

# Some Surprising Results: Giants 200

Judith Davidsen -- Interior Design, 7/1/2009



This is the world that was: In 2008, the second 100 *Interior Design* Giants earned a grand total of \$452,826,937, slicing a 6 percent increase out of an otherwise unappetizing economic pie. Each interior design employee was responsible for an average \$194,112 of work, with a minimum of \$25,419 and a maximum of \$837,500. A total of 195,565,816 square feet of projects, encompassing \$11,758,712,354 of materials installed, resulted in 2 and 15 percent increases, respectively.

However, in the months between the second 100 Giants' completion of our annual survey and our sitting down to report the results, the world reeled from one financial crisis to another. Data for last year remains as valid as ever, of course, but that did nothing to allay our anxiety about what had been happening to designers and their clients in the interim. Fortunately, almost half the second 100 Giants—pretty evenly distributed among the rankings—volunteered to let us in on the complex, sometimes contradictory, invariably surprising goings-on.

First of all, a big sigh of relief. This group experienced postponements and cancellations of projects worth total fees of \$27,978,727 but brought in projects paying \$30,627,252. That's ahead of the game by almost 10 percent. Some of the numbers are extraordinary. One firm lost \$50,000 in fees while gaining close to \$2 million. Although 17 firms gained less than they lost, nine suffered no losses at all. Since jobs are not measured by square footage in every interiors category, hospitality being a major example, only 28 firms were

able give us an idea of space involved: 16,600,000 square feet lost but just 12,961,638 gained. Whatever else the current adversity does, it's had the second 100 Giants, as a whole, earning 39.6 percent more per square foot than they were before.

Hospitality suffered the worst damage, with hotels bearing half the brunt. Office work came next. It may seem strange that offices were also the least hurt. In an economic crisis, however, it's normal for interiors firms to be hired to reconfigure spaces for downsized staff, and 22 of our respondents have already engaged in this activity. It's also normal for this extra work to be handled by reduced design staffs—reduced by 12.7 percent in the case of the second 100 Giants. We've been warned that six months will pass at the very least before staffing returns to civilized levels. In the meantime, firms will probably hire independent contractors rather than a salaried workforce.

Growth actually occurred in health care and government, followed by the office and sustainability categories. Almost twice as many firms thought overseas prospects better than domestic. Still, one firm declared Russia and the United Arab Emirates to be "disasters." More than half believed that, despite the economy, opportunities for green design would continue to grow, both to save clients money down the line and to head off potential government regulation; 23 percent felt the green market would contract; 17 percent thought it would remain flat for the duration. Some expect to benefit from government stimulus involving the greening of public buildings; a smaller group was unsure. But, as one respondent put it, "While we may not directly benefit, more dollars in the market can't hurt." Seeing where growth might be possible is the sort of ability that will maintain our profession and ultimately help it thrive.

[See the first 100 Giants](#)

[See all the Giants rankings](#)

RANK 2009	FIRM (HEADQUARTERS   WEB SITE)	DESIGN FEES (MILLIONS)	WORK INSTALLED		DESIGN STAFF	RANK 2008
			VALUE (MILLIONS)	SQ. FT (MILLIONS)		
101	ADD (BOSTON   <a href="http://addinc.com">addinc.com</a> )	\$7.354	\$216.298	\$2.10	35	95
102	Epstein (CHICAGO   <a href="http://epsteinglobal.com">epsteinglobal.com</a> )	\$7.300	\$650.000	\$15.00	55	120
103	RYA Design Consultancy (DALLAS   <a href="http://rya.com">rya.com</a> )	\$7.250	\$268.569	\$2.34	31	127
104	JGA (SOUTHFIELD, MICHIGAN   <a href="http://jga.com">jga.com</a> )	\$7.250	\$65.000	\$0.50	32	99
105	Planning Design and Research Corporation (HOUSTON   <a href="http://pdrcorp.com">pdrcorp.com</a> )	\$7.224	\$200.000	\$2.00	42	83
106	Looney & Associates (DALLAS   <a href="http://looney-associates.com">looney-associates.com</a> )	\$7.200	\$951.000	\$2.00	39	109
107	FXFowle Architects (NEW YORK   <a href="http://fxfowle.com">fxfowle.com</a> )	\$7.180	\$144.000	\$0.96	30	110
108	KZF Design (CINCINNATI   <a href="http://kzf.com">kzf.com</a> )	\$7.148	\$318.000	\$10.68	30	123
109	VeenendaalCave (ATLANTA   <a href="http://vcave.com">vcave.com</a> )	\$7.115	\$46.933	\$3.90	57	107

