

Type

Land

Fact

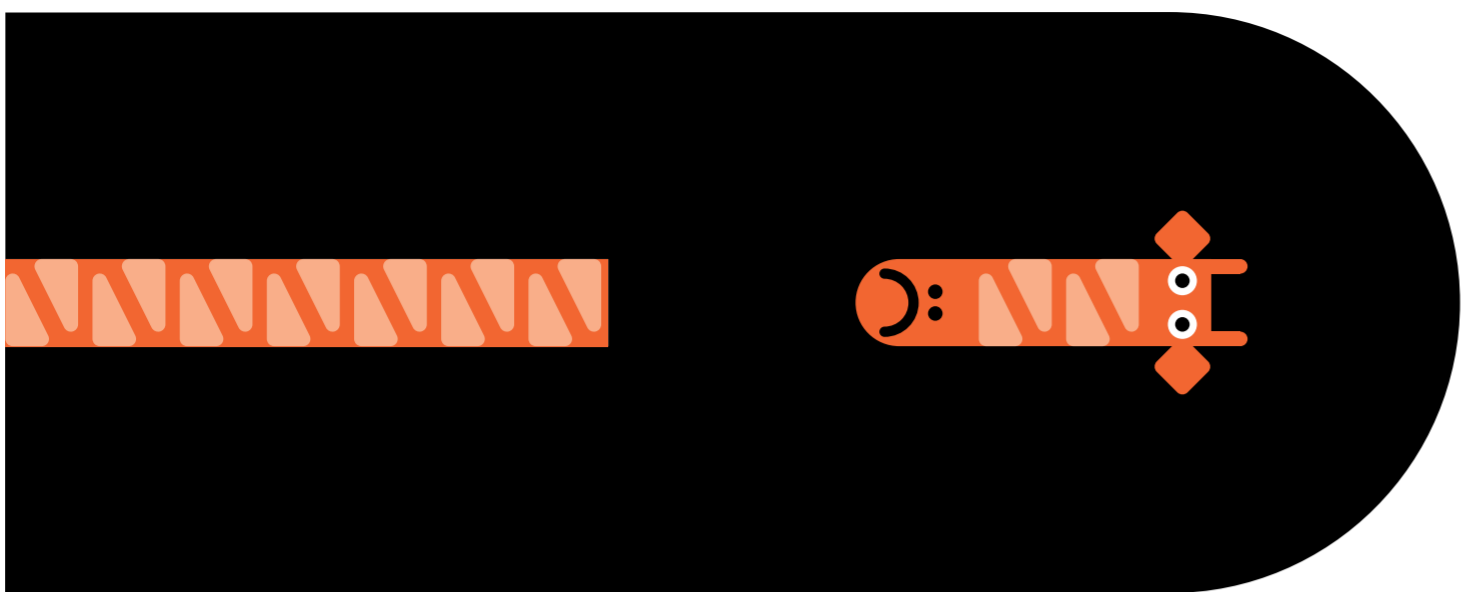
Triangle

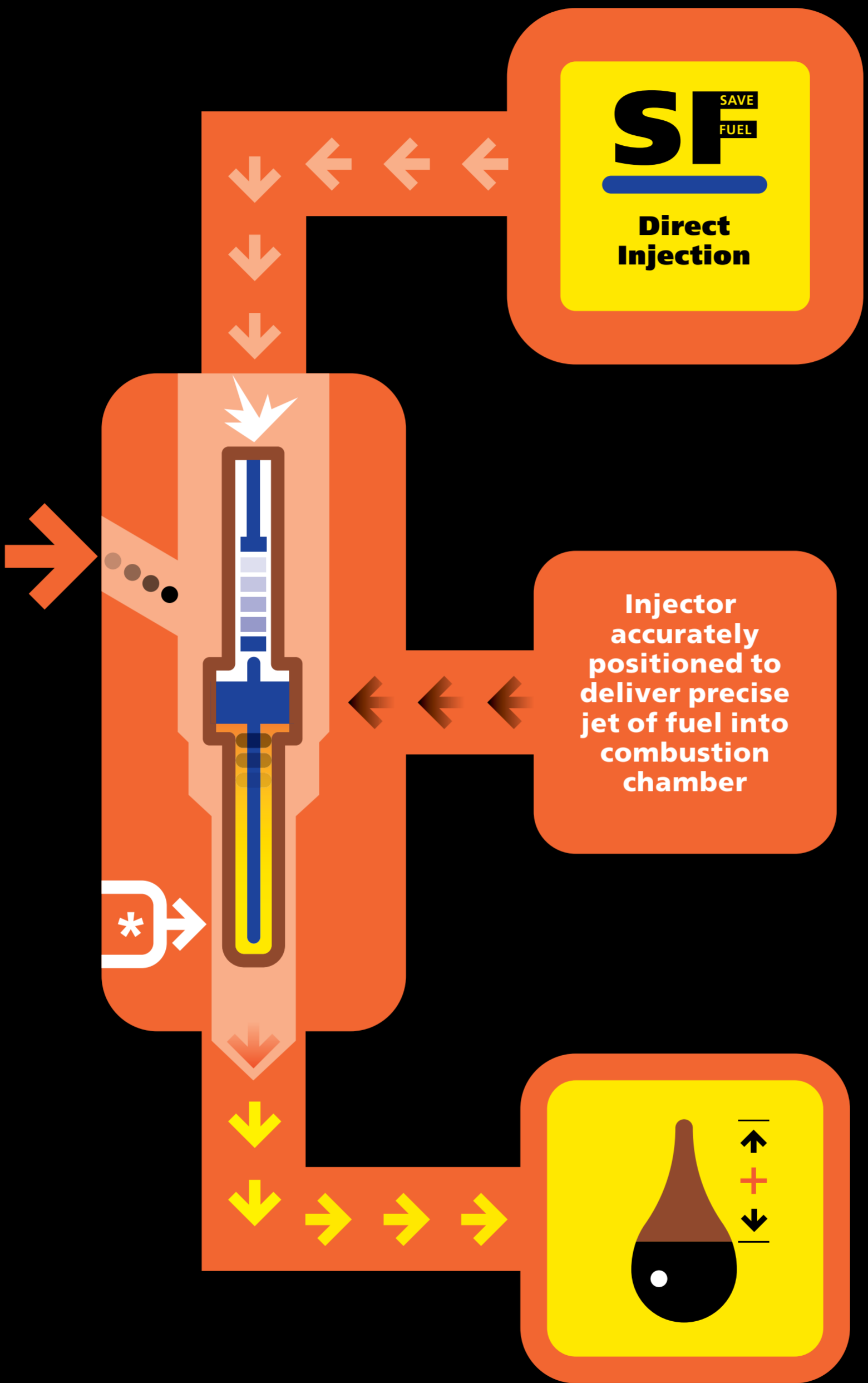
Hand



Hand  
Triangle  
Fact  
Land  
Type







Australia  
Russia  
China  
America  
India  
Europe  
Japan

+ Assorted animals  
from around the world

Kangaroo  
Koala Bear  
Dragon  
Reindeer  
Tiger  
Bull  
Fish

AUSTRALIA

RUSSIA CHINA

AMERICA

INDIA EUROPE

JAPAN

## HISTORY

**How many sexual partners have you had?**

None	5%
1	16%
2	10%
3-5	23%
6-10	18%
11-20	12%
21-50	9%
Over 50	3%
Can't remember	4%

