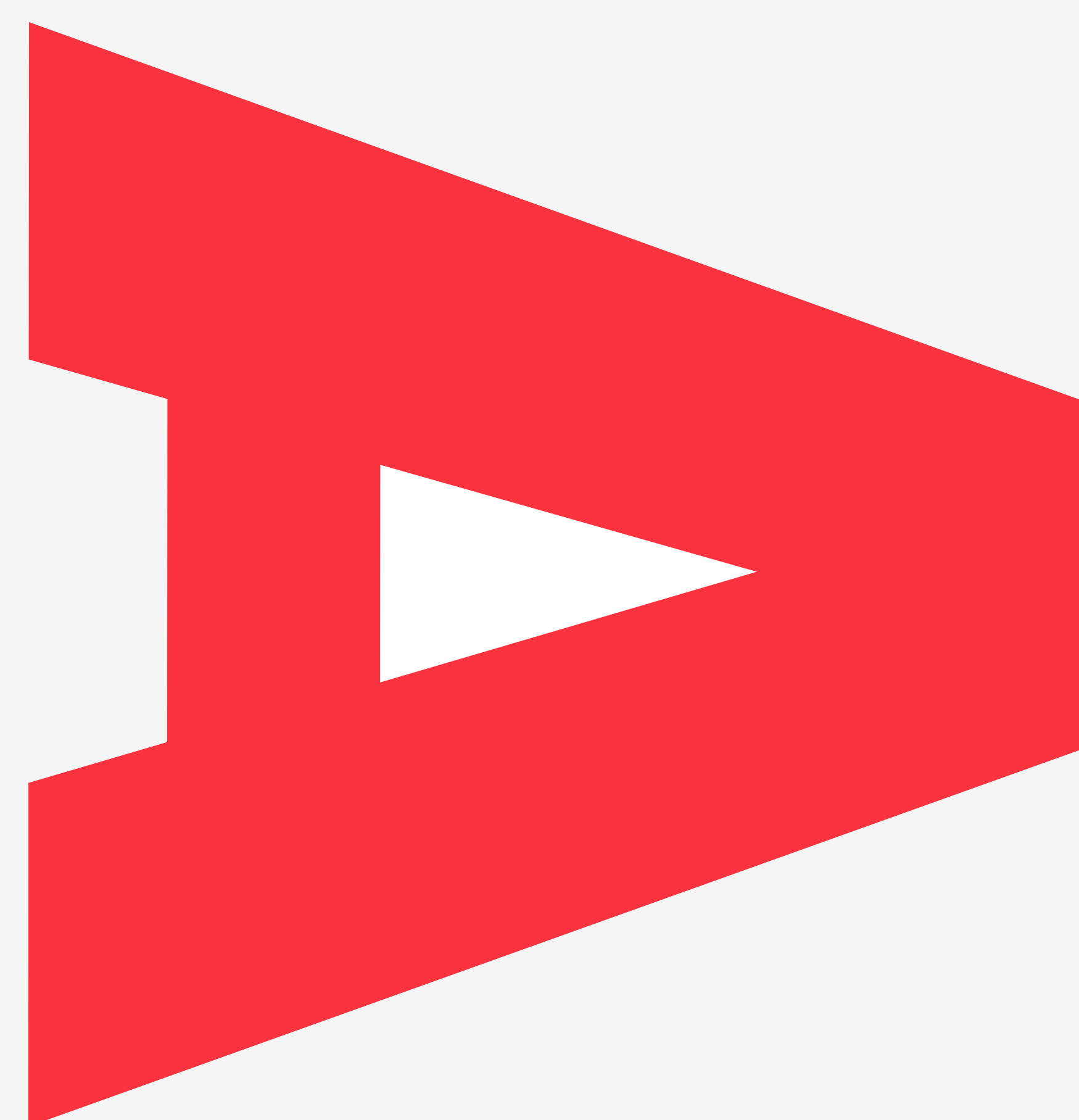
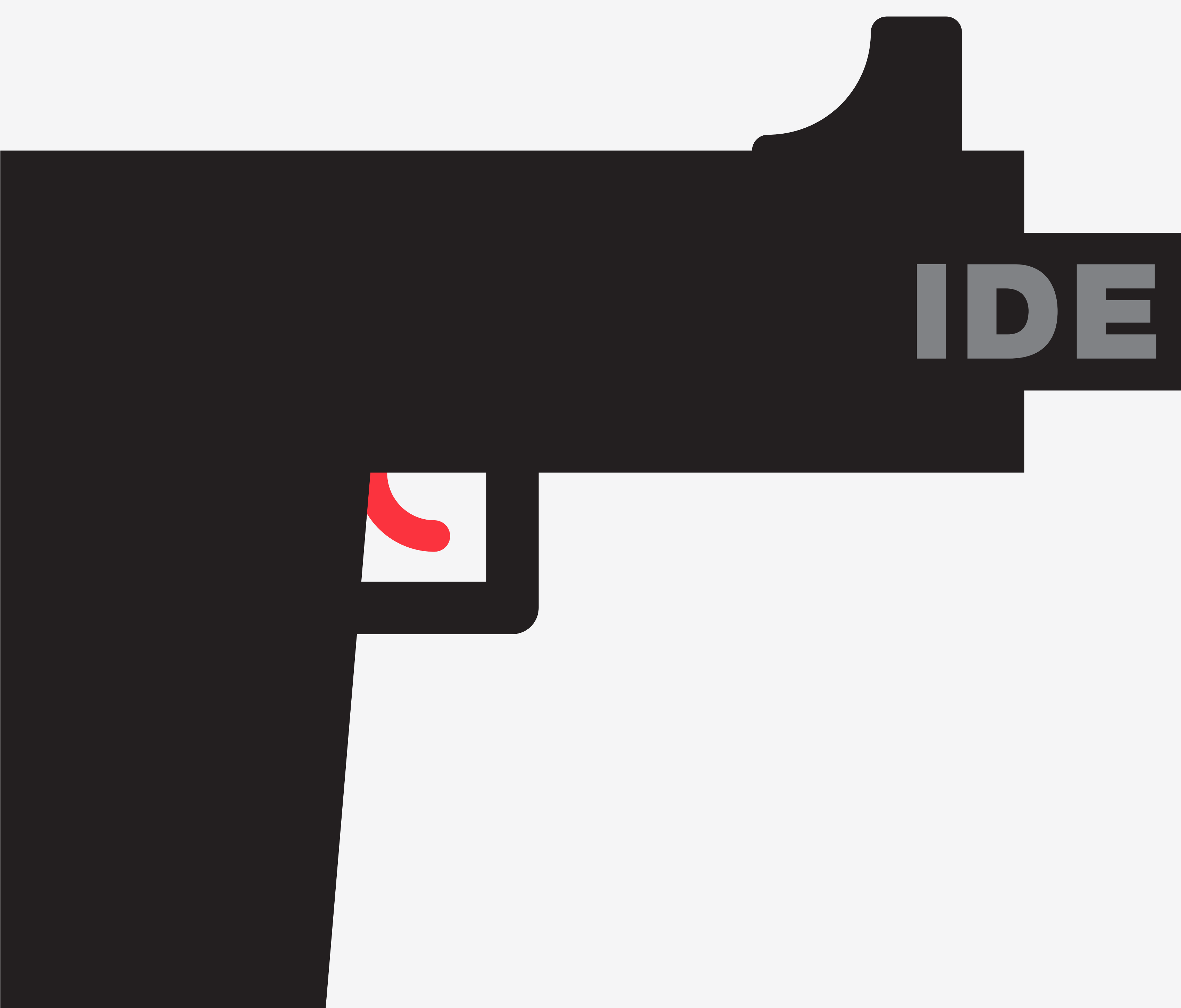


'A pioneer of the art and craft of data-viz, Peter Grundy is also a translator and performer. Information in his hands is not simply the illustration of abstract concepts into tangible form. His visualizations are, dare I say, amusingly pleasant ways to consume our daily dosages of facts. With wit and humor he presents reality in ways that are instructive, insightful and welcome.

He's an illustrator who teaches and a teacher who inspires through art that informs. In fact, Grundy is a cure for what ails the world at this critical moment in world history when truth and fact is at risk. Where some people try to separate the wheat from the chaff and keep the chaff, Grundy parcels the wheat into nutritious servings.'

**Steven
Heller**



In 2017 I printed my first book featuring mostly self initiated work to establish a ground on which I could build a new era of work. Ten years later this new book shows 8 real jobs that have been seminal in creating the thing I call Grundini, Information design with an illustrative signature.

Contents

Go green.

New energy future.

World Economic Forum.

Osborne Clarke.

The human body book.

Landscapes.

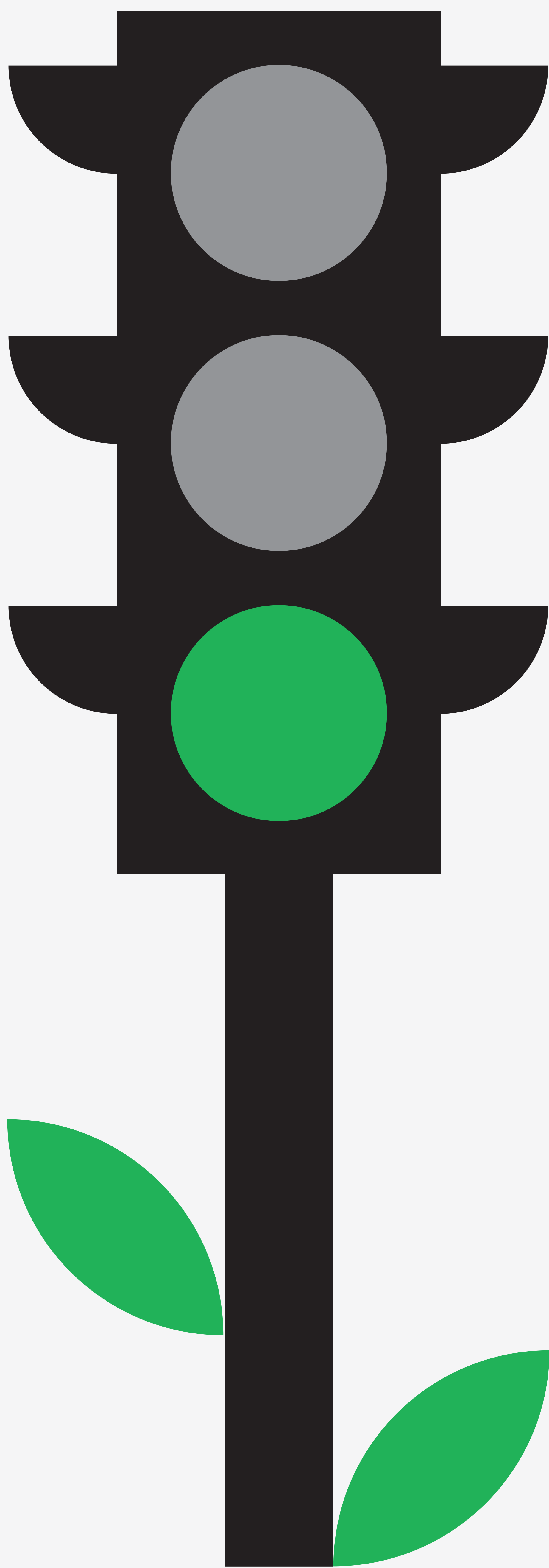
People often ask how I work,
this diagram explains all.



The diagram consists of a large triangle with a white top section and a light blue bottom section. A wavy line separates the two sections. The word 'Image' is centered in the white section, and the word 'Idea' is centered in the light blue section.

Image

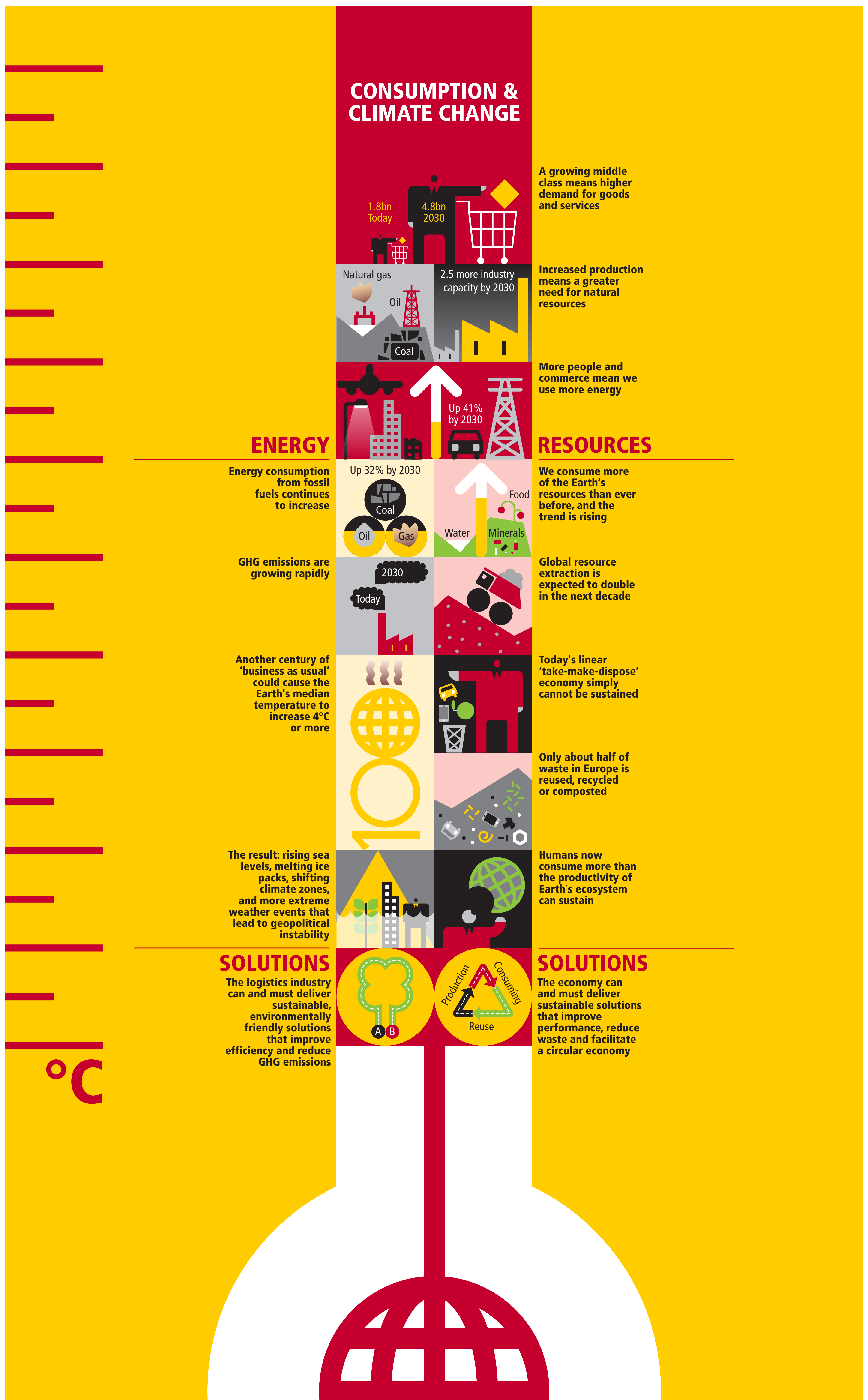
Idea

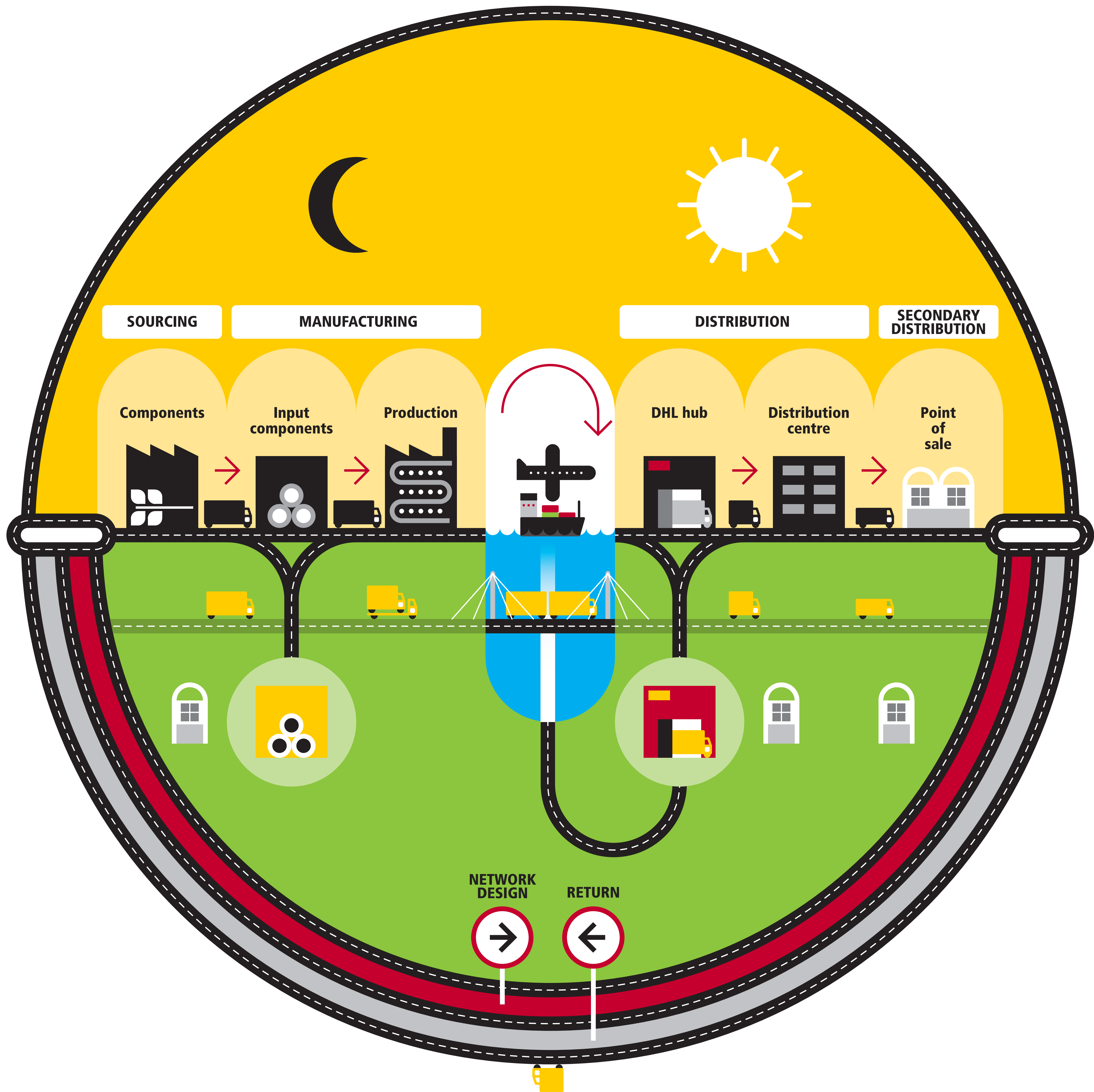


DHL asked me to create an information booklet to explain their green credentials under the umbrella of GOGreen.

