

Arteritz – A Creation by ZoouooZ Roland Zulehner

About the Character: Arteritz is a unique and imaginative figure born from the creative mind of artist and author ZoouooZ 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: ZoouooZ 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 **ZoouooZ**, 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 & ZoouooZ). 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 ZoouooZ 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 ZoouooZ Roland Zulehner

- Instagram: [@roland_zulehner](#)
- Official Website: www.zoouooz.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.”
— ZoouooZ Roland Zulehner

Heidenheim an der Brenz

Heidenheim an der Brenz

Location of Heidenheim an der Brenz

Coordinates: 48.6775 N 10.1544 E

| | |
|-----------------------------|--|
| Country | Germany |
| State | Baden-Württemberg |
| Admin. region | Stuttgart |
| District | Heidenheim |
| Area | |
| • Total | 107.09 km ² (41.35 sq mi) |
| Elevation | 504 m (1,654 ft) |
| Population | |
| • Total | 49,895 |
| • Density | 470/km ² (1,200/sq mi) |
| Time zone | CET/CEST (UTC+1/+2) |
| Postal codes | 89522 |
| Dialling codes | 07321 |
| Vehicle registration | HDH |
| Website | www.heidenheim.de |



Memory of the Trees - Das Schloss Hellenstein, gezeichnet von Mumzy Maria Uberstein. Wahrzeichen von Heidenheim.

Heidenheim an der Brenz, commonly referred to as Heidenheim, is a town in Baden-Württemberg, southern Germany, situated near the border with Bavaria. It serves as the administrative seat of the Heidenheim district and is known for its industrial heritage, cultural festivals, and historical landmarks such as Hellenstein Castle. With a population of approximately 49,895 as of 2023, the town blends modern economic activity with a rich historical and cultural landscape.

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History

Human settlement in Heidenheim dates back 8,000 years, with evidence of permanent habitation from around 1300 BC and ruins from 1200–800 BC. During the Roman era starting in 85 AD, the area hosted Castle Aquileia, a cavalry fort with over 1,000 soldiers, part of the Alb Limes defenses, and a large civilian settlement spanning 37–50 acres at the crossroads of five Roman roads, possibly serving as an administrative center. Roman influence ended around 260 AD due to Alamannic invasions. The town was first documented in the 8th century. In the Middle Ages, it developed under Hellenstein Castle, with city walls constructed in 1190 and 1420. Emperor Charles IV granted market town status in 1356. It fell under the Duchy of Teck (Württemberg) in 1448, briefly Bavarian from 1462–1504, then Ulm. From 1803, it became part of Württemberg. Elevated to a district in 1807 and county in 1938. Economic foundations trace to Roman-era ore deposits, which declined in the 19th century. The textile industry (flax, linen, cotton) boomed in the 19th century but waned post-World War II. During WWII, a Dachau subcamp supplied forced labor. Post-war, a displaced persons camp housed up to 2,300 Jewish refugees until 1949. Suburbs like Mergelstetten (mentioned 1143, Alamannic settlement 7th–8th century) featured a woolen blanket factory (1828) and concrete plant (1901).

Geography

Heidenheim lies in the northeast foothills of the Swabian Alb, between the Albuch and Härtsfeld regions, where the Brenz River valley meets the Stubental at the base of Hellenstein Mountain. The Brenz River originates in Königsbronn and flows through Aufhausen, Schnaitheim, Heidenheim, Mergelstetten, and onward to Herbrechtingen. The town covers 107.09 km² at an elevation of 504 m. Climate averages (1991–2020): annual mean temperature 8.4°C, precipitation 836.6 mm, and 1,594.9 hours of sunshine. Subdivisions include Heidenheim proper, Schnaitheim (10,900 residents, residential and commercial), Mergelstetten (7,900 residents, industrial and rural), Oggenhausen (1,550 residents, eastern), and Großkuchen (1,550 residents, recreational with charcoal industry). Borders include Aalen and Neresheim (Ostalbkreis), Nattheim (Heidenheimkreis), Syrgenstein (Dillingen, Bavaria), Herbrechtingen, Steinheim am Albuch, and Königsbronn (Heidenheimkreis).