110	OTJ Architects (WASHINGTON, D.C.   <a href="http://otj.com">otj.com</a> )	\$7.041	\$75.000	\$3.27	48	119
111	HFS Concepts 4 (LONG BEACH, CALIFORNIA   <a href="http://hfsc4.com">hfsc4.com</a> )	\$7.000	\$198.000	NR	87	42
112	milo kleinberg design Associates (NEW YORK   <a href="http://mkda.com">mkda.com</a> )	\$7.000	NR	\$0.90	30	93
113	Array Healthcare Facilities Solutions (KING OF PRUSSIA, PENNSYLVANIA   <a href="http://arrayhfs.com">arrayhfs.com</a> )	\$6.827	\$264.000	\$1.75	16	-
114	Loebl Schlossman & Hackl (CHICAGO   <a href="http://lshdesign.com">lshdesign.com</a> )	\$6.700	\$200.000	\$1.30	8	78
115	Ratcliff (EMERYVILLE, CALIFORNIA   <a href="http://ratcliffarch.com">ratcliffarch.com</a> )	\$6.610	\$57.000	NR	42	117
116	Carrier Johnson (SAN DIEGO   <a href="http://carrierjohnson.com">carrierjohnson.com</a> )	\$6.562	\$218.720	\$2.19	72	108
117	SOSH Architects (ATLANTIC CITY   <a href="http://sosharch.com">sosharch.com</a> )	\$6.400	\$320.000	\$5.50	10	166
118	Spector Group (NEW YORK   <a href="http://spectorgroup.com">spectorgroup.com</a> )	\$6.400	\$139.000	\$2.00	33	138
119	Rottet Studio (HOUSTON   <a href="http://rottetstudio.com">rottetstudio.com</a> )	\$6.300	NR	NR	39	-
120	Elkus/Manfredi Architects (BOSTON   <a href="http://elkus-manfredi.com">elkus-manfredi.com</a> )	\$6.284	NR	\$1.43	30	94
121	J/Brice Design International (BOSTON   <a href="http://jbricedesign.com">jbricedesign.com</a> )	\$6.200	\$650.000	\$1.50	25	-
122	Ronald Schmidt & Associates (ENGLEWOOD, NEW JERSEY   <a href="http://rsaaiia.com">rsaaiia.com</a> )	\$6.020	\$125.000	\$3.00	36	121
123	Hendrick (ATLANTA   <a href="http://hendrickinc.com">hendrickinc.com</a> )	\$6.003	\$145.000	\$7.25	31	128
124	Zeffdesign (NEW YORK   <a href="http://zeffdesign.com">zeffdesign.com</a> )	\$6.000	\$324.670	\$1.50	35	132
125	SFA Design (SANTA BARBARA, CALIFORNIA   <a href="http://sfadesign.com">sfadesign.com</a> )	\$6.000	\$48.000	\$0.85	22	137
126	STG Design (AUSTIN, TEXAS   <a href="http://stgdesign.com">stgdesign.com</a> )	\$6.000	\$4.000	\$0.25	30	131
127	H. Hendy Associates (NEWPORT BEACH, CALIFORNIA   <a href="http://hhendy.com">hhendy.com</a> )	\$5.850	\$66.375	\$2.00	26	125