The barometer of change

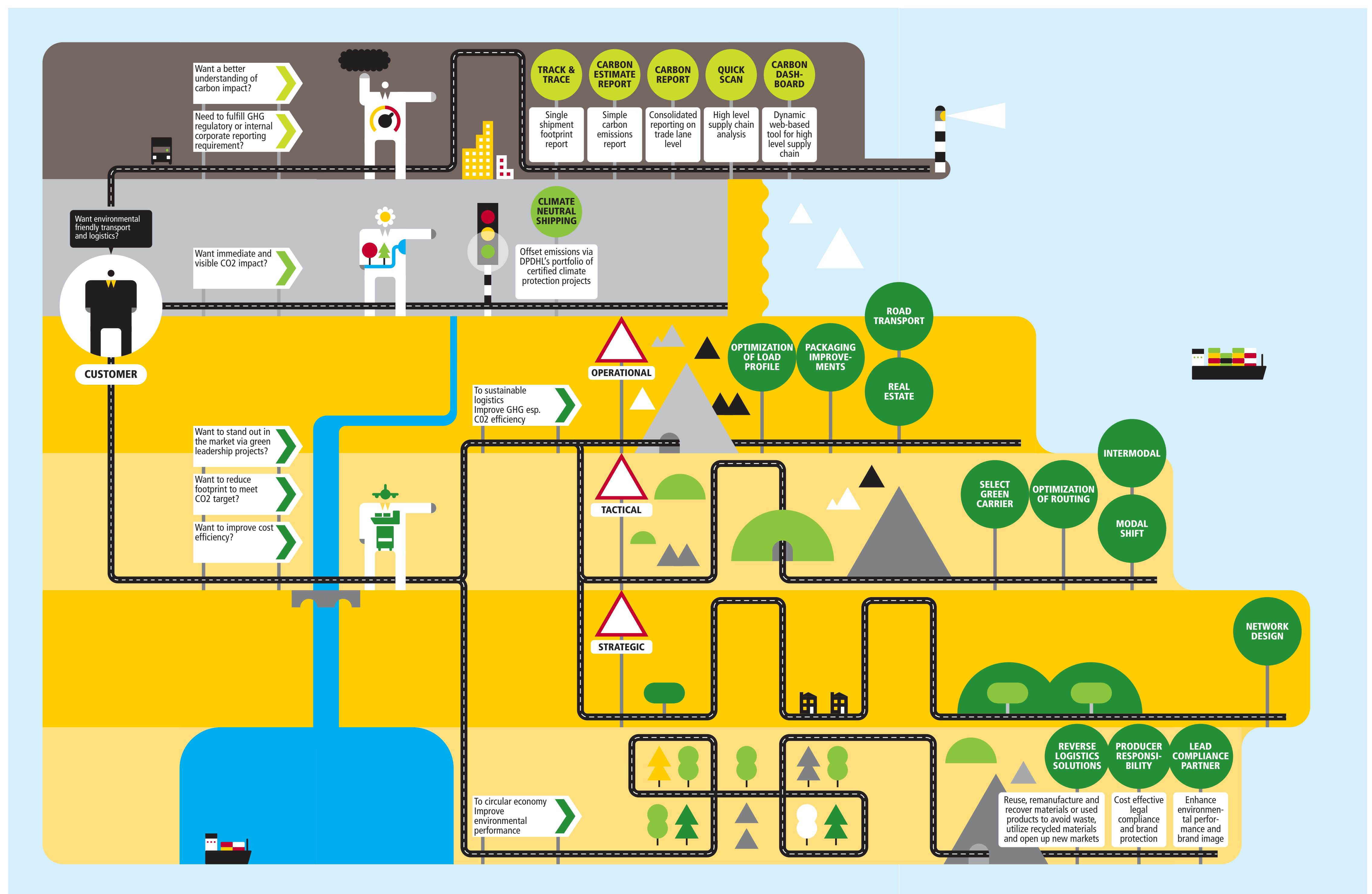
The GoGreen book contained five main diagrams, the hero was this image that shows the effect climate change is projected to have on energy resources and resources.

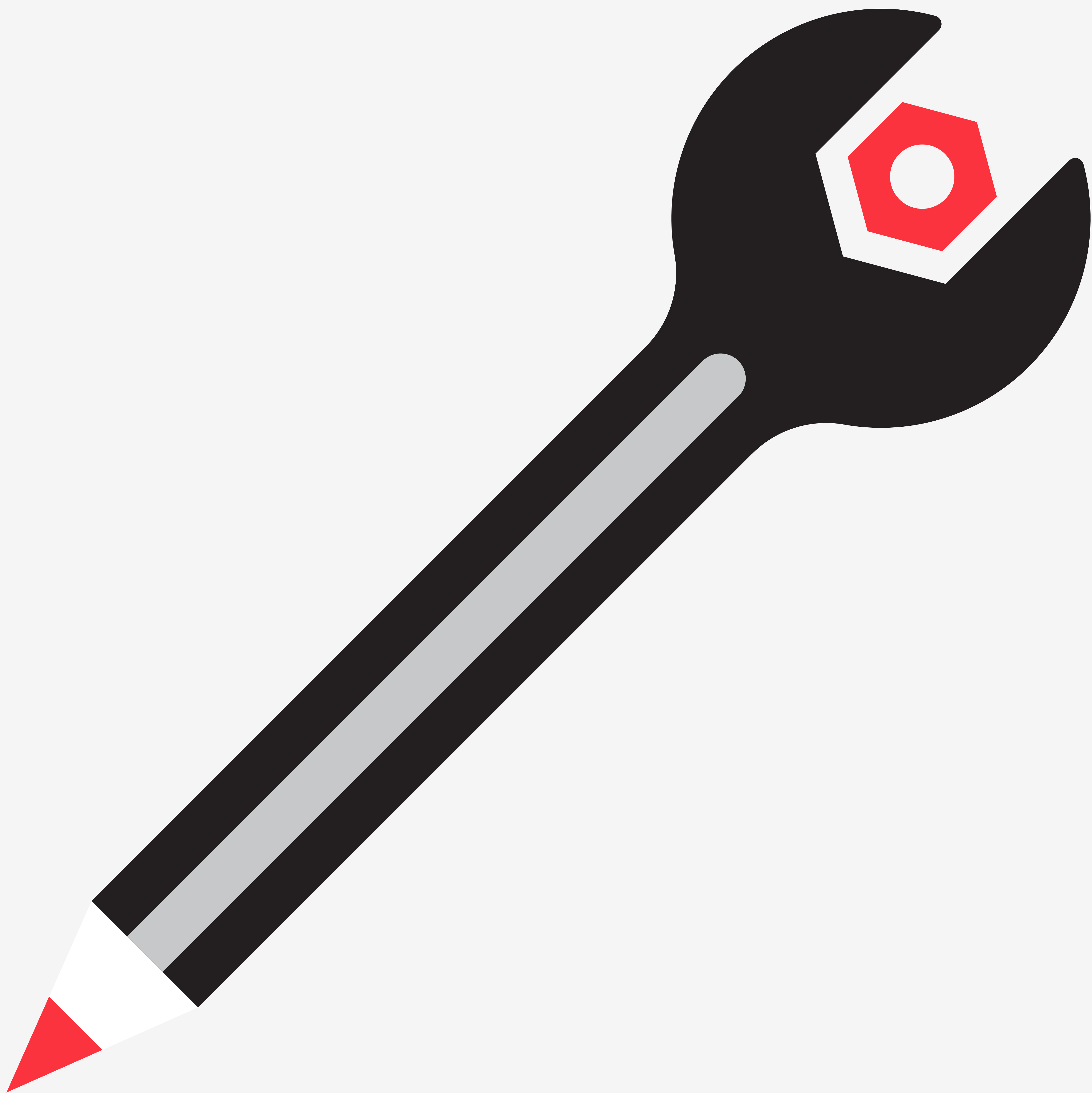




Top
A roadmap to greater sustainability.

Bottom
GoGreen logistics.