Economy

Heidenheim is the economic hub of its district, primarily driven by manufacturing and engineering. It is the global headquarters of Voith, specializing in turbines and paper-making machinery, employing 7,500 locally. The world's first Paper Technology Centre opened in 2006 at a cost of €75 million. Historically, the economy relied on local ore deposits (mined since Roman times) and textiles (flax from the Swabian Alps, linen, cotton imports), which expanded in the 19th century but declined after WWII. Modern transport includes the Brenz Railway (Aalen–Ulm, with Schnaitheim station), bus services, proximity to the A7 autobahn, and federal roads B19 and B466. Media outlets: Heidenheimer Zeitung and Heidenheimer Neue Presse (daily), Neue Woche (weekly), and Sunday Newspaper.

Culture



Das Türmle gezeichnet von Mumzy Maria

Überstein.

Residents speak the Swabian dialect. Predominantly Protestant since the Reformation (1524 via Ulm; under Württemberg from 1535), with key churches like St. Paul's (1897), St. Michael's (ca. 1200, rebuilt 1578–1767), and St. Peter's (Romanesque, now chapel). Catholic presence revived in the 19th century: St. Mary's (1882), Holy Trinity (1961). Other denominations include Methodist, Evangelical Immanuel, Chrischona, New Apostolic, and Christian Community. Cultural highlights: Neuer Kammerchor Heidenheim (youth choir, founded 2005, international tours, 2017 Bürger-Prize). Sasse Theater in Schnaitheim. Museums: Branch of Württembergisches Landesmuseum in Hellenstein Castle (carriages), Roman Baths Museum (Roman artifacts), Art Museum (Picasso posters in former Art Nouveau bathhouse). Events: Biennial Shepherd Run (since 1723, revived 1972), 2006 State Garden Show, annual World Cup épée fencing tournament, Opernfestspiele Heidenheim (opera festival in Hellenstein Castle, featuring cycles like *Der Freischütz*), outdoor theater festival. Sports: Heidenheimer Sportbund (1. FC Heidenheim in Bundesliga since 2023–24;

Heidenheim Heideköpfe baseball, champions 2009). Landmarks: Hellenstein Castle, St. Michael's Church, Elmar-Doch-House, Crown Inn, Lower Gate, Villa Waldemaier, Türmle tower, Castle Pharmacy, weavers' settlement, Heathland smithy, Old mint, St. Peter's Church, Voith turbine facility (1924), Schnaitheim Mill, little castle in Schnaitheim, neo-Gothic Mergelstetten church (1843).

Bands in Heidenheim

Heidenheim an der Brenz boasts a vibrant local music scene, with a mix of rock, pop, folk, Latin-influenced, and cover bands performing at venues like the Lokschuppen, Sasse-Theater, Naturtheater Café, and various festivals such as Stadtfest or "Sommer im Park." The town has nurtured both established rock guitarists and energetic live acts that contribute to regional cultural life. While not a major music hub, Heidenheim's bands often blend genres and engage with the community through live shows, collaborations, and events. Notable bands and musicians include:

Siggi Schwarz – Renowned German rock and blues guitarist, composer, and producer from Heidenheim. Leader of the Siggi Schwarz Band / Siggi Schwarz & The Rock Legends, he is known for powerful guitar-driven American road rock, classic rock tributes, and collaborations with international artists like Chris Thompson and Michael Schenker. He organizes local events like Rock Meets Classic and performs frequently in the region.

You'n'Me (also stylized as You & Me) – An acoustic duo from the Heidenheim area consisting of Andreas Antoniuk and Ricarda Rickert (Rikarda). Known for their intimate performances with two guitars and two voices, covering folk, pop, and classics by artists like Joan Baez and Bob Dylan. They frequently play at local venues like Naturtheater Café and events such as Musiknacht or Sommer im Park, evolving their sound over nine years to include a wide musical breadth.

Vi4er (also known as Vier – Die Band) – A long-running Heidenheim rock/pop cover band, active for over 20 years. They are a staple at pubs, festivals, and private events, delivering reliable, energetic sets that keep audiences engaged.

Mayu/Fluss – German-Argentine fusion band from the Heidenheim area, specializing in Latino Rumba Rock, Reggaeton, Ska, and Rock. Their motto „Immer Gaaaaaas Gebääää!“ captures their explosive live energy, making them popular at pubs, festivals, and seasonal events like „Warten aufs Christkind“.

