



Stuck

30 x 30 inches

Freehand Drawing, Digital, Pigment Ink Print,
Signed Ltd. Edition as Indicated, on
100 Percent Cotton Premium Archival
Cold Press Fine Art Paper
Price available upon request

Aaron Bleidt

Website: artfuloutsider.com
Instagram: @artfuloutsider

Bio

A native of NWA with 20 years of leadership in media, marketing, publishing and design, Aaron Bleidt is the co-principal and chief marketing & communications officer of regional marketing and design firm DOXA/VANTAGE. Prior to his current roles, he was the chief executive of Vantage Point Communications, and the founding publisher/editor of CitiScapes Magazine. Aaron recently received a C-Suite Award from the NWA Business Journal, recognizing area CEOs and executive-level leaders.

A lifelong Fayetteville resident and University of Arkansas alumnus, Aaron was elected to three terms on the Washington County Quorum Court, and has served on the boards of a number of area nonprofits including the Fayetteville Underground, NWA Museum Foundation, and Botanical Garden of the Ozarks, and most recently as an ambassador for Crystal Bridges Museum of American Art.

Outside of his day-to-day professional work, Aaron is also a self-taught visual artist working primarily in the realm of digital media and printmaking. Generally drawn to a minimalist aesthetic, his freehand drawings and illustrations intend to convey a thought, object, situational experience or emotion in the simplest and least cluttered way possible – giving viewers boldness and color and depth, but only enough information to convey a meaning or feeling, and to elicit a sense of instantaneous relatable introspection.

Aaron's art is inspired by nature and the critters in it; space and the great unknown; good design with clean modernist tendencies; concepts of escapism and wanderlust; and slices of everyday life that people may initially take for granted but that actually have great meaning and are infinitely relatable. His work has been exhibited regionally and nationally, and in 2020 was selected for inclusion in the Arkansas Museum of Fine Arts' esteemed 62nd Annual Delta exhibition, presenting "a vision of contemporary art today in the American South."

Artist Statement

I am at my core an eternal optimist, and a believer in the goodness of humanity and our place in the universe. If I can achieve one thing with my work, it is that it brings a smile to those who view it – and that it serves as a reminder to folks to find meaning in every beautiful moment, even the ones that challenge us, especially the ones that challenge us.

Generally drawn to a minimalist aesthetic, my freehand digital drawings and illustrations often explore concepts of escapism and wanderlust, presenting situational vignettes that intend to convey a thought, object, experience or emotion with boldness and depth yet with simplicity and balance.

My work is inspired by nature and the great outdoors, space and the great unknown, modernist design, especially interiors and utilitarian objects, and all of the delectable nuances that make us humans all so unique yet oh so similar. I'm also a sucker for a good imaginative 'what if' scenario – across many a subject matter, and the more outlandish the better! And humor and sarcasm...lots of sarcasm! The different themes I explore, and the drawings they inspire, are often quite random, and I like to think of my process as something akin to taking a trip down the rabbit hole – you never know where you're going to end up, but it's always a ton of fun getting there.