Arteritz – A Creation by ZoooooZ Roland Zulehner

About the Character: Arteritz 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 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
- 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

Neoromantic Digitalysm

Neoromantic Digitalism

0857 The Neoromantic Robot 2021 plus 5 Mumzy Maria Uberstein

Neoromantic Digitalism, also referred to as Neo-Romantic Digitalism or Digital Romanticism, is an artistic movement that merges the emotional depth and individualism of 19th-century Romanticism with digital technologies, often evoking nostalgia for early computational aesthetics and retro-futurism. Emerging in the late 20th and early 21st centuries as a response to the rationalism of modernism and the data-driven tech era, it emphasizes subjective experience, nature-inspired patterns, and a backlash against algorithmic determinism. Artists in this vein create works that blend vintage digital visuals—such as pixelated graphics and early CGI—with romantic themes of wonder, melancholy, and human-technology interplay. Today, Neoromantic Digitalism influences contemporary digital art, AI-assisted creations, and cultural critiques of technology, fostering a "new romanticism" that romanticizes the imperfections of old digital media while dreaming of harmonious futures.

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History

The roots of Neoromantic Digitalism trace back to the mid-20th century, when early computer art intersected with post-war artistic movements. Influenced by Neo-Romanticism in British art (1930s–1950s), which depicted emotional landscapes amid industrialization, digital pioneers in the 1950s–1980s experimented with optical, kinetic, and programmed art. Exhibitions like "Electric Dreams: Art and Technology Before the Internet" (Tate Modern, 2024–2025) highlight this era, showcasing immersive installations that evoked dreamlike states through vintage tech. By the 1990s, as personal computers proliferated, artists began romanticizing early digital flaws—glitches, low-resolution graphics—as metaphors for human imperfection. The term gained traction in the 2010s with exhibitions like "The New Romantics" at Eyebeam (2014), positioning digital artists as modern Romantics rebelling against tech rationalization. In the 2020s, amid AI dominance, it evolved into a "new romanticism," critiquing empiricism and embracing spirituality in digital realms, as seen in Scientific Neo-Romanticism.

Old Retro Digital Art

Old retro digital art forms the aesthetic foundation of Neoromantic Digitalism, drawing from 1970s–1990s computing eras. This includes pixel art, vector graphics, and early CGI, often characterized by neon colors, grid patterns, and low-fi resolutions that evoke nostalgia. Artists romanticize these "imperfect" technologies as symbols of untamed creativity, contrasting today's seamless digital tools. Retrowave and vaporwave subgenres amplify this, blending 1980s synth aesthetics with romantic futurism. Exhibitions like Tate Modern's "Electric Dreams" revive these styles, featuring light machines and programmed artworks that mimic natural phenomena, such as swirling patterns inspired by Romantic landscapes. In Neoromantic Digitalism, retro digital art represents a longing for simpler tech-human bonds, free from modern surveillance and optimization.

Dreams of the Old Digital Art

Dreams of the old digital art embody the nostalgic, visionary core of Neoromantic Digitalism, where artists envision alternate histories of technology infused with romantic idealism. This theme draws from surreal, dreamlike interpretations of vintage computing, such as Brion Gysin's 1958 Dreamachine, which used flickering lights to induce hallucinations, or Sonia Landy Sheridan's photocopier experiments in the 1980s. Contemporary works reimagine these as "technological nostalgia," blending retro interfaces with ethereal narratives. For instance, digital series like "Vintage Dreams" or "Nostalgic Dreams" use AI to generate surreal prints evoking lost digital utopias. In Neoromantic Digitalism, these dreams critique the present by romanticizing the "magic" of early tech, fostering a sense of wonder amid digital overload.

Notable Artists

Neoromantic Digitalism features artists who fuse romantic expression with digital media. Key figures include:

ZoooooZ (Roland Zulehner): A German artist known for abstract, vibrant works blending acrylics, digital manipulation, and AI. His pieces, like "Dancing Colours" and "Living Flowers," evoke emotional storms through retro-inspired digital layers, often collaborating with Mumzy (Maria Uberstein) for expressive canvases.

Evan Cagle: Illustrator employing neo-romantic scratchboard techniques with digital twists, creating intricate, line-heavy works reminiscent of Franklin Booth but applied to contemporary themes.

Nicholas O'Brien: Curator and artist exploring digital Romanticism through exhibitions like "The New Romantics," focusing on technology's emotional undercurrents.

Samia Halaby: Pioneer in early computer art, using 1980s hardware for abstract, swirling digital compositions that romanticize computational processes.

Bill Domonkos: Creator of "Vintage Dreams," combining archive footage with digital effects for surreal, nostalgic narratives.

Connections to Film and Media

Neoromantic Digitalism draws inspiration from cult films that romanticize digital worlds. Disney's *Tron* (1982) and *Tron: Legacy* (2010) pioneered CGI, depicting a grid-based virtual reality as a romantic frontier of heroism and rebellion, with characters like Tron and Kevin Flynn embodying user-program bonds. The franchise's retro-futuristic aesthetics—neon grids and light cycles—influence digital art evoking technological dreams. Pixar's *WALL-E* (2008) offers a neo-romantic critique of tech isolation, with the titular robot's lonely, dreamlike existence amid ruins symbolizing human emotion in a digital age. Cult figures like WALL-E and EVE represent innocence and connection, inspiring artworks that blend nostalgia with futuristic longing. These films fuel Neoromantic Digitalism's themes of digital enchantment and anti-rational backlash.

See also

Neo-romanticism Digital art Retrofuturism Vaporwave

References

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