

STEP

INSIDE DESIGN

DESIGN 100 ANNUAL WINNERS REVEAL THE SECRETS BEHIND THEIR DESIGNS

THE 2006 DESIGN 100

40 PHILIPPE BECKER DESIGN

Chances are, if you're as busy as most people, sitting down to a freshly cooked, healthy, delicious meal in your own home is a rarity. Lucky for San Francisco Bay Area residents, Wally's Food Company can ensure this happens up to three times a day. And if you're prone to resorting to fast-food, leftovers, and handfuls of stale cereal, this can be quite an improvement. Designer Melanie Halim further improves your chances of enjoying gourmet food delivered straight to your home (or office), with her guilt-free, easy-to-dispose, recyclable packaging. Philippe Becker's Victor Lo reflects, "We were excited that Wally came to us. His business was so new and innovative...many other companies were offering low-fat, low-carb, or fad diets but none offered Wally's gourmet, high-quality proposition.

Fad diets come and go but Wally's product offering is solid. So while other companies move with the trends, and eventually die out, Wally's promises to remain standing, offering two things that are always in fashion: quality and convenience. To highlight these aspects, Philippe Becker Design created a tantalizing, clean-cut package that lets the natural color and texture of the food sell itself, through its transparent packaging. It's fun to see food like



this, suspended in air, ready to be devoured. And with options like Lime and Chili Infused Fresh Fruit and Curry Chicken and Rice, you might just drool all over your late-night paperwork. "Part of the reason we were so excited about this project is the fact that many of us hardly have time to cook," says Lo. "In many ways, we're Wally's target audience." Created by designers, for designers. What a treat. **S** Zoe Weisman

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