

Chavant News

Automotive News

The Human Touch Key To Creativity

Automotive Design News

July 3, 2000

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The old-timers may have been right: Computers can't replace clay modelers. The subtleties of surface development still need the human touch. A good modeler can 'sweeten' a surface; a computer can't. As modelers have retired or have been let go, automakers have realized how critical clay modelers are to the creative process.

Ford Motor Co. has teamed with the Art Institute of Philadelphia to train a new generation of clay modelers. Sculpting courses are being conducted in Philadelphia by Don Ujeunesse. Ford sends master modelers to the institute, along with 4/10 scale clay Mercury Cougars students practice duplicating. The institute has branches in Denver, Los Angeles, Seattle, Pittsburgh and Fort Lauderdale, Fla.

Lajeunesse reports General Motors and Honda also have become interested in the institute's three-year modeling program, as have many companies outside the auto industry.

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