



FOR IMMEDIATE RELEASE
MEDIA RELEASE
Contact:
Susan Morrow, APR
smorrow@morrowpr.com
214-632-2711

HPD Architecture Announces New Chapter for Firm's Leadership

Larry Paschall, AIA to pursue industry advocacy and business consulting ventures; departure from HPD slated for summer

DALLAS, TEXAS – April 19, 2016 – HPD Architecture, LLC, a leading full-service architecture and interior design firm, announces that Larry Paschall, AIA, one of the firm's founding principals, will leave HPD this summer to pursue industry advocacy and business consulting ventures. The announcement marks a new pivotal and exciting direction for the highly-successful architecture firm.

Launched in 2008 by Holly Hall, AIA, CAPS, Laura Davis, AIA, and Paschall, HPD is an entrepreneurial venture that blends distinctive personalities and interests with architectural and interiors expertise. The principals built the business through client-outreach and innovative marketing. Since the firm was founded, the principals' skills and passions have evolved, including Larry's new interest in mentoring other architects on how to be more successful by becoming involved in their communities.

“Working with Holly and Laura has provided me immense knowledge and growth, both personally and professionally,” said Paschall. “While advocating for the profession of architecture, I will use HPD as the role model in assisting other firm owners with growing their practices.”

“I will miss our HPD family and the incredible people I have met at *The Architecture Happy Hour* networking events,” added Paschall. “Without question, Holly and Laura will continue to grow HPD and I look forward to watching the practice further evolve.”

Plans for HPD include expanding their offerings in the area of interior design to enhance the firm’s current personalized custom architecture and interior design services for homeowners and business clients.

About HPD Architecture, LLC

Dallas-based HPD Architecture, LLC is an award-winning architecture and interior design firm. Founded as a woman-owned business in 2008, HPD specializes in residential architecture and interior design. Principals Holly Hall, AIA, CAPS, Laura Davis, AIA, and Larry Paschall, AIA, blend their unique talents, expertise, and experiences to serve their clients.

HPD focuses on new construction, renovations, and additions for private residences. In addition, HPD is seen as a “go-to” resource both within and outside the design community.

The firm founded *The Architecture Happy Hour*, a very successful networking group with over 2,600 members, for the design and construction industry, and produces *The Architecture Happy Hour* podcast, with over 120,000 subscribers. HPD and its principals have been featured in *Success Magazine*; the *Dallas Business Journal*; *Dallas Morning News*; and a front cover profile in *DFW Construction News*. www.hpdarch.com

###