

INTERIOR DESIGN[®]

JANUARY
2013



2013: looking up





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3 The Astellas Pharma Europe headquarters in London is by Perkins+Will. >

GIANTS

The world did not end on December 21, and some might feel the Mayans let them down. The rest of us can apply an epic sense of escape to the Great Recession, which still echoes like not-too-distant thunder in our memories. With the world still intact, we can officially say that for *Interior Design's* top 100 Giants, the industry looks pretty good.

The big number: Total fees for these Giants piled up to \$24.8 billion in 2012, beating the year's forecast by a cool billion. Still, total fees only rose 4 percent over 2011, and expected fees in 2013 should only rise a few token points to \$25.3 billion. Even with that modest total growth, firms are feeling good. "We are returning to pre-2009 revenue levels, before everything ground to a halt," says Stephen Yates, senior associate at Perkins Eastman.

While fees-per-employee remained even at \$225,000, the value of projects per square foot exploded. In 2011, the rate jumped from \$80 to \$91; 2012 saw another gain to \$97 per square foot. Total square footage rose, too, the reported 716 million being 12 percent higher than the 2012 forecast. Giants expect 726 million more square feet in 2013. (For fun, compare those stats to the 2009 number: 553 million square feet.)

Interior-designer staff numbers expanded 11 percent in 2012 to a total head count of nearly 12,000. That figure tops the 11,000 designers on staff in prerecession 2008. Another sign of good times: 29 percent of Giants report their biggest challenge is retaining qualified staff (only 15 percent said so last year). As a result, the average designer salary has risen from \$65,000 to \$70,000. Some 70 percent of Giants worry about recruiting new talent, with each firm planning to hire an additional 33 designers, on average, in 2013. With hourly billing rates rising for individual designers, too—\$125 an hour, up \$10 since 2010—all bodes well for expanded revenue.

While the volume of work has risen, the jobs haven't changed dramatically. New construction has trumped renovation, 56 percent to 44 percent, for about four years now. Contract work remains the biggest slice of the pie at an unchanged 35 percent. Hospitality jobs rose slightly to 18 percent of the total, up from 16. Health care remained at 15 percent. Government work has declined for the third straight year, down to 7 percent. Two-thirds of the Giants worked on residential projects in 2012. Of those, 80 percent took on mixed-use/condominium jobs. That's a steady rise from 73 percent two years ago.

Interior furnishings and fixtures provided another bust-out statistic: These crushed 2012 estimates by 22 percent, \$65.2 billion actual

The St. Regis Shenzhen in Guangdong, China, is by Cheng Chung Design.

versus \$53.5 billion expected. That's up from \$57.8 billion in 2011—in fact, it's held around \$58 billion all the way back to 2008—so this is a nice breakthrough. The Giants expect another \$67.4 billion in 2013.

Firms have been using the Internet to generate new work for the last 15 years. But 2012 is the first year in which all the top 100 Giants claimed to build business via the Web, specifically social media. "We are making a greater effort, with success, to get the word out," says TPG Architecture principal Jim Phillips. "As a result, some great brands are calling us directly."

International expansion, trending upward since 2002, continues apace. Firms with foreign projects hit 25 percent in 2012, an all-time high. Some 85 percent of global firms did work in Asia and the Pacific Rim, the highest number since we began tracking it in 2008. Canada is also heating up, with 58 percent of Giants finding work there, compared to 39 percent three years ago. Other fast-growing areas: Central and South America (37 percent, up from 26) and Africa (up to 27 percent from 22). The Middle East holds steady at around 46 percent, down from 61 percent in 2009. The Giants expect the biggest international growth opportunities in China as well as Central and South America for 2013. Who's fading? The United Arab Emirates. In 2010, 28 percent said it was hot; this year, only 11 percent. The biggest growth potential in 2013, according to 83 percent of the Giants, will come from the U.S.—the highest number in four years.

After years of upward trending, sustainability has leveled out and taken a permanent place in the business philosophies of most Giants (89 percent). A per-firm average of 35 percent of staffers are LEED-accredited, and 59 percent of all products specified—\$38 billion worth—are sustainable. An average of 48 percent of all firm fees come from green design, up from 37 percent last year.

One last stat to top it all off: 86 out of the 100 Giants feel great about 2013. Wimberly Interiors vice president of strategy Raj Chandnani sums up the sentiment: "The market is rebounding. Clients are more comfortable pursuing significant renovations and ground-up opportunities across the globe. We are bullish about 2013." Take that, Apocalypse.

