

INTERIOR DESIGN[®]

MARCH
2026

giants of design



**Shaping space and place,
elevating design and
enhancing experiences
from the inside out.**

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100

giants

holding steady

Welcome to the 49th annual edition of our *Interior Design Giants of Design* coverage, in which we survey the most lucrative firms to find out how much they made, how many projects they worked on, what's trending in various verticals and geographic regions, and how many practitioners they employed (plus what they're billing and being paid). Together, these data points help us gauge industry health and resilience.

So, what did the 2025 results reveal? At the start of last year, we braced ourselves for volatility, particularly around tariff impacts. We were prepared for the sky to fall. But those predictions did not materialize. Not that tariffs didn't impact business, but those impacts were mostly seen on a project-by-project basis rather than manifesting as an industry-wide bloodletting. Turns out there were no left turns—just consistency vis-à-vis the previous few years. In fact, some metrics ticked up a little bit, telling the story of slow, gentle progress. Take fee income, which grew 1 percent, to \$6.38 billion, continuing a run of record-high tallies despite a forecasted dip. That news is even more amazing when you consider the 100 Giants only passed \$5 billion for the first time in 2023. Zoom out further, and the top 200 firms hit \$7 billion in combined fees last year, another first. Looking ahead, the Giants are expecting a slight 2 percent drop for 2026.

Project numbers also showed small but steady growth, climbing to 84,397—a 1.4 percent increase. This means firms are still maintaining the high levels from 2023, when volume surged 22 percent YOY. In fact, project volume is up a wowzers 18 percent since 2019. And here's the real surprise: Giants believe they're poised to do even more work in 2026. They forecast an increase (of 6 percent) for the first time since COVID, ending a pessimistic streak. Another landmark number worth celebrating: 105,231. That's how many projects the 100 and Rising Giants together completed in 2025.

As has been the case for the last few years, the slight majority of projects was renovation versus new construction. Some 86 percent of the work is domestic—same as it's been. The south remains the strongest market, a trend expected to continue, with 93 percent of the 100 Giants anticipating growth in U.S. locations, driven by the Southeast region. Remember what we said earlier about consistency?

Meanwhile, the 100 Giants continue to diversify while they await the full recovery of the two most lucrative segments—hospitality and corporate office, down 15 and 18 percent, respectively, since 2019—plus residential (down 5). All three verticals are struggling to a similar degree as last year. Prepandemic, corporate design fees were 40 percent of the overall pie but now comprise only 24 percent, reflected in a dollar value that has been holding steady at around \$1.5 billion. There was plenty of fee growth in other verticals, though: Cultural/sports center was up 25 percent YOY (and 134 percent since 2019!), data centers up 23 percent, and government up nearly 8 percent—thought that's the only segment of this trio comprising more than 10 percent of overall fees. Stay tuned: We'll dig deeper into individual segments in our July issue, where Giants coverage continues.

On the staffing front, while the total roster of interior design employees is down slightly industry-wide, suggesting further rightsizing after a postpandemic rally, there is a bright spot: Hiring is up at the principal/partner level. And the lower headcount of project managers reported last year is likely an indication of how hard it is to find and hire mid-level designers rather than evidence of any widespread downsizing. Median ID fees earned per employee jumped 12 percent to nearly \$300,000, well surpassing pre-COVID levels. Billing rates also rose slightly for principals/partners and for designers, remaining stable for project manager/directors. Median salaries, meanwhile, increased for principals/partners and dipped slightly for the other levels, likely another post-rally correction.

To recap, while we were expecting more volatility across the board, what emerged instead was resilience. Firms maintained momentum, fees hit record highs, and project pipelines stayed robust even as Giants navigated ongoing sector shifts and staffing adjustments. The industry proved it could weather external pressures without the dramatic swings many anticipated. And while 2026 will likely be no less uncertain, hopefully it's comforting that stability—and adaptability—is the big takeaway.

Right: JE Furniture headquarters in Foshan, China, by M Moser Associates [16].

GIANTS SNAPSHOT

2025 interior design fees

\$6.4B

Number of projects

84,397

2026 forecast

89,322

All research is conducted by ThinkLab, the research division of SANDOW Design Group.



