

INTERIOR DESIGN

OCTOBER
2009



looming
large



overcast,
with
intervals
of sun

Yes, as I sit at my desk with my Apple, computer not golden delicious, the calendar says October, but the weather still feels like September back-to-school. And there finally seems to be a school to go back to—we are perhaps in business again. (Cross your fingers. Knock on wood.)

The global financial markets appear relatively stable after a climb, and some of our larger firms, on the tail of that news, are rumored to be doing quite well abroad. Here in the U.S., the (great) depression in real estate has been downgraded to a mild malaise, with many regional markets now steadily on the mend. Most important for all of us in the design profession is the word that some firms are actually hiring—though picture a trickle, not a Mississippi flood. I heard these positive stories with my own ears, from unimpeachable sources, during the series of interviews that I customarily piggyback onto my fall Hall of Fame video shoots.

Speaking of which, the 25th annual Hall of Fame gala dinner on December 2 promises to be the bright spot that everyone deserves as we celebrate the silver anniversary of the union between our magazine and the whole design world. New York's Tony Chi and Vladimir Kagan, Chicago's Nick Luzietti of VOA, Leo Marmol and Ron Radziner from L.A., and the Gensler team worldwide have been chosen by our community as the 2009 icons of the business of design. My heartfelt congratulations go out to the honorees.

To the rest of you, I say: Be there,
or be verrrry square.

—Cindy



INTERIOR DESIGN

2009 Hall of Fame inductees

Tony Chi

tonychi and associates

Vladimir Kagan

The Vladimir Kagan Design Group

Nick Luzietti

VOA Associates

Leo Marmol & Ron Radziner

Marmol Radziner + Associates

Gensler

25th Anniversary Special Award

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Hall of Fame Awards

Silver Anniversary Celebration

Wednesday, December 2nd

Grand Ballroom, Waldorf-Astoria Hotel, New York City

Cocktails 6:30 PM, Dinner 7:30 PM

Seating is limited, to avoid disappointments make reservations promptly. Tables seat ten.

Benefactor: \$10,500; Patron: \$8,500; Sponsor: \$7,000; Corporate: \$6,000; Individual Tickets: \$600