—Mike Zimmerman ➤

GIANTS

15

still growing

RANK 2013	FIRM (HEADQUARTERS WEB SITE)	DESIGN FEES (MILLIONS)	WORK INSTALLED		DESIGN STAFF	RANK 2012
			VALUE (MILLIONS)	SQ. FT. (MILLIONS)		
1	Gensler SAN FRANCISCO gensler.com	\$402.000	\$1,400.00	57.00	1,200	1
2	Jacobs* PASADENA, CALIFORNIA jacobs.com	\$111.367	\$2,004.60	22.27	435	7
3	Perkins+Will CHICAGO perkinswill.com	\$101.000	\$1050.00	31.50	300	3
4	HOK ST. LOUIS hok.com	\$102.000	\$3,206.00	36.17	271	2
5	HBA/Hirsch Bedner Associates Design Consultants LOS ANGELES hbadesign.com	\$95.824	\$5,653.62	33.76	893	4
6	Cannon Design CHICAGO cannondesign.com	\$68.000	NR	21.00	200	8
7	Leo A Daly OMAHA leoadaly.com	\$63.696	NR	NR	199	5
8	Callison SEATTLE callison.com	\$61.640	NR	NR	128	9
9	Interior Architects SAN FRANCISCO interiorarchitects.com	\$57.122	\$1,095.00	24.04	290	10
10	NBBJ SEATTLE nbbj.com	\$56.067	NR	NR	183	14
11	Nelson PHILADELPHIA nelsononline.com	\$52.000	NR	25.84	258	11
12	HKS DALLAS hksinc.com	\$47.150	NR	NR	247	47
13	AECOM LOS ANGELES aecom.com	\$47.000	\$2,000.00	15.00	140	12
14	Wilson Associates DALLAS wilsonassociates.com	\$46.000	\$3,000.00	NR	313	13
15	Cheng Chung Design HONG KONG ccd.com.hk	\$43.023	\$163.33	2.90	284	--
16	Perkins Eastman NEW YORK perkinseastman.com	\$42.900	\$858.00	4.64	193	17
17	SmithGroupJJR DETROIT smithgroupj jr.com	\$40.900	NR	NR	161	16
18	PageSoutherlandPage HOUSTON pspaec.com	\$39.000	NR	NR	104	18
19	Skidmore, Owings & Merrill NEW YORK som.com	\$35.914	NR	NR	126	19
20	HDR OMAHA hdrarchitecture.com	\$32.500	NR	NR	197	20
21	Peter Marino Architect NEW YORK petermarinoarchitect.com	\$29.250	\$300.00	3.50	118	36
22	Fentress Architects DENVER fentressarchitects.com	\$28.990	NR	7.80	18	31
23	HLW NEW YORK hlw.com	\$27.084	\$725.00	NR	83	25
24	TPG Architecture NEW YORK tpgarchitecture.com	\$26.730	NR	10.00	150	37
25	DLR Group OMAHA dlrgroup.com	\$26.680	NR	8.12	124	23
26	EwingCole PHILADELPHIA ewingcole.com	\$26.400	\$500.00	2.75	133	22
27	Rockwell Group NEW YORK rockwellgroup.com	\$25.457	NR	NR	121	28
28	Space Matrix Design Consultants SINGAPORE spacematrix.com	\$24.320	\$250.00	7.00	375	21
29	Bilkey Llinas Design PALM BEACH GARDENS, FLORIDA bilkeyllinas.com	\$23.675	NR	NR	118	27
30	M Moser HONG KONG mmoser.com	\$23.328	\$192.90	5.94	511	24
31	ZGF Architects PORTLAND, OREGON zgf.com	\$23.000	\$1,353.40	5.11	60	35
32	Flad Architects MADISON, WISCONSIN flad.com	\$22.950	\$918.60	7.66	96	26
33	Corgan Associates DALLAS corgan.com	\$22.930	\$843.00	10.00	57	32
34	Ted Moudis Associates NEW YORK tedmoudis.com	\$22.500	\$250.00	6.00	82	29
35	Studios Architecture WASHINGTON studiosarchitecture.com	\$20.850	\$178.00	8.45	180	33
36	FRCH Design Worldwide CINCINNATI frch.com	\$19.550	NR	NR	151	34
37	DWP BANGKOK dwp.com	\$18.200	NR	NR	245	--
38	Yabu Pushelberg TORONTO yabupushelberg.com	\$18.000	NR	NR	81	--
39	Shepley Bulfinch BOSTON shepleybulfinch.com	\$17.221	\$207.48	1.01	11	42
40	Vocon CLEVELAND vocon.com	\$17.205	\$286.75	2.87	85	30
41	VOA Associates CHICAGO voa.com	\$16.907	\$240.00	10.00	90	41
42	Little CHARLOTTE, NORTH CAROLINA littleonline.com	\$16.805	\$283.00	7.10	130	40
43	Checkland Kindleysides LEICESTER, ENGLAND checklandkindleysides.com	\$15.135	NR	NR	66	--
44	RTKL Associates BALTIMORE rtkl.com	\$15.100	\$225.00	8.00	84	39
45	ASD ATLANTA asdnet.com	\$15.000	NR	NR	88	46
46	Daroff Design + DDI Architects PHILADELPHIA daroffdesign.com	\$14.300	\$190.00	4.75	47	43
47	Marc-Michaels Interior Design WINTER PARK, FLORIDA marc-michaels.com	\$14.300	\$17.00	NR	35	45
48	CBT BOSTON cbtarchitects.com	\$14.200	NR	4.80	40	49
49	Gresham, Smith and Partners NASHVILLE greshamsmith.com	\$13.400	\$325.25	3.65	50	92
50	Mancini-Duffy NEW YORK mancini Duffy.com	\$13.200	\$740.00	5.80	91	54
51	Elkus Manfredi Architects BOSTON elkus-manfredi.com	\$13.000	\$51.11	1.70	49	106
52	DBI Architects WASHINGTON dbia.com	\$12.600	\$200.00	3.25	54	48
53	DiLeonardo International WARWICK, RHODE ISLAND dileonardo.com	\$12.100	NR	NR	87	50
54	Roger Ferris + Partners WESTPORT, CONNECTICUT ferrisarch.com	\$12.000	\$395.00	1.20	32	44
55	Lawrence Group ST. LOUIS thelawrencegroup.com	\$11.753	\$255.30	3.12	48	58

