

HNEDAK BOBO GROUP

ALTHOUGH RECENTLY RECOGNIZED AS THE LARGEST architectural firm in Memphis, Hnedak Bobo Group (HBG) would more accurately describe itself as a consulting practice specializing in the delivery of strategic solutions for the built environment. Founded in 1979 by Gregory “Greg” O. Hnedak and L. Kirkpatrick “Kirk” Bobo, the firm has grown in size—to more than 90 employees—and in its menu of services. ■ Originally founded to practice architecture as it is traditionally understood, HBG’s founders have twice taken major steps to diversify

the firm. First they established HBG Management in 1989 to provide construction management services. Then in 1995 they expanded HBG Management’s scope to include design/build contracts. By adding this service—a relative innovation in the profession for the Mid-South—HBG can save clients both time and cost by offering them the opportunity to engage a single company to deliver all aspects of a building

HNEDAK BOBO GROUP’S WORK ON THE MAIN STREET PEDESTRIAN/LIGHT RAIL TROLLEY MALL INCLUDED THE RESTORATION OF VINTAGE 1920 TROLLEY CARS (RIGHT).

THE ALLENBERG BUILDING HOUSES THE PROFESSIONAL OFFICES OF HNEDAK BOBO GROUP (BELOW).



JEFFREY JACOBS



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project, from the planning and design through actual construction and occupancy.

HBG is noted for its strong participation in the restoration and transformation of downtown Memphis as a vibrant business, tourist, and residential attraction. In conjunction with the Center City Commission, the company developed a downtown plan depicting trends in housing, public transportation, entertainment, parks, commercial developments, and schools. They also have the ability to capture and interpret the vision of Memphis city leaders.

For example, the Main Street Pedestrian/Light Rail Trolley Mall project included the design for renovation of an existing pedestrian mall, the addition of a 2.3-mile light-rail trolley system, and the restoration of vintage 1920 trolley cars. Upon completion, the

project was recognized locally, regionally, and nationally by winning nine design awards and receiving publicity in national industry and trade magazines.

Another creditable HBG restoration is the Allenberg Building, a former three-story vintage 1871 cotton warehouse. Listed on the National Register of Historic Places, this project showcases the firm’s own downtown professional offices in a multiuse development of office, retail, and residential space. It also has been recognized for design excellence; the Allenberg Building is a six-time award winner at the local and regional levels. The project was also published in both *Architecture* and *Builder* magazines, and was among 25 finalists nationwide in the prestigious Urban Land Institute’s Development Excellence awards program in 1991.



While HBC has been instrumental in the success of a number of urban and/or historical restoration projects in Memphis' center city area, it has also contributed to the city's eastward expansion. From Sedgwick Center to Union Planters National Bank to the Internal Revenue Service Memphis Service Center, HBC has been recognized as setting the standard for a new generation of corporate office buildings rising in East Memphis. Some of HBC's corporate office clients are among the firm's treasures and include International Paper Company, the Promus Companies, Harrah's Entertainment, Union Planters Corporation, Morgan Keegan & Company, and Holiday Inns, Inc.

In addition to HBC's long-term corporate sector clients, the firm also has cultivated successful long-term relationships with such public entities as the Memphis and Shelby County governments; members of the development community such as Belz Enterprises and Boyle Investment Group; and such gaming operators as Harrah's and Circus Circus Enterprises. When asked, HBC employees will say that the company's success and client diversification stems from its willingness to challenge conventional thinking while working to accommodate the specific needs of its clients. HBC's goal is always quality architecture and construction as defined by

each client's expectations. Therefore, the firm's style is a reflection of their willingness to listen to clients and to help them find fresh expression through architecture.

HBC's staff profile is unique in that the firm is comprised of a collection of specialists. In addition to Hnedak and Bobo, there are nine other principals of the firm who are licensed professionals in various disciplines. Collectively, the firm has 23 licensed architects on staff as well as other licensed specialists in interior design, landscape design, engineering, general contracting, cost estimating, building code compliance, materials and methods specifying, and plans examination. Together they have completed projects in 27 states in a number of specialty markets, including corporate office, entertainment, health care, hospitality, justice, mixed-use developments, and urban planning/design.

Translated into more concrete terms for those unfamiliar with the industry, projects in these arenas have produced such impressive local results as the landmark headquarters building for Union Planters National Bank, the restoration and renovation of the Shelby County Courthouse, and the renovation of the once-famous Gayoso Hotel into the Gayoso House apartments in downtown Memphis' emerging Peabody Place development. With professionals who specialize in concentrated market

segments, HBC assures clients that they will be working with a team of people who think and speak their own unique language, thereby leading to a more successful project completion.

Although Hnedak Bobo Group has worked on projects nationally, the firm takes pride in focusing its efforts at a regional, if not local, level. The architects at HBC demonstrate their strong commitment to Memphis not only through the buildings they design and build, but also through their continued work in local civic and professional organizations. Collectively, they serve in leadership roles in both business and industry associations, as well as participate on advisory boards at four local academic institutions. Proud of its heritage, Hnedak Bobo Group works hard to create enduring architecture for Memphis—the community it calls home.

THE FIVE-STORY UNION PLANTERS NATIONAL BANK HEADQUARTERS BUILDING ON POPLAR AVENUE QUICKLY BECAME AN EAST MEMPHIS LANDMARK (LEFT).

HNEDAK BOBO GROUP RE-CREATED NEW ORLEANS' BOURBON STREET FOR HARRAH'S AT ITS TUNICA, MISSISSIPPI, CASINO PROPERTY (BELOW).

