

Arteritz – A Creation by ZoosooZ Roland Zulehner

About the Character: Arteritz 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 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](https://www.instagram.com/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

Jeff Koons

Jeff Koons

File:Jeff Koons 2014.jpgJeff Koons 2014.jpg

Jeff Koons in 2014

Born	Jeffrey Lynn Koons January 21, 1955 (age 71) York, Pennsylvania, U.S.
Nationality	American
Education	Maryland Institute College of Art (BFA, 1976)
Occupation	
Known for	Sculpture, painting, installation
Notable work	<i>Rabbit</i> (1986), <i>Balloon Dog</i> series (1994–2000), <i>Puppy</i> (1992), <i>Michael Jackson and Bubbles</i> (1988)
Movement	Neo-pop, contemporary art
Website	https://www.jeffkoons.com/

Jeff Koons (born January 21, 1955) is an American artist widely regarded as one of the most influential and commercially successful figures in contemporary art. He is best known for his large-scale sculptures and installations that transform everyday objects — such as balloon animals, flowers, and toys — into highly polished, mirror-finished stainless steel works or monumental pieces that blur the boundaries between fine art, kitsch, and consumer culture. Koons rose to prominence in the 1980s with series exploring banality, acceptance, and transcendence, often employing readymade objects and meticulous fabrication techniques. His works have repeatedly set auction records for a living artist, including *Balloon Dog (Orange)* (2013, \$58.4 million) and *Rabbit* (2019, \$91.1 million).

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Early Life and The Beginning

Jeffrey Lynn Koons was born in York, Pennsylvania, to Henry Koons, a furniture dealer and interior decorator, and Gloria Koons, a seamstress. From childhood, he showed artistic talent; at age eight he painted copies of Old Master paintings and sold them in his father's showroom. He studied at the Maryland Institute College of Art in Baltimore (BFA, 1976)

and briefly at the School of the Art Institute of Chicago, where he was influenced by painter Ed Paschke. After moving to New York City in 1977, Koons worked at the Museum of Modern Art membership desk and later as a commodities broker on Wall Street to fund his early artistic practice. His first solo exhibition was in 1980. Early series such as *The New* (1979–1987) featured pristine vacuum cleaners in Plexiglas cases, referencing consumerism and the readymade tradition of Marcel Duchamp.

The Idea of the Artist

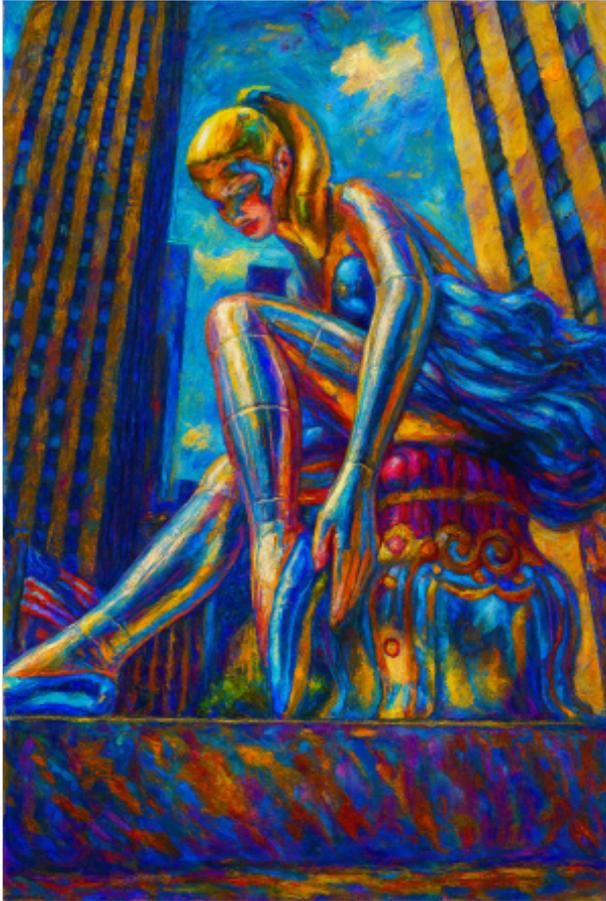
Koons' artistic philosophy centers on acceptance — self-acceptance, acceptance of popular taste, and the removal of guilt or shame associated with enjoying "banal" or kitsch culture. He views his work as a vehicle for transcendence, optimism, and emotional liberation. He frequently describes his art as "self-affirming" and compares everyday objects like balloons to human existence: fragile yet optimistic. Koons does not fabricate his works himself; he employs teams of up to 100+ assistants and uses advanced digital modeling and industrial processes to achieve mirror-like perfection. He states that the idea and vision are his, while execution is collaborative. Themes include childhood wonder, celebrity, sexuality, mortality, and the interplay between high art and mass culture.