* Includes KlingStubbins.

NR Not Reported
-- new to the list

100 GIANTS

RANK 2013	FIRM (HEADQUARTERS WEB SITE)	DESIGN FEES (MILLIONS)	VALUE (MILLIONS)	SQ. FT. (MILLIONS)	DESIGN STAFF	RANK 2012
56	Ware Malcomb IRVINE, CALIFORNIA waremalcomb.com	\$11.600	\$371.00	4.60	45	61
57	Rapt Studio SAN FRANCISCO raptstudio.com	\$11.556	NR	NR	50	51
58	FKP Architects HOUSTON fkp.com	\$11.500	\$375.00	1.50	17	--
59	Creative Design Consultants COSTA MESA, CALIFORNIA cdcdesigns.com	\$11.056	\$6.23	NR	26	55
60	Environetics LOS ANGELES environetics.com	\$10.800	\$198.00	2.00	71	53
61	Ballinger PHILADELPHIA ballinger-ae.com	\$10.629	\$384.20	0.99	13	38
62	RMW Architecture & Interiors SAN FRANCISCO rmw.com	\$10.598	\$268.58	1.68	52	52
63	HMC Architects LOS ANGELES hmcarchitects.com	\$10.460	NR	NR	45	101
64	Populous KANSAS CITY, MISSOURI populous.com	\$10.320	NR	3.49	34	--
65	Stonehill & Taylor Architects NEW YORK stonehilltaylor.com	\$9.993	\$330.00	1.90	56	75
66	RSP Architects MINNEAPOLIS rsparch.com	\$9.400	NR	NR	58	--
67	OTJ Architects WASHINGTON otj.com	\$9.300	\$195.00	2.00	60	70
68	Planning Design Research HOUSTON pdrcorp.com	\$9.282	\$505.00	4.18	35	73
69	VeenendaalCave ATLANTA vcave.com	\$9.200	\$71.33	5.52	67	65
70	Kasian VANCOUVER, BRITISH COLUMBIA kasian.com	\$9.033	NR	NR	50	72
71	Spector Group NEW YORK spectorgroup.com	\$9.000	\$420.00	3.60	37	68
72	Gettys CHICAGO gettys.com	\$9.000	NR	NR	75	77
73	Harley Ellis Devereaux SOUTHFIELD harleyellisdevereaux.com	\$8.960	\$175.00	2.90	45	--
74	Staffelbach DALLAS staffelbach.com	\$8.950	\$195.00	1.23	56	66
75	Huntsman Architectural Group SAN FRANCISCO huntsmanag.com	\$8.750	\$140.00	1.00	71	60
76	Cooper Carry ATLANTA coopercarry.com	\$8.750	\$100.00	1.50	18	71
77	LS3P Associates CHARLESTON, SOUTH CAROLINA ls3p.com	\$8.400	\$421.00	9.00	37	64
78	Robert A.M. Stern Architects NEW YORK NY ramsa.com	\$8.400	\$58.00	2.32	17	62
79	Aedifica MONTREAL aedifica.com	\$8.300	\$220.00	1.60	92	80
80	Baskervill RICHMOND, VIRGINIA baskervill.com	\$8.299	\$625.00	6.50	19	76
81	KNA Design LOS ANGELES knadesign.com	\$8.200	\$485.00	2.50	28	67
82	Francis Cauffman NEW YORK franciscauffman.com	\$8.200	\$290.00	7.50	48	56
83	Rottet Studio HOUSTON rottetstudio.com	\$8.000	\$202.00	NR	34	94
