



# Clay Secrets

**From concept to perfect form: The art of clay modelling**

**Edited by STAEDTLER Industrieplastilin GmbH**

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- Essential reference book for the design industry
- Everything about modelling in transportation and product design

Clay is the most widely used industrial plasticine in the world. The automotive industry, in particular, depends on 3D-clay models. Now, the first ever practical textbook on working professionally with industrial styling clay has arrived (in partnership with the manufacturer STAEDTLER). In this book, the author, a former design modeller in the automotive industry and current teacher at Selb Technical College, compiles his extensive knowledge on the topic of clay. The book not only sets out core theoretical and practical principles to support and encourage beginner modellers as they start out, with illustrated descriptions, workshops, tips and glossaries, it is also an invaluable resource for experienced design modelers, product designers and clay enthusiasts, offering exclusive behind-the-scenes insights.

Text in English and German.