

Press release

**Publishers for Architecture
and Design**

We recommend for review in your journal / newspaper:

ClaySecrets – From concept to perfect form
The art of clay modelling

Ed. STAEDTLER Industrieplastilin GmbH / Author: Jürgen Heisl.

- **Essential reference book for the design industry**
- **Everything about modeling 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).

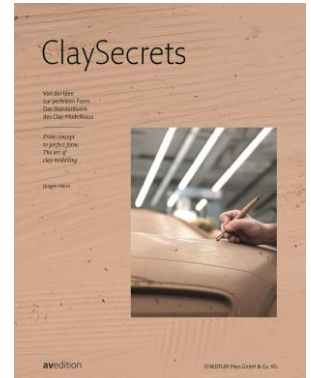
In this book, the author, a former design modeler in the automotive industry and current teacher at Selb Technical College, compiles his extensive knowledge on the topic of clay. The book not only sets out core theoretical and practical principles to support and encourage beginner modelers as they start out, with illustrated descriptions, workshops, tips and glossaries, it is also an invaluable resource for experienced design modelers, product designers and clay.

Publisher

The publishing house **avedition GmbH**, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture, scenography as well as product and communication design.

German / English

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