

Local Business Fridays

Daniel and Korri Freeman

How did you come up with the name 'Kaleidocclasm'?

“Way back in 2012, before we had a store, I had a friend who was in marketing and art - he helped me come up with the name. I was currently selling art out of my house and I had plans of opening up my own gallery. I really liked the name ‘Kaleidocclasm’ because it is edgy and unique. I didn’t want anything simple, it had to be something that people would remember, even if they couldn’t remember how to say it. The name fits perfectly with my style of art; lots of colors clashing into each other in chaos, representing both sides of the spectrum from black to white.”

How long have you been in open?

“We opened our first store Downtown in 2014, even though I have been selling art since the early 2000s.”

What does your gallery sell?

“I exclusively sell my own art. Recently, I opened up the gallery to feature another artist for the first time ever. It was actually a student from one of my classes.”

How did you learn your craft?

“I always loved to draw, and my grandmother pushed me to practice when I was really little. She had me and my older cousin on a drawing schedule every time we went over to her house - play, draw, then dinner time. That’s where it all started. From there, I fell in love with it and entered every school art competition until ending up at Memphis College of Art.”

What made you decide to start your own gallery?

“It was kind of an accident. I decided to show my work at an Art Walk because a friend had an open space in the upstairs area above Pasta Grill. I worked non-stop for 4 days to produce mass amounts of work to sell. I had art that ranged from \$5-\$25 and we ended up selling a total of \$4,500 in one night. While we were in the space that night, someone heard we were thinking about getting a permanent studio and offered us a space, which we ended up taking and making it into a gallery, studio, and a space where my wife could teach art classes for kids.”

Do you have any past experience in having your own business?

“No, we learned as we went. At our first two locations we worked under someone else. It helped us learn what not to do once we went out on our own.”

Was it hard to get started?

“It was really hard. Gaining momentum was one of the hardest parts. People need to know that you exist. We have been at several different locations before this one and letting people know that you have moved to a different space is so hard. We still have people looking for us at our old location that we haven't been in for a while. It just takes a long time.”

What is your favorite thing about owning your own business?

“I really like being in charge of my own business & my ideas. We have our own schedule and can travel and get stuff done without having to report it to anyone. Recently we have been so busy and it has been nice to have those flexible hours.”

Where do you see yourself and your business in 5 years?

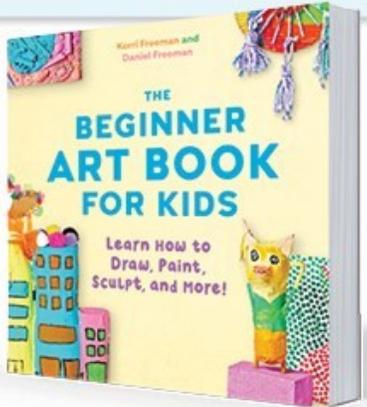
“If business continues at the pace that it is, we would love to expand to another building. We would like to open a large enough gallery that can feature other artists every month or so and have enough room for studio spaces and classes. It is all a work in progress.”

What is KaleidoKids Art Studio?

“So my wife, Korri, is the teacher for KaleidoKids Art Studio. We offer classes for kids, art camps, and birthday parties. We also just released our first book, *The Beginner Art Book for Kids*. It’s sold on Amazon, Barnes & Noble, Dog Ear Books, Books a Million, and of course in our gallery. It’s a great book for kids who love to create all different types of crafts and is perfect for a rainy day. It’s crazy how we ended up writing a book. We were contacted by a publishing company in New York about writing an art book for kids and at first, it sounded like a scam email until we started writing back and forth and realized it was the real deal. From that first conversation, it was a very short process. In two months we created 45 projects, wrote the entire thing, edited, took pictures, and finished the book. It was released on October 29th and was honestly the most stressful & busy period in our lives.”

Anything you want people to know about Kaleidoclasm?

“A lot of really cool opportunities are coming up and I’m getting to work more with the city of Russellville on some special projects. I can’t give too much detail yet, but be on the lookout for some new artwork popping up around town soon!”



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Korri Freeman and Daniel Freeman

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