



WALLACE

WALLACE™ is a design, artistic direction and food styling office. As the first food styling studio in Paris, we combine our expertise in the gastronomic arts and the film industry. We present the essence of culinary culture through the perspective of various media. We celebrate the beauty, traditions and unique history of food.

WALLACE™ imagines and shapes with and for the creative and audiovisual industries the culinary, cultural and aesthetic trends that will inspire images and audiences of all ages around the world. We “feed” the lens of directors, screenwriters and art directors.

Caroline le Touzé took part in the M6 show "Mon gâteau est le meilleur de France" (My cake is the best in France) and then trained at the Lenôtre or the Ritz until she obtained her CAP in pastry. After creating the Galizé biscuits factory – continuing the family tradition of making the famous Limousin madeleines – she specialized in Food Styling.

After working in Canada and New York, **Ange Macias** founded a graphic design studio in Paris in 2000 with David Carson – New York Art Director – dedicated to luxury brands. She has worked for major F&B brands such as Billecard Salmon, Le Printemps Haussmann, Armani Dolci, Amorino, My Berry and Regent's Park. In 2015, she founded "M&M Food Agency. An exceptional event agency that brings together the finest Parisian products for co-curated events.



In order to best meet the needs of productions, our creations are designed to help and assist teams: upstream with the director or artistic director, or on set with set decorators and prop masters. Our labs specialize in the processing of culinary substitutes (or replacement ingredients), and our design office is well-versed in culinary history and ensures that customs and traditions are respected throughout the story.

For the director

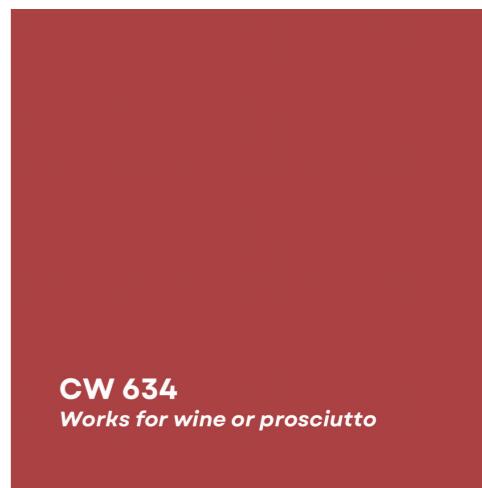
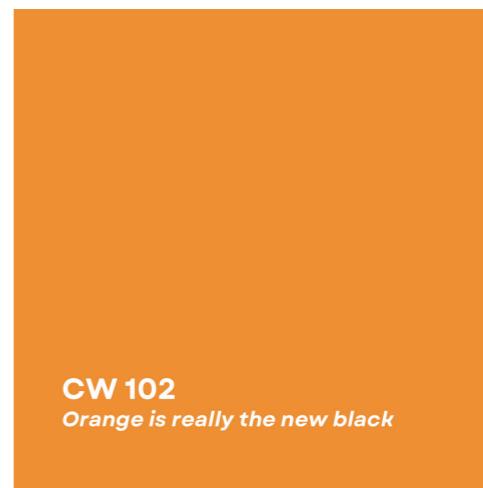
The product becomes a character in its own right: it describes a world, the characters' state of mind, their social position. The director then uses a dish, a table, or a recipe to engage the viewer and make them feel an additional emotion without dialogue.

For the artistic director

Along with lighting and decor, food contributes to the visual and artistic vision of a production. A lavish banquet or a rustic dish shapes the understanding of a theme and a visual and graphic positioning. The colors, textures, reflections, and even the profusion or, conversely, the frugality of a meal must support a powerful aesthetic.

For the actor

To ensure that the necessary number of takes can be filmed, certain dishes (which are always edible) must be eaten or chewed a number of times. It is important to produce light meals that take into account the actors' special diets so that eating and re-eating does not hinder the action.



COWALL™ Where Color Meets Culinary Art.

