

ARTDIG Review

OUT OF THE BLU

ARTIST BOOK

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Witold Lohmann's (Arslohgo) artist's book "Out Of The Blu" is far more than a collection of works – it is a visual-linguistic manifesto that explores the possibilities of digital art in the tension between language and image.

The Book as Gesamtkunstwerk

The title itself demonstrates Arslohgo's signature method: the deliberately misspelled "Blu" opens a semantic space between color and state, between "blue" as melancholy and "out of the blue" as sudden appearance. This linguistic ambiguity runs like a blue thread through all the presented works.

Lohgorhythmic Virtuosity

Particularly impressive is the variety of appropriation strategies: from the Webster's deconstruction in "Ster's" (where the American dictionary becomes a web metaphor) through the transformation of Hemingway's marlin into a surreal flying fish to the recoding of "Swan Lake" as a prehistoric digital spectacle – Arslohgo demonstrates an extraordinary ability to interrogate cultural icons through digital transformation.

Psycheria and the Posthuman

The works "Gaming Addiction" and "Torn/Dichotomy" reveal Arslohgo's engagement with digital alienation and psychological states in the information age. The concept of "Psycheria" – this complex emotional state between analog and digital – finds compelling visual formulations here.

Critical Notes

While the consistent blue dominance creates a hypnotic unity, it occasionally risks a certain monotony. Some works would benefit from larger reproductions to better showcase the detailed work of the digital transformations.

Conclusion

"Out Of The Blu" confirms Arslohgo's position as one of the most innovative representatives of contemporary digital art. The book functions both as an introduction to his complex methodology and as a deepening meditation on the possibilities of "Glossavision" – this visual multilingualism that oscillates between cultures and media.

The fusion of highbrow references with digital aesthetics, the playful deconstruction of linguistic boundaries, and the consistent exploration of blue as metaphorical space make this book an important document of contemporary art that doesn't shy away from navigating the depths between meaning and appearance.

A must for anyone who wants to understand what digital art can look like in the 21st century when it remains conscious of its conceptual roots while fearlessly exploring new territories.



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