

INTERIOR DESIGN[®]

NUMBER 9

*unexpected
perspectives*

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giants 2000

year of the tie

PUBLISHED IN JANUARY, THE TOP 100 Interior Design Giants, were really 101 because of a tie for the final spot. Now we have the second 100 Giants, also really 101, also because of a tie for that place. Data for this year's hospitality Giants won't be published until October—if you hear us humming the theme from *The Twilight Zone*, you'll know what happened.

The second 100 Giants earned a total of \$342,990,697 last year. That's a fee increase of 10 percent, adjusting for the tie. The dollar value of interiors rose an amazing 20.7 percent, while square footage increased only 7 percent, an indication that these firms are doing better than ever at getting more money for less space.

Interestingly, this year's group earned a greater percentage of fees from the practice of interior design, 69.4 percent, than did the first 100 Giants, 58.2 percent. (In both cases, building architecture was the runner-up at 24.3 and 29.7 percent, respectively.) For the second 100 Giants, hospitality accounted for more than twice the earning power as that category did for their January counterparts, and corporate projects brought in 17 percent more business. Conversely, health care and retail accounted for less than half as much business for the current group as for January's list.

Since the turn of this century, the second 100 Giants have experienced a high degree of volatility, with rankings turnover in the double digits. This time, →

Spacesmith designed this Paris residence for actress Michèle Laroque.

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there are 26 that did not appear in the previous study—compared with a change of only five for the top 100 Giants, which have not recorded double-digit movement in six years. (The hospitality Giants have had turnovers of up to 40 percent.)

The greatest change the second 100 Giants have undergone in the past five years is to require that staff members possess a high degree of computer savvy, sometimes in specific programs such as Photoshop and Revit. And in a refreshing blast from the past, two firms now put a premium on the ability to draw by hand. Environmental mastery runs a distant second to technology. Other criteria include affability, the ability to work with clients, business sense, a knowledge of foreign languages, National Council for Interior Design Qualification certification, and experience in hospitality and health care. We're a little mystified at responses that professionalism and organization →

Continued on page 156.

From top: KZF Design's Uptown Arts Foundation is in Cincinnati. Reel Grobman & Associates designed the Palm headquarters and store in Sunnyvale, California.



% OF FEES BY TYPE OF WORK

	2006	
	ACTUAL FEES	% OF FEES
OFFICE	\$143,369,037	41.80%
HOSPITALITY	\$98,609,225	28.75%
RESIDENTIAL	\$20,171,669	5.88%
HEALTH CARE/ASSISTED LIVING	\$19,451,153	5.67%
RETAIL	\$19,395,377	5.65%
EDUCATIONAL	\$15,315,812	4.47%
GOVERNMENT	\$11,558,719	3.37%
MUSEUM/CULTURAL	\$4,178,016	1.22%
TRANSPORTATION	\$1,129,598	0.33%
OTHER	\$9,812,091	2.86%
TOTAL:	\$342,990,697	100%

% OF FEES BY TYPE OF WORK

	2007	
	FORECASTED FEES	% OF FEES
OFFICE	\$150,008,689	39.1%
HOSPITALITY	\$117,014,450	30.5%
RESIDENTIAL	\$24,170,198	6.3%
HEALTH CARE/ASSISTED LIVING	\$23,402,890	6.1%
RETAIL	\$23,402,890	6.1%
EDUCATIONAL	\$17,648,081	4.6%
GOVERNMENT	\$11,893,272	3.1%
MUSEUM/CULTURAL	\$4,987,501	1.3%
TRANSPORTATION	\$1,534,616	0.4%
OTHER	\$9,591,348	2.5%
TOTAL:	\$383,653,936	100%

FEE SCALES

TITLE	ANNUAL SALARY (MEDIAN)	HOURLY RATE (MEDIAN)
PRINCIPAL/PARTNER	\$126,264	\$190
PROJECT MANAGER	\$80,000	\$125
DESIGNER	\$56,750	\$95
OTHER I.D. STAFF	\$45,000	\$78

