



THE STORY OF

# hoffmann

## ARCHITECTURAL

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PHOTOS BY SEARCY LIVING PHOTOGRAPHY

**PRAYER AND FASTING** were the two primary factors that led Barry Hoffmann to relocate his architectural firm and family of four to Searcy in the spring of 2005. In the two decades since moving the firm from Conway, Hoffmann Architectural has had the pleasure of completing nearly one hundred projects within the city of Searcy.

In the late 1980s, Barry attended the University of Arkansas at Fayetteville to study architecture. After graduation in 1990, he would begin his professional career interning with one of the largest firms in the state based in Fayetteville, Arkansas. Upon completion of his internship, Barry began a very successful residential design and construction company in Fayetteville. Not long after receiving his license in 1994, he became a co-founding partner at Hoffmann Sharp, a new architectural firm in Fayetteville. In the fall of 1997, Barry married the love of his life, Lisa, and moved to Conway.

Barry passed the reins of his firm to his business partner in Fayetteville and took a job as architect for world-renowned interior designer Georg Andersen. While Georg was a resident of Arkansas, most projects were in the northeastern United States. Barry reveled in the opportunity to work on projects in places known for extravagant architecture such as Manhattan and Scarsdale, New York, and Greenwich, Connecticut. The work was exciting, and the family was settled in; however, a fork in the road was fast approaching as Georg announced his retirement from interior design.

Rather than making a rash decision, Barry turned to prayer and fasting once again, trusting that God would open the correct doors for the next chapter of life. Though he had never taken any side projects while working for Georg, by the end of his fast, Barry had been contacted to submit proposals on sixteen different projects. God's answer was clear. In the year 2000, Hoffmann Architectural was officially incorporated. Barry and Lisa soon leased a downtown Conway office.

As always, God's hand was working in the background years before, bringing Lisa into Barry's life. She is a gifted designer with the ability to select colors and finishes which she has done for all their projects since Hoffmann Architectural's inception. So Lisa not only keeps the books for the firm, but she also brings life to every project with the tedious practice of selecting carpets, tiles, paints, finishes, and more. The pair very much consider themselves a design team. The firm was soon bringing in projects from all over Arkansas and even a few in Texas.

During this time, Searcy's Stuart Dalrymple hired Hoffmann Architectural to design a multi-tenant commercial building which housed his real estate office on Beebe Capps Expressway. The lease on Barry's downtown Conway office was coming to an end so decisions needed to be made soon. At one of his meetings with

Stuart, Barry commented on what a nice town Searcy was, to which Stuart replied, "you should think about moving here." The suggestion resonated with Barry. At the same Searcy visit, Lisa was in Midnight Oil having a latte when she picked up a copy of Searcy Living magazine. The magazine exposed a glimpse of the Searcy community, and that additional seed sprouted in both their minds.

Again, Barry entered a period of prayer and fasting, asking God for guidance. It wasn't long until the direction for relocation was decided. Though the Hoffmann family knew little to nothing about Searcy, Arkansas, they each felt God intended for them to relocate. Lisa soon found a historic building in downtown Searcy with antique tin ceilings in mint condition that became and still is home for Hoffmann Architectural.

It was definitely the correct move because Hoffmann Architectural has been covered up with local work ever since. From the initial consultation to the final inspections, the experience of working with Hoffmann Architectural is both local and personal. After the completion of the Janett and Larry Crain Memorial Library in the fall of 2024, Library Director Darla Ino exclaimed, "*He (Barry) is always accessible, and being local, he is often on site soon after a phone call.*"

Hoffmann Architectural has multiple clients who have acquired their services more than once, speaking highly of their clients' enthusiasm for their services. After completing a worship center for Downtown Church of Christ, located on Main Street in Searcy, the church inquired once more for services in designing a children's education building. Once completed, Administrative Minister Phil Hoggard stated, "*Should Downtown Church of Christ expand again in the future, we would absolutely use Hoffmann Architectural.*"

Hoffmann Architectural offers a diverse range of services in addition to space planning and building design. They provide free initial consultation, tiered fee proposals so clients buy only what they need, digital fly-through computer modeling, physical architectural models, and much more. For example, renovation project services include studies conducted to ensure that the design respects the building's historic roots while embracing current trends and focusing on sustainable design for long-lasting results.

Hoffmann Architectural believes building science is the architect's area of expertise; building function is the client's area of expertise; understanding the difference makes a great architect

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and great architecture. The ability to listen to clients will make functional architecture for any type of building. Barry has built a career out of intently listening to his clients and producing projects that are right for them remarking, “To borrow from Farmers, we know a thing or two because we’ve seen a thing or two.” stating, “Experience matters.”

Community matters. Hoffmann Architectural has embraced Searcy as home with its support of local events and organizations, such as multi-year main stage sponsorships at Get Down Downtown, donated services to the Little League baseball concessions, the Humane Society, the Black House, Harding University, White County Children’s Safety Center, White County Women’s Shelter, Searcy Schools, Liberty Christian School, Harding Academy, the Elliott Foundation, and many others. Barry stated, “The involvement comes from a heart for Searcy and the friends and neighbors that make Searcy our town.”

Twenty years after making the move, Searcy truly has become home for the Hoffmann family. Hoffmann Architectural has had the privilege of working with clients on a variety of projects, including designs for churches, shopping centers, banks, city and county buildings, car washes, restaurants, medical clinics, dental clinics, and many, many more. Hoffmann Architectural expressed a very hardy “thank you” for allowing them to be part of such a wonderful community.

When asked about the future and the possibility of expansion, Barry replied, “We would love to expand! It all depends on the projects. Our largest project to date was approximately 92,000 square feet, and that was completed before the addition of my son to our staff about five years ago, so we already have incredible capability. Clay is our chief CAD and modeling engineer, but I would love to need additional staff. It would be a good problem to have. We are excited to see if God has that in store for Hoffmann Architectural and what projects may come our way to allow it to happen.” \*







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20 YEARS IN SEARCY, AND  
COUNTING! THANK YOU!