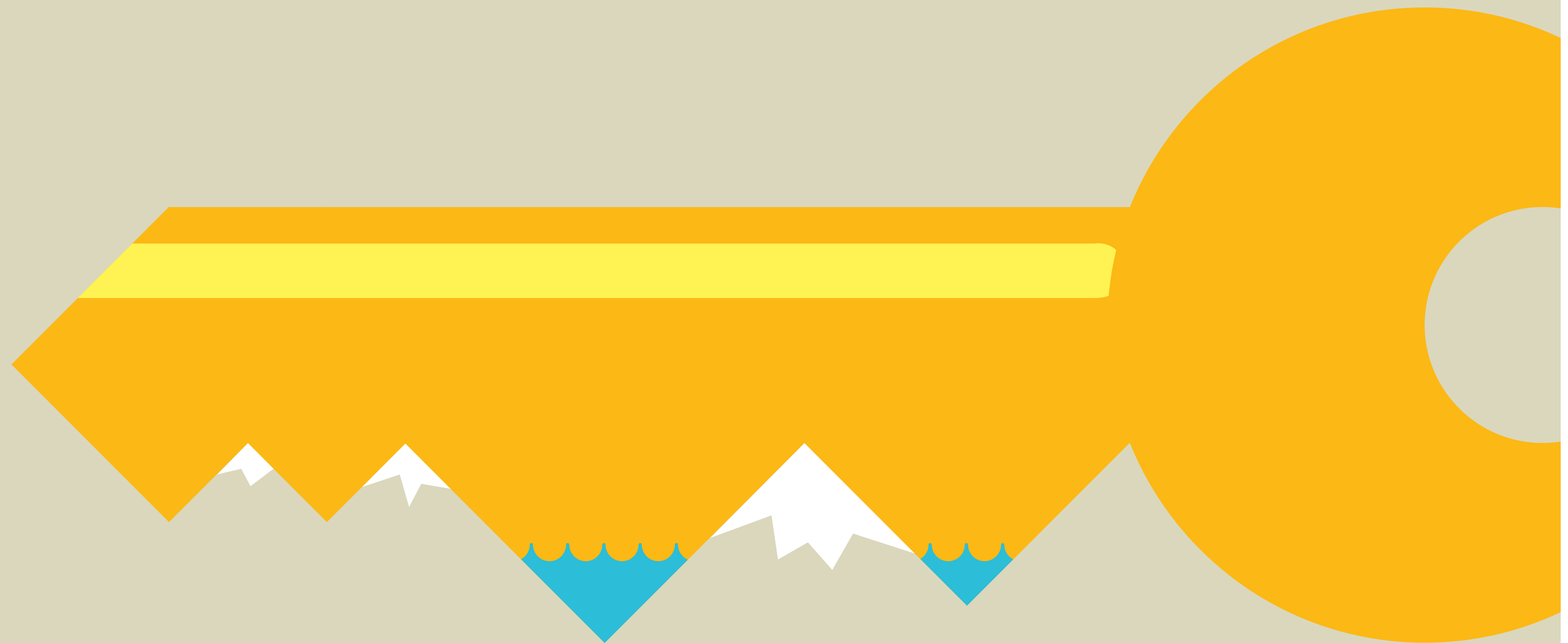


**Tilly
Northedge
and I
designed
an identity
for Shell
Scenarios in
the 00s.
Scenarios
are tools**

**that
consider
alternative,
speculative
futures
based on
present and
historical
perceptions.**



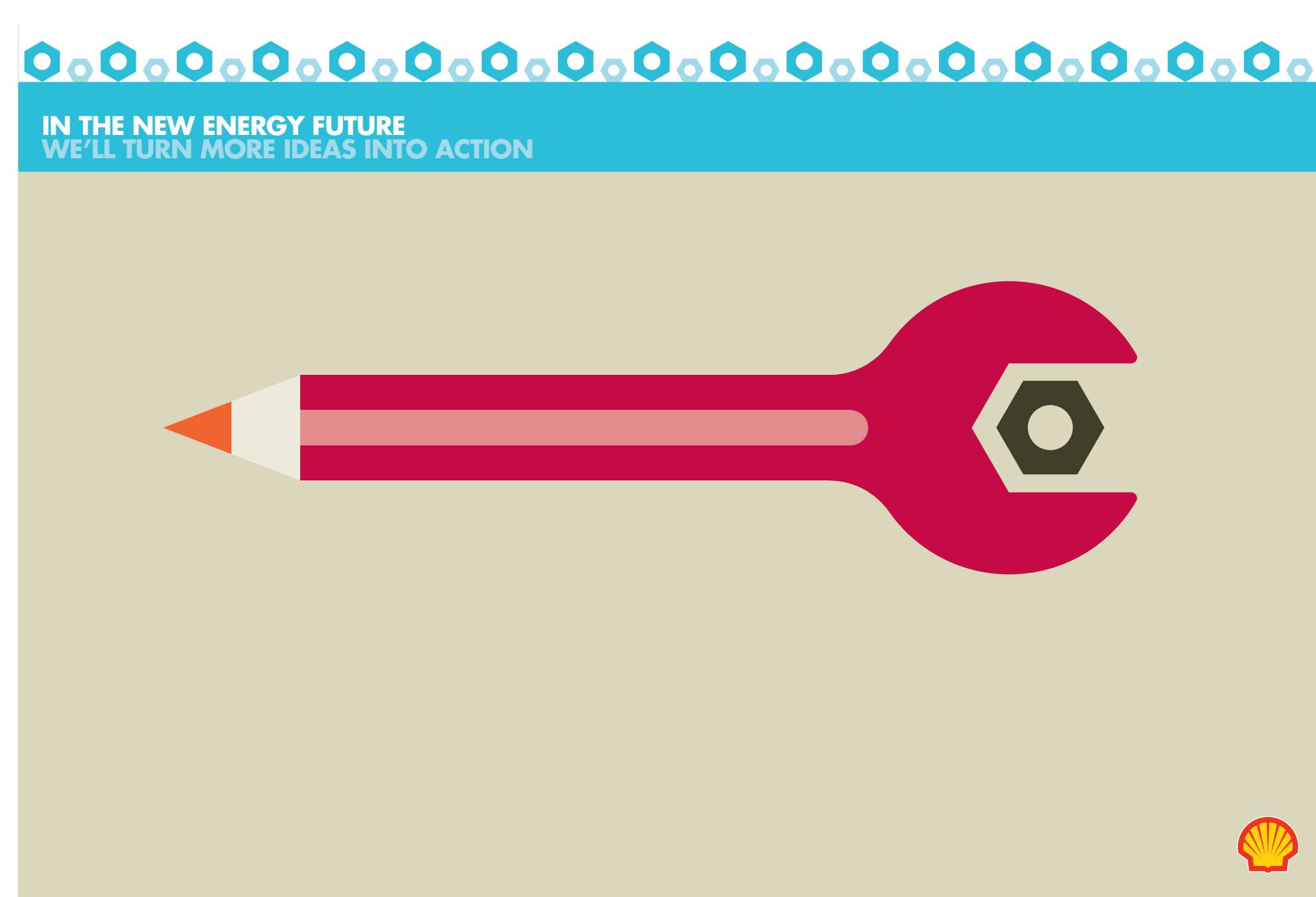
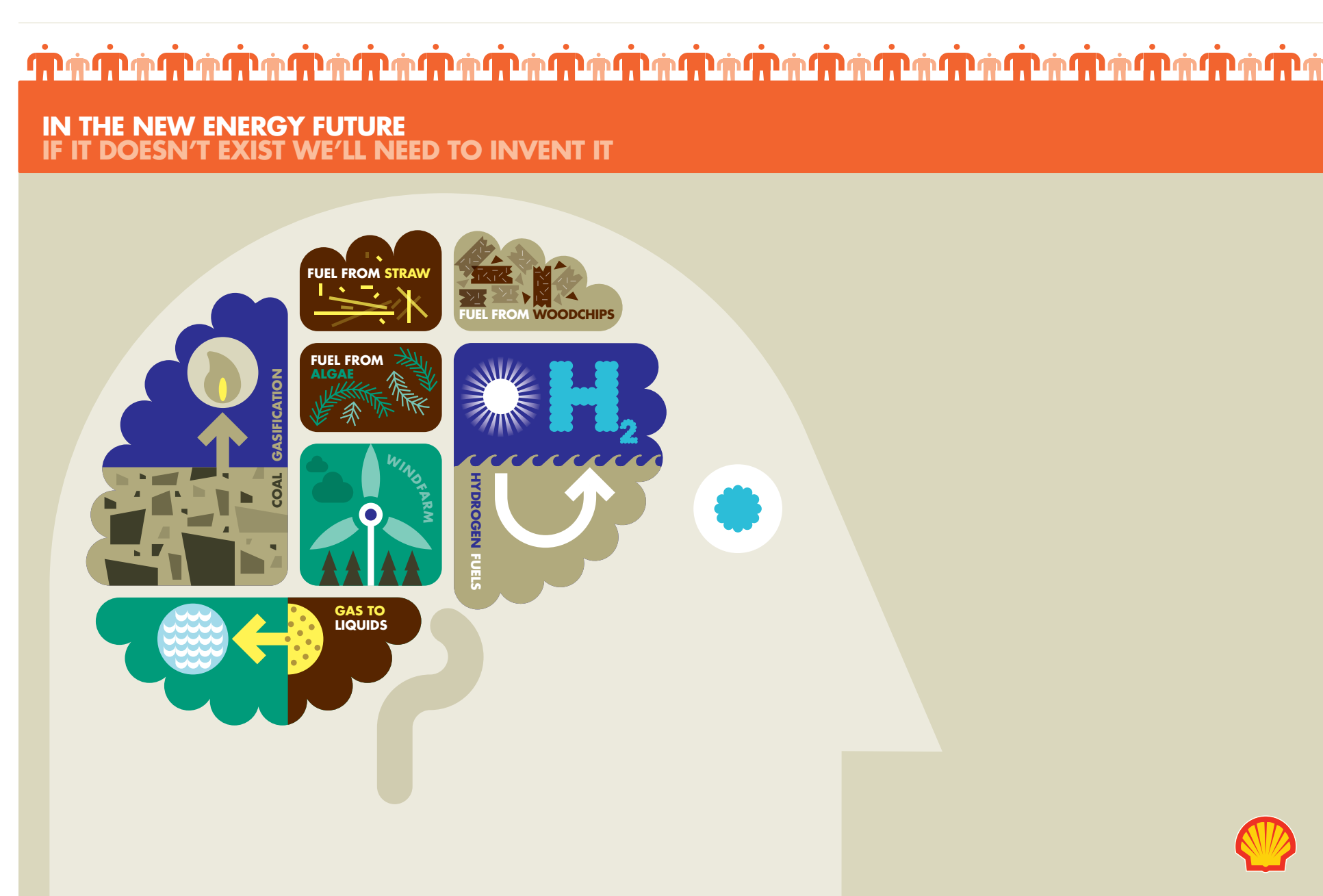
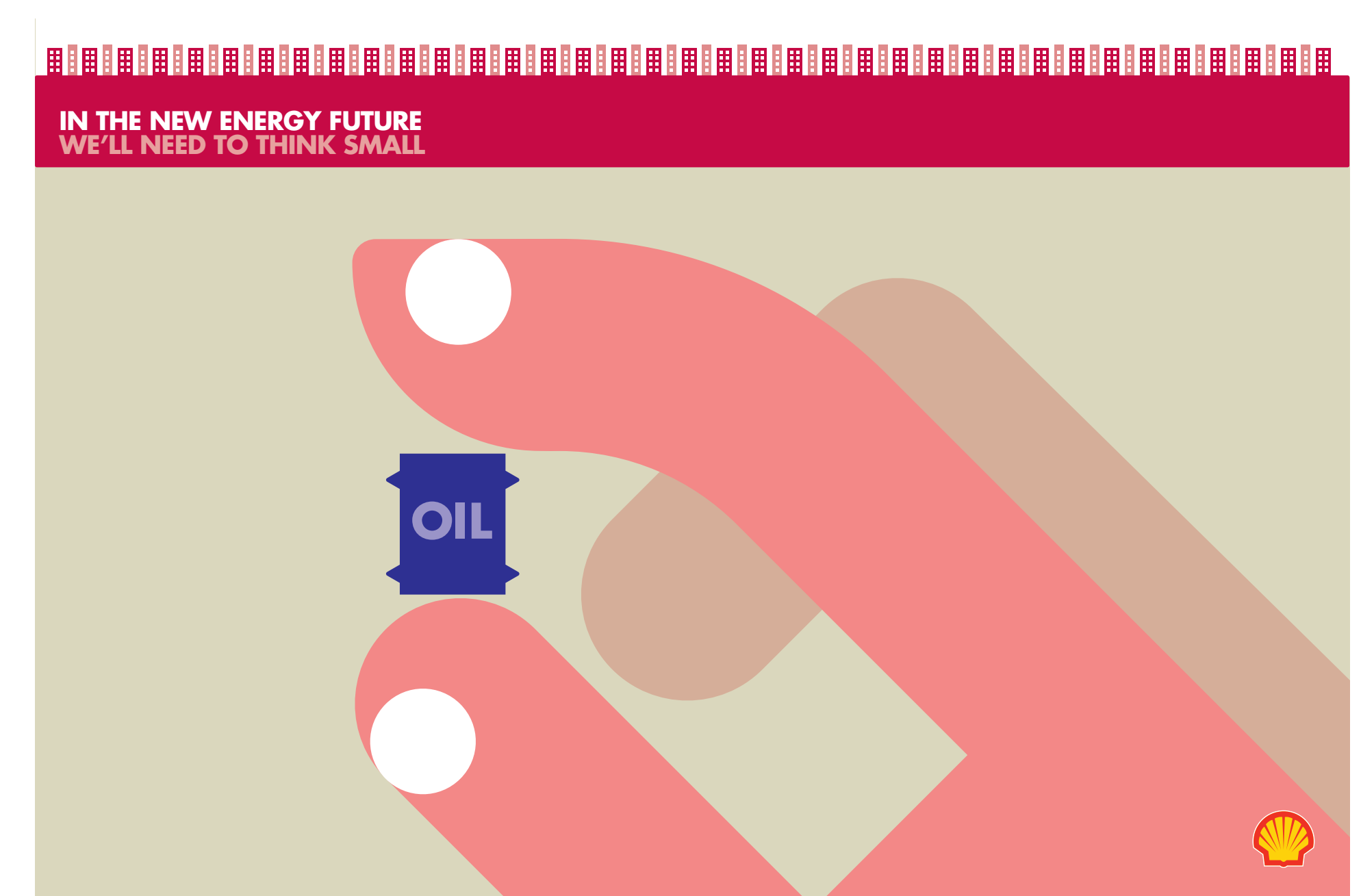
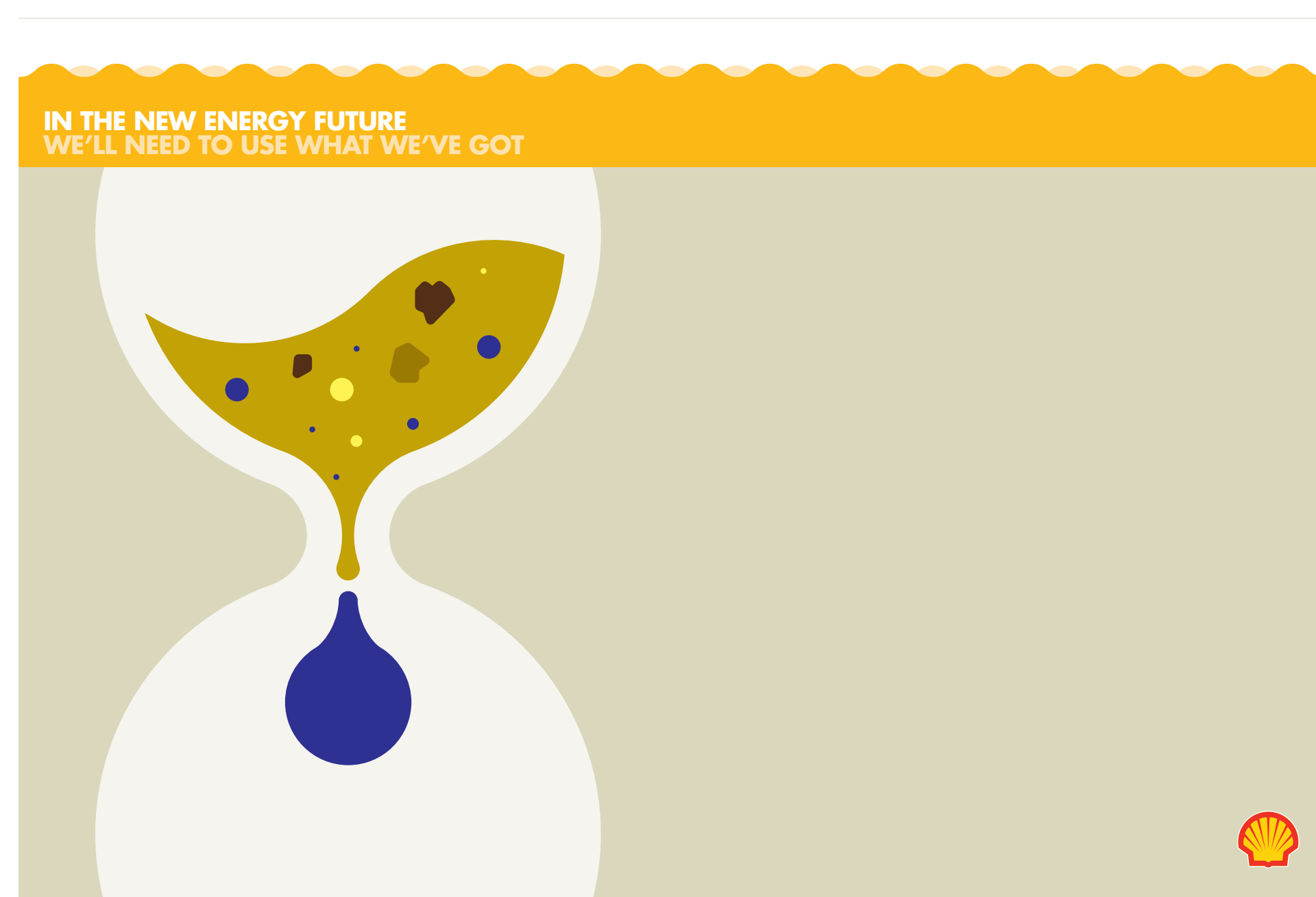
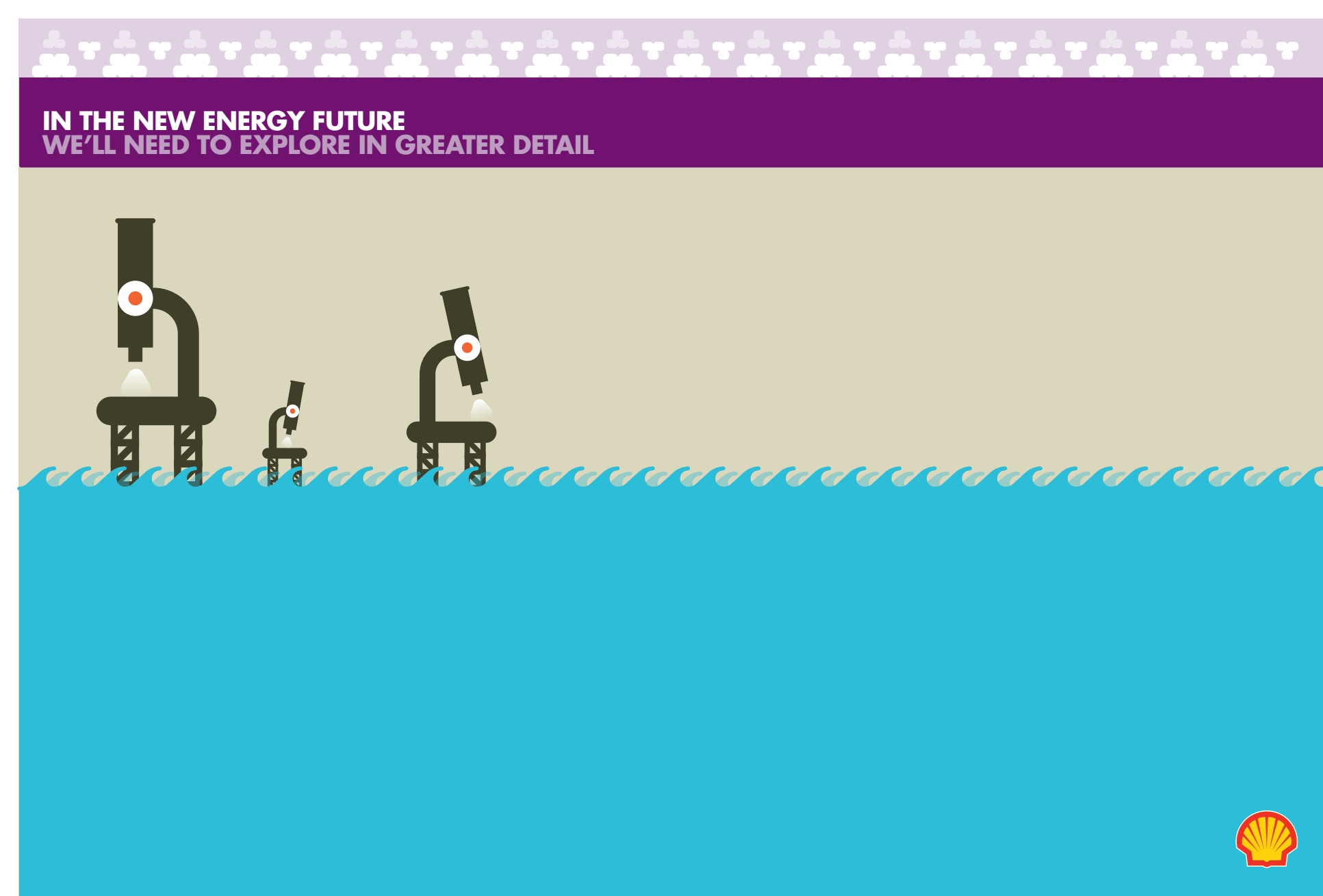
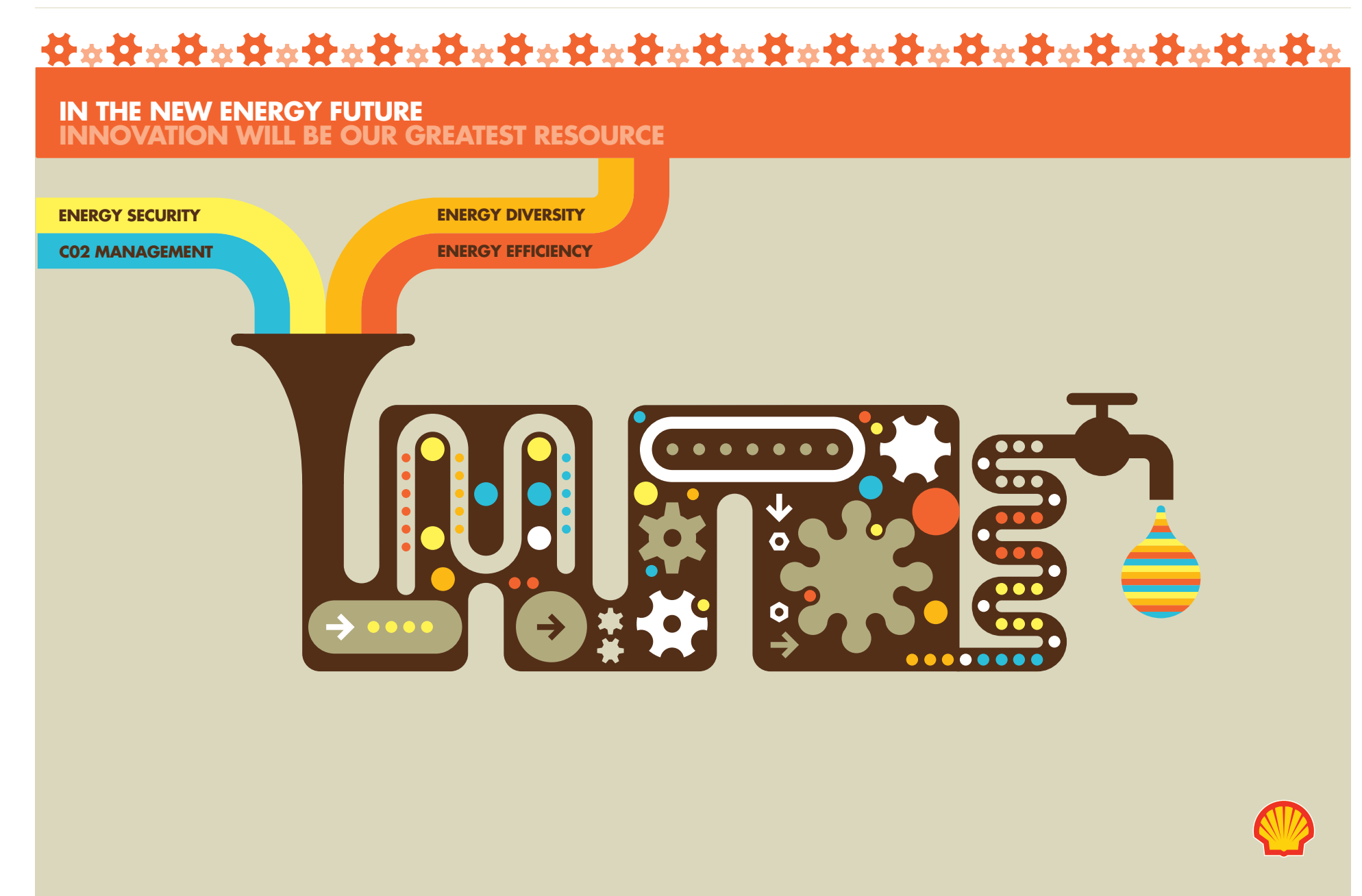
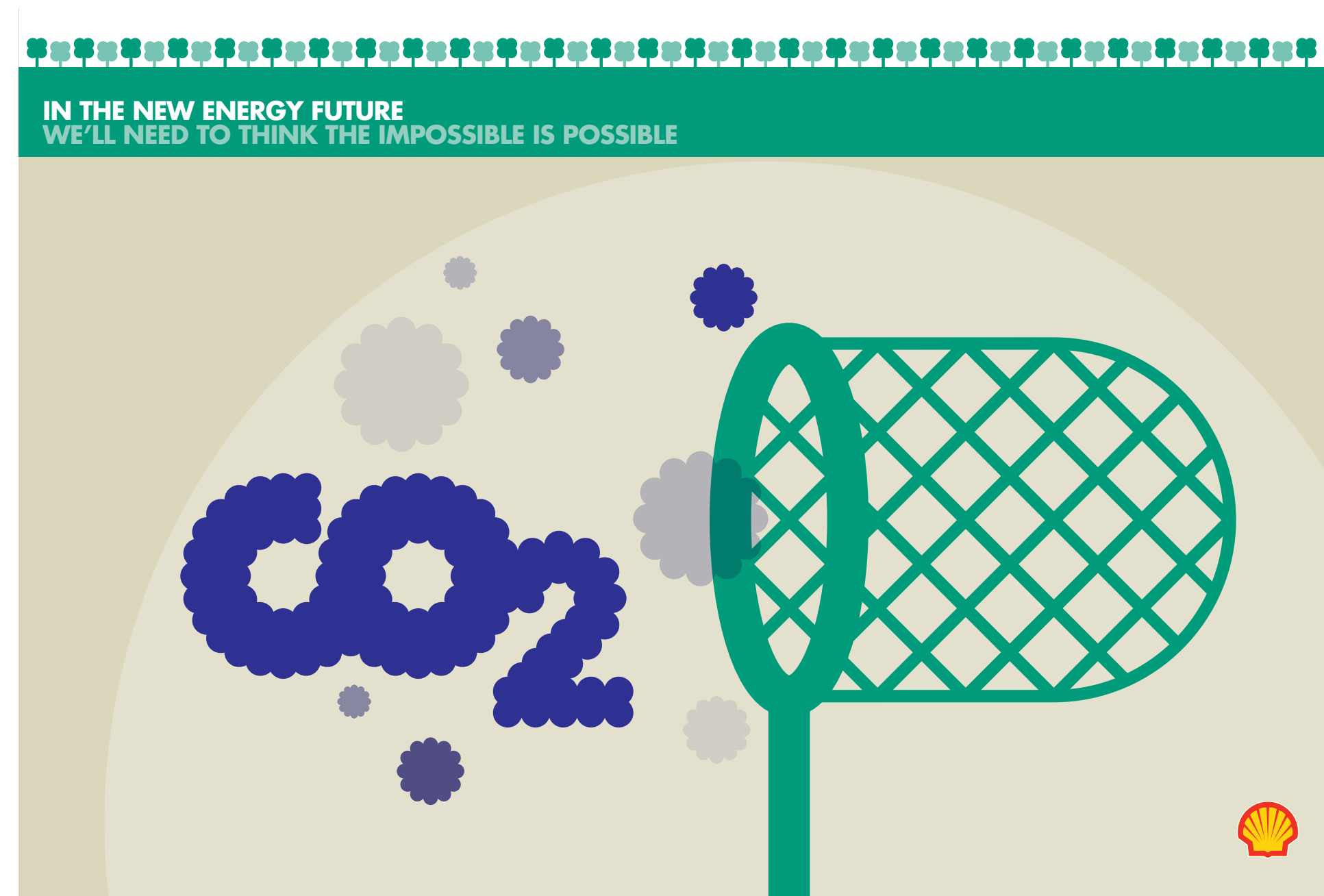
**IN THE NEW ENERGY FUTURE
WE'LL HAVE TO UNLOCK WHAT'S LOCKED AWAY**