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Diamond Sponsor

KOHLER.Interiors

KALLISTA MEGUIRE MARK DAVID

Baker

ANN SACKS

GIANTS HOSPITALITY

RANK 2009	FIRM (HEADQUARTERS web site)	WORK INSTALLED			RANK 2008	
		HOSPITALITY FEES (MILLIONS)	VALUE (MILLIONS)	SQ. FT. (MILLIONS)		DESIGN STAFF
1	HBA/Hirsch Bedner Associates (LOS ANGELES hbadesign.com)	\$70.207	\$4,212.42	40.12	390	1
2	Wilson Associates (DALLAS wilsonassoc.com)	\$53.460	\$3,000.00	NR	302	2
3	Genster (SAN FRANCISCO genster.com)	\$35.879	\$535.00	7.20	820	3
4	Rockwell Group (NEW YORK rockwellgroup.com)	\$21.924	\$107.30	1.63	106	4
5	Bilkey Llinas Design (PALM BEACH GARDENS, FLORIDA bilkeyllinas.com)	\$21.200	NR	NR	118	9
6	Leo A Daly (OMAHA leodaly.com)	\$17.717	NR	NR	212	12
7	HOK (ST. LOUIS hok.com)	\$17.710	\$2,875.00	9.75	325	5
8	Daroff Design + DDI Architects (PHILADELPHIA daroffdesign.com)	\$15.015	\$180.00	3.00	30	7
9	BBG-BBGM (NEW YORK bbg-bbgm.com)	\$14.400	NR	NR	65	6
10	FRCH Design Worldwide (CINCINNATI frch.com)	\$13.518	\$300.00	NR	103	8
11	Baskervill (RICHMOND, VIRGINIA baskervill.com)	\$9.813	\$703.82	7.22	77	19
12	Callison (SEATTLE callison.com)	\$9.790	NR	NR	107	21
13	DiLeonardo International (WARWICK, RHODE ISLAND dileonardo.com)	\$9.430	NR	NR	82	13
14	Pierre-Yves Rochon (CHICAGO pyr-design.com)	\$8.950	\$1,156.15	1.88	36	18
15	Duncan Miller Ullmann Design (DALLAS designdmu.com)	\$8.208	\$600.00	8.50	44	15
16	Gettys (CHICAGO gettys.com)	\$7.821	\$140.00	NR	47	14
17	Stonehill & Taylor Architects and Planners (NEW YORK stonehilltaylor.com)	\$7.270	\$200.00	2.50	31	17
18	VOA Associates (CHICAGO voa.com)	\$6.324	\$105.40	4.20	101	29
19	ForrestPerkins (WASHINGTON forrestperkins.com)	\$5.700	\$150.00	NR	35	22
20	Chambers (BALTIMORE chambersusa.com)	\$5.693	\$65.00	1.40	10	28
21	BraytonHughes Design Studios (SAN FRANCISCO bhdstudios.com)	\$5.334	NR	NR	31	23
22	RTKL Associates (BALTIMORE rtkl.com)	\$5.313	\$275.00	6.50	83	20
23	Joi-Design (HAMBURG, GERMANY joi-design.com)	\$5.200	\$65.00	NR	39	37
24	Looney & Associates (DALLAS looney-associates.com)	\$4.942	NR	5.00	29	25
25	KNA Design (LOS ANGELES knadesign.com)	\$4.893	\$618.50	2.60	20	41
26	BaMo (SAN FRANCISCO bamo.com)	\$4.499	NR	NR	36	30
27	Smallwood, Reynolds, Stewart, Stewart & Associates (ATLANTA srssa.com)	\$4.394	NR	2.87	14	34
28	OPX (WASHINGTON opxglobal.com)	\$4.377	\$193.00	1.20	38	61
29	TVSDesign (ATLANTA tvs-design.com)	\$4.311	\$33.30	1.03	53	40
30	Yates-Silverman (LAS VEGAS yates-silverman.com)	\$4.200	NR	NR	19	38
31	HFS Concepts 4 (LONG BEACH, CALIFORNIA hfsc4.com)	\$4.190	\$75.00	NR	34	11
32	WATG (IRVINE, CALIFORNIA watg.com)	\$4.094	NR	NR	46	16
33	J/Brice Design International (BOSTON jbricedesign.com)	\$3.952	\$150.00	2.32	20	36
34	SFA Design (SANTA BARBARA, CALIFORNIA sfadesign.com)	\$3.861	\$350.00	0.69	21	26
35	HKS (DALLAS hksinc.com)	\$3.751	NR	10.00	144	-
36	Westar Architects (LAS VEGAS wagnarchitects.com)	\$3.705	\$35.00	0.60	9	27
37	Stephen B. Jacobs Group Architects and Planners/Andi Pepper Interior Design (NEW YORK sbjgroup.com)	\$3.600	\$328.00	0.50	15	64
38	Perkins Eastman (NEW YORK perkinseastman.com)	\$3.456	\$69.12	0.69	150	39
39	EDG (SAN RAFAEL, CALIFORNIA edgdesign.com)	\$3.399	\$67.00	0.45	21	50
40	CMMI (ATLANTA cmmi-redlines.com)	\$3.136	NR	NR	20	35
41	Cubellis (BOSTON cubellis.com)	\$3.135	\$5.60	1.50	55	-
42	Graham Downes Architecture (SAN DIEGO grahamdownes.com)	\$3.120	\$32.00	1.20	18	47
43	Design Directions International (MARIETTA, GEORGIA ddi.cc)	\$3.110	\$125.50	3.18	9	46
44	Skidmore, Owings & Merrill (NEW YORK som.com)	\$2.787	NR	0.58	76	10
45	Heitz Parsons Sadek (WEST PALM BEACH, FLORIDA heitz-parsons-sadek.com)	\$2.543	\$42.00	1.15	23	44
46	Core Architecture + Design (WASHINGTON coredc.com)	\$2.529	\$25.00	0.18	11	67
47	Cheryl Rowley Design (LOS ANGELES cherylrowleydesign.com)	\$2.515	NR	NR	14	49
48	Kay Lang + Associates (LOS ANGELES kaylangassoc.com)	\$2.250	\$3.00	0.50	16	-
49	Simeone Deary Design Group (CHICAGO simeonedeary.com)	\$2.250	\$0.60	2.10	14	-
50	ABA (LAS VEGAS abalv.com)	\$2.219	\$700.00	NR	13	33
51	Indidesign (LOS ANGELES indidesign.com)	\$2.000	\$550.00	3.00	11	-
52	RDH & Associates (ADDISON, TEXAS rdhassociates.net)	\$1.980	NR	NR	9	55
53	Puccini Group (SAN FRANCISCO puccinigroup.com)	\$1.960	NR	NR	19	42
54	Cunningham Group Architecture (MINNEAPOLIS cunningham.com)	\$1.861	NR	0.63	141	58
55	DAS Architects (PHILADELPHIA dasarchitects.com)	\$1.803	\$31.05	0.11	12	53