84	Bergmeyer Associates BOSTON bergmeyer.com	\$8.000	\$112.00	1.12	39	--
85	Tricarico Architecture and Design WAYNE, NEW JERSEY tricarico.com	\$8.000	\$75.00	1.30	57	83
86	Swanke Hayden Connell Architects NEW YORK shca.com	\$8.000	NR	2.50	59	97
87	Smallwood, Reynolds, Stewart, Stewart & Associates ATLANTA srssa.com	\$8.000	NR	NR	30	89
88	H. Chambers Company BALTIMORE chambersusa.com	\$7.875	\$75.50	0.68	20	74
89	Switzer Group NEW YORK theswitzergroup.com	\$7.800	\$260.00	2.60	35	95
90	Ziegler Cooper Architects HOUSTON zieglerecooper.com	\$7.696	NR	4.38	41	93
91	Milo Kleinberg Design Associates NEW YORK mkda.com	\$7.500	\$100.00	1.35	32	79
92	JPC Architects BELLEVUE, WASHINGTON jpcarchitects.com	\$7.500	NR	NR	41	81
93	Wimberly Interiors NEW YORK wimberlyinteriors.com	\$7.280	\$750.00	4.00	63	103
94	BHDP Architecture CINCINNATI bhdp.com	\$7.200	NR	NR	12	--
95	Design DMU DALLAS designdmu.com	\$7.100	\$240.00	2.45	58	57
96	Partners by Design CHICAGO pbdinc.com	\$7.056	\$178.00	2.17	31	96
97	SAA CULVER CITY, CALIFORNIA saaia.com	\$7.020	\$365.00	2.00	70	69
98	Steelman Partners LAS VEGAS steelmanpartners.com	\$7.000	\$300.00	2.14	47	63
99	FXFowle Architects NEW YORK fxfowle.com	\$7.000	\$120.00	0.40	18	108
100	EDG Interior Architecture + Design SAN RAFAEL, CALIFORNIA edgdesign.com	\$6.936	\$99.20	0.40	47	133

Four Seasons Hotel Pudong, Shanghai is by Wilson Associates. ➔

NR Not Reported
-- new to the list





TOP 10 IN OFFICE

FIRM

Gensler (1)	\$201,000,000
HOK (4)	\$57,120,000
Jacobs (2)	\$54,569,615
Interior Architects (9)	\$51,409,800
Nelson (11)	\$49,400,000
Perkins+Will (3)	\$37,370,000
M Moser (30)	\$23,328,000
HLW (23)	\$21,667,200
Space Matrix Design Consultants (28)	\$21,158,400
TPG Architecture (24)	\$21,116,645

TOP 10 IN HOSPITALITY

FIRM

FIRM	DESIGN FEES
HBA/Hirsch Bedner Associates Design Consultants (5)	\$95,824,000
Wilson Associates (14)	\$45,540,000
Gensler (1)	\$44,220,000
Cheng Chung Design (15)	\$37,860,240
Bilkey Llinas Design (29)	\$23,675,000
Callison (8)	\$15,410,000
Rockwell Group (27)	\$14,001,152
Daroff Design + DDI Architects (46)	\$13,442,282
Leo A Daly (7)	\$12,739,199
DiLeonardo International (53)	\$10,890,000

