

## FACT SHEET

---

### ABOUT

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

The focus of our work is retail store design.

### 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 segments.

#### 1 Strategy

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

#### 2 Design

- Space Planning
- Interior Design
- Architecture
- Lighting
- Resource Design
- Sustainable Design

#### 3 Architecture

- Shell & Core
- Adaptive Reuse
- LEED Services
- Engineering Coordination

#### 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 and attractions. 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 stores 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**

30 staff members  
NCIDQ qualified interior designers  
NCARB and LEED qualified architect  
IIDA, AIA, RDI, A.R.E. and ISP memberships

**LOCATION**

Charles Sparks + Company  
4 Westbrook Corporate Center, Suite 600  
Westchester, IL 60154  
www.csparksco.com  
Tel 708.449.4030  
Fax 708.449.4033  
info@csparksco.com

## CLIENTS

Adler Planetarium  
Akron Art Museum  
Al Tayer Group  
Ambassador Cards  
The Art Institute of Chicago  
Baltimore Museum of Art  
The Barnes Foundation  
Best Buy  
Binney & Smith  
The Blanton Museum of Art  
Bloomingdale's  
Chicago Botanic Garden  
Cleveland Museum of Art  
Colonial Williamsburg Foundation  
Contemporary Jewish Museum  
de Young Museum  
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  
Jefferson National Parks Association  
Kaehler Travelworks  
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  
Omni Superstores  
Parisian  
Paul Stuart  
Philip Morris  
Ravinia Festival  
Saint Louis Art Museum  
Saks Fifth Avenue  
San Diego Zoo  
Sara Lee  
Shaw's Supermarkets  
Spertus Institute  
Sportmart  
Target Greatland  
Ulta  
United Audio Centers  
Universal Studios  
Urban Retail Properties  
Virginia Museum of Fine Arts  
Younkers