128	Chute Gerdeman (COLUMBUS, OHIO   <a href="http://chutegerdeman.com">chutegerdeman.com</a> )	\$5.800	NR	\$0.55	37	122
129	Interprise (ADDISON, TEXAS   <a href="http://interprisedesign.com">interprisedesign.com</a> )	\$5.700	\$57.000	\$3.50	46	102
130	Gary Lee Partners (CHICAGO   <a href="http://garyleepartners.com">garyleepartners.com</a> )	\$5.500	\$19.000	\$0.55	31	112
131	Joi-Design Interior Architects (HAMBURG, GERMANY   <a href="http://joi-design.com">joi-design.com</a> )	\$5.380	\$70.000	NR	38	-
132	OPX (WASHINGTON, D.C.   <a href="http://opxglobal.com">opxglobal.com</a> )	\$5.373	\$107.456	\$1.10	43	111
133	KNA Interior Design (LOS ANGELES   <a href="http://knadesign.com">knadesign.com</a> )	\$5.275	NR	\$2.42	22	142
134	Pollack Architecture (SAN FRANCISCO   <a href="http://pollackarch.com">pollackarch.com</a> )	\$5.250	\$82.000	\$1.20	32	133
135	Whitney (OAK BROOK, ILLINOIS   <a href="http://whitneydesign.com">whitneydesign.com</a> )	\$5.203	\$74.000	\$3.00	31	139
136	AAI (SAN JOSE, CALIFORNIA   <a href="http://aaidesign.com">aaidesign.com</a> )	\$5.200	\$325.000	\$5.00	28	161
137	Butler Rogers Baskett Architects (NEW YORK   <a href="http://brb.com">brb.com</a> )	\$5.200	\$65.000	\$1.14	25	129
138	Sasaki Associates (WATERTOWN, MASSACHUSETTS   <a href="http://sasaki.com">sasaki.com</a> )	\$5.000	\$200.000	\$1.60	36	96
139	Graham Downes Architecture (SAN DIEGO   <a href="http://grahamdownes.com">grahamdownes.com</a> )	\$5.000	\$30.000	\$1.20	21	114
140	Rees Associates (OKLAHOMA CITY   <a href="http://rees.com">rees.com</a> )	\$4.955	NR	\$1.80	32	-
141	Davis Carter Scott (MCLEAN, VIRGINIA   <a href="http://dcsdesign.com">dcsdesign.com</a> )	\$4.856	NR	NR	22	149
142	OZ Architecture (DENVER   <a href="http://ozarch.com">ozarch.com</a> )	\$4.668	NR	NR	27	130
143	Style Interior Design (IRVINE, CALIFORNIA   <a href="http://style-interiors.com">style-interiors.com</a> )	\$4.650	\$74.000	\$5.30	15	144
144	Legat Architects (CHICAGO   <a href="http://legat.com">legat.com</a> )	\$4.650	\$56.472	\$2.79	32	-
145	DES Architects + Engineers (REDWOOD CITY, CALIFORNIA   <a href="http://des-ae.com">des-ae.com</a> )	\$4.600	NR	NR	15	87
146	Westar Architects (LAS VEGAS	\$4.500	\$75.000	\$0.70	18	124

