

Arteritz – A Creation by ZoooooZ Roland Zulehner

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

- Instagram: [@roland_zulehner](https://www.instagram.com/roland_zulehner)
- Official Website: www.zoooooz.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.”

— ZoooooZ Roland Zulehner

Hotcolor Art

Hotcolor Art is an artistic style developed by the German artist **ZoooooZ Roland Zulehner**. It is characterized by an intense, excessive use of colors, leaning on the color theories of the Bauhaus. Zulehner, born in 1974 in Neresheim, Germany, has been experimenting with abstract art, fractals, and vibrant color compositions since the 1990s. His works combine elements of Pop Art with modern abstraction and aim to convey emotions and dynamics through color.

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Idea

The idea behind Hotcolor Art is based on the conviction that color is not just a decorative element, but a powerful language that conveys emotions, movement, and energy. Zulehner describes his art as "Dancing Colours" – dancing colors that exist without a specific reason and are meant to leave traces. Inspired by [Pop Art](#), he reinterprets this movement by using playful motifs and luminous colors to draw the viewer into a world of fantasy and abstraction. The style emerged from Zulehner's long-term experiments with fractals (since 1990) and abstract drawing (since 1995), where he uses color as a central means to express complexity and vitality. For example, in his series exploring fractal patterns, colors swirl in hypnotic formations that evoke infinite depth and motion.

Technique

Technically, Zulehner primarily works with acrylic, oil pastels, and mixed-media techniques on canvas or paper. His works include large-format paintings (e.g., 70 x 100 cm), where he applies layers of colors to create depth and dynamics. He combines abstract forms with surreal elements, as evident in titles like "Cosmic Zest Awakening" or "Golden Voice Eternal," which often suggest cosmic or natural themes. The technique involves the use of brushstrokes that are fluid and expressive, similar to watercolor portraits, but with a focus on intense color contrasts. An example is his piece "La Hong 2021 plus1 Portrait," a vibrant acrylic on canvas that layers fiery reds and golden accents to capture dynamic energy.

Effect

The effect of Hotcolor Art lies in its ability to emotionally captivate the viewer and create a sensory overload. The vibrant colors and playful compositions generate a sense of movement and energy that has a mesmerizing effect. Works like "Butterfly Crown of the Red Dawn" or "Orang-Utan Kiss of the Jungle Rose" evoke fantasy and curiosity by combining abstract forms with narrative elements. The art is intended to leave traces and

invite the viewer to find their own interpretations without prescribing strict narratives. For instance, "0516 Austrich Colorful 2021 plus 3" uses swirling patterns to immerse viewers in a playful, energetic world.

Excessive Use of Color

A hallmark of Hotcolor Art is the excessive use of colors, which appears "hot" – that is, hot and intense. Zulehner uses a palette of fiery red tones, cool blue tones, and golden accents to create contrasts that make the composition vibrate. This abundance of color does not serve exaggeration, but the amplification of emotional impact, similar to Pop Art icons, but with a surreal twist. Examples show how colors "dance" and form layers that create depth and rhythm. A striking example is "Spam in a Can," where layered hues create a rhythmic, vibrant composition.

Color Harmonies and Reference to Bauhaus Theories

The color harmonies in Hotcolor Art lean on the theories of the Bauhaus, particularly the works of Johannes Itten and Wassily Kandinsky, who viewed color as an emotional and structural element. Zulehner uses complementary contrasts (e.g., blue and red) and harmonious transitions to create structure, emotion, and rhythm. In contrast to the minimalist Bauhaus style, Hotcolor Art is excessive and pop-like, a modern reinterpretation that uses color as a central design element to create abstract harmonies that immerse the viewer in a dynamic world. For example, his watercolor-inspired portraits dissolve into expressive strokes, directing focus through color contrasts.

Availability and Presence

Zulehner's works are available on platforms such as ArtPal, Loupe Art, TRiCERA ART, and Fine Art America. He is active on social media, including Instagram (@roland_zulehner), Threads, and Facebook, where he shares his art. Examples of his presence include videos on YouTube demonstrating his techniques and posts showcasing pieces like "Die Banane."

References

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