

FACT SHEET

ABOUT

Charles Sparks + Company is a design, planning, and communications consultancy that applies a multidisciplinary and integrated approach to shaping user experiences.

PROCESS

We design by planning the consumer experience across the dimensional environment to orient, engage, educate, entertain, and ultimately persuade. Our combined experience and multidisciplinary backgrounds cross a wide range of retail projects.

1 Strategy

Programming
Needs Assessment
Ideation & Concept Development
Branding & Re-Branding
Forecasting
Planning Guidelines & Business Plans
Space Allocation Analysis

3 Architecture

Shell & Core
Adaptive Reuse
LEED Services
Engineering Coordination

2 Design

Space Planning
Interior Design
Architecture
Lighting
Resource Design
Sustainable Design

4 Execution

Contract Documents
Bid & Award Administration
Shop Drawing Administration
Contract Administration
Budget & Cost Analysis
Punch List & Project Closeout

Our five step Adaptive Process utilizes proven methodology to connect design talent and innovation with the needs of budget parameters, timing, and execution.

Define

1 Needs Assessment / Strategy Development / Programming

Design

2 Concept Generation / Schematic Design

Develop

3 Design Development

Document

4 Documentation / Consultant Coordination

Deliver

5 Contract Administration

BACKGROUND

Our heritage has evolved from working with a wide range of traditional retailers, expanding to include very unique and highly specialized sectors, such as museums, attractions, workplace and hospitality. Charles' background of award-winning designs for many well-known retailers before he founded the firm became the foundation of experience that launched Charles Sparks + Company in 1989. Since then, the firm has refined its Adaptive Process and continues to offer creative insights, knowledge, experience, and leadership in strategic planning, design, merchandise presentation, and contract administration. Consistently ranked among the top design firms specializing in retail, Charles Sparks + Company applies best-practices principles in a manner that is consumer- centered and dynamic, resulting in venues recognized as among the most successful.

AWARDS

	PROJECT	AWARD	COMPETITION
2015	Macy's 4th Fl Mens Dept / Herald Square	Silver Award	A.R.E. Design Awards
2014	Macy's 4th Fl Mens Dept / Herald Square	Award of Merit	RDI
2013	Neiman Marcus Walnut Creek / CA	Grand Prize	A.R.E. Design Awards
2012	Neiman Marcus Walnut Creek / CA	EuroShop Int'l Store Design	RDI / EHI Design Awards
2011	Macy's Women's Shoes / Oakbrook	First Place	A.R.E. Design Awards
2010	Macy's Women's Shoes / Oakbrook	First Place	Chain Store Age
	Neiman Marcus The Bravern / Bellevue	Grand Prize	A.R.E. Design Awards
	Portfolio Recognition	Most Exciting Design Firm Portfolio Award 2010	DDI The Best of Retail Design and Retail Stores 2010

OTHER FACTS

10 staff members
NCIDQ qualified interior designers
NCARB and LEED qualified architect
IIDA, AIA, RDI, Shop! memberships

LOCATION

Charles Sparks + Company
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CLIENTS

Adler Planetarium	Saint Louis Art Museum
Akron Art Museum	Saks Fifth Avenue
Al Tayer Group	San Diego Zoo
Ambassador Cards	Sara Lee
The Art Institute of Chicago	Seattle's Best Coffee
Baltimore Museum of Art	Shaw's Supermarkets
The Barnes Foundation	Spertus Institute
Best Buy	Sportmart
Binney & Smith	Target Greatland
The Blanton Museum of Art	Ulta
Bloomingdale's	United Audio Centers
Chicago Botanic Garden	Universal Studios
Cleveland Museum of Art	Urban Retail Properties
Colonial Williamsburg Foundation	Virginia Museum of Fine Arts
Contemporary Jewish Museum	Virgin
Custom Companies	Westbrook Corporate Center
de Young Museum	Younkers
Dominick's Finer Foods	
DuPage Children's Museum	
Duty Free Shoppers (DFS Galleria)	
Famous Liquors	
Fannie May Candies	
The Farmers' Museum	
The Field Museum, Chicago	
Georgia O'Keeffe Museum	
The Getty Center Museum	
Hagadone Corporation	
Hagkaup hf.	
Hallmark International	
Harvard Art Museums	
Illinois Holocaust Museum & Education Center	
Isabella Stewart Gardner Museum	
Jefferson National Parks Association	
Jamestown Visitors Center	
Kaehler Travelworks	
Kennedy Space Center Visitors Center	
Kimbell Museum of Art	
LaFayette 148	
Lincoln Park Zoo, Chicago	
Luxottica	
Macy's	
Mark Shale	
Marshall Field's	
May Company	
Miss Jackson's	
MoMA Design Store	
Myriad Botanic Garden	
Nasher Sculpture Center	
Neiman Marcus	
The Nelson-Atkins Museum of Art	
NPR	
Nykaup hf	
Obama Presidential Center	
Omni Superstores	
One Vanderbilt	
Parisian	
Paul Stuart	
Philip Morris	
Ravinia Festival	
Restore	