	<a href="http://wagnarchitects.com">wagnarchitects.com</a> )					
147	Mojo Stumer Associates Architects (GREENVALE, NEW YORK   <a href="http://mojostumer.com">mojostumer.com</a> )	\$4.500	\$36.000	\$0.20	23	151
148	Omniplan (DALLAS   <a href="http://omniplan.com">omniplan.com</a> )	\$4.370	NR	NR	14	-
149	GBD Architects (PORTLAND, OREGON   <a href="http://gbdarchitects.com">gbdarchitects.com</a> )	\$4.316	\$40.000	\$3.22	25	140
150	Yates-Silverman (LAS VEGAS   <a href="http://yates-silverman.com">yates-silverman.com</a> )	\$4.300	\$200.000	NR	22	147
151	RDH & Associates (ADDISON, TEXAS   <a href="http://rdhassociates.net">rdhassociates.net</a> )	\$4.200	\$36.640	NR	16	191
152	Kay Lang + Associates (LOS ANGELES   <a href="http://kaylangassoc.com">kaylangassoc.com</a> )	\$4.200	NR	NR	20	-
153	Goettsch Partners (CHICAGO   <a href="http://gpchicago.com">gpchicago.com</a> )	\$4.120	\$21.000	\$0.12	14	155
154	Meyer Design (ARDMORE, PENNSYLVANIA   <a href="http://meyerdesigninc.com">meyerdesigninc.com</a> )	\$4.038	NR	\$10.50	32	159
155	Puccini Group (SAN FRANCISCO   <a href="http://puccinigroup.com">puccinigroup.com</a> )	\$4.000	\$47.000	\$0.63	27	160
156	ABA (LAS VEGAS   <a href="http://abalv.com">abalv.com</a> )	\$3.950	\$700.000	NR	15	134
157	Heitz Parsons Sadek (WEST PALM BEACH, FLORIDA   <a href="http://heitz-parsons-sadek.com">heitz-parsons-sadek.com</a> )	\$3.950	\$55.000	\$1.52	29	148
158	Core Architecture + Design (WASHINGTON, D.C.   <a href="http://coredc.com">coredc.com</a> )	\$3.950	\$35.000	\$0.27	20	171
159	Biber Partnership (SUMMIT, NEW JERSEY   <a href="http://tbpaia.com">tbpaia.com</a> )	\$3.900	\$69.100	\$1.80	18	150
160	Dyer Brown & Associates (BOSTON   <a href="http://dyerbrown.com">dyerbrown.com</a> )	\$3.900	\$45.000	\$1.70	21	177
161	Carson Design Associates (CARMEL, INDIANA   <a href="http://carsondesign.com">carsondesign.com</a> )	\$3.900	\$6.000	\$1.82	48	164
162	Cunningham Group Architecture (MINNEAPOLIS   <a href="http://cunningham.com">cunningham.com</a> )	\$3.864	NR	\$1.63	152	198
163	BurkettDesign (DENVER   <a href="http://burkettDesign.com">burkettDesign.com</a> )	\$3.852	\$154.078	\$2.57	37	145
164	SKB Architecture & Design	\$3.828	\$45.400	\$0.65	21	154

	(WASHINGTON, D.C.   <a href="http://skbarch.com">skbarch.com</a> )					
165	Reel Grobman & Associates (SAN JOSE, CALIFORNIA   <a href="http://reelgrobman.com">reelgrobman.com</a> )	\$3.800	\$100.000	\$1.60	27	157
166	Phillips Architecture (RALEIGH, NORTH CAROLINA   <a href="http://phillipsarch.com">phillipsarch.com</a> )	\$3.688	\$20.000	\$2.00	21	167
167	Symmes Maini & McKee Associates (CAMBRIDGE, MASSACHUSETTS   <a href="http://smma.com">smma.com</a> )	\$3.616	\$46.000	\$2.00	87	-
168	Design Development (AGOURA HILLS, CALIFORNIA   <a href="http://designdevelopment-group.com">designdevelopment-group.com</a> )	\$3.600	\$40.000	\$0.60	12	162
169	Design Directions International (MARIETTA, GEORGIA   <a href="http://ddi.cc">ddi.cc</a> )	\$3.525	\$147.850	\$3.83	14	182
170	Brereton Architects (SAN FRANCISCO   <a href="http://brereton.com">brereton.com</a> )	\$3.500	\$55.000	\$1.50	25	-
171	J. Banks Design Group (HILTON HEAD ISLAND, SOUTH CAROLINA   <a href="http://jbanksdesign.com">jbanksdesign.com</a> )	\$3.453	\$7.137	\$0.52	23	172
172	GRAD Associates (NEWARK   <a href="http://gradarchitects.com">gradarchitects.com</a> )	\$3.404	\$50.000	\$0.50	14	179
173	Idea/Span (ATLANTA   <a href="http://idea-span.com">idea-span.com</a> )	\$3.300	\$77.500	\$1.19	20	181
174	RD Jones & Associates (BALTIMORE   <a href="http://rdjones.com">rdjones.com</a> )	\$3.300	NR	NR	25	176
175	EDG Interior Architecture + Design (SAN RAFAEL, CALIFORNIA   <a href="http://edgdesign.com">edgdesign.com</a> )	\$3.225	\$80.000	\$0.29	28	174
176	Hatch Design Group (COSTA MESA, CALIFORNIA   <a href="http://hatchdesign.com">hatchdesign.com</a> )	\$3.111	\$108.764	\$0.28	28	156
177	Shea (MINNEAPOLIS   <a href="http://shealink.com">shealink.com</a> )	\$3.100	\$55.000	\$0.55	20	165
178	Rowland Design (INDIANAPOLIS   <a href="http://rowlanddesign.com">rowlanddesign.com</a> )	\$3.036	NR	NR	23	173
179	Loffredo Brooks Architects (NEW YORK   <a href="http://lbarch.com">lbarch.com</a> )	\$3.000	\$75.000	\$0.70	18	163
180	Cleo Design (LAS VEGAS   <a href="http://cleo-design.com">cleo-design.com</a> )	\$2.985	NR	\$0.67	16	168
181	Maregatti Interiors (INDIANAPOLIS   <a href="http://maregattiinteriors.com">maregattiinteriors.com</a> )	\$2.900	\$130.000	\$6.90	15	-