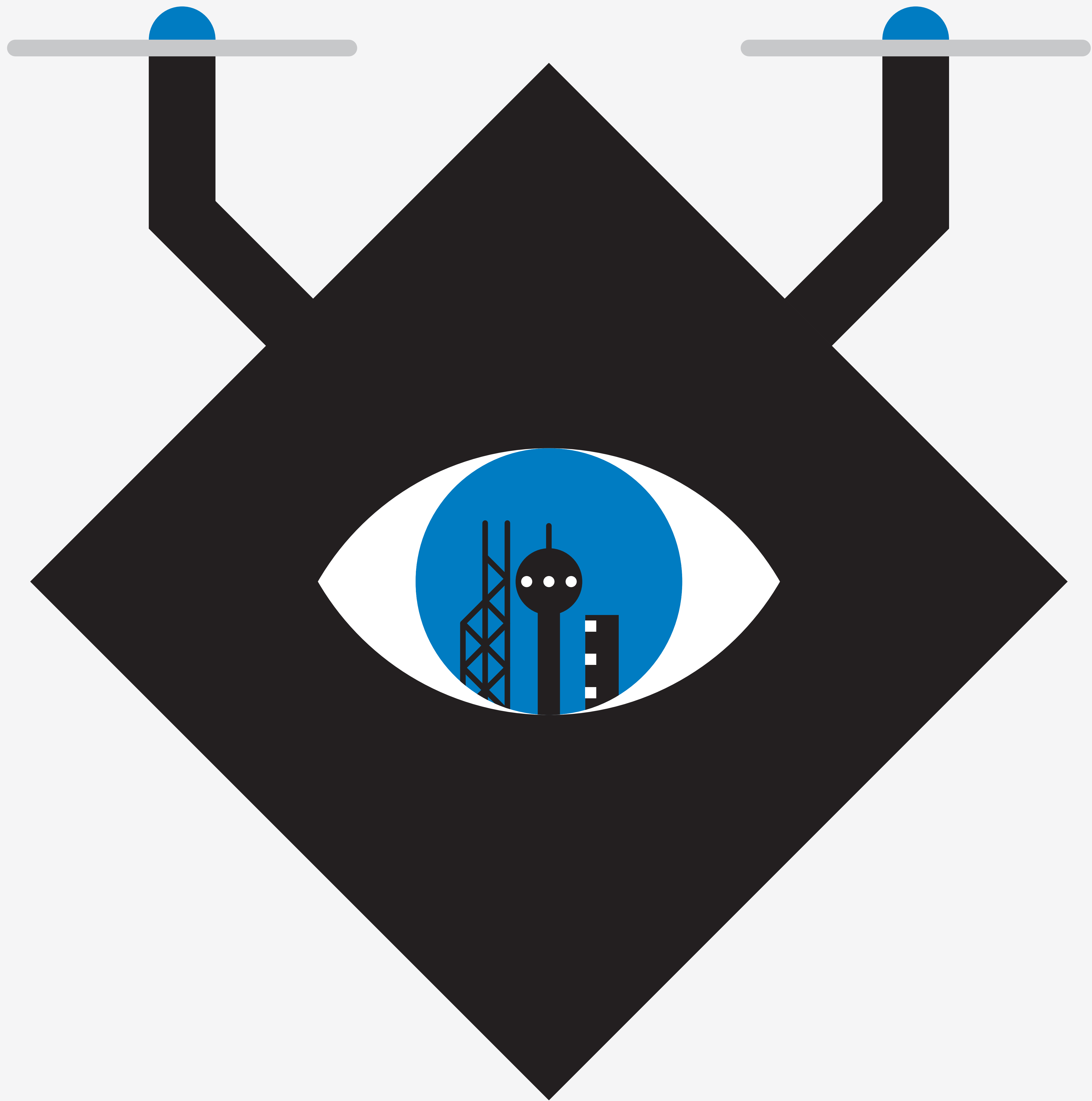


A new energy future

My first job as *Grundini* was a campaign with JWT promoting the responsible energy policy of Shell International. In all I designed and illustrated 30 messages which appeared in print and on banners (predominantly airports) globally.

My job was to create a visual and typographical style to communicate simple messages in a simple way.





In 2012 and on the back of my work with Shell during the 00s I was asked to create an identity for WEF Scenarios.

The future of government

This series of three posters were designed for the Davos conference in 2013 illustrating alternative and possible futures of governance.

Citystate, Is a world in which authority is decentralized to the city level.

Gated Community, Is a world in which Big Government is broken and political power rests with individuals.

Citystate 1

Strategic Foresight at the World Economic Forum

Visions of the future of governance

An investigation in three parts:
1 Citystate
2 Gated Community
3 Databocracy

This is a world in which 19th and 20th century Western democratic values and government models have been outshinned by new systems

Urbanization has led to the growth in the number of cities

Cities and city states become the main centers of political power

Cities, rather than nations, are centers of innovation

Citizens value collectivism, and they increasingly identify more strongly with the cities they live in

Government decentralization from national to city local

The scale of cities means they can innovate and get things done more easily

Gated Community 2

Strategic Foresight at the World Economic Forum

Visions of the future of governance

An investigation in three parts:
1 Citystate
2 Gated Community
3 Databocracy

This is a world in which 19th and 20th century Western democratic values and government models have been outshinned by new systems

Inefficient management by government, coupled with the efficient privatization and tailoring of core services

Decline in collective solidarity and a willingness to be more directly involved in public policy

Big Government is broke and political power rests with individuals and private sector organizations

People look at the private sector for a provision of 'public' services

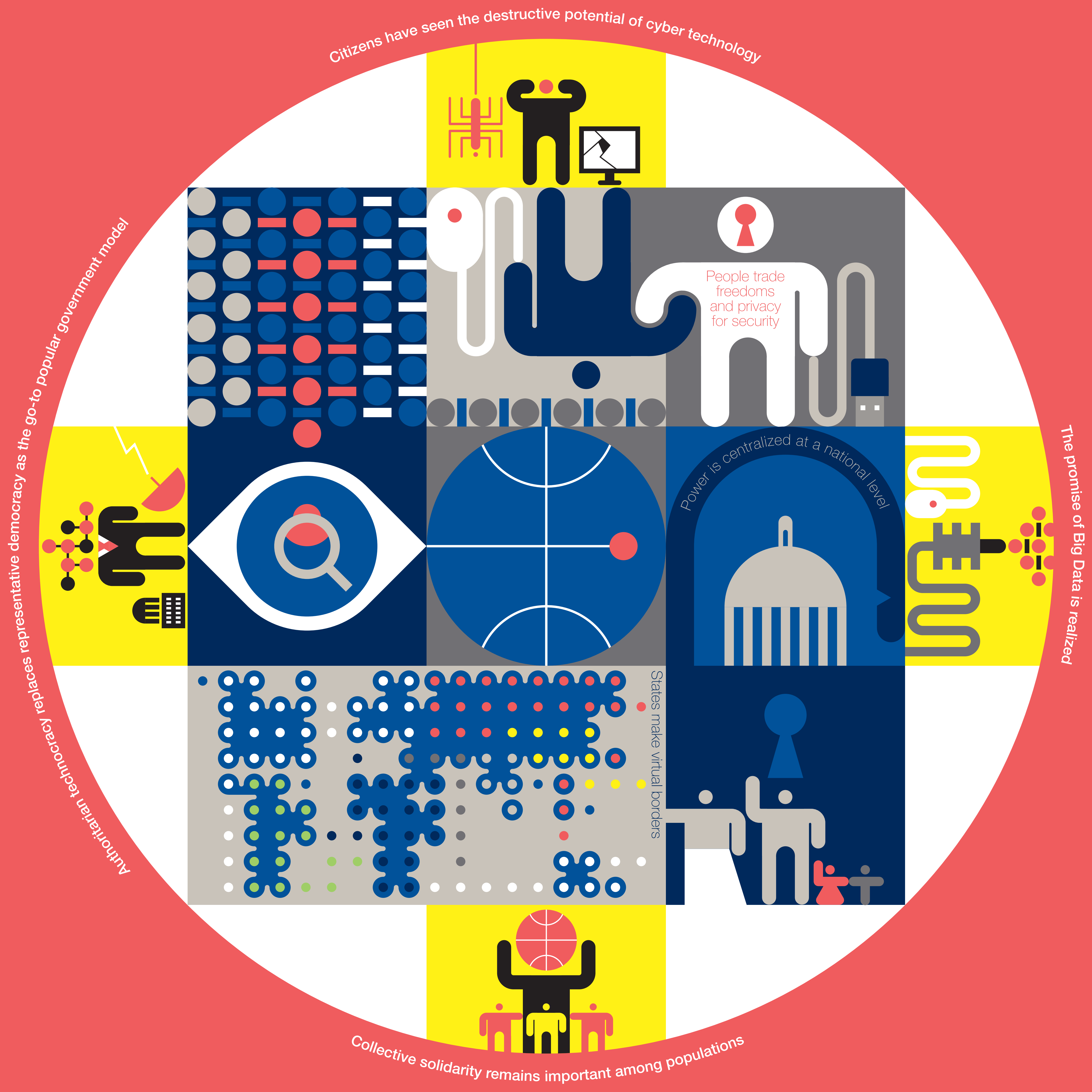
Governance responsive as technology offers real-time policy evaluation

People become more involved in co-designing and implementing public policy

People become more involved in creating their environment

The rise in dominance of individual preferences over historical collective ones

Datocracy,
Is a world in which the
promise of *Big Data* is
realized while economic,
geopolitical and cyber
threats are omnipresent.



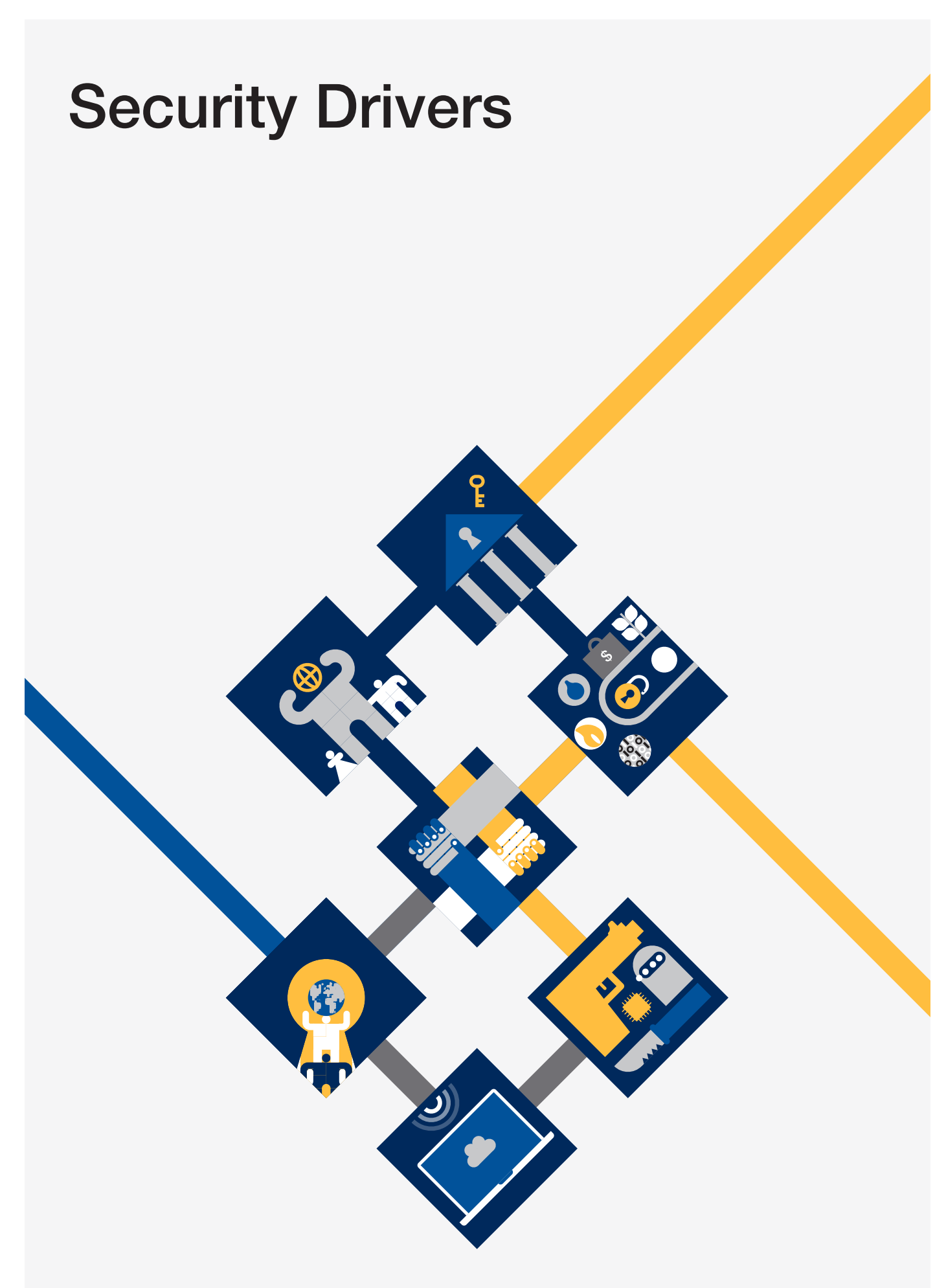
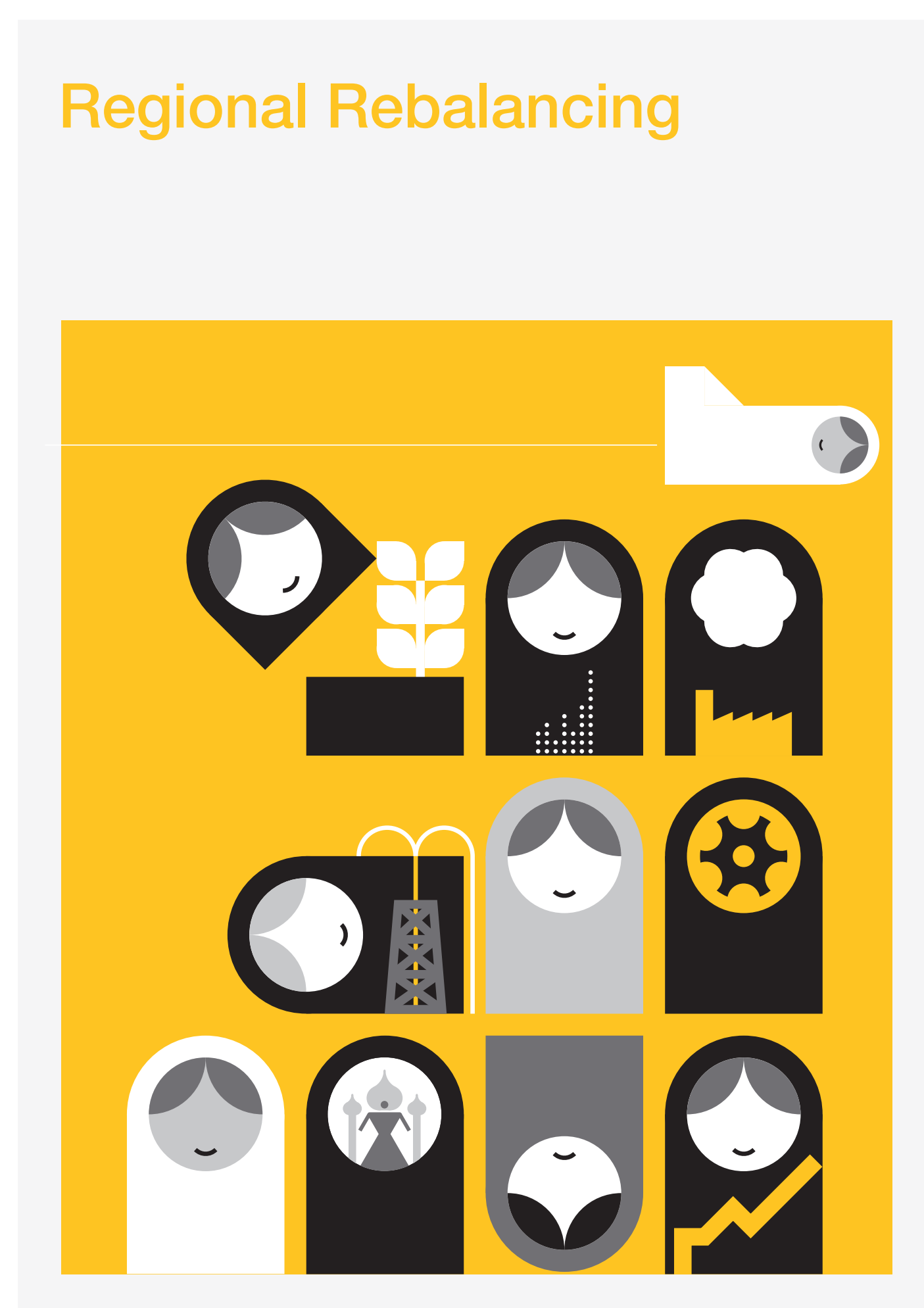
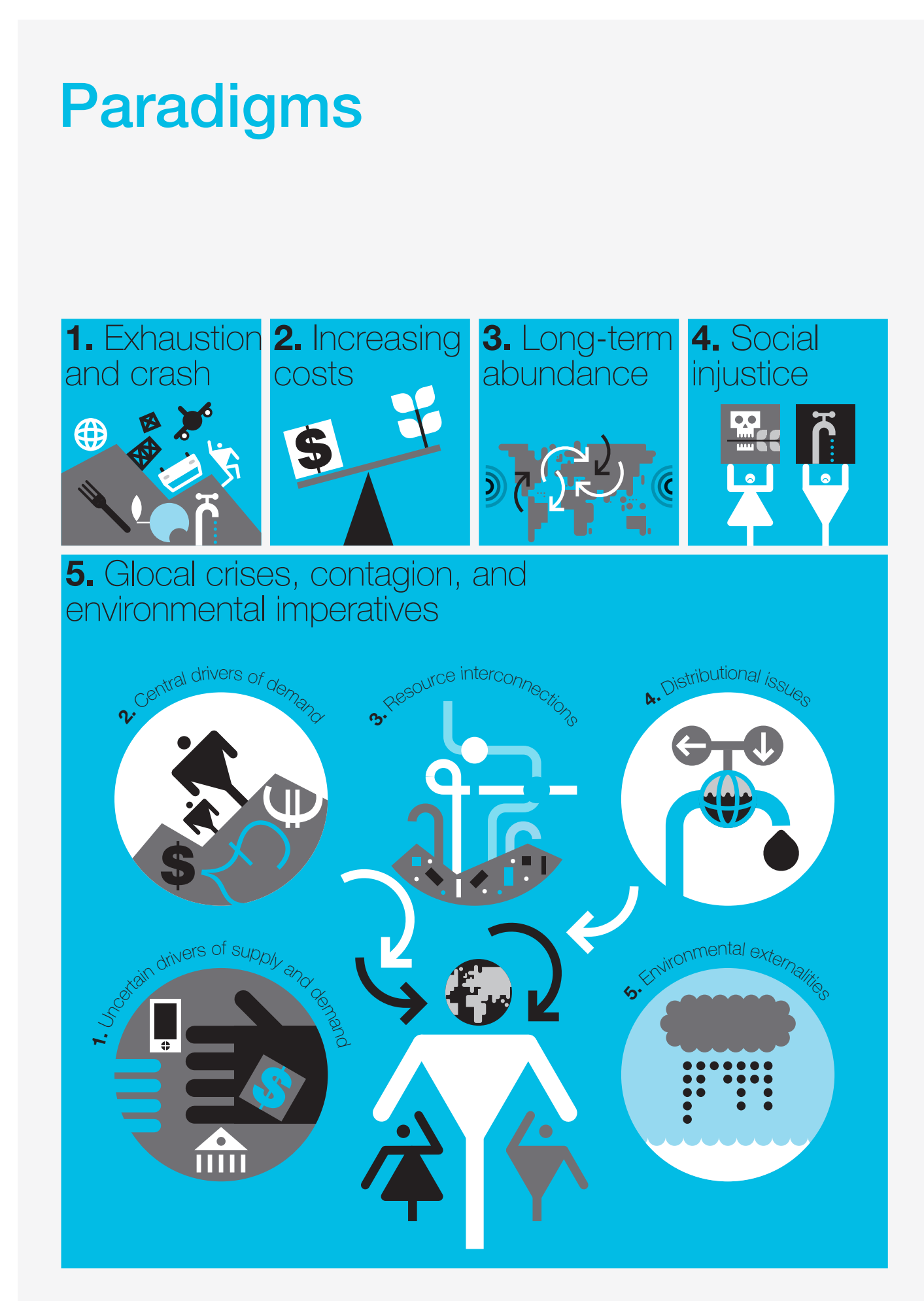
Collective solidarity remains important among populations

