



CONSULTANTS
PLANNERS
DESIGNERS

Fact Sheet

WHO WE ARE

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.

WHAT WE DO

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

HOW WE WORK

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 2008 / 2007 / 2006

PROJECT	AWARD	COMPETITION
Portfolio Recognition	Most Exciting Design Firm Portfolio Award 2008	DDI The Best of Retail Design and Retail Stores 2008
Best Buy Upper West Side, New York City	First Place	Chain Store Age
Chicago Botanic Garden Shop Glencoe	First Prize	Chain Store Age
Chicago Botanic Garden Shop Glencoe	Innovative Finishes/Uses	ISP/VM+SD
Chicago Botanic Garden Shop Glencoe	Honorable Mention	Design Excellence Awards
Mariposa Restaurant Neiman Marcus Boca Raton	First Place	ISP/VM+SD
Mariposa Restaurant Neiman Marcus Boca Raton	First Place	Design Excellence Awards-ASID IL Chapter
Mariposa Restaurant Neiman Marcus San Antonio	Honorable Mention	Design Excellence Awards-ASID IL Chapter
Neiman Marcus San Antonio	Honorable Mention	Design Excellence Awards-ASID IL Chapter
de Young Museum Store San Francisco	Honorable Mention	Design Excellence Awards-ASID IL Chapter

OTHER FACTS

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

LOCATION

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