GIANTS HOSPITALITY

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			VALUE (MILLIONS)	SQ. FT. (MILLIONS)		
56	Hatch Design Group (COSTA MESA, CALIFORNIA hatchdesign.com)	\$1.739	\$59.55	0.17	18	-
57	Design Group Carl Ross (EL SEGUNDO, CALIFORNIA designgroupcarlross.com)	\$1.734	NR	NR	6	56
58	George Conte Design Consultants (GREENSBURG, PENNSYLVANIA georgecontedesign.com)	\$1.690	\$25.00	2.93	7	-
59	Gwathmey Siegel & Associates Architects (NEW YORK gwathmey-siegel.com)	\$1.670	NR	0.80	27	66
60	Indesign (STUDIO CITY, CALIFORNIA indesignla.com)	\$1.600	\$80.00	0.60	14	68
61	J. Banks Design Group (HILTON HEAD, SOUTH CAROLINA jbanksdesign.com)	\$1.566	\$5.51	0.34	22	75
62	R.D. Jones & Associates (BALTIMORE rdjones.com)	\$1.500	NR	NR	17	51
63	Vivian/Nichols Associates (DALLAS vivian-nichols.com)	\$1.414	\$57.06	1.05	9	70
64	Architectural Design Consultants (LAKE DELTON, WISCONSIN adci.ws)	\$1.398	\$116.80	1.32	21	-
65	Thomas Hamilton & Associates (RICHMOND, VIRGINIA thomashamiltonassociates.com)	\$1.378	\$37.42	0.54	10	62
66	Judd Brown Designs (PAWTUCKET, RHODE ISLAND jbd.cc)	\$1.371	\$19.50	0.12	19	-
67	Montgomery Roth (HOUSTON montgomeryroth.com)	\$1.350	NR	NR	9	59
68	SmartDesign Group (VANCOUVER, BRITISH COLUMBIA smartdesigngroup.com)	\$1.313	\$150.00	1.50	20	-
69	HVSCompass Interior Design (ROCKVILLE, MARYLAND hvsscompass.com)	\$1.236	\$274.56	4.01	10	74
70	Cleo Design (LAS VEGAS cleo-design.com)	\$1.206	NR	0.77	8	52
71	Cole Martinez Curtis and Associates (MARINA DEL REY, CALIFORNIA cmcadesign.com)	\$1.200	\$50.00	0.75	7	63
72	BG Studio International (NEW YORK bgstudio.com)	\$1.200	\$19.50	0.04	14	-
73	Morrison Seifert Murphy (DALLAS msmgroup.com)	\$1.168	NR	NR	12	57
74	Shea (MINNEAPOLIS shealink.com)	\$1.142	\$14.85	0.17	15	60
75	Oz Architecture (DENVER ozarch.com)	\$1.064	NR	NR	15	48

The conference center at Chicago's Hotel Sax is by VOA Associates.

