

INTERIOR DESIGN®

OCTOBER
2008

abstract expression

The background of the cover is a photograph of an interior space, possibly a modern office or lounge. In the foreground, there is a large, curved, metallic object that looks like a sculpture or a piece of furniture, with a warm, golden-brown patina. In the background, there are blurred shapes of what might be chairs or tables. Overlaid on the entire photograph is a complex network of thin, dark lines that intersect at various points, creating a web-like or geometric pattern. These lines are drawn in a way that suggests architectural or structural elements, but they are abstract and non-representational. The overall aesthetic is one of modern, abstract design.

GIANTS^{HOSPITALITY}

RANK 2008	FIRM (HEADQUARTERS WEBSITE)	HOSPITALITY FEES (MILLIONS)	WORK INSTALLED		DESIGN STAFF	RANK 2007
			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 leoadaly.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

GIANTS^{HOSPITALITY}



Clockwise from top left: A rendering shows Adache Group Architects' design for the W Fort Lauderdale Hotel & Residences in Florida. A lounge was included in SFA Design's program for the Sorento tower at the Fontainebleau Miami Beach. Heitz Poroson Sadek's Shangri-La Hotel Xian is in China. Rockwell Group designed Riverhouse in New York.

HOSPITALITY FEES & PERCENTAGE OF WORK BY CATEGORY (ACTUAL, 7/07-6/08)

PROJECT TYPES	% OF TOTAL HOSPITALITY FEE INCOME	HOSPITALITY FEE INCOME
Hotels (in total)	56%	\$327,629,054
Hotels (luxury)	37%	\$220,324,295
Hotels (boutique)	9%	\$52,115,143
Hotels (mid/economy)	9%	\$55,189,617
Resorts	13%	\$78,862,866
Gaming	10%	\$56,280,759
Restaurants	7%	\$40,808,426
Condo-hotels/time-shares	6%	\$35,506,556
Spas	3%	\$17,631,310
Country clubs	2%	\$10,054,939
Bars/lounges/nightclubs	2%	\$10,408,595
Cruise ships	1%	\$4,847,341
Other	1%	\$6,779,422
TOTAL	100%	\$588,809,269



Emirates accounting for almost two-thirds), China, the U.S. South and West, the Caribbean, and India. About 47 percent of this year's employees possess hospitality design expertise, and 45 percent of the firms claim all their employees do.

Median salaries across the board are up slightly over last year—not quite 1 percent for principals and partners, 5.8 percent for project managers, and 4 percent for designers. Strangely enough, the bosses received not only the smallest percentage raise, but also the smallest dollar amount raise: \$1,250 compared with the project managers' \$5,000 and the designers' \$2,500. Is this democracy in action or what? Median fees produced per employee rose 43 percent over the past five years. This year, hourly rates charged by principals and partners increased 8 percent (\$18); rates earned by project managers and designers both



CLO: KIMBLE; FURNITURE: KEN HANSEN PHOTOGRAPHY; SUN: KIMBLE; TABLE: JOSEPH

rose 3 percent (\$5 and \$3, respectively).

More than half the time, the Hospitality Giants and their clients have been equally interested in sustainability, and at least 26.6 percent of their projects were green during fiscal 2007-8. Four Hospitality Giants report that all their projects were green, six report that none were, and eight declined to answer the question. During the past year, 30 Hospitality Giants found client decisions to be most influenced by impressive green products that enhanced projects. What's needed now are the numbers: cost-benefit analyses, green/nongreen cost comparisons, maintenance and up-front costs, case histories, and proof that, given a choice, the public will spend its greenbacks on green venues. In other words, bring on the success stories. —*Judith Davidson*