TOP 10 IN GOVERNMENT

FIRM

FIRM	DESIGN FEES
Gensler (1)	\$40,200,000
Jacobs (2)	\$27,841,641
PageSoutherlandPage (18)	\$15,600,000
Leo A Daly (7)	\$14,650,079
AECOM (13)	\$13,160,000
HOK (4)	\$10,200,000
Skidmore, Owings & Merrill (19)	\$10,055,849
Fentress Architects (22)	\$8,697,000
HDR (20)	\$6,500,000
DLR Group (25)	\$5,336,000

TOP 10 IN RETAIL

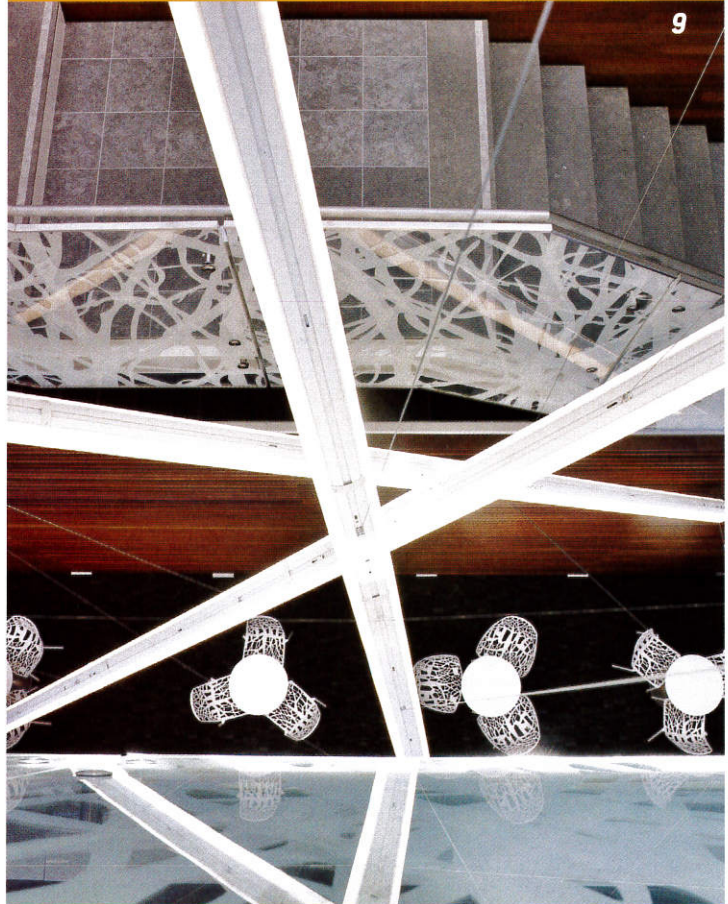
FIRM

FIRM	DESIGN FEES
Gensler (1)	\$40,200,000
Peter Marino Architect (21)	\$17,550,000
Jacobs (2)	\$16,704,984
Callison (8)	\$15,410,000
FRCH Design Worldwide (36)	\$13,098,500
Checkland Kindleysides (43)	\$12,865,087
Tricarico Architecture and Design (85)	\$7,520,000
Aedifica (79)	\$5,727,000
Bergmeyer Associates (84)	\$5,440,000
Yabu Pushelberg (38)	\$5,400,000

0

TOP

From top: The Snagajob headquarters in Richmond, Virginia, is by Baskerville. Interior Architects designed the Metro-Goldwyn-Mayer Studios headquarters in Los Angeles. ➔



100 GIANTS

TOP 10 IN HEALTH CARE/ASSISTED LIVING

FIRM	DESIGN FEES
NBBJ (10)	\$39,246,900
Perkins+Will (3)	\$37,370,000
Cannon Design (6)	\$36,040,000
Perkins Eastman (16)	\$24,453,000
Leo A Daly (7)	\$22,293,598
HKS (12)	\$21,217,500
AECOM (13)	\$21,150,000
HDR (20)	\$17,875,000
SmithGroupJJR (17)	\$15,951,000
PageSoutherlandPage (18)	\$13,650,000

TOP 10 IN CULTURAL

FIRM	DESIGN FEES
Gensler (1)	\$24,120,000
Rockwell Group (27)	\$3,563,930
Cheng Chung Design (15)	\$3,011,610
DLR Group (25)	\$2,668,000
EwingCole (26)	\$2,640,000
SmithGroupJJR (17)	\$2,454,000
HKS (12)	\$2,357,500
Fentress Architects (22)	\$2,029,300
AECOM (13)	\$1,410,000
Roger Ferris + Partners (54)	\$1,200,000