RANKING 100giants

2026 RANK	FIRM headquarters / website	DESIGN FEES (in millions)	FF&C VALUE (in millions)	DESIGN STAFF	2025 RANK
1	GENSLER San Francisco / gensler.com	969.7	-	2,975	1
2	PERKINS&WILL Chicago / perkinswill.com	365.3	12,627.3	912	3
3	JACOBS Dallas / jacobs.com	345.4	8,600.0	1,100	2
4	AECOM Dallas / aecom.com	264.0	13,200.8	480	4
5	HDR Omaha, NE / hdrinc.com	256.4	2,852.0	305	8
6	HKS Dallas / hksinc.com	226.7	-	150	5
7	HOK St. Louis / hok.com	199.8	6,543.0	326	6
8	CORGAN Dallas / corgan.com	190.5	3,435.0	312	7
9	STANTEC Edmonton, Canada / stantec.com	176.7	-	234	9
10	CANNONDESIGN New York / cannondesign.com	160.0	-	-	10
11	IA INTERIOR ARCHITECTS San Francisco / interiorarchitects.com	158.4	3,168.0	424	11
12	HBA INTERNATIONAL Santa Monica, CA / hba.com	137.8	-	1,295	14
13	SMITHGROUP Detroit / smithgroup.com	129.9	-	471	12
14	POPULOUS Kansas City, MO / populous.com	111.3	-	140	32
15	NELSON WORLDWIDE Minneapolis / nelsonworldwide.com	94.7	-	429	15
16	M MOSER ASSOCIATES Hong Kong / mmoser.com	93.6	1,214.0	759	20
17	PERKINS EASTMAN New York / perkinseastman.com	89.2	2,000.0	279	18
18	ARCADIS Amsterdam / arcadis.com	85.8	1,200.0	340	17
19	DLR GROUP Seattle, WA / dlrgroup.com	80.5	9.7	1,250	25
20	JLL Chicago / jll.com	79.6	35.9	233	19
21	WARE MALCOMB Irvine, CA / waremalcomb.com	77.1	1,753.0	394	28
22	HGA Minneapolis / hga.com	76.4	-	116	23
23	ROCKWELL GROUP New York / rockwellgroup.com	72.7	-	280	22
24	NBBJ Seattle / nbbj.com	70.0	-	-	24
25	ZGF Portland, OR / zgf.com	60.2	-	-	21
26	PGAL Houston / pgal.com	60.0	-	108	27
27	FLAD ARCHITECTS Madison, WI / flad.com	54.0	5,394.7	256	26
28	SKIDMORE, OWINGS & MERRILL New York / som.com	53.3	-	99	33
29	STUDIOS ARCHITECTURE Washington / studios.com	51.9	-	169	37
30	VOCON Cleveland / vocon.com	51.1	817.7	204	30
31	TPG ARCHITECTURE New York / tpgarchitecture.com	46.0	-	182	31
32	LS3P Charleston, SC / ls3p.com	45.8	3,737.9	181	29
33	LITTLE DIVERSIFIED ARCHITECTURAL CONSULTING Charlotte, NC / littleonline.com	43.7	4,91.9	324	34
34	SARGENTI ARCHITECTS Paramus, NJ / sargarch.com	42.8	-	109	41
35	HLW New York / hlw.com	42.0	1,180.2	145	40
36	ASDSKY Atlanta / asdsky.com	42.0	-	193	38
37	OTJ ARCHITECTS Washington / otj.com	40.2	-	178	43
38	EWINGCOLE Philadelphia / ewingcole.com	39.9	469.2	114	35
39	HED Royal Oak, MI / hed.co	36.3	427.5	193	49
40	TED MOUDIS ASSOCIATES New York / tedmoudis.com	34.0	720.0	75	44
41	RSP Minneapolis / rsparch.com	33.8	-	72	47
42	LEO A DALY Omaha, NE / leoadaly.com	33.5	-	176	39
43	MARC-MICHAELS INTERIOR DESIGN Winter Park, FL / marc-michaels.com	33.5	14.4	54	45
44	WOODS BAGOT Sydney / woodsbagot.com	33.0	-	688	n/a
45	BASKERVILL Richmond, VA / baskervill.com	31.1	13.4	75	52
46	BUILDERS DESIGN Rockville, MD / buildersdesign.com	30.0	32.0	45	46
47	HMC ARCHITECTS Ontario, CA / hmcarchitects.com	29.2	-	154	42
48	ZEBRA PROJECTS London / zbr.global	28.7	945.0	237	58
49	CREATIVE DESIGN CONSULTANTS Costa Mesa, CA / cdcdesigns.com	28.2	-	45	51
50	TRIO Denver / triodesign.com	27.5	19.6	41	56