Major Exhibitions

Koons has exhibited extensively worldwide. His landmark retrospective *Jeff Koons: A Retrospective* (Whitney Museum of American Art, New York, 2014) traveled to the Centre Pompidou, Paris, and Guggenheim Museum Bilbao. Other significant solo exhibitions include: *Jeff Koons: Absolute Value* (Tel Aviv Museum of Art, 2020–2021) *Jeff Koons: Shine* (Palazzo Strozzi, Florence, 2021–2022) *Jeff Koons: Apollo* (DESTE Foundation, Hydra, Greece, 2022) *Jeff Koons: Lost in America* (Qatar Museums, Doha) *Jeff Koons — Balloons & Wonders* (Fiorenzuola d'Arda, Italy, October 4, 2025 – April 6, 2026) *Jeff Koons: Porcelain Series* (Gagosian, 541 West 24th Street, New York, November 13, 2025 – February 28, 2026)

— his return to Gagosian featuring new and recent porcelain-themed sculptures and paintings, marking the first dedicated exhibition of his *Porcelain* series with mirror-polished stainless steel coated in transparent color layers.

Famous Works



Jeff Koons sitting Ballerina interpretation from

ZoooooZ

Balloon Dog (1994–2000) — part of the *Celebration* series; five unique versions (Blue, Magenta, Orange, Red, Yellow). The orange version sold for \$58.4 million at Christie's in 2013.

Rabbit (1986) — stainless steel; sold for \$91.1 million in 2019, the highest price for a work by a living artist at the time.

Puppy (1992) — 43-foot topiary sculpture of a West Highland terrier covered in flowers; permanently installed at Guggenheim Bilbao.

Michael Jackson and Bubbles (1988) — gilded porcelain sculpture from the *Banality* series.

Made in Heaven series (1990–1991) — explicit photographs and sculptures with his then-wife Ilona Staller (Cicciolina).

Gazing Ball series (2013–) — replicas of classical sculptures with blue gazing balls.

Split-Rocker (2000) — giant topiary playground structure.

Hulk (Organ) — monumental sculpture blending pop culture icons.

Aphrodite (2016–2021) — from the *Porcelain* series, mirror-polished stainless steel with transparent color coating, exhibited in the 2025–2026 Gagosian show.

What Makes Jeff Koons Special

Koons is distinguished by his ability to elevate the mundane to the monumental while maintaining technical perfection. His mirror-polished stainless steel surfaces reflect the

viewer, making the audience part of the work. He bridges pop art, conceptual art, and neo-pop, often provoking debate about value, taste, and authenticity. He is one of the few contemporary artists to achieve both critical attention and extreme commercial success, operating a large-scale studio like a high-end manufacturer. His work celebrates optimism and childhood joy while critiquing (or embracing) consumerism.

Controversies

Koons has faced criticism for commodifying art, high prices, and appropriation (e.g., lawsuits over sources for *Banalities* series). The *Made in Heaven* series was highly controversial for its explicit content. Some view his work as cynical spectacle; others praise it for democratizing beauty and removing elitist shame around popular taste. Recent controversies include ongoing copyright disputes. In 2025, a federal judge dismissed a lawsuit by sculptor Michael Hayden claiming infringement in works from the 1990 Venice Biennale, ruling the claims time-barred. Earlier cases, such as the 2018 French ruling finding Koons guilty of plagiarism in a 1980s advertisement appropriation, highlight persistent debates over fair use versus copying in his practice.