



Capabilities Statement

Penn District LLC

CONTACT

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2019

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 Production

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 PRODUCTION

Penn District offers event production, specializing in corporate events, which includes event management, program development, concept and decor, venue/vendor selection and coordination, 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 production, 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 producer 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

- The Clara Barton Renovation, Interior Architecture, Design, & FFE (corridors, public, & amenity spaces), 2019
- General Motors Chevy DTU Program, Experiential Event Producer, 2018-2019
- NYC Residence, 1500 sq ft, Conceptual Design Package, 2019
- Google/YouTube Black Fanfest, Red Carpet Producer, 2018
- Tandus Centiva Showroom Renovation, 3700 sq ft, Interior Architecture, Design, & FFE, 2018
- The Guild Apartment Staging, 2018
- Lakeview MD Residence Renovation, 2,200 sq ft, Interior Architecture & Design, 2017
- General Motors Chevy DTU Closing Event Design, Event Planning & Design, 125 attendees, 2017
- Origin Apartment Staging, 2017
- DC Residence, 1800 sq ft, Interior Architecture, Design, & FFE, 2017

SAMANTHA PENNINGTON, FOUNDER, EXPERIENCE

KNOLL INC

- Choice Hotels, Presentation & Proposal Decks, 2017
- Girl Scouts USA, 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 2010-2018, Associate Membership 2008-2010
- **NCIDQ CERTIFICATE HOLDER**, National Council for Interior Design Qualification, Certification #: 026851 April 2010

THANK YOU!



Sam Pennington, IIDA
Founder

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