

# THE ART OF FINE DESIGN

Jennifer Hoey Interior Design creates fresh spaces in Sun Valley and beyond.

For Jennifer Hoey Smith, beautiful spaces begin with a strategic and creative approach. Founder of Jennifer Hoey Interior Design, she sees the process as one that innately relies on an eye for both logistical and aesthetic details.

"We ask our clients specific questions about their style of living, likes and dislikes, and even their heights to determine the placement of lighting fixtures and the size of spaces," Hoey Smith says.

With innovation guiding the decisions, Hoey Smith and her team collaborate to ensure custom projects receive luxe, personalized service—an effort reflected in the singularity of each home's finishes. "We've gone to trade shows in New York and lighting galleries in Italy to find unique pieces," she says, adding that such sourcing encourages original takes on classic designs.

Such was the case with the Lake Minnetonka project. As mountain lovers, the homeowners sought a design reminiscent of a rustic retreat but fitting of a lakeside abode. "We began with stone, reclaimed wood, and steel," says Hoey Smith, a starting point familiar for the Idaho firm yet one the designer and her team consistently reinvent. Balancing textures and shades, they created a home with a moody, woody palette featuring elements such as rope-wrapped pendants and pulls that nod to its nautical neighbors.

"No two projects or clients are the same," Hoey Smith concludes. "We challenge ourselves to always do something new—to create something distinctive for each and every client."



**CLOCKWISE FROM TOP:** Reclaimed wood and stone collide in a living room fit for a mountaintop retreat. With a combination of steel, concrete, and wood, a home exudes modern vibes. Organic materials such as stone and wood encourage a cozy, woody feel.