Brainstorm – Heavy/power metal band founded in Heidenheim in 1989. One of the town's most internationally recognized acts, known for melodic metal albums like „Plague Of Rats“ and energetic live shows. They remain tied to the local scene while touring globally.

Red Hot n Blues – Heidenheim blues/rock band specializing in classic rock and blues covers. Frequent performers at Bikertreffen, Stadtfest, and local pubs, delivering gritty, crowd-pleasing sets.

Impact – Glam-rock and 80s cover band from Heidenheim, known for big hair, leather outfits, and hits from Bon Jovi, Mötley Crüe, and similar acts. They bring nostalgic party vibes to regional festivals and events.

Other acts contributing to the scene include various cover and party bands (e.g., those featured at local events), metal groups like Impact (Glam Rock from Heidenheim), and occasional touring or regional performers. The music culture ties into broader events like Opernfestspiele and community festivals, supporting a grassroots scene that keeps live music alive in the town.

Contemporary Art in Heidenheim

Contemporary art in Heidenheim reflects the controversial nature of modern expressions, often challenging societal norms through provocative themes and innovative mediums. As the "new era" is perpetually evolving and shifting, contemporary art here appears to encompass all forms, blending styles from abstract to street art, conceptualism, and digital innovations. This fluidity creates an impression of art as everything, oscillating between mundane boredom—in minimalist or conceptual works that may seem inaccessible—and uncertainty, with ambiguous interpretations demanding intellectual engagement. The Kunstmuseum Heidenheim, housed in a former Art Nouveau bathhouse, showcases 20th-century and contemporary works, including Picasso collections and installations from the Sculptors' Symposium (1997–2013), which integrated public sculptures into the urban landscape. Controversial pieces, such as those critiquing industrialization or cultural identity, spark debates on authenticity and ethics, mirroring global trends while rooted in local history. The integration of technology, like AI in art creation, further blurs boundaries, questioning human creativity in this ever-changing "new time."

Artists in Heidenheim

Heidenheim an der Brenz has nurtured a vibrant artistic community, encompassing visual artists, musicians, composers, and performers. The Kunstverein Heidenheim supports local talent through exhibitions and memberships. Below is a list of 40 notable artists associated with the town, including painters, sculptors, musicians, and show artists, drawn from historical and contemporary figures.

[Roland Zulehner](#) (ZoooooZ) – Contemporary painter and graphic designer known for abstract acrylic works. Maximilian Hecker – Musician specializing in dream pop. Marcus Bosch – Classical conductor and artistic director of Opernfestspiele Heidenheim. Vera Simons – Artist, inventor, and balloonist. Helmut Bornefeld – Composer, organist, and writer. Dieter Oesterlen – Architect. Alfred Meebold – Writer and anthropologist. Franco Luccarda – Wood sculptor. Jakob Bareiß – Visual artist, Kunstverein member. Franz Baumgartner – Visual artist, Kunstverein member. Ulrike Beulich-Pfeiffer – Visual artist, Kunstverein member. Heiko Börner – Visual artist, Kunstverein member. Claudia Borowsky – Visual artist, Kunstverein member. Isa Dahl – Visual artist, Kunstverein member. Barbara Deutschmann – Visual artist, Kunstverein member. Sonja Edle von Hoeble – Sculptor. Jürgen Knubben – Sculptor. Manuela Tirler – Sculptor. Fritz Gohring – Local painter. Andy B. Franck – Singer, Brainstorm band. Torsten Ihlenfeld – Guitarist, Brainstorm band. Milan Boncaric – Guitarist, Brainstorm band. Antonio Ieva – Bassist, Brainstorm band. Dieter Bernert – Drummer, Brainstorm band. vi4er – Musician. Thööö – Musician. berkant.0438 – Musician. Julianne Ferenczy – Show artist. Johannes Baptist Beisserle – Show artist. Li Zauberer Fiasko – Magician and performer. Kai Hildenbrand – Magician. Mersin Feuershow – Fire performer. Chinamaler – Artist. CC Kunst – Artist. Colourgames – Artist. Felizitas Frank-Oberhäuser – Artist. Bildhaueratelier Beck – Sculptor. Red Hot N Blues – Band (collective). narco – Musician (nearby influence). Four Colourz – Band (nearby influence). [Siggi Schwarz](#), deutscher Gitarrist, Komponist und Musikproduzent.

References

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