continued

"-" did not report data

RANKING 100giants

continuation

2026 RANK	FIRM headquarters / website	DESIGN FEES (in millions)	FF&C VALUE (in millions)	DESIGN STAFF	2025 RANK
51	CO ARCHITECTS Los Angeles / coarchitects.com	26.0	7.3	55	59
52	MANCINI DUFFY New York / manciniduffy.com	25.1	-	50	62
53	NICOLEHOLLIS San Francisco / nicolehollis.com	25.0	23.0	81	57
54	AVROKO New York / avroko.com	24.8	4.2	134	55
55	AMERICAN STRUCTUREPOINT Indianapolis / structurepoint.com	23.8	1,660.0	48	n/a
56	JCJ ARCHITECTURE Hartford, CT / jcj.com	23.5	-	59	53
57	HORD COPLAN MACHT Baltimore, MD / hcm2.com	23.2	267.8	47	65
58	SAA INTERIORS + ARCHITECTURE Culver City, CA / saaia.com	23.0	-	88	70
59	MEYER DAVIS STUDIO New York / meyerdavis.com	22.2	4.3	109	60
60	ELKUS MANFREDI ARCHITECTS Boston / elkus-manfredi.com	22.1	150.0	120	75
61	THE SWITZER GROUP New York / theswitzergroup.com	21.5	845.0	51	69
62	WIMBERLY INTERIORS New York / wimberlyinteriors.com	21.2	-	91	61
63	GRESHAM SMITH Nashville, TN / greshamsmith.com	20.1	-	-	67
64	LAWRENCE GROUP St. Louis / thelawrencegroup.com	19.2	463.0	134	48
65	CBT Boston / cbtarchitects.com	18.0	-	49	66
66	RMW ARCHITECTURE & INTERIORS San Francisco / rmw.com	17.9	698.3	74	81
67	CHIPMAN DESIGN ARCHITECTURE Des Plaines, IL / chipman.design	17.8	350.0	20	63
68	MKDA New York / mkda.com	17.6	754.1	56	72
69	FOGARTY FINGER New York / fogartyfinger.com	17.0	-	114	76
70	JPC ARCHITECTS Bellevue, WA / jpcarchitects.com	16.3	-	45	68
71	SMMA Cambridge, MA / smma.com	16.2	145.0	77	77
72	NK ARCHITECTS Morristown, NJ / nkarchitects.com	16.1	-	62	71
73	COOPER CARRY Atlanta / coopercarry.com	16.0	19.2	88	n/a
74	UNSCRIPTED INTERIOR DESIGN Centennial, CO / unscriptedinteriors.com	14.3	12.0	29	78
75	RYAN YOUNG INTERIORS National City, CA / ryan-young.com	14.2	13.5	44	86
76	DESIGNAGENCY Toronto / thedesignagency.ca	14.2	0.9	100	83
77	WORKSHOP/APD New York / workshopapd.com	14.1	198.0	87	73
78	SJ GROUP Singapore / sjgroup.com	14.0	1,200.0	71	n/a
79	PARTNERS BY DESIGN Chicago / pbdinc.com	14.0	1.0	43	102
80	SPECTORGROUP New York / spectorgroup.com	14.0	293.0	24	92
81	ICRAVE, A JOURNEY STUDIO New York / icrave.com	13.9	585.0	50	74
82	MITHUN Seattle, WA / mithun.com	13.5	-	65	n/a
83	PIERRE-YVES ROCHON, PYR Chicago / pyr-design.com	13.5	-	-	94
84	VIDA DESIGN Portland, OR / vida-design.com	13.4	450.0	56	54
85	KASIAN ARCHITECTURE, INTERIOR DESIGN AND PLANNING Vancouver / kasian.com	13.3	-	124	93
86	ROTTET STUDIO New York / rottetstudio.com	13.2	3.8	54	64
87	HUNTSMAN ARCHITECTURAL GROUP San Francisco / huntsmanag.com	12.6	135.8	46	106
88	CHAMBERS Baltimore, MD / chambersusa.com	12.6	135.0	34	89
89	ENV ARCHITECTS New York / env-team.com	12.6	87.7	67	84
90	BALLINGER Philadelphia / ballinger.com	12.3	-	92	91
91	STEELMAN PARTNERS Las Vegas / steelmanpartners.com	12.3	95.0	11	79
92	RAPT STUDIO San Francisco / raptstudio.com	12.3	808.0	37	98
93	REVEL ARCHITECTURE & DESIGN San Francisco / revelers.com	11.8	85.0	48	116
94	TRICARICO ARCHITECTURE AND DESIGN Wayne, NJ / tricarico.com	11.4	-	21	99
95	THE GETTYS GROUP Chicago / gettys.com	11.4	160.0	33	97
96	TVS Atlanta / tvsdesign.com	11.1	-	-	n/a
97	FXCOLLABORATIVE ARCHITECTS Brooklyn, New York / fxcollaborative.com	11.0	176.0	58	104
98	KENNETH PARK ARCHITECTS New York / kennethpark.com	11.0	50.0	30	96
99	CHAMPALIMAUD DESIGN New York / champalimaud.design	11.0	-	38	80
100	CID DESIGN GROUP Naples, FL / cid-designgroup.com	11.0	1,648.3	44	90