Cowall is a unique visual language created by WALLACE for food stylists, photo shoots, and culinary productions.

It's a curated color system designed exclusively for the art of gastronomy, offering a refined palette to elevate culinary creativity.

With Cowall, you can collaborate remotely using precise visual references to bring your gastronomic visions to life.

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MOOD BOARD COCKTAIL PARTY «ETOILE»



STRONG RADISH

Radis fort
CW 233



PURE TANGERINE

Purement mandarine
CW 232



FLORIDA YELLOW

Jaune Floride
CW 238



SPRING CORAL

Corail printanier
CW 255



ALMOST PEACH

Presque Pêche
CW 231

Radicchio di Veneto salad garnished with slices of radish, slices of oranges and sprigs of dill // Presentation idea: In a large white dish

Salade de radicchio di veneto agrémentée de lamelle de radis, lamelle d'agrules et brins d'aneth // Idée de présentation : Dans un grand plat blanc



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MOOD BOARD COCKTAIL PARTY «ETOILE»



CURRENT BLACK

Noir actuel
CW 100



LIGHT GRAPE

Raisin lumière
CW 412



PISTACCHIO ICE CREAM

Glace Pistache
CW 418



MECANIC WINE

Vin mechanique
CW 277



CRIMSON BREAD

Pain cramoisi
CW 299

Tower of different French cheeses decorated with some figs, some blackberries and green foliage // Presentation idea: on a log of wood

Tour de différents fromages français décorée avec quelques figues, quelques mures et du feuillage vert // Idée de présentation : sur un rondin de bois

WALLACE™ restores meaning to these brands through a carefully crafted visual and culinary strategy and a well-defined target audience.
We analyze and reveal the brand's DNA and develop it further.
We bring a modern vision to life through sophisticated and authentic food styling that captivates consumers today and tomorrow.
Our Mojo: Enhancing heritage, modernizing image, reconnecting a brand with its audience.

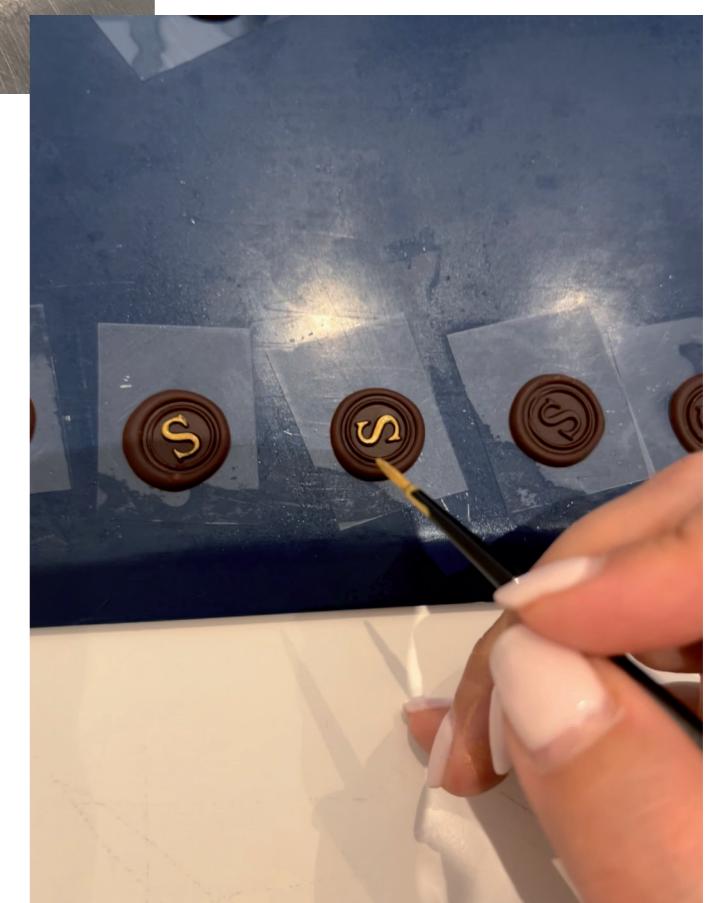
PRE-PRODUCTION

Work with teams:

- Advice on the integration of culinary elements in the scenario.
- Creation of culinary trend books to visualize the desired atmospheres (different possible combinations; dishes, tableware, time period).
- Brainstorming for dishes adapted to the narrative and visual context.
- Historical and cultural research to guarantee the authenticity of dishes, culinary practices and table art.

