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**Sinopsis**

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'Soft matter may, as Roberto Piazza puts it, be the stuff of dreams, but it is also the stuff of life. That is what makes this book so engaging - because it shows the ingenuity that both nature and humankind have invested in the bendy, stretchy, fragile, tough and adaptable substances we find all around us. There is plenty of hard science in this soft matter, and Piazza offers an urbane and eloquent tour through it.'

Philip Ball, multi-award winning science writer.

This book takes you for a leisurely walk through the 'middle earth' that scientists call soft matter -- much smaller than what we observe with the naked eye, but not as remote as the esoteric realm of molecules, atoms and fundamental particles. From toys to trainers, our civilization would be very different if we did not have plastic. From milk to paint, what would we do without colloids? We ourselves fall into the category of soft matter, made as we are of a molecular origami of proteins, DNA and other biological compounds. This fascinating exploration reveals what these materials have in common and which aspects of their behavior make them useful in our everyday life. Understanding more about their physical properties will make you marvel at the 'soft' things that surround us.