





MOUNTAIN MODERN LIVES AT RED DOOR HOME + DESIGN

Marina Broschofsky's passion for design is authentic Sun Valley

By Sabina Dana Plasse



WHAT MAKES SUN VALLEY AN EXCEPTIONAL PLACE TO LIVE IS AN AESTHETIC TO EXIST IN A REMOTE AREA without forfeiting or denying one's sense of style and comfort. The intrinsic nature of the Valley's design professionals dedicated to appealing to everyone's home and office form and function is unparalleled. For one professional, Marina Broschofsky, owner and lead designer of Red Door Home + Design, her sophisticated, attractive, creative, and artistic sensibility stems from her love of Ketchum, Idaho, where she was raised and continues to live.

Hailing from a creative family of artists, art dealers, and art lovers, Marina's parents Minette and John Broschofsky are owners of Broschofsky Galleries in Ketchum. Her brother, Rudi Broschofsky, is a celebrated contemporary artist who runs the gallery. Marina was undoubtedly gifted a love for art

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and design, surrounding herself with beautiful things. “My focus before Red Door was in the fashion industry, which crossed over into design,” she explains. “I have always enjoyed the mixing of materials and styles, as well as the tactile aspect of it all.”

In 2003, Marina opened her Red Door Home + Design store to offer a retail showroom and full-service design studio. Today, her Hailey mainstay not only serves the entire Wood River Valley and beyond, but services can also be accessed online. “In the 19 years I have had my store, a great deal has happened. I have moved locations, survived recessions, and, more recently, the pandemic,” says Marina. “I have always wanted to be in Hailey but required a specific space with room enough for loading and unloading trucks, storage, recycling, an office, storefront, and parking. I am so pleased with how everything has transpired, particularly with my current location.”

Marina’s true grit comes from the Sun Valley community because, without her clients, her business would not exist. “It speaks volumes,” she says. “I still work with many of the same clients since my doors opened in 2003. I feel fortunate. Especially with my staff, clients, customers, and the influx of new families coming into the valley over the past couple of years.”

Another positive note to the continuous success of Red Door Design + Home is Marina’s attention to detail within her store and creating a functional website to accommodate clients and shoppers from home. “It is about creating convenience for our customers,” she says. “People can shop virtually through our manufacturers and have a preview of items that exist in the store. Specs, pricing, and availability are all in real-time, online. It is a beneficial tool.”

Most of Red Door’s clients live in or have a second home in Sun Valley. “It’s a real mix, and every project is different,” Marina says. “One of the highlights to my work is that every job is unique. We offer full-service interior design from concept to completion. I like the creativity and the challenges



that every day brings because it is the process that motivates me. There's a great deal involved with maintaining the store, design projects, special orders, keeping inventory in stock, and home staging, to name a few. There's always something to do. We face new challenges within the industry, particularly with manufacturer transportation and production. Because we offer sales off the showroom floor, we maintain the task of keeping up with store inventory, which has additionally become a part of our daily jobs."

Adept at interior design style and industry changes, providing options and problem-solving is second nature for Marina. Her flexibility has allowed her to envision her mountain modern design style much ahead of its current appeal. "I want people to enjoy their spaces but also have them be timeless. Trendy, in my opinion, is wasteful and disposable. I like to design for a long-lasting style. Our goal is to create beautiful spaces that are functional and a reflection of our clients. We work closely with them to understand their needs for each space and how it will be used."

Warm but contemporary designs appeal most to Marina, and as she explains, "Clean, modern lines mixed with natural textures, such as wood, concrete, and metal, create the foundation of the room. Layering in soft fabrics, plush rugs, lighting, and accessories create what we define as the classic, Red Door look."

Manufacturers often change their styles to reflect current trends. Still, Red Door selects items based on Marina and her staff, keeping the design classic. "Right now, I am loving the interesting shapes that are coming out in furniture. These pieces are fun to add to a space and will be unique, as well as enduring," she shares.

Marina's outlook for style considers the seasons and adds an extra layer for warmth and more texture. "In mountain living, we get all the beautiful seasons," says Marina. "In the design process, we need to keep in mind that there are cold, white months, and warm summer months. It is necessary to accommodate this drastic temperature and weather change into our designs, not only for function but also from a visual





perspective. We like to have warmer layers, fabrics, and colors in the winter. We tend to shed some layers on the warmer days and bring in softer colors. I love using white, but half of the year, it's white outside. Embrace white but consider adding color and texture to spaces by bringing beautiful colors through pillows, blankets, accessories, and vintage rugs. I keep an assortment of gorgeous custom pillows, unique artwork, and one-of-a-kind rugs in stock, and we continue to receive new items daily.”

Red Door prides itself on having items in stock and available to leave the showroom with you, from gifts to sofas. It is a unique store because Marina’s eye is fantastic. She and her staff hand-select and curate everything in the store. “Each piece has been chosen by us and placed to look its best,” she says. “It’s a team effort. I bring in pieces I love, trying to keep it distinctive.”

Making it look effortless and inviting is what sets Red Door apart. Its committed staff can think on the fly, problem-solve,

make quick decisions, and offer tremendous service. Understanding how to utilize space and all the scenarios within a home, Marina’s focus is to conceptualize people’s needs to accommodate and create beauty and aesthetics along with practicality.

Interior design is high-end, and a high-quality business and service must match. Marina emulates this as an extension of Sun Valley, which is a very sophisticated enclave with businesses, restaurants, and culture that is constantly evolving and offering more. “Beauty surrounds us,” says Marina. “This valley has always been home for me. I have so many roots here, raising my son, and my family and friends are here. I love to travel but can’t imagine being anywhere else. So, when the plane lands, I am always happy to be home.” ■

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