"-" did not report data

TOP TEN giants by sector

office

Gensler	\$335.2
Perkins&Will	\$101.8
M Moser Associates	\$93.6
IA Interior Architects	\$87.3
Corgan	\$50.7
JLL	\$43.8
NELSON Worldwide	\$42.4
STUDIOS Architecture	\$38.0
HGA	\$36.1
Ted Moudis Associates	\$34.0

retail

Gensler	\$68.4
NELSON Worldwide	\$30.3
Arcadis	\$29.5
Ware Malcomb	\$27.4
Sargenti Architects	\$20.0
TPG Architecture	\$16.6
RSP	\$16.1
JLL	\$13.9
Zebra Projects	\$12.6
IA Interior Architects	\$11.9

government

Gensler	\$148.2
AECOM	\$145.2
Jacobs	\$125.4
HOK	\$47.7
Perkins&Will	\$35.6
Stantec	\$24.5
HDR	\$12.8
DLR Group	\$11.7
LEO A DALY	\$8.4
KCCT	\$7.9

healthcare

HKS	\$133.6
HDR	\$128.2
Perkins&Will	\$117.1
CannonDesign	\$105.0
SmithGroup	\$52.7
Stantec	\$50.4
Gensler	\$41.3
NBBJ	\$39.0
HOK	\$28.5
HGA	\$27.0

hospitality

HBA International	\$128.5
Rockwell Group	\$48.0
Gensler	\$47.7
Populous	\$33.3
DLR Group	\$24.2
AvroKO	\$23.2
Wimberly Interiors	\$20.5
JCJ Architecture	\$19.0
Perkins Eastman	\$18.0
Jacobs	\$14.2

residential

Marc-Michaels Interior Design	\$32.0
Builders Design	\$30.0
TRIO	\$27.5
Creative Design Consultants	\$25.3
NICOLEHOLLIS	\$24.0
Gensler	\$17.7
Vida Design	\$12.7
Unscripted Interior Design	\$12.5
Ryan Young Interiors	\$11.4
Workshop/APD	\$10.8

cultural+sports center

Populous	\$78.1
Gensler	\$73.4
AECOM	\$29.0
HKS	\$22.9
Perkins&Will	\$22.3
HOK	\$13.6
Stantec	\$9.6
Jacobs	\$9.5
EwingCole	\$8.4
SmithGroup	\$6.6

transportation

Gensler	\$83.1
Corgan	\$52.7
PGAL	\$37.0
HOK	\$36.5
AECOM	\$27.7
Jacobs	\$20.9
Perkins&Will	\$15.8
HDR	\$12.8
Stantec	\$10.7
Skidmore, Owings & Merrill	\$7.1

education

CannonDesign	\$40.0
Gensler	\$39.8
Perkins&Will	\$31.0
DLR Group	\$30.1
Corgan	\$26.3
SmithGroup	\$25.0
Arcadis	\$24.9
Stantec	\$24.5
Perkins Eastman	\$17.1
Hord Coplan Macht	\$14.1

Ranking is determined by total design-fee earnings across the vertical.