A Scenario assortment

Covers, openers and diagrams that create an illustrative identity for the Scenario reports and publications, that co-exist with the existing look and feel created by Pentagram.

Top row
Cover set.

Bottom row
Some examples of informational and opener illustration designed to introduce sections and chapters in the reports.



Global Paradigm Shifts

Insights on our global future
by 32 of the worlds leading
scenario commentators

An eye for an insight

An eye for each article forms the concept for this report cover. The individual icons were also used to highlight the authors on their web pages.

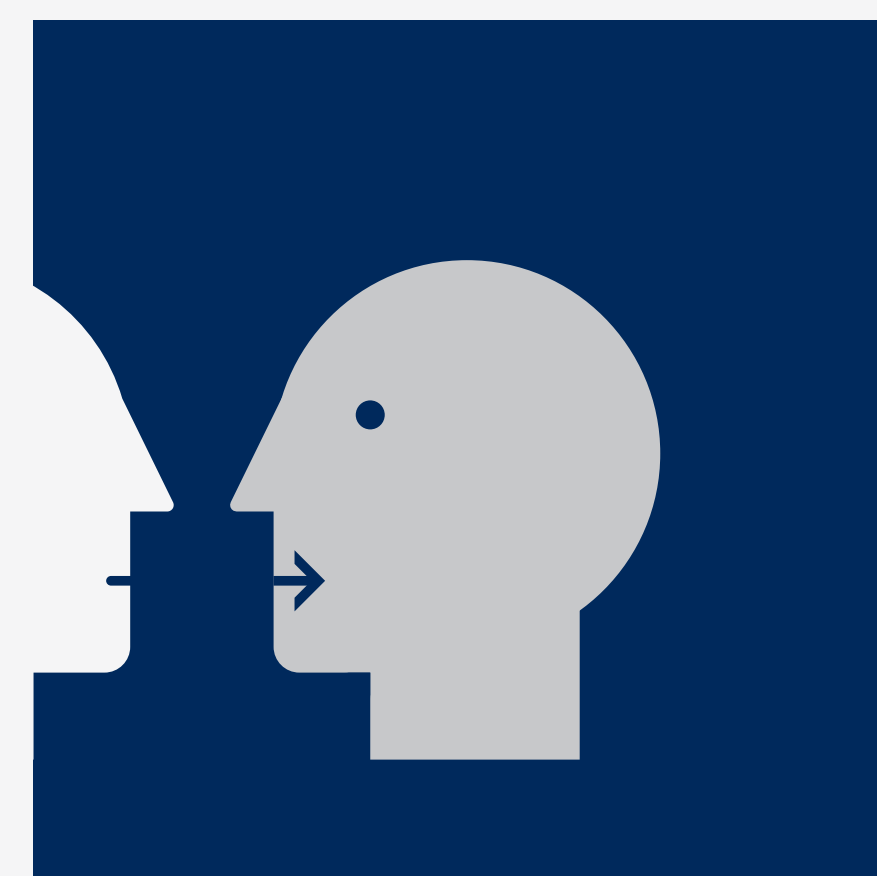


Write your own Scenario

Design and imagery for a book that explains how Scenarios are constructed at the WEF and tips for writing your own.



Foreword



Introduction

Learn how to pass on your thoughts to other stakeholders with clarity and simplicity



Scenarios and the Forum's mission

Facing global challenges



Scenarios in action

The three ways WEF uses scenarios



Process

Five steps to success



Team



Explore perspectives

Objectives

- Analyse the material gathered, supplemented by desk research to deepen understanding of the topic
- Develop a scenario framework, tailor the focal question and draft scenarios
- Write an interim report and distribute it to all the network as strategy for coalescing the network's strategic thought as joint learning
- Prepare relevant and engaging materials to facilitate subsequent strategic conversations

Key success factors

- Determine the boundary between the contextual and transactional environments
- Refer back to purpose to determine the focus and how challenging the scenarios are to be
- Pay attention to how best to visualise and communicate complex notions in an understandable way for the primary group of stakeholders working with and others remembering the diversity and given the concepts can be complex



Establish the project

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Structure the outputs

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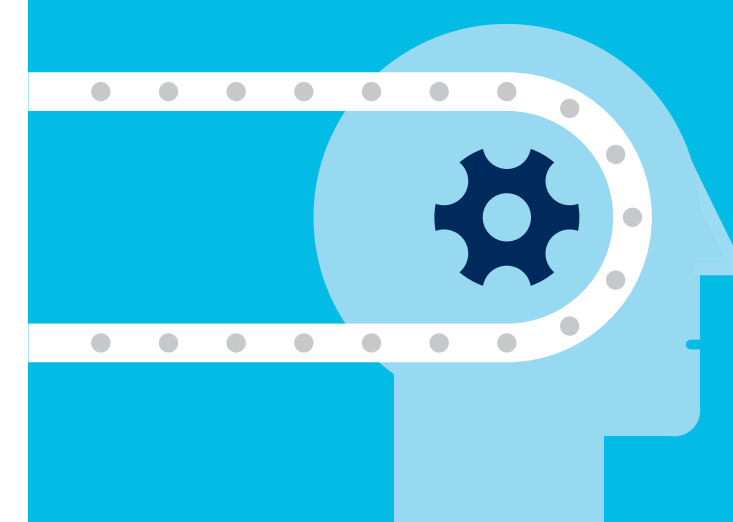
Generate insights

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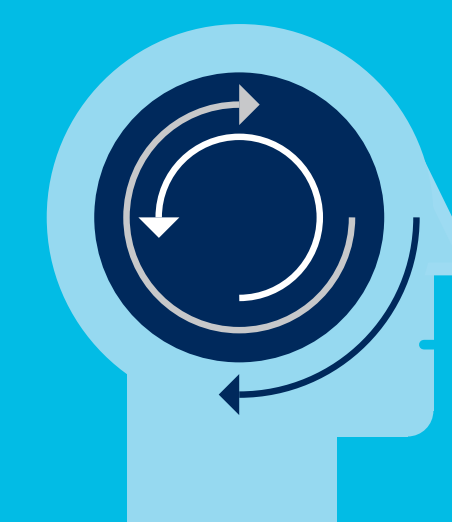
Communicate the learning

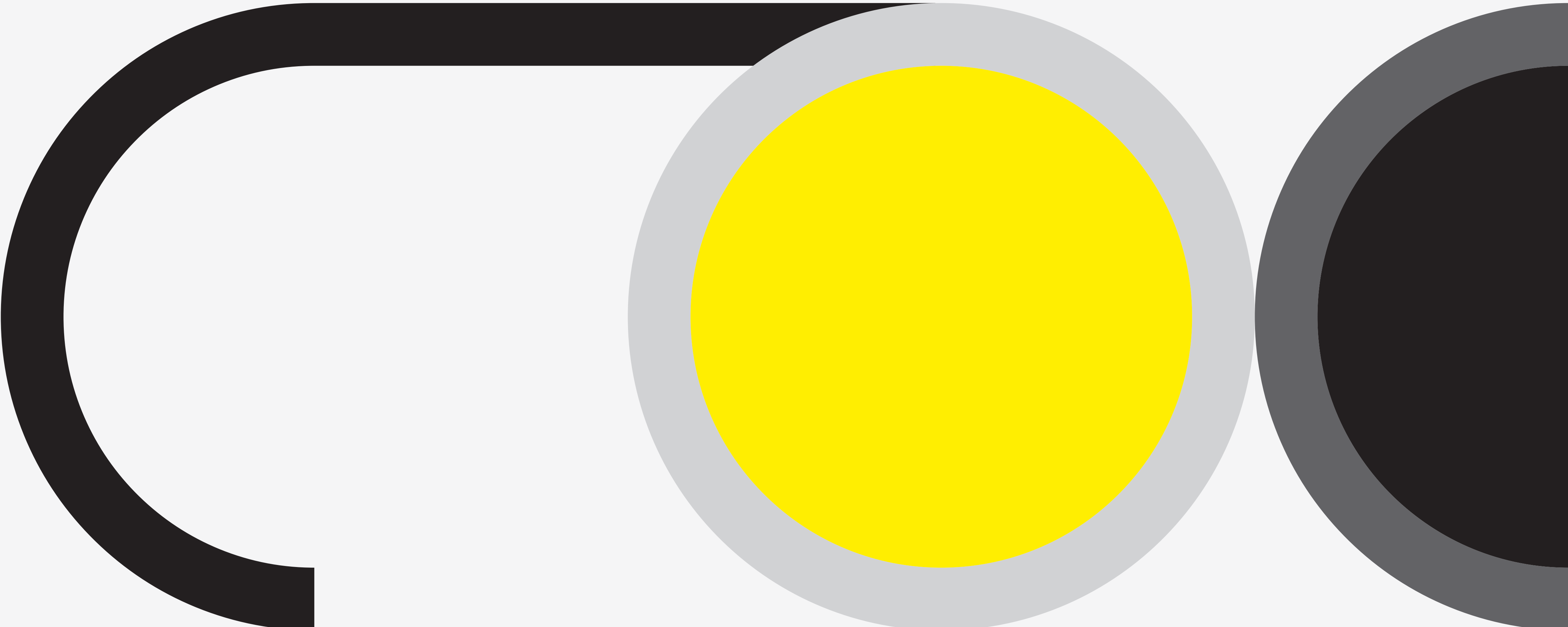
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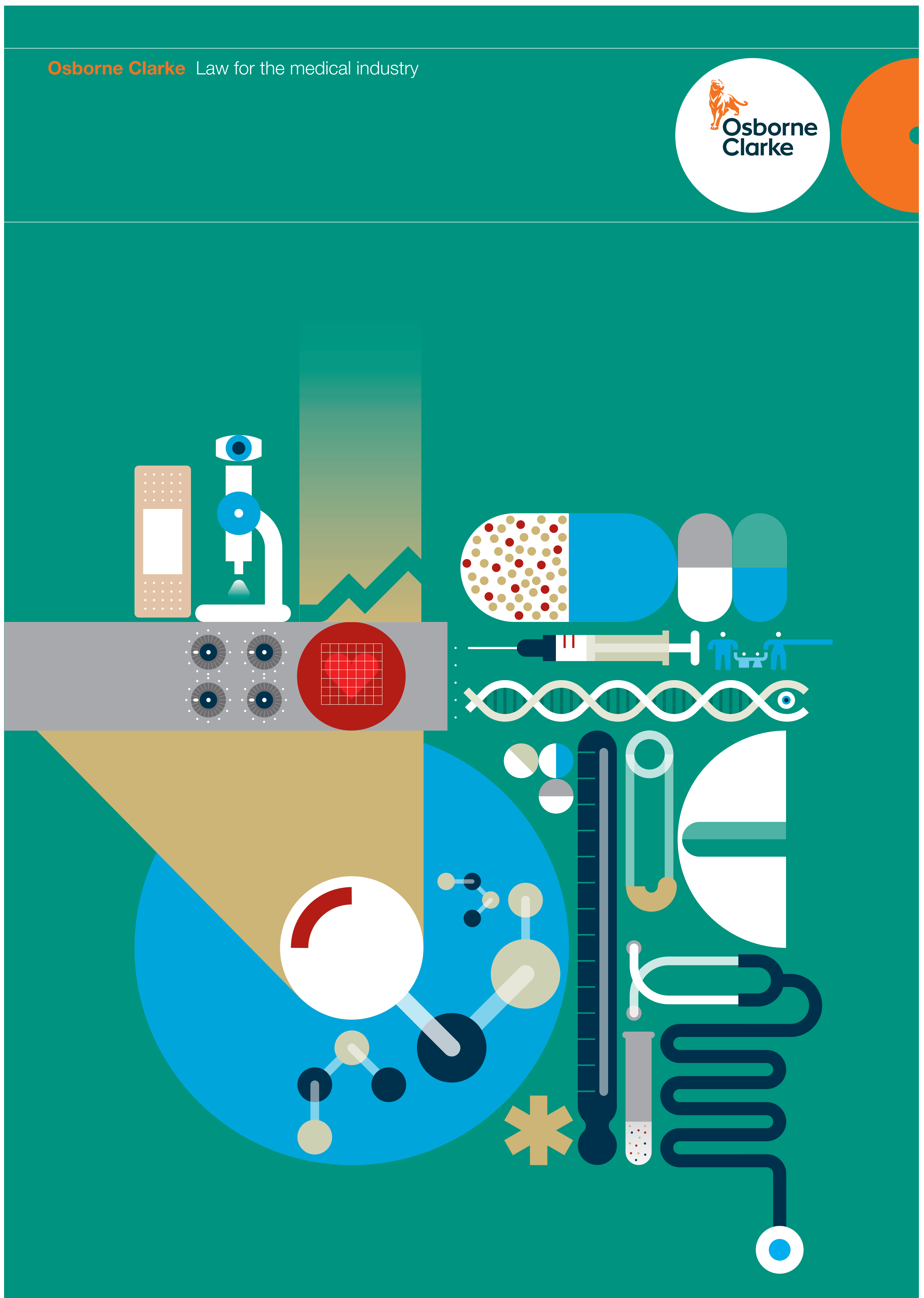
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In 2007 I was invited by Dragon Rouge to create an illustration identity to coexist with a new brand launch for solicitors, Osborne Clarke. Over the last ten years my work has become a significant part of the brand, building into an extensive library of iconography complete with its own illustration manual.

