	0.450	32	41
51	R.D. Jones & Associates (BALTIMORE rdjones.com)	\$3.10	NR	NR	22	72
52	Cleo Design (LAS VEGAS cleo-design.com)	\$2.60	NR	0.437	18	56
53	DAS Architects (PHILADELPHIA dasarchitects.com)	\$2.57	\$43.350	0.163	18	-
54	Adache Group Architects (FORT LAUDERDALE, FLORIDA adache.com)	\$2.47	\$11.000	0.950	16	49
55	RDH & Associates (ADDISON, TEXAS rdhassociates.net)	\$2.42	NR	NR	15	38