



Head of ideas.

## PRESS RELEASE

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### **The Design Journey continues with new products for a wide variety of creative applications**

*The popular Design Journey range has been continuously expanded since its introduction in 2018 and is aimed at hobby creatives who want to try out a wide variety of painting and drawing techniques. The packaging, which depicts motifs from the American wilderness, provides inspiration. Now, further new products are enriching the range, enabling a wide range of creative techniques – from metallic coloured pencils and oil pastels to pens with innovative drawing ink using high-end pigments. Anyone interested in practising watercolour painting can put their creativity to the test in the new Design Journey Art Class course.*

#### **Metallic effects for spectacles of nature**

Metallic effects create an edgy look and add that extra something. The extra-soft lead of the metallic coloured pencils sets bright and sparkling colour accents on light-coloured paper as well as dark (on which night motifs can also be impressively depicted, for example). Twelve intense colours are available in cardboard packaging, as well as in a metal case. The wood from the pencils (which are produced in Germany) comes from FSC™-certified, sustainable managed forests (FSC C007132).

Also new to the Design Journey range: high-quality oil pastels in metallic colours. They can be used for a wide range of painting techniques and provide exciting sparkling colour effects on light and dark paper. Artistic scrapbooking is great way to let the oil pastels shine with a metallic sheen. The new pastels are available in a six-colour set.

#### **Designed for lettering and line art**

STAEDTLER offers two complete sets for anyone wanting to learn new techniques on their creative journey: the Brush Lettering Set is ideal for bright, lightfast results. It contains a pigment brush pen that can be used to design lettering and decorative elements. Lettering can be gently shaded with the pigment soft brush pen in grey. The pigment pen in intense black adds dark accents to the lettering, to give it a finalising touch.

The Line Art & Botanical Set is ideal for familiarising yourself with the popular “line art” drawing style. The supplied pigment brush pens in nature-inspired colours enhance the background, which can then be decorated with botanical-style motifs using the black pigment pen. Both sets are supplied in a practical, hanging cardboard case with a clear window, which clearly presents the products and can be used as gift packaging.

#### **Dark and colourful motifs in brush look**

Whether you use your paper for colourful or minimalistic creations, the new Design Journey Sets provides creatives with a wonderful tool for their projects. The Intense Black Set is suitable for detailed nature motifs in black and white. It contains four pens with different tips, allowing for different line widths and

effects. The pens use premium drawing ink, which combines exceptional colour brilliance and extremely long-lasting lightfastness.

If you want to emulate the colours of nature, pencils in selected Lake Colours and Forest Colours provide the perfect shades to recreate naturalistic scenes. Both sets contain four coordinated colours of pigment brush pen and are therefore suitable for familiarising yourself with brush drawings. The felt-tip pens have an Easily controllable, medium-firm brush tip that allow you to draw various kinds of lines and contains the latest Multi Ink technology. The housing of all pigment brush pens, pigment soft brush pens, pigment calligraphy pens and pigment pens is made of 97 percent recycled plastic.

**Try out the brush technique – in the Design Journey Art Class**

The Design Journey Art Class offers online courses for anyone who enjoys art as a hobby and wants to try out basic drawing techniques. As part of a new course in February and March 2023, artist Nadja Illert will introduce the world of watercolouring. Creatives learn how to apply floral and botanical motifs to paper with watercolour pencils and pens, watercolour paints and double-ended watercolour brush pens. For the first time, the online videos in this course are divided into product, technical and motif categories – allowing access in an even more targeted way. Your creative journey will continue to be accompanied by the Design Journey Art Class, as there will be another course on offer in autumn 2023 – this time focusing on hand-lettering.

More information on the Design Journey range and the Design Journey Art Class can be found here:

<https://www.staedtler.com/intl/en/discover/design-journey/>  
<https://www.staedtler.com/intl/en/discover/design-journey-art-class/>



Caption:  
The metallic coloured pencils have an extra-soft lead for bright and sparkling colour accents on light and dark paper.

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Caption:  
The Mixed Sets from the Design Journey offer everything you need for a successful creative experience: products, instruction and inspiration.

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Caption:

The four pigment brush pens in assorted colours are ideal for drawing scenes from nature such as lakes, beaches and mountains.

Image rights:

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### About STAEDTLER

*STAEDTLER is one of Germany's oldest industrial companies. The group ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs more than 2,300 people in 26 countries worldwide - of which approx. 1,200 work in STAEDTLER's domestic market. For production the company stays true to its roots and counts on quality "Made in Germany": nearly two-thirds of all STAEDTLER products are manufactured in Germany. [www.staedtler.com](http://www.staedtler.com)*

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