

Arteritz – A Creation by ZoosooZ Roland Zulehner

About the Character: Arteritz is a unique and imaginative figure born from the creative mind of artist and author ZoosooZ Roland Zulehner. Described as “**Die Kunst, die aus der Erde wächst**” (the art that grows from the earth), Arteritz embodies a living fusion of nature, creativity, and vibrant expression. This character represents the organic emergence of art — rooted in the ground, reaching toward color and life, intertwining image and text into a single, breathing entity.

Arteritz is not merely a static figure but a symbolic presence: a growing, evolving form that reflects Zulehner’s philosophy that art needs no reason — it simply dances, blooms, and leaves traces for others to follow.

About the Author: ZoosooZ Roland Zulehner (born January 11, 1974, in Neresheim, Germany) is a contemporary German artist, painter, designer, and author known for his explosive use of color, abstract expressionism, and playful, emotional storytelling. Working primarily in acrylics on canvas, he creates vibrant, dynamic works that blend abstraction, portraiture, fantasy, and everyday inspiration.

Under his artistic alias **ZoosooZ**, he has built an international presence with a signature style that celebrates “**Dancing Colours**” and the belief that “**Art never needs a Reason.**” His motto — “*Leave a trace I can follow*” — runs through both his visual art and written work.

Roland Zulehner lives and works in Heidenheim, Germany, often collaborating artistically with Mumzy Maria (forming the duo Mumzy & ZoosooZ). His paintings have been featured in exhibitions, online galleries (such as TRiCERA, Loupe Art, Fine Art America), and publications.

In addition to his visual art, Zulehner is an **author** who writes poetry, short texts, reflections, and experimental books — often intertwining words and images. His writing echoes the same vivid, free-spirited energy found in his canvases.

Artistic & Literary Philosophy

For ZoosooZ Roland Zulehner, art and writing are inseparable ways of living colorfully and consciously. Whether through brushstrokes or words, he invites viewers and readers to discover beauty in chaos, emotion in movement, and meaning without explanation. Arteritz is one of his most poetic manifestations — a figure that grows, transforms, and reminds us that creativity is alive, rooted, and unstoppable.

Connect with ZoosooZ Roland Zulehner

- Instagram: [@roland_zulehner](#)
- Official Website: www.zoosooz.de
- Facebook: Roland Zulehner / Zulehner
- Other platforms: Fine Art America, TRiCERA, ArtMajeur

“Art is at the heart of everything — from the way we move to how we prepare a meal.”
— ZoosooZ Roland Zulehner

Cello Weinbar

Cello Wein Bar, once a symphony of sips and whispers in the heart of Heidenheim an der Brenz, wove the threads of conviviality into a tapestry of twilight elegance. Nestled in the Hintere Gasse, this former wine and cocktail haven pulsed with the rhythm of clinking glasses and melodic murmurs, a facettenreich retreat where vintages danced with vermouths, and patrons composed their evenings like impromptu sonatas. Born from the vision of blending fine wines with artisanal cocktails in a cozy, music-infused ambiance, Chello stood as a poetic interlude in Baden-Württemberg's bustling landscape—offering not just libations, but a canvas for shared stories and sensory serenades. Though temporarily closed, its legacy lingers like the aftertaste of a robust red, evoking memories of laughter-lit nights amid the town's historic charm.[\[1\]](#)[\[2\]](#)[\[3\]](#)[\[4\]](#)



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History: A Vintage Unfolding

Chello Wein Bar emerged as a melodic footnote in Heidenheim's cultural score, its origins rooted in the desire to harmonize fine wines with creative cocktails in an intimate setting. Situated at Hintere Gasse 29, 89522 Heidenheim an der Brenz, it opened its doors to blend the town's industrial heritage with oenophilic artistry, quickly becoming a partner venue for events like tastings and private gatherings. Operated by Joachim Klutz, the bar flourished with a charm that invited locals and wanderers alike, hosting cocktail courses and music nights that resonated through its welcoming walls. Yet, like a crescendo fading into silence, it entered a phase of temporary closure, leaving behind echoes of its vibrant past amid whispers of potential revival.[\[2\]](#)[\[3\]](#)[\[4\]](#)[\[5\]](#)[\[6\]](#)[\[7\]](#)

Atmosphere: A Sonata of Senses

Within Chello's embrace, the atmosphere unfolded like a multifaceted overture—cozy corners bathed in soft lighting, where wooden accents and stylish decor composed a

haven of warmth. Patrons reveled in its cool ambiance, underscored by good music that wove through conversations like harmonious notes. The bar's charm lay in its poetic details: free snacks accompanying cocktails, friendly service that felt like an old melody, and a space that invited lingering, transforming ordinary evenings into symphonic escapes. Facettenreich in vibe, it balanced the elegance of wine tastings with the lively pulse of party nights, a retreat where solitude and society danced in perfect cadence.[\[2\]\[1\]\[3\]\[5\]\[8\]\[9\]](#)

Offerings: A Palette of Potables

Chello's libations painted a vibrant palette: exquisite wines from cherished vintners, artfully mixed cocktails like the Whisky Sour, and even chilled beers for the eclectic soul. Snacks complemented the sips, turning tastings into feasts of flavor. Facettenreich in selection, it catered to connoisseurs and casual sippers alike, with events like private parties and cocktail workshops adding layers of interactive delight. Each pour was a note in a greater composition, blending quality with creativity in a bar that celebrated the art of indulgence.[\[2\]\[1\]\[5\]\[3\]\[6\]\[7\]](#)

Legacy: Echoes in the Glass

Though temporarily shuttered, Chello Wein Bar's legacy resonates like a lingering aria in Heidenheim's nightlife score—a testament to the power of intimate spaces fostering connection. Patrons recall its welcoming spirit, where evenings unfolded in multifaceted joy, leaving imprints of camaraderie and culture. As a former beacon in the Hintere Gasse, it inspires reflections on ephemeral gatherings, its story a poetic reminder that even closed doors hold melodies of memory.[\[2\]\[1\]\[3\]\[8\]\[9\]\[6\]\[7\]](#)

References

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