All dollar amounts are in millions.

See the June 2026 issue of Interior Design for the full Hospitality, Healthcare, and Sustainability Giants rankings.

firms with the most design fee growth (in millions)

firm	2024 rank	2024 fees	2025 rank	2025 fees	increase
HDR	8	\$171.5	5	\$256.4	\$85.0
Populous	32	\$49.5	14	\$111.3	\$61.8
Gensler	1	\$937.1	1	\$969.7	\$32.6
AECOM	4	\$231.8	4	\$264.0	\$32.2
Perkins&Will	3	\$335.2	2	\$365.3	\$30.1
Ware Malcomb	28	\$55.0	21	\$77.1	\$22.1
Stantec	9	\$162.4	9	\$176.7	\$14.4
DLR Group	25	\$67.5	19	\$80.5	\$13.1
Studios Architecture	37	\$39.9	29	\$51.9	\$12.0
HOK	6	\$188.6	7	\$199.8	\$11.2

most admired firms

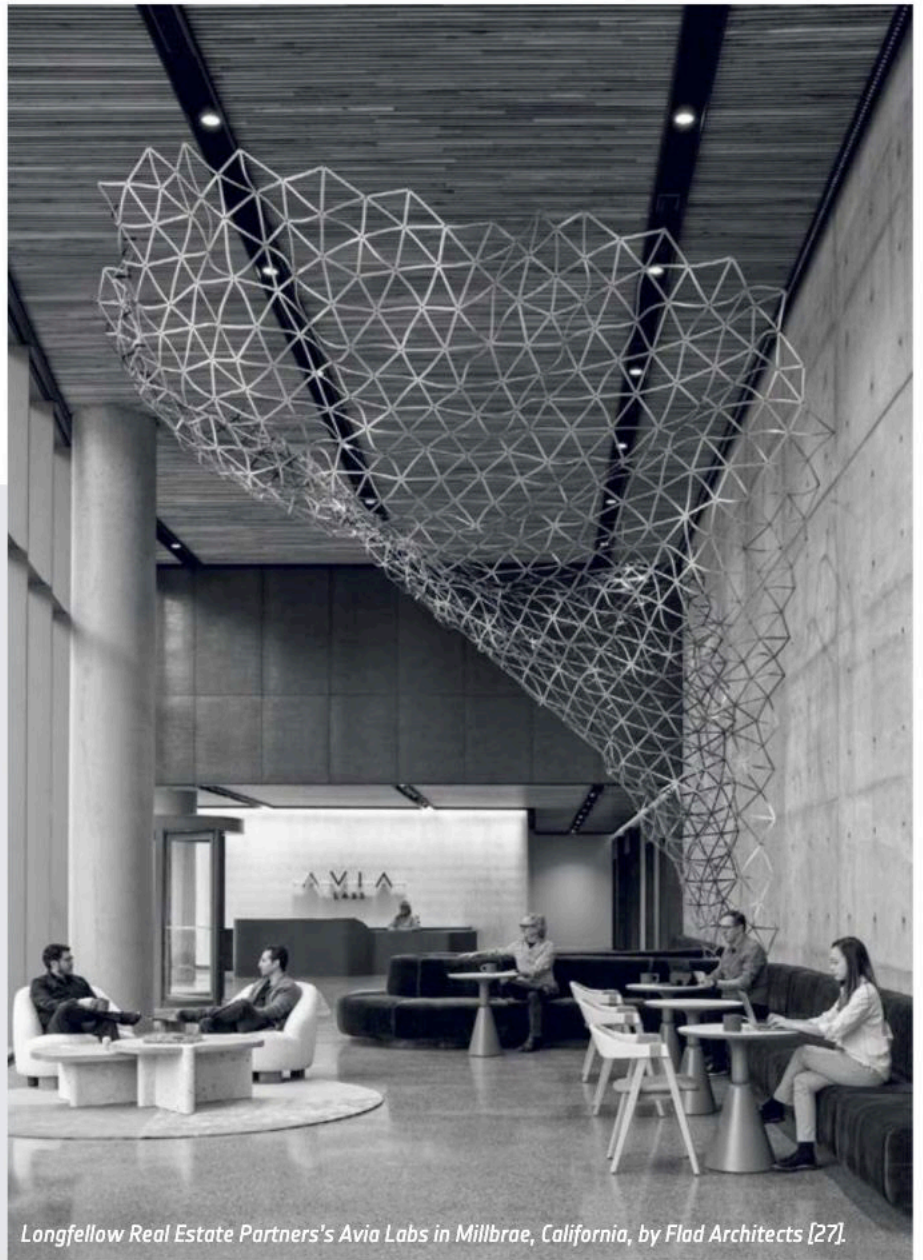
Gensler
Rockwell Group
AvroKO

Studio O+A, Perkins&Will, Rapt Studio,
 Yabu Pushelberg, HOK, Kelly Wearstler

MERGE AHEAD

Consolidation is accelerating, with 100 Giants expanding their reach through a wave of 2025 deals. Among the most notable: Architecture Plus Information and HYL Architecture joined forces with Perkins&Will; Corgan brought on Dyer Brown & Associates; Stantec purchased Page; Ware Malcomb acquired CBRE Design Collective; and CHIL Interior Design and B+H came under SJ Group. These moves signal more than scale. Firms are broadening expertise, strengthening sector footholds, and diversifying services. The influx of new practices on the 100 Giants list further underscores a field in transition. These are all indicators of industry maturity, which tracks with the overall stability we saw in 2025 despite the economic uncertainty. Now, we're waiting to see whether consolidation will spark long-overdue process innovation, particularly in how design services are structured and delivered.

100giants



Longfellow Real Estate Partners's Avia Labs in Millbrae, California, by Flad Architects [27].

senior living as a portion of...

sector design fees (in millions)