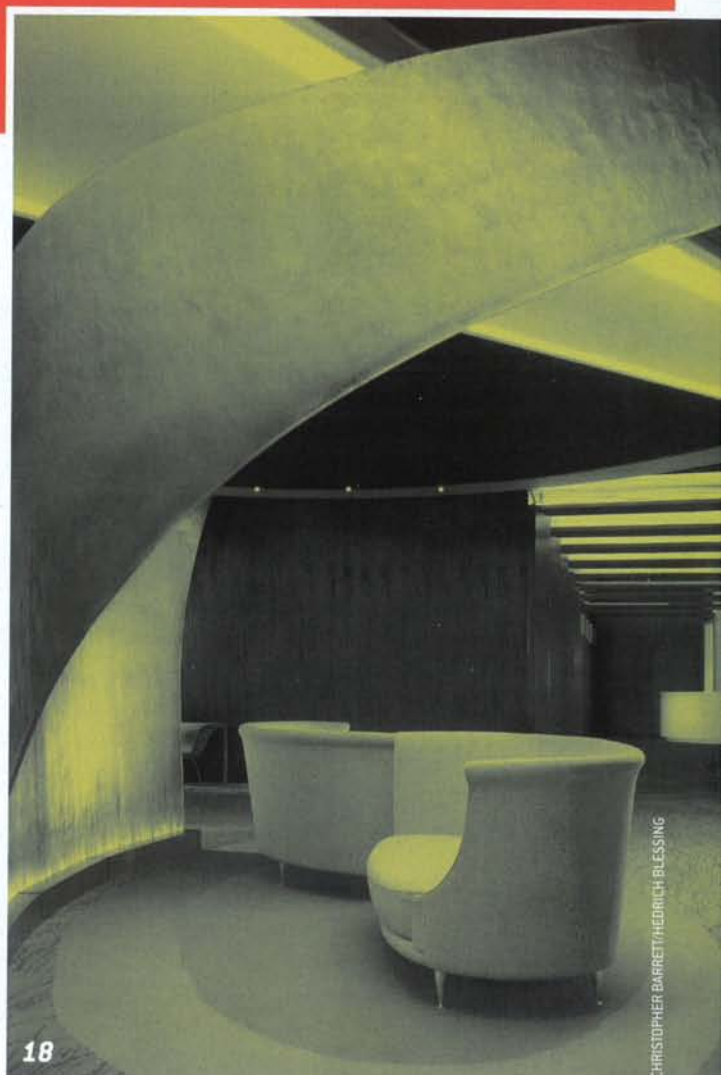
next two years, specifically China, India, and the Middle East—not including the United Arab Emirates, which topped the list until Dubayy's spectacular tumble. The Caribbean,

which came in third last year, is barely on the Giants' radar now. In the U.S., the South is felt to have the greatest potential, followed by the Northeast, West, and Midwest. Mid-price and economy properties offer the greatest promise, condo hotels and time shares the least.

Over the past year, staffing contracted 15 percent, with designer positions down 17, project managers and directors 11, and other design staff 34. The only staff category to grow was principal/partner, up 13 percent. For this group, the median salary remained the same, while billing rates slid 6 percent. Project-manager salaries went up 3 percent, as billing rates dropped 2 percent. Designer salaries fell 2.7 percent, but billing rates rose 5.9 percent.

The proportion of sustainable projects rose from 27 to 32 percent, with 10 Giants reporting that 75 percent or more of projects filled the bill and, conversely, five firms doing no green work at all. Although eight Giants say that eco-minded choices tend to be client-driven, 22 firms try to convince stragglers by letting the products do the talking. Six firms make the cost-benefits argument. One firm has a scare-tactic approach: "We explain to clients that, if they don't go green, they risk being out of sync with the industry by the time their project is built."

When Giants are dealing with manufacturers, the economy seemed to aggravate some problems. They mainly appear to boil down to efficiency: faster deliveries and responses and more thorough and easily accessed product profiles, especially improved online images for client presentations. One Giant suggested that, given the decrease in sales reps, cut sheets with complete information could be a great time-saver. Time, of course, being money. —Judith Davidsen ➤



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CHRISTOPHER BARRRETT/HERDRICH-BLESSING