2007 RANK	FIRM HEADQUARTERS; WEB SITE	I.D. FEES (MILLIONS)	WORK INSTALLED		I.D. STAFF	2006 RANK
			VALUE (MILLIONS)	SQ. FT. (MILLIONS)		
'01	KASIAN ARCHITECTURE INTERIOR DESIGN AND PLANNING Vancouver, Canada; kasian.com	\$5.841	\$38.00	\$7.60	55	110
'02	JOHNSON CONTROLS Milwaukee; jci.com	\$5.812	\$46.90	\$3.86	93	-
'03	BUTLER ROGERS BASKETT ARCHITECTS New York; brb.com	\$5.750	\$149.64	\$1.39	57	74
'04	CORGAN ASSOCIATES Dallas; corgan.com	\$5.730	NR	\$1.50	25	112
'05	ZIEGLER COOPER ARCHITECTS Houston; zieglercooper.com	\$5.600	\$152.00	\$2.50	42	118
'06	MILO KLEINBERG DESIGN ASSOCIATES New York; mkda.com	\$5.600	\$80.00	\$0.90	30	108
'07	VOCON Cleveland; vocon.com	\$5.600	\$70.00	\$1.90	44	102
'08	DES ARCHITECTS + ENGINEERS Redwood City, California; des-ae.com	\$5.500	\$21.20	\$1.34	14	101
'09	ADD Cambridge, Massachusetts; addinc.com	\$5.438	\$181.30	\$3.63	46	99
'10	SUSMAN TISDALE GAYLE Austin, Texas; stgarchitects.com	\$5.400	\$40.55	\$0.43	55	121
'11	ANDERSON MIKOS ARCHITECTS Oakbrook Terrace, Illinois; andersonmikos.com	\$5.400	\$20.27	\$2.82	16	-
'12	BURKETTDESIGN Denver; burkettdesign.com	\$5.209	\$120.57	\$3.00	33	120
'13	ARCTURIS Saint Louis; arcturis.com	\$5.200	\$69.30	\$0.89	46	104
'14	HENDRICK Atlanta; hendrickinc.com	\$5.105	\$115.00	\$5.75	34	116
'15	GARY LEE PARTNERS Chicago; garyleepartners.com	\$5.000	\$130.00	\$1.00	27	111
'16	KZF DESIGN Cincinnati; kzf.com	\$4.955	\$95.60	\$8.77	27	154
'17	GRAHAM DOWNES ARCHITECTURE San Diego; grahamdownes.com	\$4.950	\$25.00	\$2.50	35	126
'18	WHITNEY Oak Brook, Illinois; whitneydesign.com	\$4.915	\$82.00	\$3.20	30	132
'19	EDI ARCHITECTURE Houston; ediarchitecture.com	\$4.888	\$70.00	\$1.35	8	169
'20	INTERIOR SPACE INTERNATIONAL Chicago; epstein-isi.com	\$4.823	\$600.00	\$14.50	38	38
'21	CHERYL ROWLEY DESIGN Los Angeles; cherylrowleydesign.com	\$4.700	\$795.00	\$2.00	29	148
'22	POLLACK ARCHITECTURE San Francisco; pollackarch.com	\$4.600	\$53.71	\$1.01	25	125
'23	DAVIS, CARTER, SCOTT McLean, Virginia; dcsdesign.com	\$4.519	\$65.00	\$1.50	18	127
'24	H. HENDY ASSOCIATES Newport Beach, California; hhendy.com	\$4.508	\$65.00	\$1.95	34	93
'25	LOONEY & ASSOCIATES Dallas; looney-associates.com	\$4.500	NR	NR	35	141
'26	OTJ ARCHITECTS Washington, D.C.; otj.com	\$4.256	\$36.00	\$3.90	20	131
'27	LEGAT ARCHITECTS Waukegan, Illinois; legat.com	\$4.200	\$30.00	\$2.57	46	-
'28	SKB ARCHITECTURE AND DESIGN Washington, D.C.; skbarch.com	\$4.110	\$45.60	\$0.65	25	136
'29	CAGLEY & TANNER Las Vegas; cagleyandtanner.com	\$4.091	\$73.93	\$0.65	14	-
'30	OMNIPLAN Dallas; omniplan.com	\$4.075	NR	NR	16	147
'31	OZ ARCHITECTURE Denver; ozarch.com	\$4.030	NR	NR	23	-
'32	BIBER PARTNERSHIP Summit, New Jersey; tpaia.com	\$3.920	\$69.00	\$1.50	18	130
'33	STYLE INTERIOR DESIGN Irvine, California; style-interiors.com	\$3.900	\$63.00	\$4.30	16	142
'34	ADACHE GROUP ARCHITECTS Fort Lauderdale, Florida; adache.com	\$3.900	\$15.00	\$1.10	14	-

