



DAVID BECKER

David Becker is president of Philippe Becker Design (PBD), a San Francisco-based branding and packaging design firm which he leads with his brother, the creative director, Philippe Becker. Philippe—whose background included the California College of Art, a decade with Primo Angeli: FITCH as a protege of Primo Angeli himself, and branding projects for Nestlé, Budweiser and VISA—founded PBD out of his San Francisco home in 1998. David, who sees his brother as his “design hero,” joined the firm in 2001. Together they have grown from two to 16, won numerous design honors, and were nominated for the Chuck Williams Emerging Growth Award. Clients include Whole Foods, Safeway, T-Mobile, Disney, Foster Farms, Intuit and Forbes. Born in France, David has an eclectic background (having been called an ‘ecstatic’ by more than one Jungian), combining an education in analytical philosophy from Berkeley, a successful musical career and a love for all things aviation-related. On the design and business side, he is passionate about marketing and the power of design to create value. Before teaming with his brother, David was senior product manager at frog design, working with Hartmut Esslinger on design process innovation. He also spent a number of years in various marketing roles at Intuit, contributing to the success of Quicken, TurboTax and QuickBooks software. David completed a B.A. in Philosophy at Berkeley and obtained his M.B.A. from France’s leading business school. Coming from a musical family (his father was a violinist), following grad school in Europe, he performed and recorded for five years with notable European and Asian jazz and pop artists. He is also an active skydiver, with over 1,200 jumps to date, and a certified instructor who won silver medals at the U.S. National Skydiving Championships in ’98 and ’00.

How and where do you find inspiration?

I read a great deal, from design, business and marketing to philosophy, technology and esoterica. I am fascinated by the genesis of ideas, the people who formulate and believe in them and bring them to life. Ultimately, it’s about romance and the ability to evoke the unattainable. Ideally, I think that’s what we are called upon to do in our creative business, and what makes it so exciting.

What are you currently listening to, watching or reading?

Listening: Habib Koite’s *MAYA*; Miles Davis’s *We Want Miles*; 20minuteloop; Prokofiev’s *Peter and the Wolf*; The Pixies’ *Doolittle*; Bartok’s *Music for Strings, Percussion and Celesta*. Reading: Brillat-Savarin’s *Physiology of Taste*, Chomsky’s *911*, Roberts’ *Lovemarks*. Watching: *TV5*, *Y tu mamá también*, *Maria Full of Grace*, *Fantasia*.

What do you like to do in your time away from work?

Spend time with my wife, our three-year-old son, my mother, brothers and their dogs; cook, travel, skydive, ski, try to learn Swedish.

Do you feel hopeful about 2005?

Yes. I believe that we will see a resurgence of creativity, entrepreneurship and investment across many fields, and that this will impact the design community. At the same time, the industry itself is in flux; the economic repercussions of the last few years not having fully played themselves out yet. Ultimately I think this is positive, because the industry is not locked in stasis; the opportunities are as far reaching as the relative chaos.