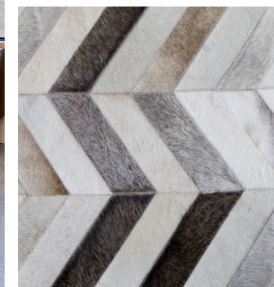
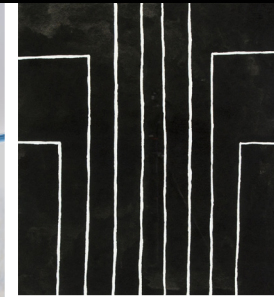


SHOP TALK

RED DOOR HOME+DESIGN

**MARINA BROSCHOFSKY,
OWNER**

Marina Broschofsky first opened Red Door Home + Design in 2003. She offers a mountain modern design style and curated selection of goods to her clients. The retail storefront is a beautiful and unique mixture of home furnishings, accessories, and gifts. In collaboration with the store, Red Door also offers full-service interior design services to their clients.



“THERE IS BEAUTY IN SIMPLICITY. SOMETIMES THE SMALLEST THING WILL SPARK AN IDEA AND IT ALL BEGINS TO TAKE SHAPE FROM THERE. –Marina Broschofsky, Owner, Red Door Home + Design

WHAT SERVICES DO YOU OFFER?

Red Door Home + Design is a combination of a custom curated retail home furnishings storefront and full-service interior design firm.

WHAT GEOGRAPHIC AREA(S) DO YOU SERVE?

We have clients from all over the world

WHEN DID YOU KNOW THAT YOU WANTED TO BE A DESIGNER?

I came from a creative and artistic household and have always been interested in design to some capacity. My start came from retail merchandising and displays and eventually evolved from fashion to interior design.

WHAT INSPIRES YOU?

I find inspiration in many things. There is beauty in simplicity. Sometimes the smallest thing will spark an idea and it all begins to take shape from there.

WHAT PROJECT(S) ARE YOU MOST EXCITED ABOUT RIGHT NOW

We are currently working on a gorgeous family home here in the valley. The family is a pleasure

to work with and it is going to be a fun crew on this project. It is a collaboration between the owners, contractor, architect, and me.

DESCRIBE YOUR PROCESS—HOW DO YOU WORK WITH CLIENTS, CONTRACTORS, AND ARCHITECTS?

Every job is different. Sometimes the homeowner is very hands-on and other times they leave town and return to a completed project. The contractors and architects are sometimes involved in the details of the entire process and other times they want a list of your selections and they work their magic from the list you give them.

WHAT OTHER SPECIALTIES DO YOU HAVE IN-HOUSE?

We are constantly bringing new items in to keep the store interesting, current, and unique. We create a thoughtfully curated space to keep our store different than others in the valley. We offer a personalized service to our clients to help them achieve the look

or find an item that they are looking for.

WHAT PROJECT(S) ARE YOU THE MOST PROUD OF?

We just completed a beautiful family home that we are very proud of. We exceeded the client's expectations and that always feels good!

WHAT MAKES THE DIFFERENCE BETWEEN GOOD DESIGN AND GREAT DESIGN?

Layering is key. You start with a great foundation and build in textures, colors, materials, fabrics, and accessories.

WHAT WORD(S) DO PEOPLE USE TO DESCRIBE YOUR WORK?

Mountain contemporary best describes our design. Curated best describes our storefront.

WHAT DO YOU ENJOY MOST ABOUT HELPING PEOPLE CREATE A HOME OR BUSINESS THAT REFLECTS THEIR LIFESTYLE?

I enjoy the process, the collaboration. Bringing the ideas to completion with an end result of a space that the client will love to spend time in.

HOW DID YOU GET YOUR START?

I made my start in fashion, merchandising, and displays. Organically, the fashion industry led to interior design. I spent several years gaining hands-on business experience while working and traveling for a corporate job, and then got back to my artistic roots at an interior design firm. Eventually, that led to opening my own brick and mortar store and design firm in 2003.

IS THERE AN INTERIOR DESIGNER THAT YOU MOST ADMIRE & WHY?

I like the clean design of Amber Interiors. It is beautiful, functional, real living design. This is how I like to design my spaces...to be practical, used, and loved.

WHAT DO YOU LISTEN TO WHILE YOU WORK?

I listen to Ella Fitzgerald and Daft Punk and anything between those two.

WHAT PLACES IN THE WORLD DO YOU FIND MOST INSPIRATIONAL?

I love the architecture of Europe and the serene

colors and textures of tropical places. Traveling is always inspirational.

WHAT DO YOU ENJOY MOST ABOUT LIVING AND WORKING WHERE YOU DO?

I feel so blessed to live and work in this amazing place we call home. I am a native to the valley and chose to raise my son in the same place I was so fortunate to come from. I love the nature we are surrounded by, the seasons, our sunny days, the culture, events and entertainment, the restaurants, stores, and galleries.

LAST BOOK YOU READ THAT YOU WOULD HIGHLY RECOMMEND?

Pillars of the Earth by Ken Follett. I couldn't put it down!

FAVORITE TRIP YOU'VE EVER TAKEN?

There are so many magical places out there, and many still on my list...Thailand, Italy, and Costa Rica are a few of my favorites.

YOU GET WEAK IN THE KNEES OVER _____?

Hearing my son say, "I love you, Mommy." ■