TOP 10 IN EDUCATIONAL

FIRM	DESIGN FEES
Cannon Design (6)	\$21,760,000
Gensler (1)	\$20,100,000
DLR Group (25)	\$11,205,600
Perkins+Will (3)	\$11,110,000
Shepley Bulfinch (39)	\$9,816,118
HOK (4)	\$7,140,000
SmithGroupJJR (17)	\$5,726,000
Perkins Eastman (16)	\$5,148,000
HMC Architects (63)	\$4,811,600
Flad Architects (32)	\$4,590,000

MOST FOREIGN PROJECTS

FIRM	% OF PROJECTS
Cheng Chung Design (15)	100%
Space Matrix Design Consultants (28)	100%
DWP (37)	100%
Bilkey Llinas Design (29)	99%
HBA/Hirsch Bedner Associates Design Consultants (5)	98%
DiLeonardo International (53)	98%
M Moser (30)	89%
Wilson Associates (14)	85%
Design DMU (95)	80%
Yabu Pushelberg (38)	75%
Steelman Partners (98)	75%

TOP 10 IN RESIDENTIAL

FIRM	DESIGN FEES
Marc-Michaels Interior Design (47)	\$12,870,000
Creative Design Consultants (59)	\$11,056,061
Peter Marino Architect (21)	\$10,822,500
Robert A.M. Stern Architects (78)	\$4,956,000
DWP (37)	\$4,550,000
Callison (8)	\$3,082,000
Kasian (70)	\$2,709,768
CBT (48)	\$2,556,000
Rockwell Group (27)	\$2,545,664
KNA Design (81)	\$2,460,000

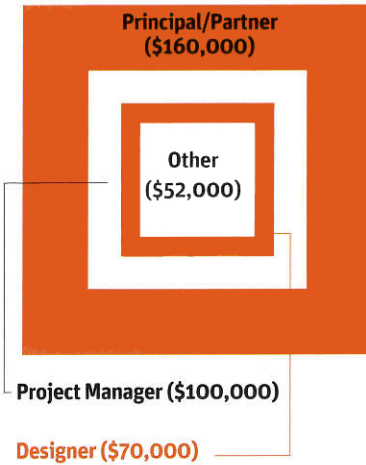
TOP 5 IN TRANSPORTATION

FIRM	DESIGN FEES
Gensler (1)	\$24,120,000
Fentress Architects (22)	\$13,915,200
Corgan Associates (33)	\$8,254,750
HOK (4)	\$8,160,000
Leo A Daly (7)	\$3,821,760

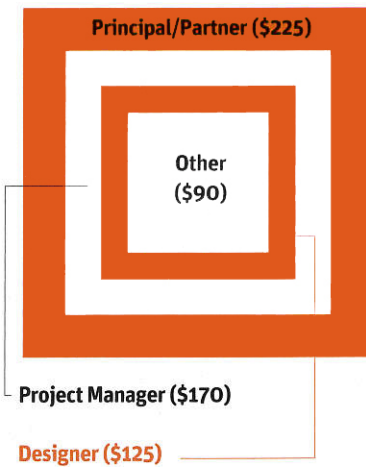
University of California, Berkeley's Energy Biosciences Building is by SmithGroupJJR. ➤



MEDIAN ANNUAL SALARY



MEDIAN HOURLY RATE



100GIANTS

TOP 10 FASTEST GROWING

FIRM	2012 FEES	2011 FEES	GROWTH
HKS (12)	\$47,150,000	\$11,800,000	300%
Elkus Manfredi Architects (51)	\$13,000,000	\$5,249,000	148%
Gresham, Smith and Partners (49)	\$13,400,000	\$6,210,000	116%
EDG Interior Architecture + Design (100)	\$6,935,600	\$3,463,109	100%
HMC Architects (63)	\$10,460,000	\$5,500,000	90%
Jacobs (2)	\$111,366,562	\$69,507,381	60%
Peter Marino Architect (21)	\$29,250,000	\$19,800,000	48%
FXFowle Architects (99)	\$7,000,000	\$5,000,000	40%
Swanke Hayden Connell Architects (86)	\$8,000,000	\$5,800,000	38%
TPG Architecture (24)	\$26,729,930	\$19,694,430	36%

**THE MOST ADMIRED FIRMS
(VOTED BY THE TOP 100 GIANTS)**

- (1) **Gensler**
- (2) **Studios Architecture**
- (3) **Rottet Studio**

Chicago's 1871, a shared office space for start-ups, is by Gensler. ➤