Osborne Clarke Law for the medical industry

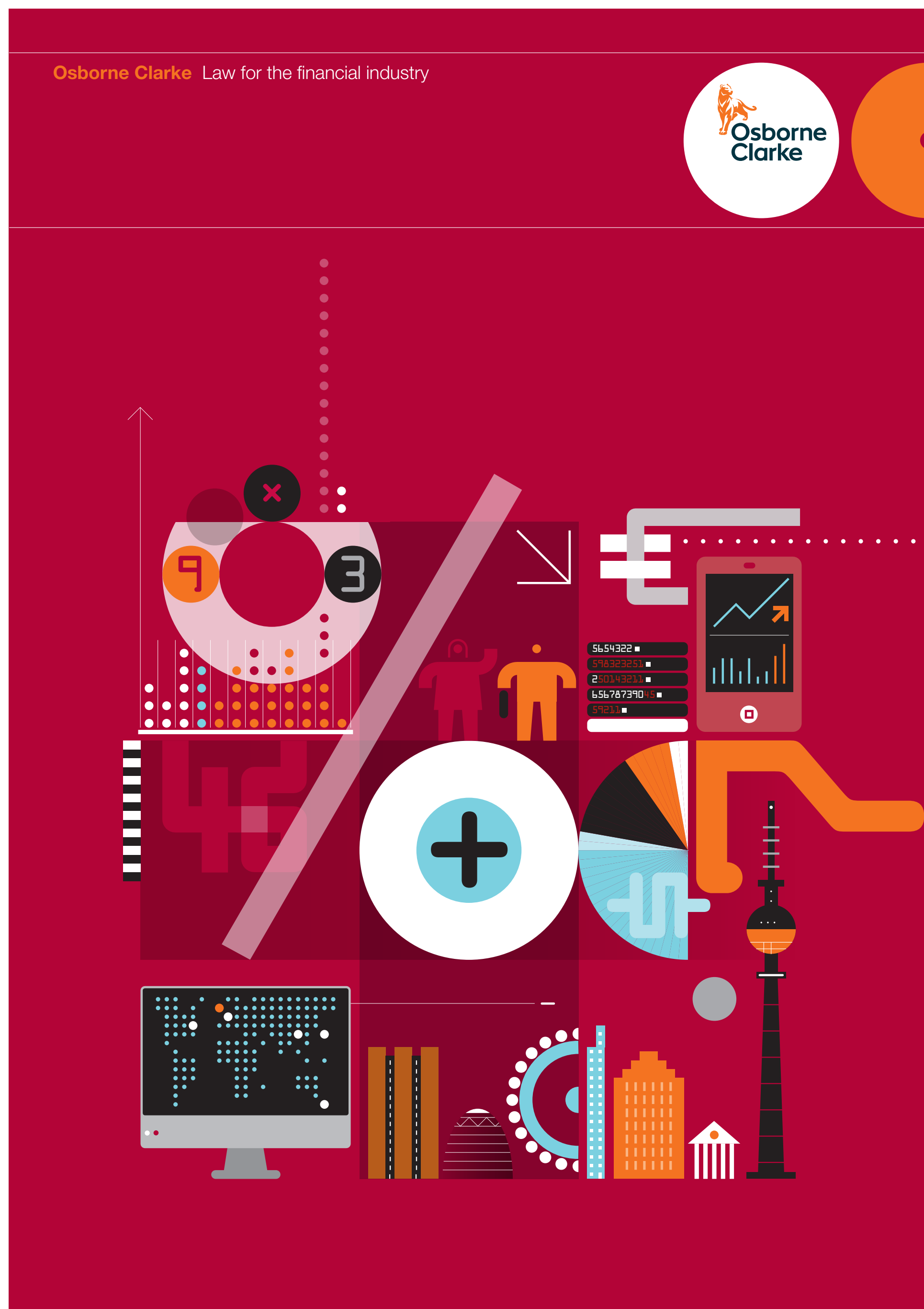
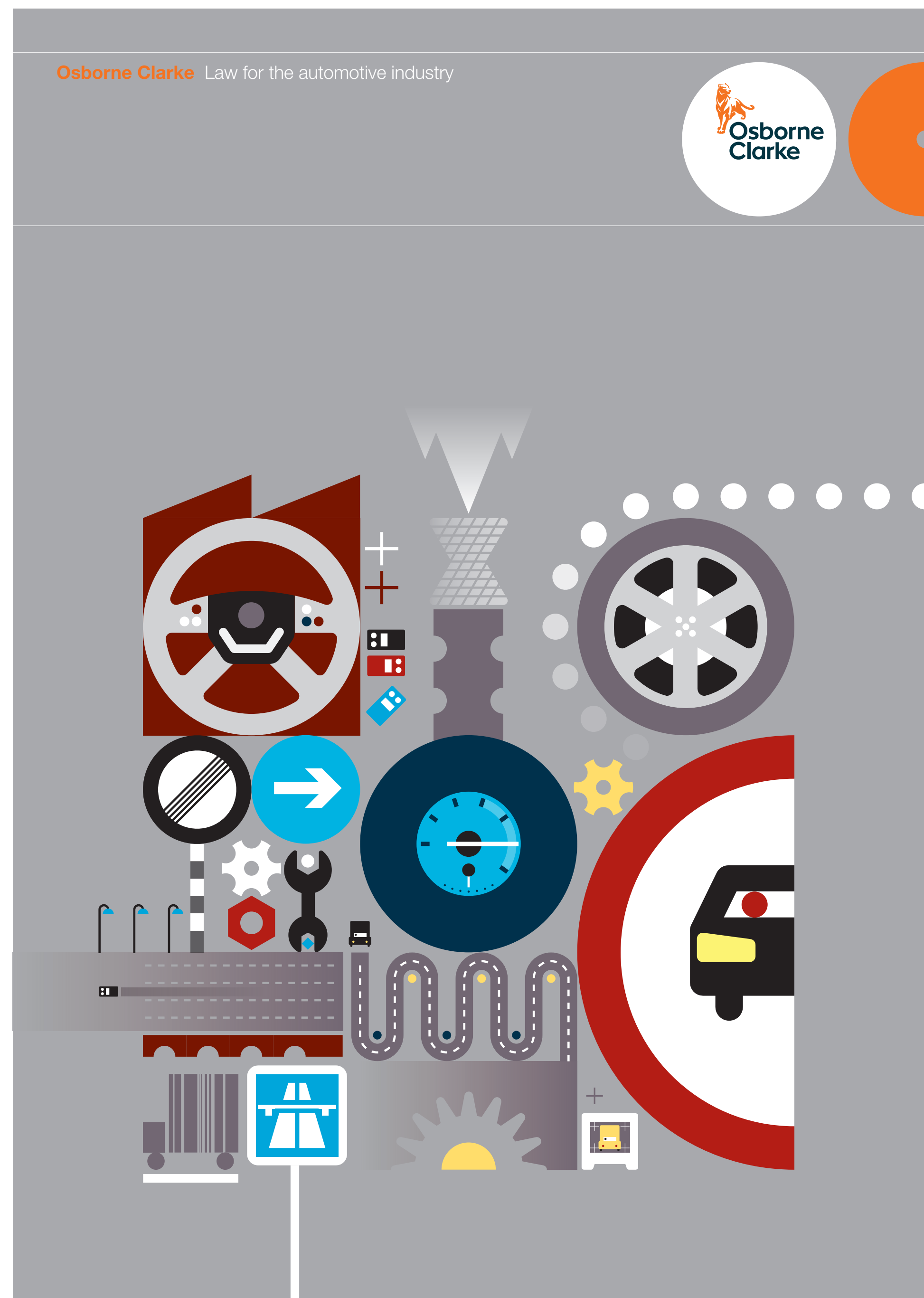


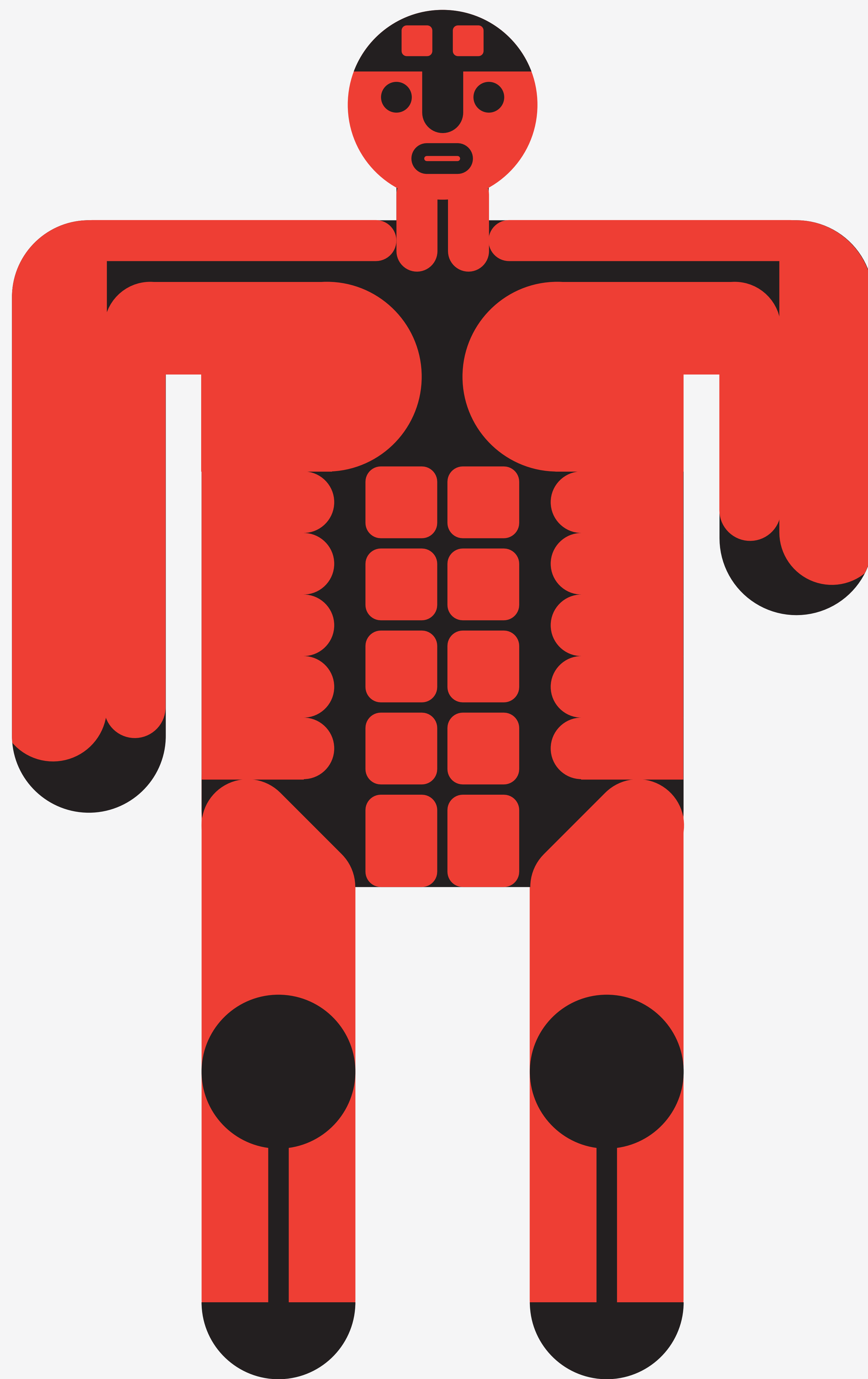
Spot the OC?

In all I designed 12 covers to describe the core areas of OC business. The main idea was that in each image the O and C that formed the client logo appeared as an icon device.

Beside the covers I created a library of icons which you will find on the clients website.

Left to right
Covers for,
Automotive industry.
Financial industry.
IT industry.



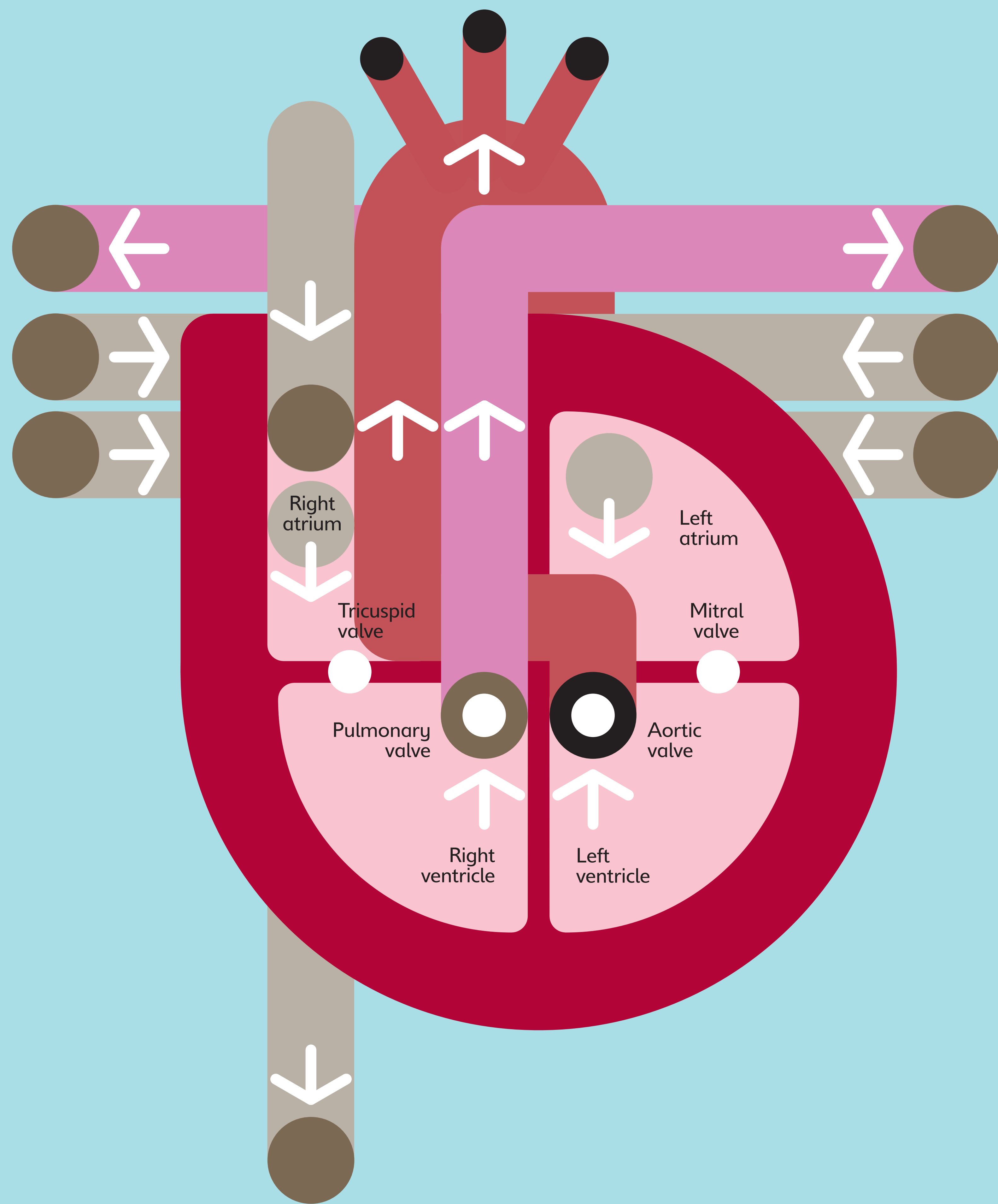


The brief here was to design and illustrate a book for under 15s that broke from the usual 'body pharm' look, I chose fun and simplicity. Get your copy from Amazon.



INFOGRAPHICS Understand the facts in the blink of an eye

BIG
PICTURE
PRESS



Ever wanted a perfect body book?

The book is divided into seven sections each highlighted by an icon set on a tab index cut into the page.

Each section starts with a DPS single topic, thereafter Simon Rogers' punchy facts are delivered by multiple visual bites. It's a book more about body facts than anatomy, something every doctors surgery should have.

Top row
Icons.

Bottom rows
Spreads for,
Reproduction,
Senses.
Production line.
The human Skeleton.



REPRODUCTION

MAN

Serulum
The seminal vesicle is located below the bladder and secretes a fluid that, when mixed with sperm, makes up the majority of the volume of the ejaculate.

Prostate
A walnut-sized gland that sits below the bladder and filters urine. It also produces a fluid that, when mixed with sperm, makes up the majority of the volume of the ejaculate.

Urethra
Both semen (containing sperm) and urine travel through this duct, but never at the same time.

Testes
These organs produce testosterone and sperm.

Penis
This organ is made of a spongy tissue that can expand and contract. The human penis, compared to its body size, is bigger than almost any other animal.

Uterus
The uterus develops from the top of the vagina and is the largest muscle in the female body.

Qvary
At birth, a baby girl's ovaries contain 200,000 eggs and by the time of ovulation, only one is released every month.

Fallopian Tube
This is a tube of a few inches long that carries the egg from the ovary to the uterus.

Vagina
The vagina is a canal that carries the egg from the ovary to the uterus.

Cervix
Enlarges 2-3 inches in diameter during childbirth.

Clitoris
There are 8,000 nerve endings in the clitoris.

Stem cells
These can now differentiate into many different types of cells. They are the building blocks of the body and are used to repair and replace old and damaged cells.

Placenta
This organ provides oxygen and nourishment to the baby, including 3.5 litres of water a day.

Foetus
The unborn baby grows for approximately 9 months.

WOMAN

Uterus
The uterus develops from the top of the vagina and is the largest muscle in the female body.

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This organ provides oxygen and nourishment to the baby, including 3.5 litres of water a day.

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The unborn baby grows for approximately 9 months.

TOUCH

TOUCHY SUBJECT
Your sense of touch is important for feeling temperature, pain and pressure. This stops you from hurting yourself.

HIT A NERVE
This illustration shows which parts of your body are the most sensitive: The bigger the body part is drawn, the more nerve endings you have there.

MAGIC TOUCH
When you touch something, the sensation is detected by a network of nerves called neurons. The neurons transmit signals via the nervous system to be analysed by the brain.

HEARING

BIG EARS
Can you hear better with bigger ears?
A bit - bigger ears can capture more sound waves but the brain has a limit to the information it can process.

HOW LOUD?
Sound is measured in decibels (dB). Most humans have an auditory pain threshold of 130 dB.

