



# Capabilities Statement

## Penn District LLC

### CONTACT

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2018

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**Notice:** Document contains confidential information



Penn District LLC is a full service interior architecture and design firm, creating environments, graphics and experiences that function, are aesthetically pleasing and have a positive impact on people’s lives. Penn District has the skills and industry partners to handle every aspect of the design process, from initial concept to construction administration and installation/execution, enabling our clients to have a single point of contact and peace of mind.

## CORE COMPETENCY

Penn District LLC is a full service design firm specializing in the following services:

- Interior Architecture & Design
- Graphic Design & Branding
- Event Planning & Design

### INTERIOR ARCHITECTURE & DESIGN

Penn District offers interior architecture and design for residential, commercial, and government agencies. Typical design projects include a consultation, site survey, mood board, programming, schematic design, design development, construction documents, construction administration, and furniture, furnishings & equipment specifications.

### GRAPHIC DESIGN & BRANDING

Penn District offers graphic design services, which include but are not limited to logo design, business cards, letterheads, brochures, branding, company graphic standards and guidelines, and presentation templates.

### EVENT PLANNING & DESIGN

Penn District offers event planning and design, specializing in corporate events, which includes event concept and decor, venue selection and coordination, menu and beverages, invitation design and management, run of show, as well as on the ground coordination the day of the event.

## NIGP CODES

208-50-00	Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.
918-02-00	Audio and Visual (A/V) Consulting
918-15-00	Architectural Consulting
918-19-00	Buildings, Structures and Components Consulting
918-19-10	BUILDING, STRUCTURES AND COMPONENTS CONSULTING
918-31-00	Construction Consulting
918-41-00	Energy Conservation Consulting
918-41-30	ENERGY CONSERVATION CONSULTING
918-63-00	Housing Consulting
918-63-25	HOUSING CONSULTING
962-07-00	Art Services: Cultural, Design, Visual, etc.)
962-34-00	Event Planning Services
962-48-00	Interior Design/Decorator Services
965-30-49	LAYOUT AND GRAPHIC DESIGN SERVICES

## NAICS CODES

541410	Interior Design Services
541430	Graphic Design Services
541310	Architectural Services
541340	Drafting Services
541490	Other Specialized Design Services

## PRODUCT & SERVICE CODES

C211	Architect and Engineering General: Landscaping, Interior Layout, and Designing
C219	Architect and Engineering General: Other

# **PENN DISTRICT**

## **DIFFERENTIATORS**

The Founder of Penn District, Samantha Pennington, spent her early years in underserved communities where there was not much emphasis on design and how it impacted the people. As an artist and dynamic problem solver, she has an unwavering commitment to create impactful experiences for all people through design. She has 13+ years of experience in architectural interior design (corporate, government, healthcare, and residential), corporate event planning & design, project management, construction administration, and contract furniture sales. She has been involved in architectural projects from initial client meetings to installation, ranging from small lobby renovations to 500,000 square foot new construction projects. She has worked for leading contract furniture manufacturers, coordinating the sell of and specifications for furniture over \$20M/list. She has been the event designer and planner for events ranging from small private dinners to fashion shows with 750+ attendees as well.

Our leadership and experience make Penn District well suited to deliver cutting-edge work that speaks to the level of quality our clients are looking for. Penn District uses a collaborative approach, partnering with clients to solve their design problems, ensuring they reach their goals and we deliver the optimal design.

## **PAST PERFORMANCE**

### **PENN DISTRICT LLC PROJECTS**

- Tandus Centiva Showroom Renovation, 3700 sq ft, Interior design, 2018
- General Motors DTU Program Events, Event planning and design, 2018
- The Guild Apartment Staging, 2018
- Lakeview MD Residence Renovation, 2,200 sq ft, Interior architecture (construction documents) and design, 2017
- General Motors DTU Closing Event Design, Event planning and design 125 attendees, 2017
- Origin Apartment Staging, 2017
- Orren DC Residence, 1800 sq ft, Interior design and decorating, 2017

### **SAMANTHA PENNINGTON, FOUNDER, EXPERIENCE**

#### **KNOLL INC**

- Choice Hotels, Presentation & Proposal Decks, 2017
- Girl Scouts USA , Presentation & Proposal Decks, 2017
- Martha's Table, Presentation & Proposal Decks, 2017
- Corporate Executive Board (CEB), Presentation & Proposal Decks, 2016
- Fannie Mae, Presentation & Proposal Decks, 2016

#### **IIDA MEMBER**

- IIDA Cosmo Couture Fashion Show, Co-Chair Event Planning & Design, 750+ attendees, 2015
- IIDA Cosmo Couture Fashion Show, Event Graphics & Branding, 750+ attendees, 2012-2015

#### **HICKOK COLE ARCHITECTS**

- 200 I Street SE DC Renovation, 350,000 sq ft, Interior Architecture, Design, & Furniture, 2011

#### **RTKL ASSOCIATES**

- DARPA New Construction, 300,000 sq ft, Interior Architecture, Design, & Furniture, 2011
- FDA 71 & 75 New Construction, 475,000 sq ft, Interior Architecture & Design, 2009

#### **DESIGN GROUP**

- Goodwill Columbus Renovation, 96,000 sq ft, Interior Architecture, Design, and Furniture, 2006

## **CREDENTIALS**

### **PENN DISTRICT LLC**

- **CERTIFIED WOSB/EDWOSB**, Small Business Association (SBA), Oct 2017-Current
- **REGISTERED**, S.A.M., DUNS 080600678, CAGE 7V7F1, May 2017-Current
- **CERTIFIED BUSINESS ENTERPRISE (CBE)** DC DSLBD, LSDZR34566032021, 12 Points, March 2018-March 2021

### **SAMANTHA PENNINGTON, OWNER**

- **REGISTERED INTERIOR DESIGNER**, District of Columbia, License #: INT101700, August 2010-Current
- **IIDA PROFESSIONAL MEMBERSHIP**, International Interior Design Association, Member #: 385028, Sept 2010-Current, Associate Membership 2008-2010
- **NCIDQ CERTIFICATE HOLDER**, National Council for Interior Design Qualification, Certification #: 026851 April 2010

**THANK YOU!**



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Sam Pennington, IIDA  
Principal Interior Designer

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