NR = Not Reported

2007 RANK	FIRM HEADQUARTERS; WEB SITE	LD. FEES (MILLIONS)	WORK INSTALLED			2006 RANK
			VALUE (MILLIONS)	SQ. FT. (MILLIONS)	LD. STAFF	
35	MOJO STUMER ASSOCIATES ARCHITECTS Greenvale, New York; mojostumer.com	\$3.877	\$30.00	\$0.20	14	128
36	ABA AVERY BROOKS & ASSOCIATES Las Vegas; abalv.com	\$3.825	\$82.00	NR	21	-
37	J. BANKS DESIGN GROUP Hilton Head, South Carolina; jbanksdesign.com	\$3.767	\$76.86	NR	22	144
38	STUBBINS ASSOCIATES Cambridge, Massachusetts; stubbins.us	\$3.725	\$180.00	\$3.80	23	161
39	REEL GROBMAN & ASSOCIATES San Jose, California; reelgrobman.com	\$3.700	\$97.50	\$1.50	23	156
40	HAVERSON ARCHITECTURE AND DESIGN Greenwich, Connecticut; haversonarchitecture.com	\$3.700	\$45.00	\$0.15	14	145
41	GERNER KRONICK & VALCARCEL ARCHITECTS New York; gkvarchitects.com	\$3.694	\$21.00	\$0.94	41	-
42	WESTAR ARCHITECTS Las Vegas; wagnarchitects.com	\$3.575	\$110.00	\$0.23	26	-
43	DESIGN DEVELOPMENT COMPANY Agoura Hills, California; designdevelopment-group.com	\$3.550	\$60.00	\$0.50	13	139
44	SYMMES MAINI & MCKEE ASSOCIATES Cambridge, Massachusetts; smma.com	\$3.520	\$46.00	\$2.00	87	-
45	SPACESMITH New York; spacesmith.com	\$3.510	\$66.00	\$0.49	19	189
46	YATES-SILVERMAN Las Vegas; yates-silverman.com	\$3.500	\$150.00	NR	27	133
47	RDH & ASSOCIATES Addison, Texas; rdhassociates.net	\$3.500	\$35.00	NR	11	196
48	OPX Washington, D.C.; opxglobal.com	\$3.494	\$70.00	\$1.50	37	87
49	ELIAS DESIGN GROUP New York; eliasdesigngroup.com	\$3.300	\$66.00	\$0.99	12	152
50	FURNSTAHL & SIMON ARCHITECTS New York; furnstahlandsimon.com	\$3.300	\$50.00	\$0.50	11	160
51	LAUCKGROUP Dallas; lauckgroup.com	\$3.300	\$30.00	\$0.70	18	171
52	GOETTSCHE PARTNERS Chicago; gpchicago.com	\$3.251	\$38.00	\$0.80	14	149
53	HEITZ PARSONS SADEK West Palm Beach, Florida; heitz-parsons-sadek.com	\$3.220	\$55.00	NR	26	163
54	SFA DESIGN Santa Barbara, California; sfadesign.com	\$3.172	\$28.00	\$0.15	20	182
55	JMA ARCHITECTURE STUDIOS Las Vegas; jmaarch.com	\$3.105	\$185.00	\$2.00	23	155
56	BREERONARCHITECTS San Francisco; breeron.com	\$3.100	\$125.00	\$2.10	30	-
57	RATCLIFF Emeryville, California; ratcliffarch.com	\$3.075	NR	NR	31	-
58	HATCH DESIGN GROUP Costa Mesa, California; hatchdesign.com	\$3.053	\$133.37	\$0.34	23	153
59	MEYER DESIGN Ardmore, Pennsylvania; meyer-associates.com	\$3.050	\$112.88	\$2.85	33	137
60	MAREGATTI INTERIORS Indianapolis; maregattiinteriors.com	\$2.988	\$90.00	\$4.42	19	-
61	EDG San Rafael, California; edgdesign.com	\$2.988	\$45.00	\$0.38	25	157
62	GRID2 INTERNATIONAL New York; grid2.com	\$2.900	\$37.50	\$1.50	36	-
63	PUCGINI GROUP San Francisco; puccinigroup.com	\$2.880	\$33.28	\$0.51	15	167
64	KNA INTERIOR DESIGN Los Angeles; knadesign.com	\$2.819	\$451.63	\$5.33	12	-
65	CLEO DESIGN Las Vegas; cleo-design.com	\$2.769	NR	\$3.70	12	-
66	CORE ARCHITECTURE + DESIGN Washington, D.C.; coreadc.com	\$2.750	\$30.00	\$0.28	18	165
67	LOFFREDO BROOKS ARCHITECTS New York; lbarch.com	\$2.640	\$66.50	\$0.92	17	166
68	ROTHENBERG SAWASY ARCHITECTS Los Angeles; rsala.com	\$2.600	\$60.00	\$0.60	45	168