**When did you lose your virginity?**

Still waiting	5%
20 or older	13%
16 or under	38%
19	6%
17	21%
18	17%

**How many one night stands?**

None	36%
1	16%
2	12%
3	8%
4	5%
5	5%
6-10	8%
11-50	6%
Countless	5%

## THE BASICS

**Do you prefer a partner more or less experienced than you are?**

More	47%
Less	53%

**Current status**

Married	29%
Dating	39%
On the market	32%

**Available**

**Have you ever cheated on your current partner?**

Yes	29%
No	76%

**Did your partner forgive you?**

Yes	50%
No	50%

**Have you cheated with a friends partner?**

Yes	21%
No	79%

**Your level of attractiveness**

I scare children	3%
Average	71%
Stunning	28%

**Have you ever been cheated on?**

Yes	55%
No	45%

**Did you forgive your partner?**

Yes	37%
No	63%

**Is it better to know you're being betrayed or to be happy and oblivious?**

Know	71%
Happy	29%

## FIDELITY

## POSITIONS

**Doggystyle**

**Missionary**

**Perform oral sex**

**Masturbation**

**Anal**

**Get oral sex**

**69**

**Imagination**

**While on the job, who do you think of?**

Other	52%
The Ex	15%
Girlfriend's friend	11%
Celebrity	17%
Coworker	5%

**Have you ever taken Viagra?**

Yes	9%
No	91%

**Should the guy or the girl take charge in bed?**

Girl	44%
Guy	56%

**Do you like sex rough or romantic?**

Romantic	37%
Rough	63%

**Have you ever had a threesome?**

Yes	26%
No	74%

**Have you ever fantasized about a member of the same sex?**

Yes	15%
No	85%

**Have you ever made any tapes?**

Yes	31%
No	69%

**How much would you have paid to sell your tape?**

\$1,000,000	57%
\$1,000	18%
\$100	6%

**Which is more satisfying, oral or intercourse?**

Oral	25%
Intercourse	75%

**What pubic hairstyle? Women only**

Natural	10%
Bare	43%
Trimmed	46%

**Which do you prefer, big and fake or small and real?**

Big and fake	27%
Small and real	73%

**Have you ever used the services of a prostitute?**

No	89%
Yes	11%

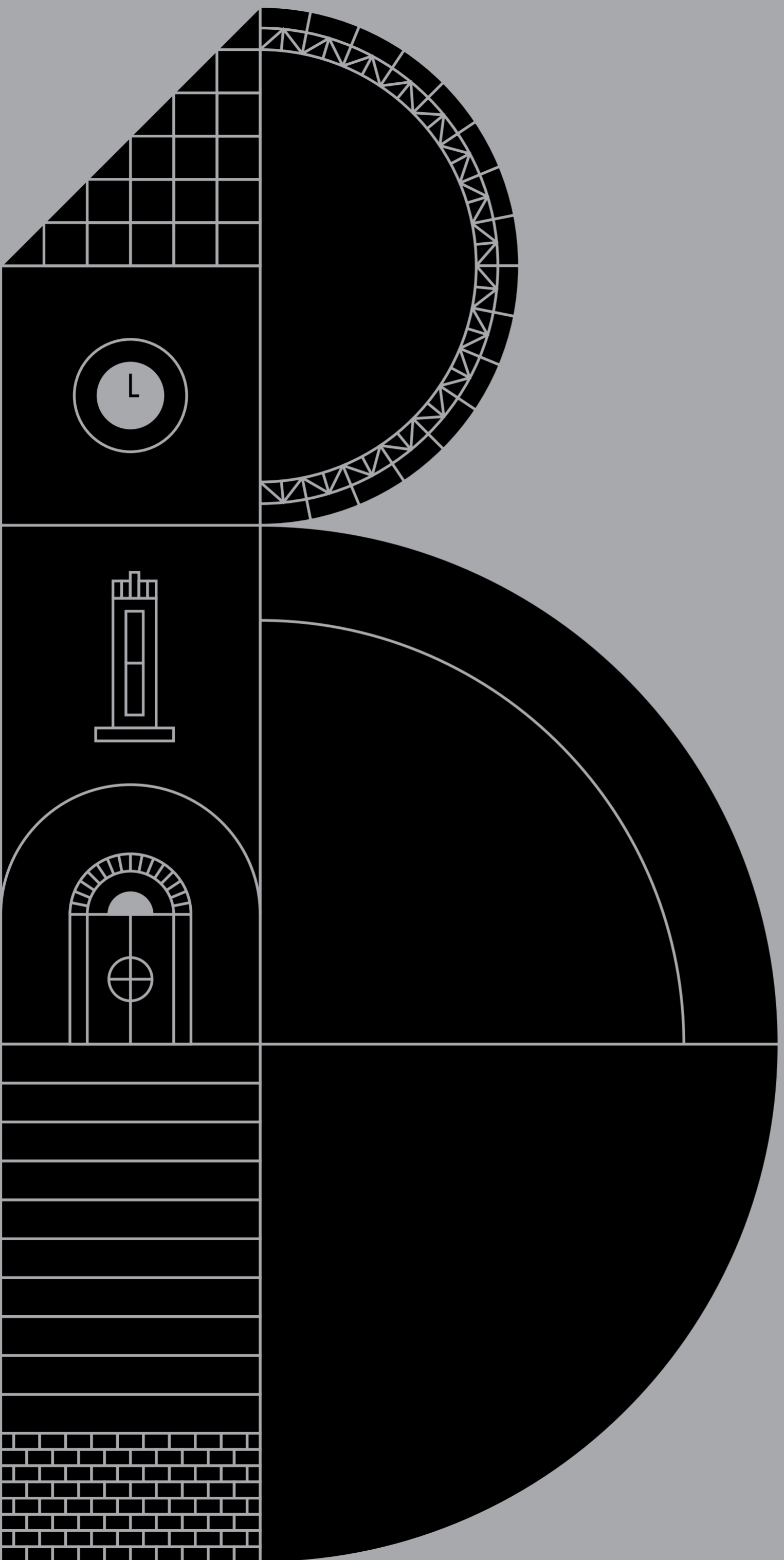
**Did they ever fall into the wrong hands?**