182	BLT Architects (PHILADELPHIA   <a href="http://blta.com">blta.com</a> )	\$2.850	\$25.000	\$0.25	101	136
183	Stephen B. Jacobs Group/Andi Pepper Interior Design (NEW YORK   <a href="http://sbjgroup.com">sbjgroup.com</a> )	\$2.800	\$350.000	\$0.55	15	-
184	Sawyer Design Associates (DALLAS   <a href="http://sawyerdesignassoc.com">sawyerdesignassoc.com</a> )	\$2.750	\$12.250	NR	27	-
185	Klawiter and Associates (LOS ANGELES   <a href="http://klawiter.com">klawiter.com</a> )	\$2.700	\$62.000	\$0.78	13	-
186	IEI Group (PHILADELPHIA   <a href="http://ieigroup.com">ieigroup.com</a> )	\$2.700	\$50.000	\$1.80	12	178
187	Lauckgroup (DALLAS   <a href="http://lauckgroup.com">lauckgroup.com</a> )	\$2.699	\$60.000	\$0.90	23	185
188	Partridge Architects (PHILADELPHIA   <a href="http://partridgearch.com">partridgearch.com</a> )	\$2.619	\$29.200	\$0.31	22	170
189	Spacesmith (NEW YORK   <a href="http://spacesmith.net">spacesmith.net</a> )	\$2.590	\$4.500	\$0.34	20	175
190	Orsini Design Associates (NEW YORK   <a href="http://orsinidesignassociates.com">orsinidesignassociates.com</a> )	\$2.587	\$17.806	NR	7	197
191	Faulkner Design Group (DALLAS   <a href="http://faulknerdesign.com">faulknerdesign.com</a> )	\$2.448	\$6.445	\$0.24	16	143
192	Montgomery Roth Architecture & Interior Design (HOUSTON   <a href="http://montgomeryroth.com">montgomeryroth.com</a> )	\$2.300	NR	NR	10	-
193	FME Architecture + Design (SAN FRANCISCO   <a href="http://fme-arch.com">fme-arch.com</a> )	\$2.286	NR	NR	7	-
194	Simeone Deary Design Group (CHICAGO   <a href="http://simeonedeary.com">simeonedeary.com</a> )	\$2.200	\$1.800	\$0.02	17	-
195	Design Group Carl Ross (EL SEGUNDO, CALIFORNIA   <a href="http://designgroupcarlross.com">designgroupcarlross.com</a> )	\$2.196	NR	NR	10	-
196	Inarch (NEW YORK   <a href="http://inarch.net">inarch.net</a> )	\$2.120	\$31.000	\$0.28	15	189
197	Dupoux Design (NEW YORK   <a href="http://dupouxdesign.com">dupouxdesign.com</a> )	\$2.100	\$100.000	\$1.20	20	184
198	Grid2 (NEW YORK   <a href="http://grid2.com">grid2.com</a> )	\$2.100	\$2.000	\$0.75	24	-
199	Gray Design Group (ST. LOUIS   <a href="http://graydesigngroup.com">graydesigngroup.com</a> )	\$2.075	\$240.000	\$2.40	25	195
200	Morrison Seifert Murphy (DALLAS   <a href="http://msmgroup.com">msmgroup.com</a> )	\$2.050	NR	NR	9	-