- Jet 150 dB
- Noisy restaurant 80dB
- Conversation 66 dB
- Tube train 90 dB
- Whisper 20 dB
- Car horn 120 dB
- Gun shot 140 dB
- Rocket 180 dB

PRODUCTION LINE

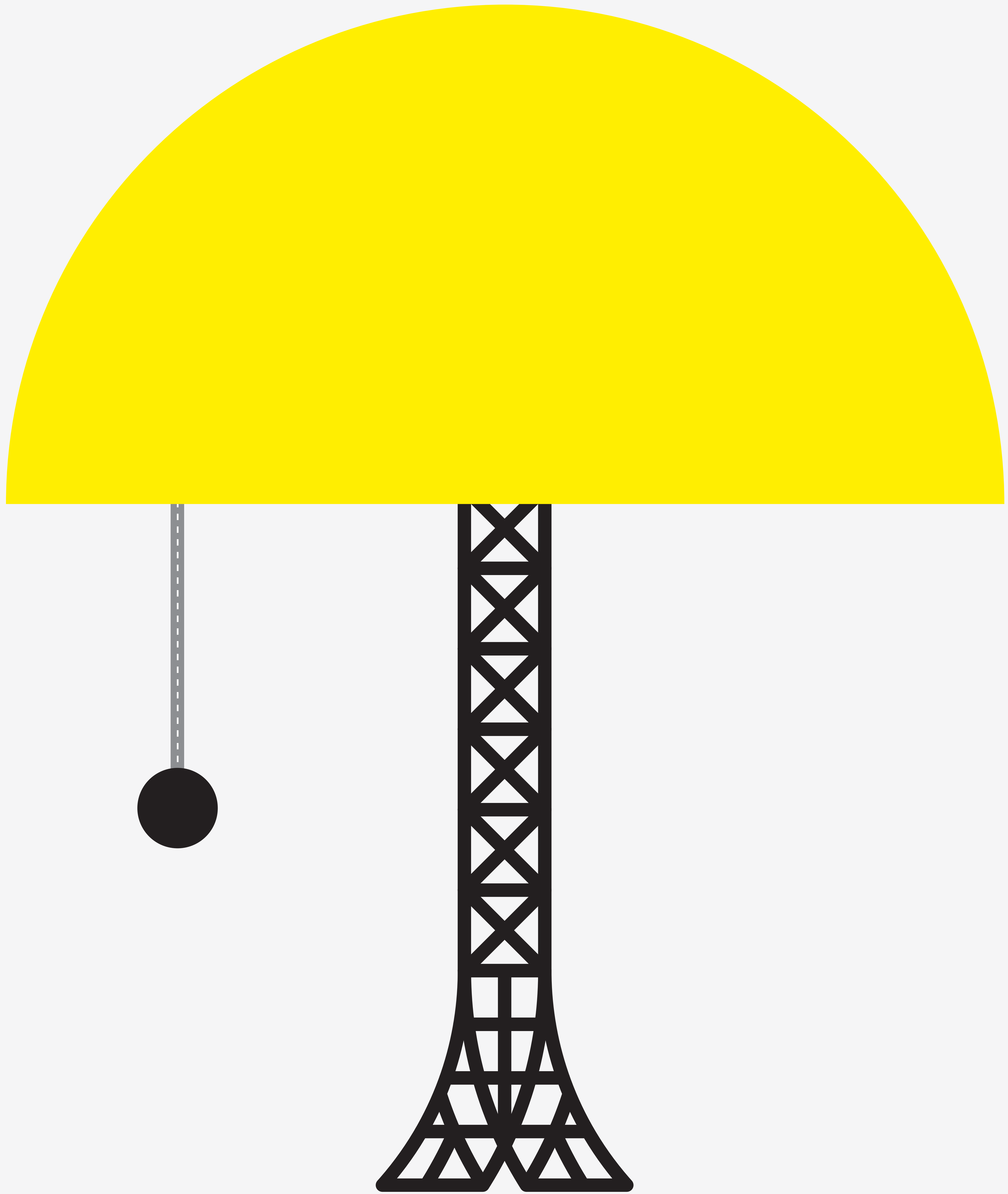
A veritable factory, the average human body contains and produces all kinds of substances! See what it has up its sleeve...

- WATER**
It contains enough water to fill a 38 litre/8 gallon tank.
- GET WIND**
It produces over 0.47 litres/0.8 pints of gas every day.
- SOAP STORE**
It contains enough fat to make up to seven bars of soap.
- FLEA FREE**
It contains enough sulphur to kill all the fleas on an average dog.
- PINCH OF SALT**
It contains about 113g/4 oz of sodium chloride, or salt.
- SUPER CELL**
It regenerates 300 million new cells every minute.
- DAILY BILE**
It produces over 600 millilitres/1 pint of bile a day.
- CANNON FODDER**
It contains enough potassium to fire a toy cannon.
- FIRE STATER**
It produces up to 1 litre/1.76 pints of mucus a day.
- A LOAD OF SNOT**
It produces up to 1 litre/1.76 pints of mucus a day.
- BOIL OVER**
It gives off enough heat in 30 minutes to bring 1.9 litres/3.4 pints of water to the boil.
- BIG BEARD**
If the average man never shaved his beard, it could grow more than 4 metres/13 feet long.
- BLOW OUT**
If the average man never shaved his beard, it could grow more than 40,000 droplets at up to 100 miles/160 kilometers per hour.
- PHOSPHORUS**
It contains enough phosphorus to make 2,200 match heads.
- KEPT ON YOUR TOES**
It fosters millions of bacteria on each foot.
- PENCIL PUSHER**
It contains enough carbon to make up to 900 pencils.

THE HUMAN SKELETON

The 206 bones in your body connect together to make up your skeleton. Every bone has its own job: some provide protection to your organs, whilst others make it possible to move.

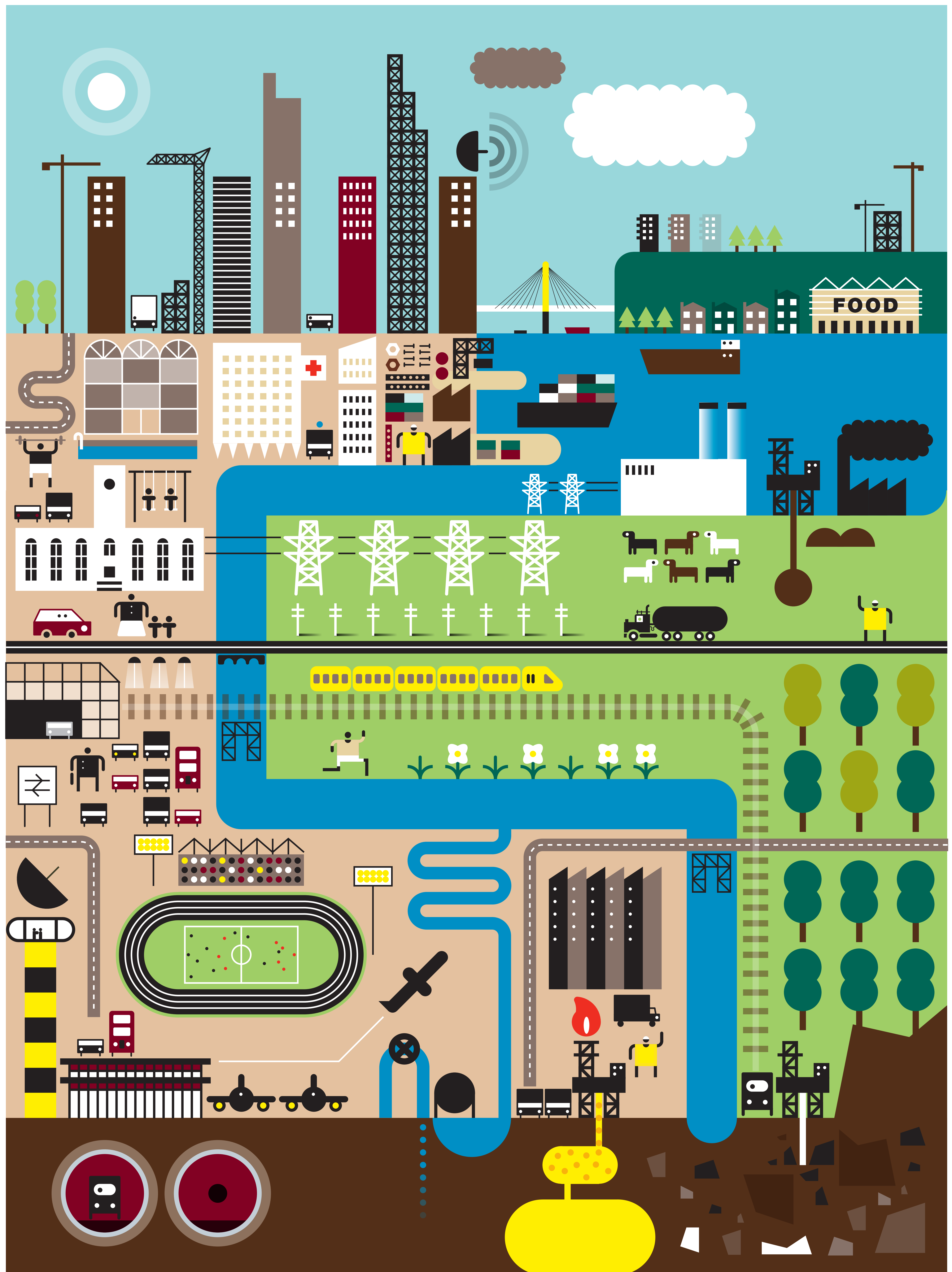
- EAR**
Your ear contains the smallest bones in your body. The stirrup in your middle ear, is part of the system that carries sound signals to the brain. It is just 3 mm/0.12 in long - the size of a grain of rice.
- FACE**
Your face is made up of 14 bones, including your mandible, or jawbone. Your jawbone is the hardest bone in your body.
- SKULL**
There are 22 bones in your skull altogether. Your skull is made up of two sets of bones: your face at the front of your head and your brain and cranium at the back. Your cranium protects your brain and is made up of eight flat bones.
- SHOULDER**
Your clavicle (or collarbone) connects with your scapula (or shoulder blade) to make your shoulder, from which your arms hang.
- SPINE**
Your spine is made up from a column of 33 bones called vertebrae, which protect your spinal cord and help you stand upright.
- PELVIS**
Your pelvis is joined to your spine at the sacrum, a bone made up of five fused vertebrae in the lower part of the spine. A woman's pelvis is shallower and wider than a man's, making it possible for a baby to pass through when she gives birth.
- LEGS**
The bones in your legs are the longest in your body. Your patellas (or kneecaps) float in front of your knee joint, protecting the ends of the bones that meet there. Babies at birth don't have kneecaps, just undeveloped bits of cartilage, which make their legs more flexible.
- FEET**
You have 26 bones in each of your feet - these give your feet the flexibility to walk.
- COCCYX**
You've inherited your coccyx from your primate ancestors: this is the remnants of your tail bone!
- RIBS**
Your ribs act like a safety box, protecting your vital organs, including your lungs and your heart.
- ARMS**
Your upper and lower arms are connected at your elbow by a joint between your humerus and ulna, which allows you to rotate your hand and forearm by more than 180 degrees.
- HANDS & FEET**
More than half the bones you have in your body are in your hands and feet. They are both based on the same design, but feet have adapted to allow you to stand upright, whilst hands allow for added dexterity.
- HANDS**
You have 27 bones in each hand, with three phalanges in each of your fingers and two in your thumb. These attach to five metacarpals in your hand, which connect to the carpal bones in your wrist.



You'll find landscapes in Grundini book 1 which were self initiated pieces. Those gave rise to a whole volume of environmental commissions to explain how clients business work. Here are just three of my favourites, you can find others on my website under *landscapes in themes.*

The world of Laing

This landscape was commissioned by the well known infrastructure company to show all company operations in a single image.



Head in the clouds

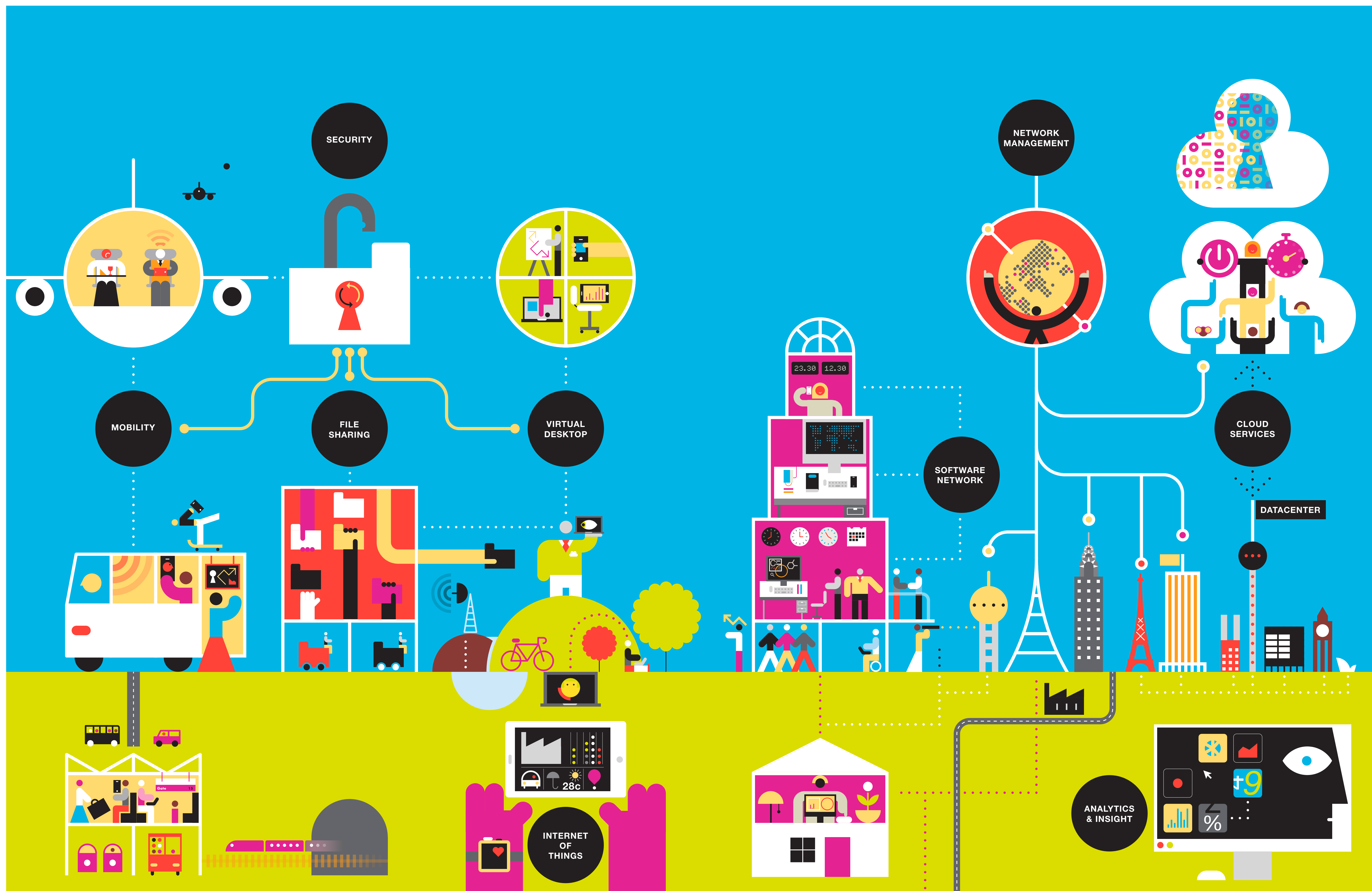
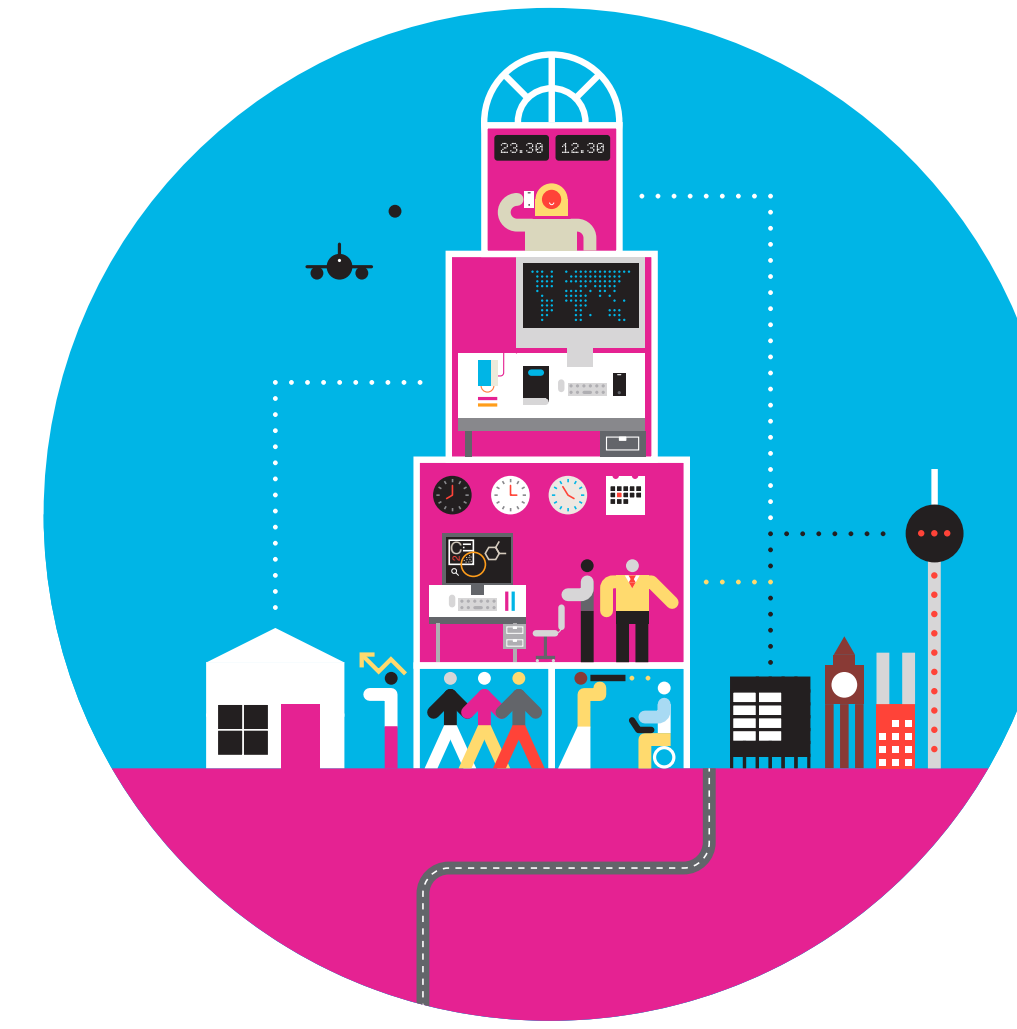
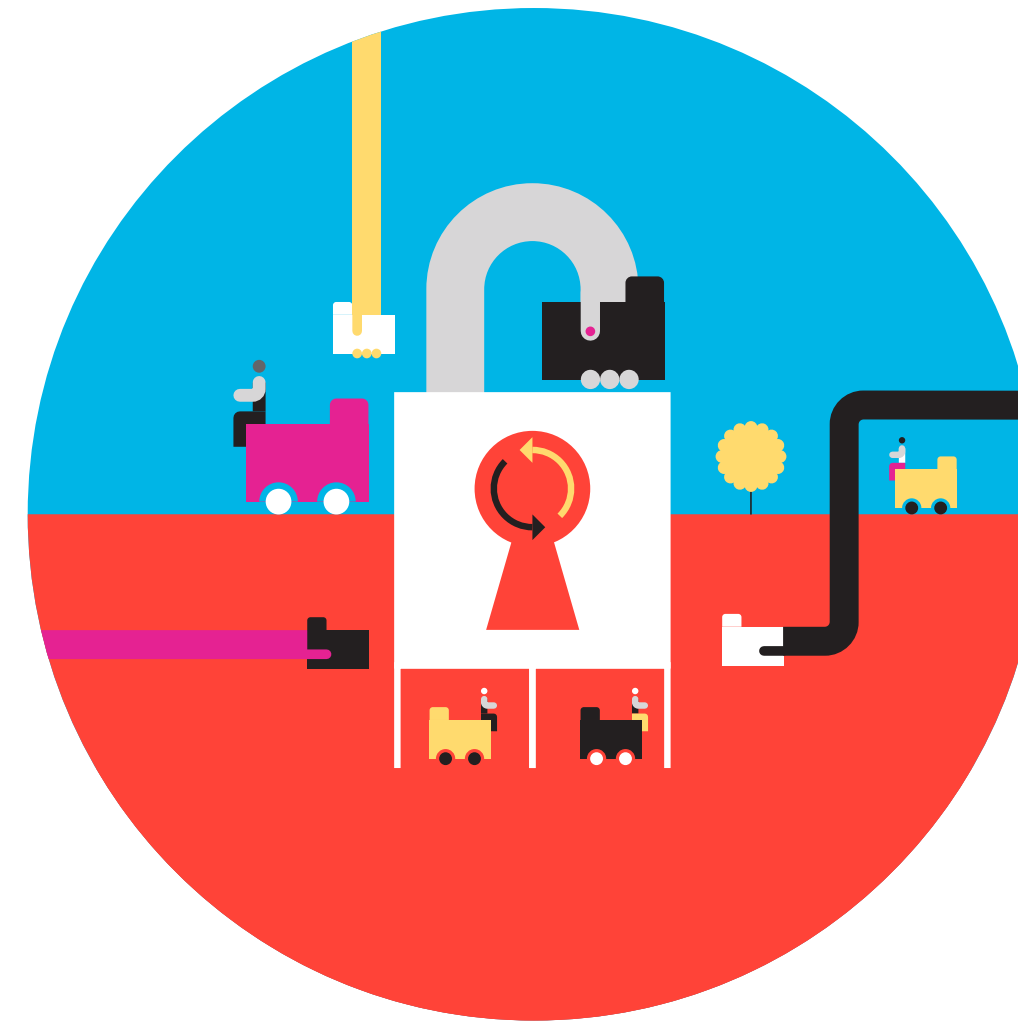
Citrix are a virtual app/desktop company who asked me to create an environment showing not just their numerous products but how connectivity plays a part in the way they work.