Culinary planning:

- Coordination with accessories designers to select tableware, utensils and decorative elements.
- In-house pre-production work: preparation of technical sheets for each dish or food item, shopping lists based on precise ingredients and faithful to the scenario, purchase of raw materials.
- R&D of recipes to ensure reproducibility and durability of dishes during shooting (lighting, weather conditions, allergies, timing, rehearsals).
- Production of dishes in advance (D-1 shooting)



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PRODUCTION

Mobile kitchen or food truck setup depending on space:

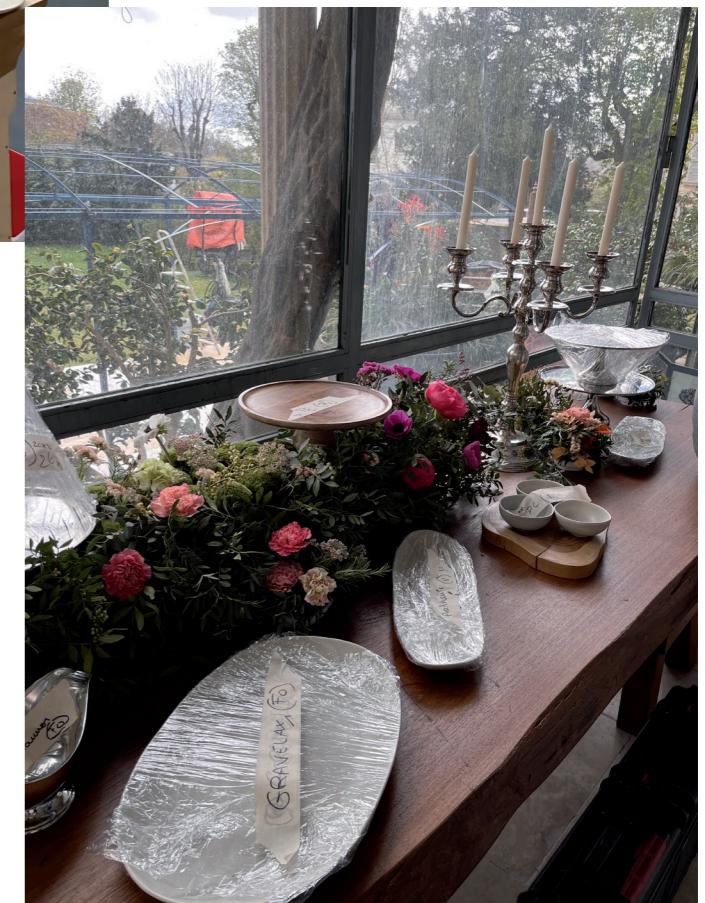
- Work on site in the kitchen to maintain the freshness and aesthetics of the food.
- Plating with a sense of aesthetics and narrative.
- Flexibility & Speed: We always have our "culinary toolbox" with us in quantity and variety in case the director decides to change a scene and add an unplanned food element.

Set-up on set:

- Strategic placement of dishes to optimize their appearance on screen.
- Regular retouching of food to keep it appetizing (spraying, repositioning, etc.).
- Assist prop-makers in seamlessly integrating food into scenes.

Actor training:

- Training actors to handle food in a way that is credible and consistent with their role (table manners, specific gestures, realistic interactions).
- Training in the use of specific utensils (knives, chopsticks, mortars, etc.).
- Training in on-screen food preparation techniques (chopping, kneading, mincing, etc.).



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