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Showcasing rare crystals and new book

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Tatiana Dorow opened a crystal and mineral gallery in 2021, but crystals have been a part of her life much longer than that.

For as long as she can remember, Dorow said her mother had a passion for collecting crystals. Some people believe that crystals have healing properties and can do everything from reduce stress to increase energy, and Dorow said her mother also utilized them for such purposes.

"At that time, I didn't fully comprehend the intricacies of her work, and truth be told, felt somewhat self-conscious about it, fearing others might be judgmental," Dorow said. "However, what I couldn't deny was the allure of those crystals. They were not only exquisite, but also unique and rare, captivating everyone around them."

Through the years, her fascination grew, and she eventually turned her passion into a business with the gallery, Dorow Collection. Located on the east side of Kauai, Dorow Collection is available by appointment only and features more than 1,000 rare minerals, including pieces from Dorow's private collection and those available for sale.

In September, Dorow published a photography book, "Arquivistas," which showcases select crystals from the gallery. Dorow said the title of the book is Portuguese for "archivist," a word that she feels "perfectly reflects the essence of what these pages have captured."

"The way one might observe and interact with crystals in person is at the forefront of the book's design aesthetic," she added.



Tell me about how you've grown your business. How have you gone about finding your customer base?

The foundations of the Dorow Collection unfolded organically at first. Once I began displaying these treasures and



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sharing them with friends, word of their quality quickly spread. Instead of investing in more formal advertising strategies, I intentionally focused on cultivating the client experience – fueling the expansion and success of the Dorow Collection through the power of referrals and the genuine enthusiasm of our clientele. Operating an appointment-only gallery hasn't limited business – rather, it has offered a cachet and an intimacy that is important for

properly observing crystals and negotiating more significant pieces. However, I've already seen how the act of authoring a book has significantly broadened the Dorow Collection's reach, and it is rewarding to be able to share the wonder of these crystals with more people while still maintaining that intimacy. Leveraging the growing interest in crystals from thought leaders and celebrities across business, entertainment, politics and sports has further contributed to the Dorow Collection's reputation.

What is your day-to-day like as a gallery owner? Managing the gallery demands a significant amount of time and a dynamic daily routine. I oversee every aspect of the operation: procuring and meticulously

cataloging new pieces, fielding calls and meetings with clients, dealers and collectors, and keeping acquisitions in pristine condition. I personally co-create custom copper bases for the specimens with [Kauai artist] Norbert Roessler, and frequently reorganize displays to maintain the gallery's visual allure. I also closely collaborate with the creative team at Art & Anthropology Press on the new book. Some days are dedicated to conducting tours for our gallery visitors, while others are focused on the behind-the-scenes management of the business. It is safe to say that no two days are alike, and it keeps things intriguing.

What are you hoping that your book offers to readers? I prefer to refer to those who engage with my book as "journeymen" rather than readers. "Arquivistas" is meant to be an immersive experience with limited text – an invitation to encounter these crystals in a way that's akin to being in their presence. ... I hope that journeymen who explore this book form a profound connection to these wonders of nature.

What is your favorite part about what you do? One of the rewarding aspects of my work is getting to observe gallery visitors when they discover their own passion for crystals, witnessing that awe and fascination in their eyes. These experiences and other interactions with guests enable me to forge deep connections with uniquely fascinating individuals who share a common interest. Still, what enchants me most is the magic of having pieces that I've personally curated find beautiful new homes in residences and businesses, and taking in my clients' reactions when they first see the finished installations. It's a process that visually and sensorially transforms already exquisite spaces into something even more astounding, creating an ambiance and energy that resonates with everyone who enters the room.



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