Top

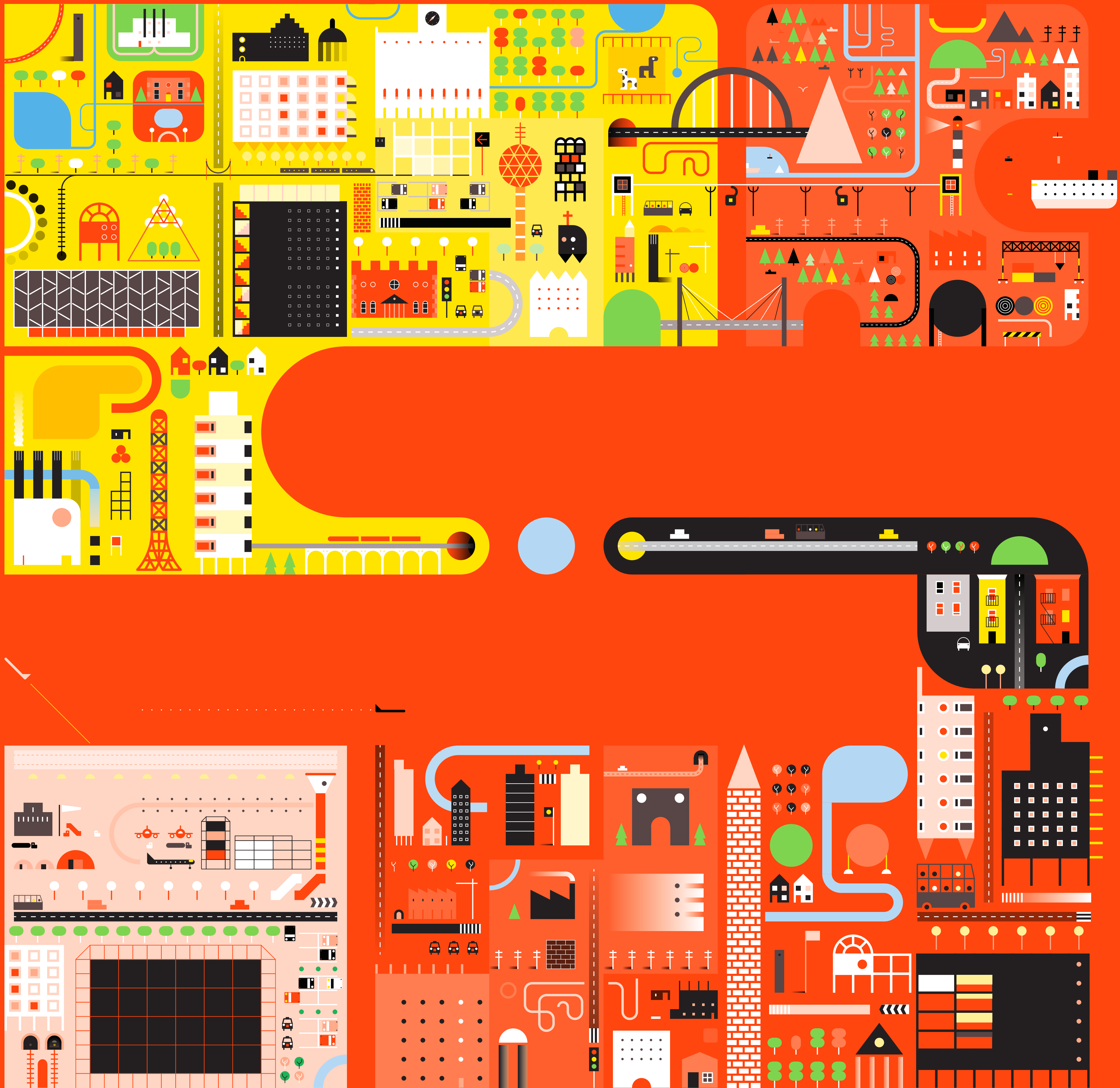
A set of individual product icons for use on the web.

Bottom

The main image.



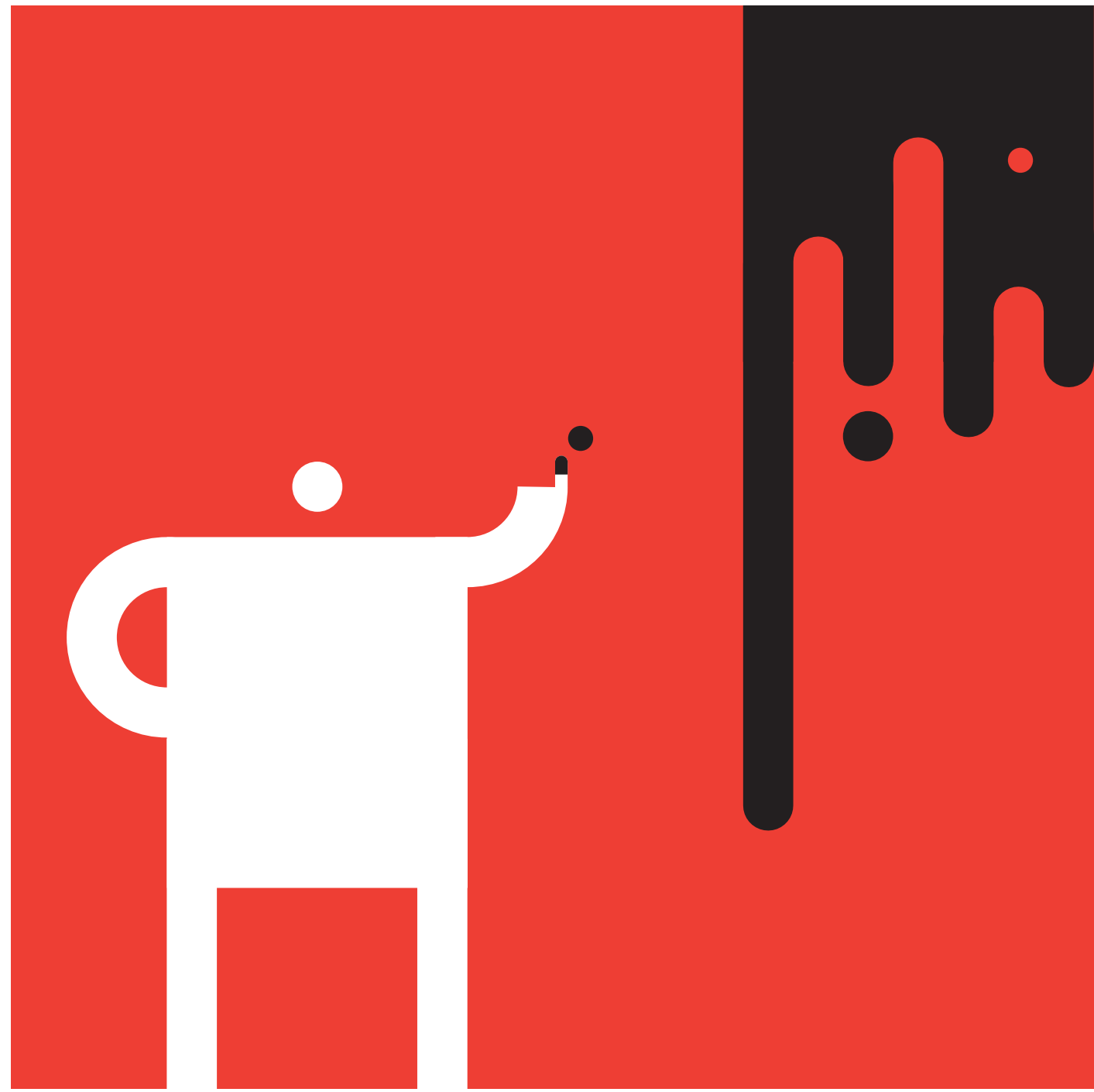
Smart city delux.
I've created numerous *Smart City* images in the last five years. This image shows a utopian future where cities are organised differently. Transport hubs, commercial zones, living space and recreational areas. Architect *Oscar Niemeyer* planned Brasilia, the capital of Brazil, in this way. His took the form of an airplane, mine takes the shape of an S.



Close

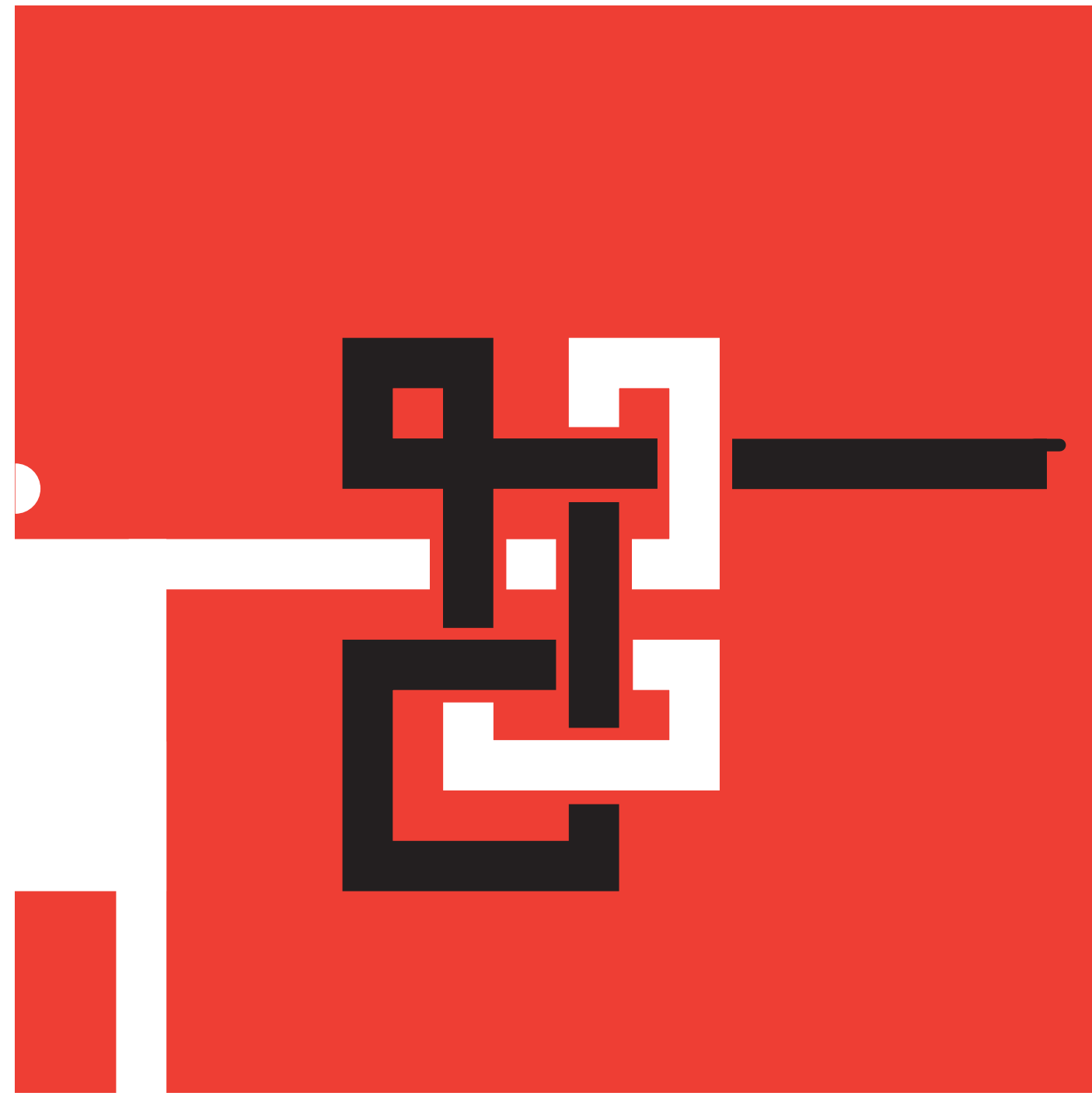


About Peter Grundy



'Before data-visualization caught fire and infographic mania descended, there was Peter Grundy. Quietly, solidly, playfully painting his own corner of the information design world.'

David McCandless
Author, Information is Beautiful



'Peter has mastered a way to grapple with modern messiness by designing simple, shared and accessible architectures of the future.'

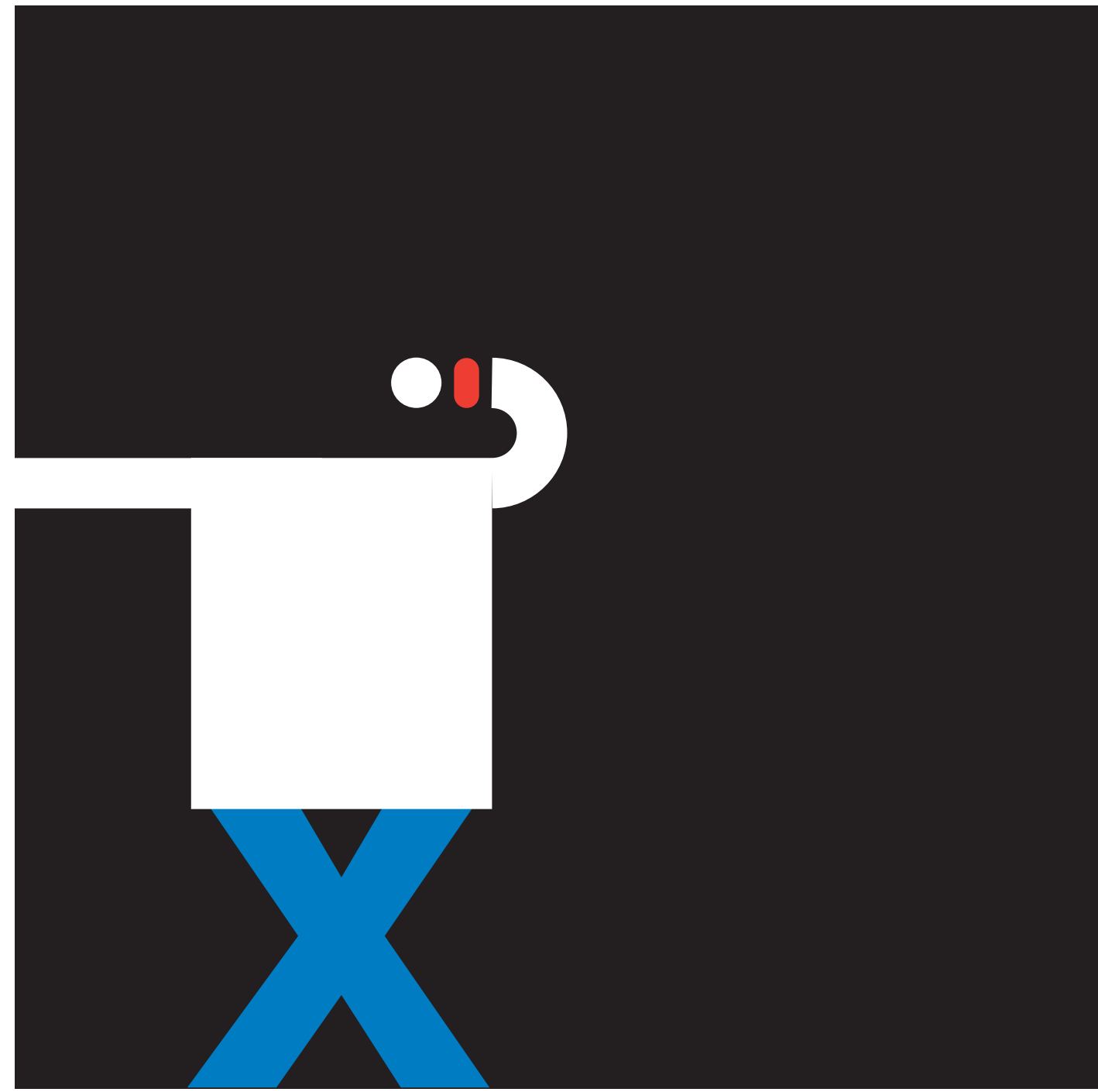
Angela Wilkinson
Scenario thinker



'Peter has created a template for all of us information designers'..... 'That this combo of analytical thinking and illustration was/is a real career.'

Lin Wilson
Designer

Contact Peter Grundy



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