### **% of Fees by Project Type**

Office	\$166,052,653
Hospitality	\$128,722,342
Retail	\$38,428,116
Residential	\$29,416,419
Health Care/Assisted Living	\$27,870,789
Educational	\$27,738,343
Government	\$14,376,163
Cultural	\$3,938,298
Transportation	\$160,248
Other	\$16,123,567
<b>Total:</b>	<b>\$452,826,937</b>

Office	\$170,097,178
Hospitality	\$131,758,243
Retail	\$33,356,054
Residential	\$32,826,455
Health Care/Assisted Living	\$30,712,476
Educational	\$29,600,077
Government	\$17,213,132
Cultural	\$5,227,820
Transportation	\$74,480
Other	\$14,247,620
<b>Total:</b>	<b>\$465,113,535</b>

### **10 Fastest-Growing in Second 100 (By % Change)**

<b>FIRM</b>	<b>2009 FEES</b>	<b>2008 FEES</b>	<b>% CHANGE</b>
Cunningham Group Architecture	\$3,863,657	\$1,750,000	120.8
RDH & Associates	\$4,200,000	\$2,000,000	110.0
SOSH Architects	\$6,400,000	\$3,366,100	90.1
Dyer Brown & Associates	\$3,900,000	\$2,600,000	50.0

Orsini Design Associates	\$2,587,352	\$1,752,176	47.7
Design Directions International	\$3,525,000	\$2,410,000	46.3
AAI	\$5,200,000	\$3,600,000	44.4
GRAD Associates	\$3,404,000	\$2,520,000	35.1
Spector Group	\$6,400,000	\$4,800,000	33.3
Idea/Span	\$3,300,000	\$2,499,000	32.1

### **New to the Second 100 Giants**

<b>FIRM</b>	<b>2009 RANK</b>
Array Healthcare Facilities Solutions	113
Rottet Studio	119
J/Brice Design International	121
Joi-Design Interior Architects	131
Rees Associates	140
Legat Architects	144
Omniplan	148
Kay Lang + Associates	152
Symmes Maini & McKee Associates	167
Brereton Architects	170
Maregatti Interiors	181
Stephen B. Jacobs Group/Andi Pepper Interior Design	183
Sawyer Design Associates	184
Klawiter and Associates	185
Montgomery Roth Architecture & Interior Design	192
FME Architecture + Design	193
Simeone Deary Design Group	194
Design Group Carl Ross	195
Grid2	198
Morrison Seifert Murphy	200

*Rottet Studio designed the Bernhardt Design showroom in the Merchandise Mart, Chicago.*

*This stairwell is in a Chicago duplex penthouse by Gary Lee Partners.*

**From left:** *MTV Networks in New York is by Spacesmith. OPX designed the law office of Orrick, Herrington & Sutcliffe in Washington, D.C.*

*A John Varvatos boutique by Loffredo Brooks Architects occupies the former CBGB club in New York.*

## **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, 2008. The first 100 Giants firm ranking was published in January. Interior design fees include those 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 who 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 fees of the collecting firm when determining its ranking. The data was compiled and analyzed by the *Interior Design* market research staff in New York: Laura Girmscheid, research manager, and Wing Leung, research director. Judith Davidsen is a frequent contributor to *Interior Design*.