Healthcare \$18.3

Residential \$10.9

Hospitality \$8.3

projects

Healthcare 667

Residential 833

Hospitality 348

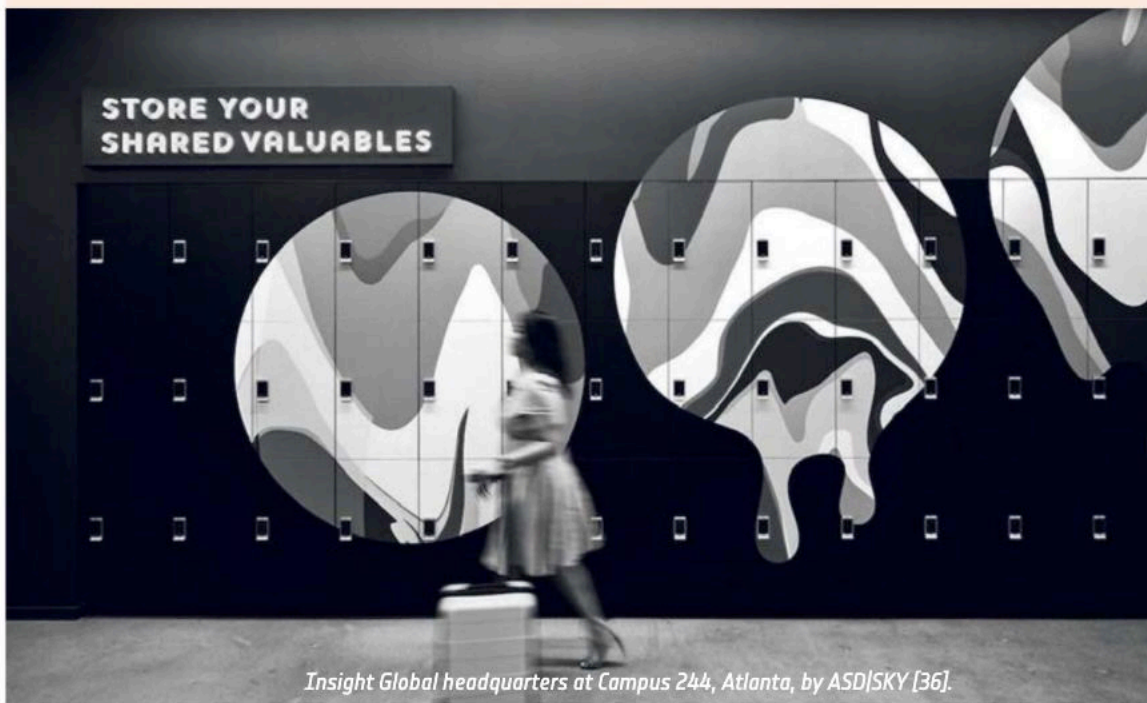
design segments by the numbers

segment	fees (in millions)		projects	
	2025 actual	2026 forecast	2025 actual	2026 forecast
Workplace	\$1,526.4	\$1,595.9	26,469	28,949
Healthcare/wellness	\$945.0	\$880.0	6,927	6,784
Government/civic	\$641.0	\$489.3	3,384	2,697
Hospitality/restaurant	\$602.7	\$624.9	7,945	8,877
Education	\$467.4	\$453.7	5,201	5,187
Cultural/sports center	\$341.5	\$237.7	1,836	1,619
Retail	\$326.7	\$349.2	11,738	13,019
Residential/multifamily	\$324.6	\$345.0	3,815	3,932
Transportation	\$320.1	\$298.5	2,280	2,247
Life science	\$318.0	\$318.0	3,687	3,850
Data centers/mission critical	\$201.4	\$199.6	1,593	1,894
Mixed-use	\$115.8	\$122.0	1,578	1,521
Manufacturing/warehouse	\$64.8	\$54.4	4,540	5,297
Senior living	\$37.5	\$38.3	1,848	1,849
Other	\$148.2	\$132.3	1,556	1,600

100giants

growth segments over time

	YOY change	'25 vs '19
Cultural/sports center	+25%	+134%
Government/civic	+8%	+125%
Retail	+6%	+54%