NR - Not Reported

2007 RANK	FIRM HEADQUARTERS: WEB SITE	I.D. FEES (MILLIONS)	WORK INSTALLED		I.D. STAFF	2006 RANK
			VALUE (MILLIONS)	SQ. FT. (MILLIONS)		
69	DYER BROWN & ASSOCIATES Boston; dyerbrown.com	\$2.520	\$30.00	\$1.00	24	150
70	GRAD ASSOCIATES Newark; gradarchitects.com	\$2.500	\$52.00	\$0.60	17	-
71	R.D. JONES & ASSOCIATES Baltimore; rdjones.com	\$2.400	NR	NR	17	176
72	PARTRIDGE ARCHITECTS Philadelphia; partridgearch.com	\$2.378	\$29.28	\$0.93	22	164
73	ZEFF DESIGN New York; zeffdesign.com	\$2.358	\$110.00	\$1.20	20	-
74	AI GROUP DESIGN Atlanta; aigroupdesign.com	\$2.337	\$48.50	NR	10	-
75	DESIGNPLAN Indianapolis; designplaninc.com	\$2.328	\$330.00	\$1.40	17	151
76	SHEA Minneapolis; shealink.com	\$2.320	\$64.00	\$0.64	17	178
77	FORD & EARL ASSOCIATES Troy, Michigan; fordandearl.com	\$2.316	\$123.00	\$1.80	22	175
78	INTERIOR RESOURCE San Diego; ir2.com	\$2.237	\$17.00	\$0.65	16	172
79	DESIGN DIRECTIONS Marietta, Georgia; designdirectionsinc.com	\$2.215	\$84.55	\$3.05	12	180
80	ROWLAND DESIGN Indianapolis; rowlanddesign.com	\$2.204	NR	NR	29	143
81	RNL DESIGN Denver; rnl.com	\$2.200	\$41.70	\$0.75	22	185
82	IEI GROUP Philadelphia; ieigroup.com	\$2.090	\$55.00	\$0.55	13	191
83	INARCH New York; inarch.net	\$2.062	\$20.00	\$0.85	17	183
84	ORSINI DESIGN ASSOCIATES New York; orsinidesignassociates.com	\$1.959	NR	NR	7	174
85	IDEA/SPAN Atlanta; idea-span.com	\$1.937	\$55.00	\$1.00	18	170
86	ARKTX Arlington, Virginia; arkt.com	\$1.925	\$24.00	\$0.93	10	177
87	GRAY DESIGN GROUP Saint Louis; graydesigngroup.com	\$1.920	\$165.00	\$2.20	20	184
88	DESIGN COLLECTIVE Columbus, Ohio; dcollective.com	\$1.900	\$27.00	\$1.20	15	179
89	CUNNINGHAM GROUP ARCHITECTURE Minneapolis; cunningham.com	\$1.811	NR	NR	136	129
90	HOPPING KOVACH GRINNELL DESIGN CONSULTANTS Vancouver, Canada; hkgdesign.com	\$1.800	\$25.00	\$0.30	16	188
91	AHEARN/SCHOPFER AND ASSOCIATES Boston; ahearnschopfer.com	\$1.750	\$10.00	\$0.25	8	187
92	JUDD BROWN DESIGNS Pawtucket, Rhode Island; jbd.cc	\$1.744	\$39.22	\$0.22	18	-
93	HIXSON ARCHITECTURE, ENGINEERING, INTERIORS Cincinnati; hixson-inc.com	\$1.725	NR	NR	15	-
94	COLE MARTINEZ CURTIS AND ASSOCIATES Marina Del Rey, California; cmcadesign.com	\$1.710	\$62.00	\$0.95	11	186
95	RUYS & COMPANY Atlanta; ruys.com	\$1.700	\$50.00	\$0.45	7	192
96	LOONEY RICKS KISS Memphis; lrk.com	\$1.681	\$85.50	\$1.80	20	195
97	MARVIN STEIN & ASSOCIATES Seattle; marvinstein.com	\$1.663	\$60.00	NR	16	-
98	HDC INTERIOR ARCHITECTURE + DESIGN Los Angeles; hdc-srl.com	\$1.550	\$35.00	NR	12	-
99	NFD Timonium, Maryland; nfd.com	\$1.531	NR	\$1.30	13	-
00	PLUNKETT RAYSICH ARCHITECTS Milwaukee; prarch.com	\$1.500	\$75.00	\$1.50	48	-
00	DAWSON DESIGN ASSOCIATES Seattle; dawsondesignassociates.com	\$1.500	\$69.00	\$1.40	13	-

NR = Not Reported

are virtues some firms didn't consider essential in 2002. At least they do now.