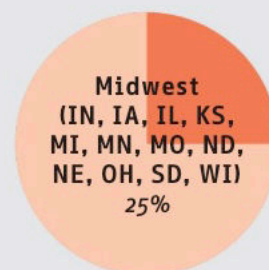
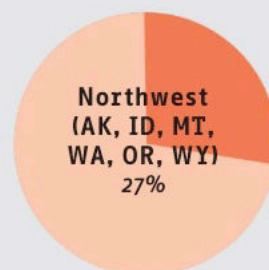
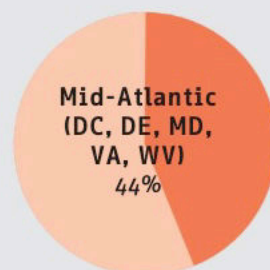
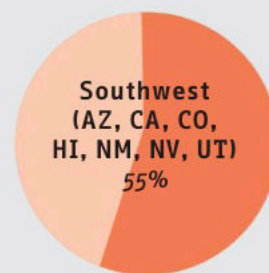
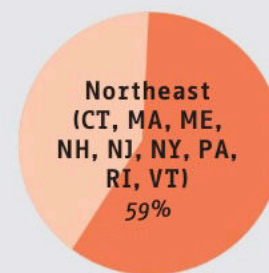
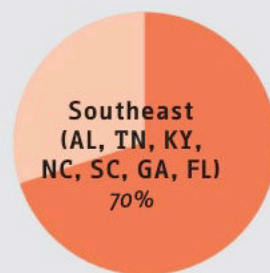
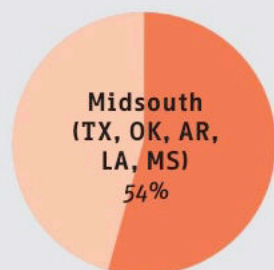
PROJECT VOLUME IS UP

18%

SINCE 2019

93%
 EXPECT TO
 SEE **GROWTH**
 IN U.S.
 LOCATIONS
 NEXT YEAR,
 DRIVEN
 BY THE
SOUTHEAST

percentage
 of firms
 predicting
 regional
 growth



new
construction
vs
renovation
projects:
47/53

100giants

staffing stats

	employee totals	median hourly rate	median salary
Principals/partners	2,621	\$326	\$215,000
Project managers/directors	4,648	\$225	\$136,500
Designers	10,133	\$165	\$89,000
Other interior design staff	2,877		
Non-design staff	81,968		

\$298,306
ID FEES PER EMPLOYEE

TOTAL INTERIOR DESIGN STAFF
20,279



Kevin Brady Library and Community Center in The Woodlands, Texas, by PGAL [26].

domestic vs international projects: 86/14

Gardner Skelton office in Charlotte, North Carolina, by Little Diversified Architectural Consulting [33].



TOP: GEOFFREY LYON BOTTOM: TODD MASON