A whopping 93 percent of this year's second 100 Giants reported specifying environmentally sensitive products, up from the 87 percent last year. Total product value was \$402,950,000, up from \$278,940,000. The most frequently specified green products were, in descending order, carpet, hard flooring including bamboo and linoleum, paint, fabric, wall covering, furniture, building materials, and lighting—the low ranking for the latter possibly being the result of an increased reliance on daylighting techniques. Among specific environment-savers cited were wheat-board and straw-board substrates for case goods, dual-flush toilets and waterless urinals, recycled jeans for insulation, corn-based fabric, soy-based floors and counters, brown-paper ceilings, and—talk about low-tech environmentalism—found objects and antiques.

—Judith Davidsen

From top: Looney Ricks Kiss designed the First Horizon National Corporation in Memphis. This is Interior Resource's own office in San Diego.



NEW TO THE SECOND 100 GIANTS

FIRM	2007 RANK	FIRM	2007 RANK
ANDERSON MIKOS ARCHITECTS	111	DAWSON DESIGN ASSOCIATES	200
CAGLEY & TANNER	129	HIXSON ARCHITECTURE, ENGINEERING, INTERIORS	193
ADACHE GROUP ARCHITECTS	134	MARVIN STEIN & ASSOCIATES	197
KNA INTERIOR DESIGN	164	BRERETONARCHITECTS	156
AI GROUP DESIGN	174	RATCLIFF	157
CLEO DESIGN	165	JUDD BROWN DESIGNS	192
ABA AVERY BROOKS & ASSOCIATES	136	LEGAT ARCHITECTS	127
OZ ARCHITECTURE	131	GERNER KRONICK & VALCARCEL ARCHITECTS	141
MAREGATTI INTERIORS	160	GRID2 INTERNATIONAL	162
GRAD ASSOCIATES	170	JOHNSON CONTROLS	102
WESTAR ARCHITECTS	142	SYMMES MAINI & MCKEE ASSOCIATES	144
HDC INTERIOR ARCHITECTURE + DESIGN	198	PLUNKETT RAYSICH ARCHITECTS	200
ZEFF DESIGN	173		
NFD	199		

FASTEST-GROWING SECOND 100 (BY % CHANGE)

FIRM	2005 I.D. FEES	2006 I.D. FEES	% CHANGE	2007 RANK
MARVIN STEIN & ASSOCIATES	\$440,000	\$1,662,500	278%	197
RDH & ASSOCIATES	\$1,520,000	\$3,500,000	130%	147
CLEO DESIGN	\$1,262,680	\$2,768,500	119%	165
EDI ARCHITECTURE	\$2,320,000	\$4,888,000	111%	119
SPACESMITH	\$1,688,725	\$3,510,000	108%	145
SFA DESIGN	\$1,786,567	\$3,172,188	78%	154
KZF DESIGN	\$2,800,500	\$4,955,000	77%	116
JUDD BROWN DESIGNS	\$1,091,005	\$1,743,962	60%	192
CHERYL ROWLEY DESIGN	\$2,995,000	\$4,700,000	57%	121
STUBBINS ASSOCIATES	\$2,500,000	\$3,725,000	49%	138

Methodology

The second installment of the two-part annual business survey of Interior Design Giants comprises the second 100 largest firms ranked by interior design fees for the 12-month period ending December 31, 2006. The first 100 firms' ranking was published in January 2007.

Interior design fees include fees attributed to:
 1. All types of interiors work, including commercial office, hospitality, retail, medical, and residential.
 2. All aspects of a firm's interior design practice, from strategic planning and programming to design and project management.
 3. Fees paid to a firm for work performed by employees and independent contractors who are full-time staff equivalent.
 Interior design fees do not include revenues paid to a firm and remitted to subcontractors that are not considered full-time staff equivalent. For example, certain firms attract work that is subcontracted to a local firm. The originating firm may collect all the fees and retain a management or generation fee, paying the remainder to the performing firm. The amounts paid to the latter are not included in the fees of the collecting firm in determining its ranking.
 The data was compiled and analyzed by the Interior Design market research staff in New York; research director Wing Leung and research manager Laura Grunwald. Judith Davidsen is a frequent contributor to Interior Design.