Yes	4%
No	96%

**What's the ideal penis length? Women only**

1-4 inches	2%
5 inches	8%
6 inches	30%
More	60%

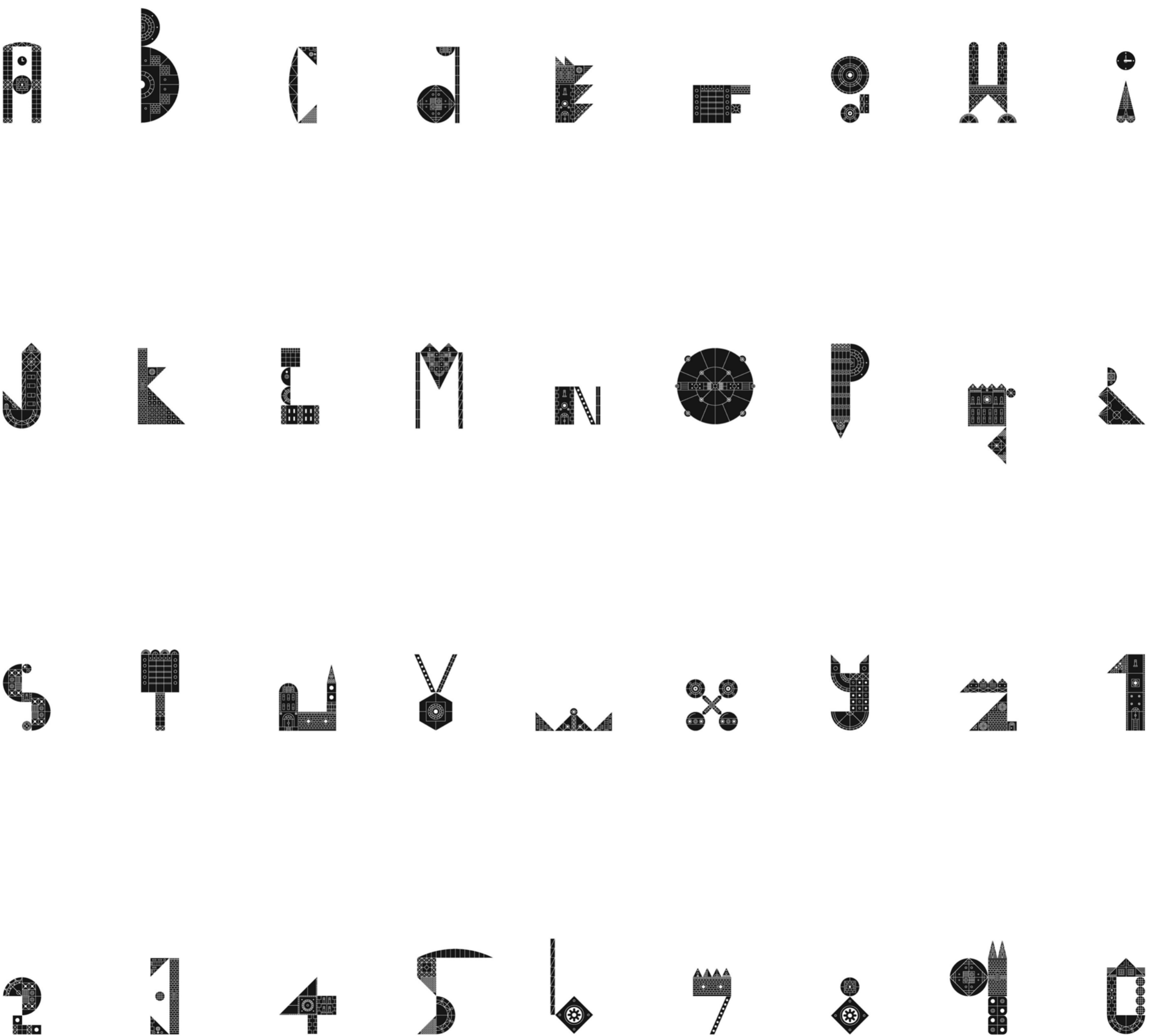


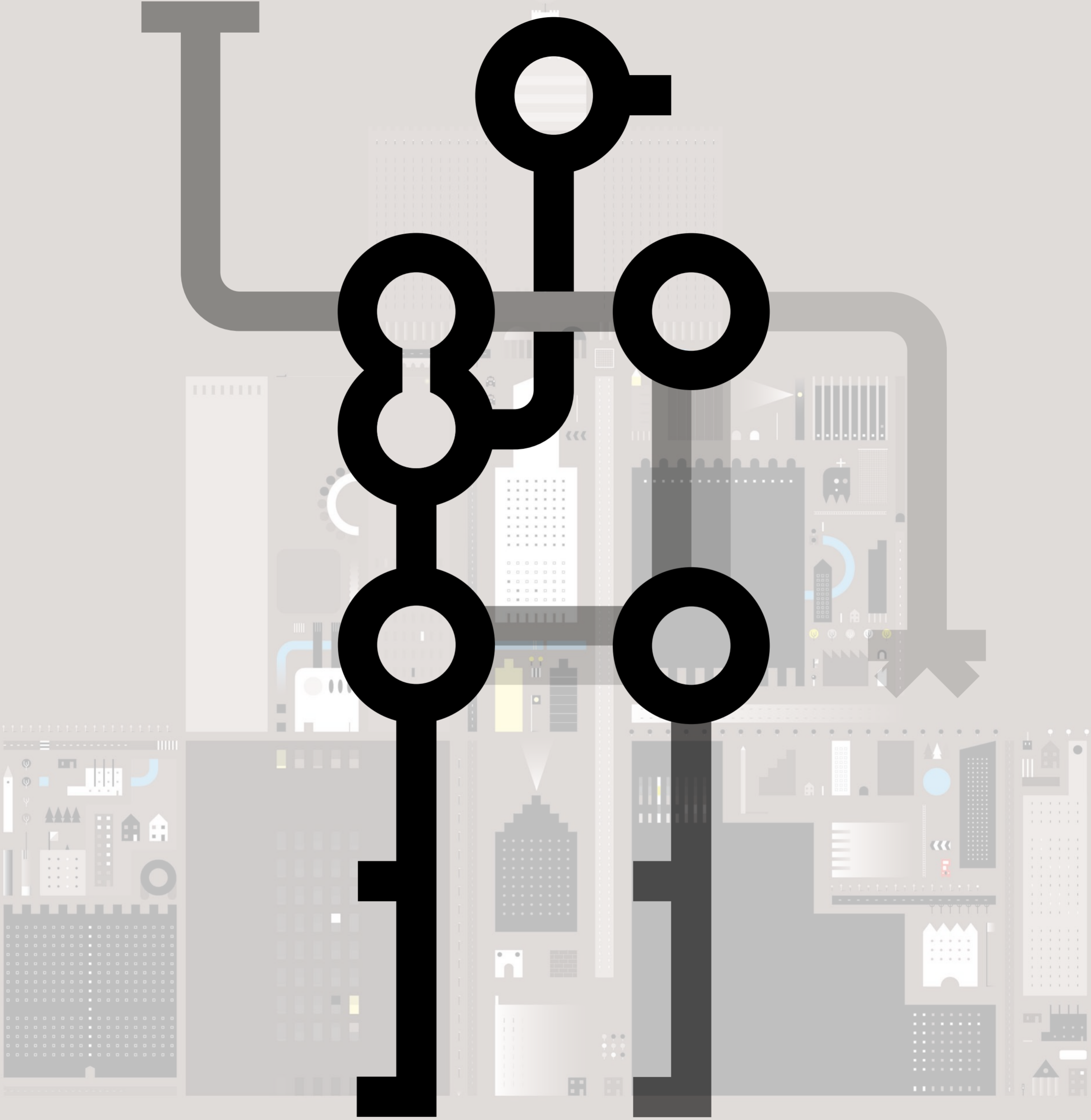


## DIY typeface

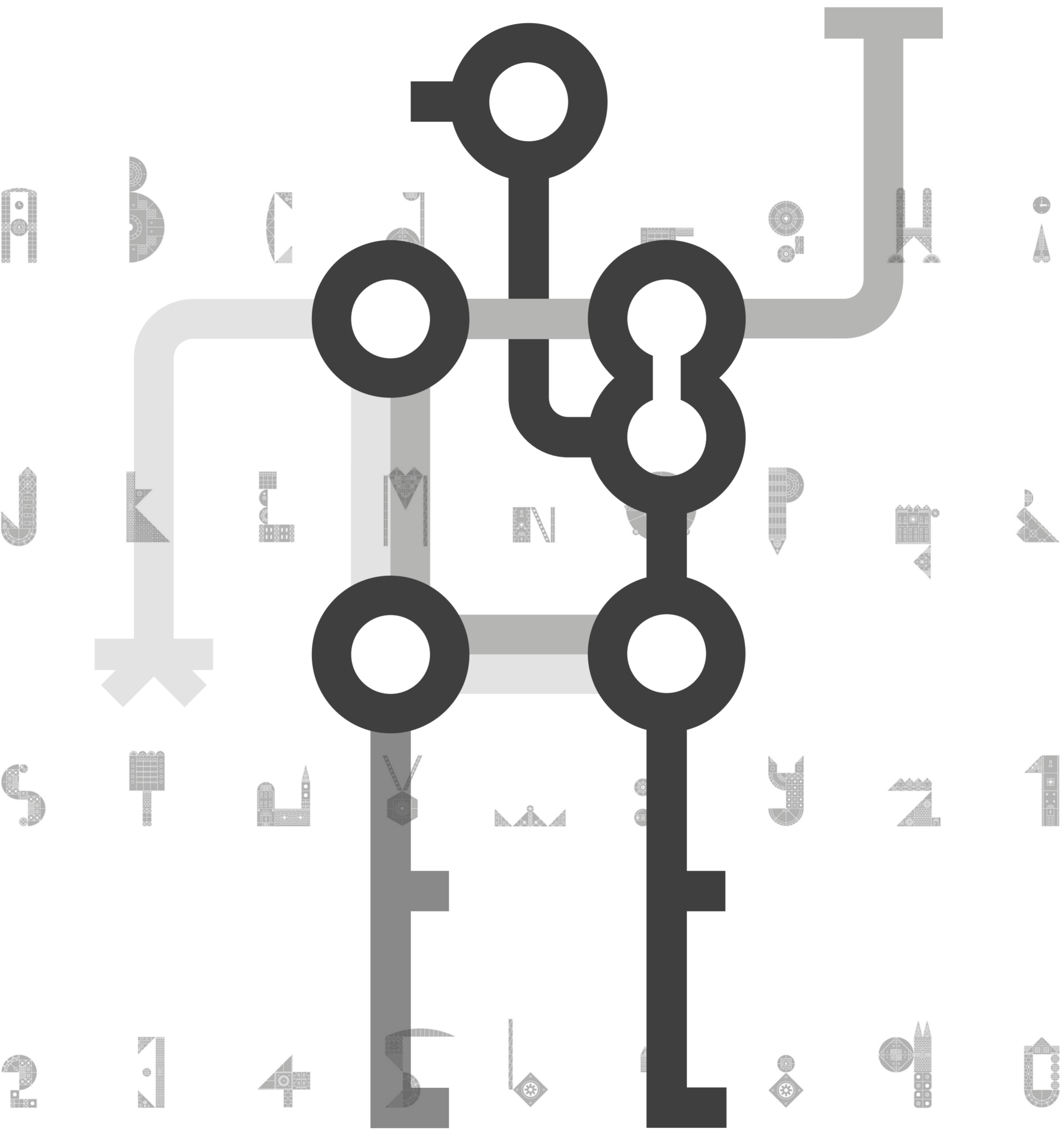
For Fuse 15  
'Cities' edition

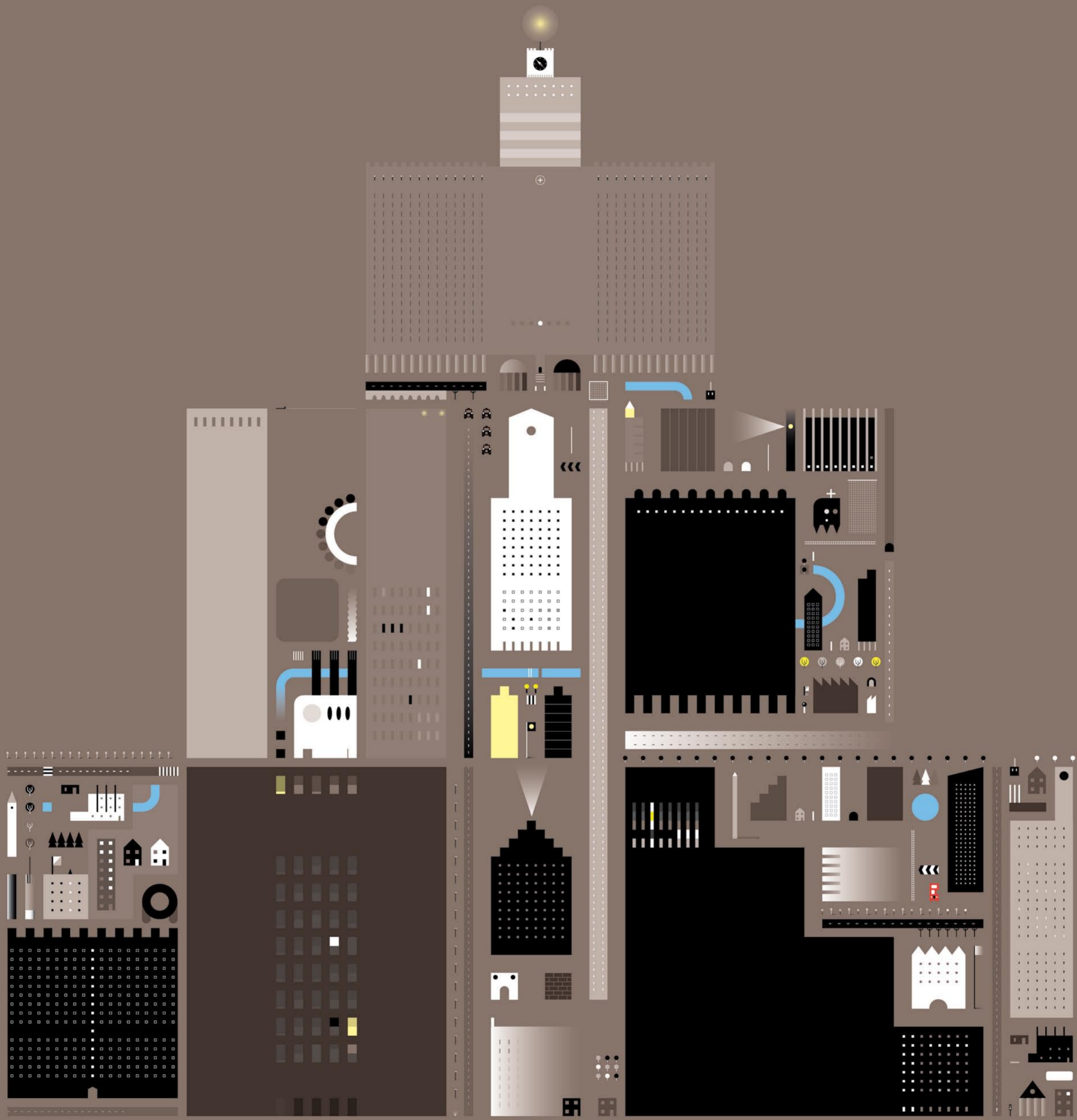
'DIY' is a development of an idea first produced as a large poster, *Architects Language: DIY* (Design it yourself) investigates type as landscape. Letterforms and buildings are both constructed from a library of systemized modules arranged strategically in space to provide function and expression. You can choose two options: *DIY Foundations* creates mysterious silhouettes, over which *DIY Skeleton* can be overlaid to create a cityscape of complex detail and engineering.'





'DIY' is a development of an idea first produced as a large poster, *Architects Language: DIY* (Design it yourself) investigates type as landscape. Letterforms and buildings are both constructed from a library of systemized modules arranged strategically in space to provide function and expression. You can choose two options: *DIY Foundations* creates mysterious silhouettes, over which *DIY Skeleton* can be overlaid to create a cityscape of complex detail and engineering.'

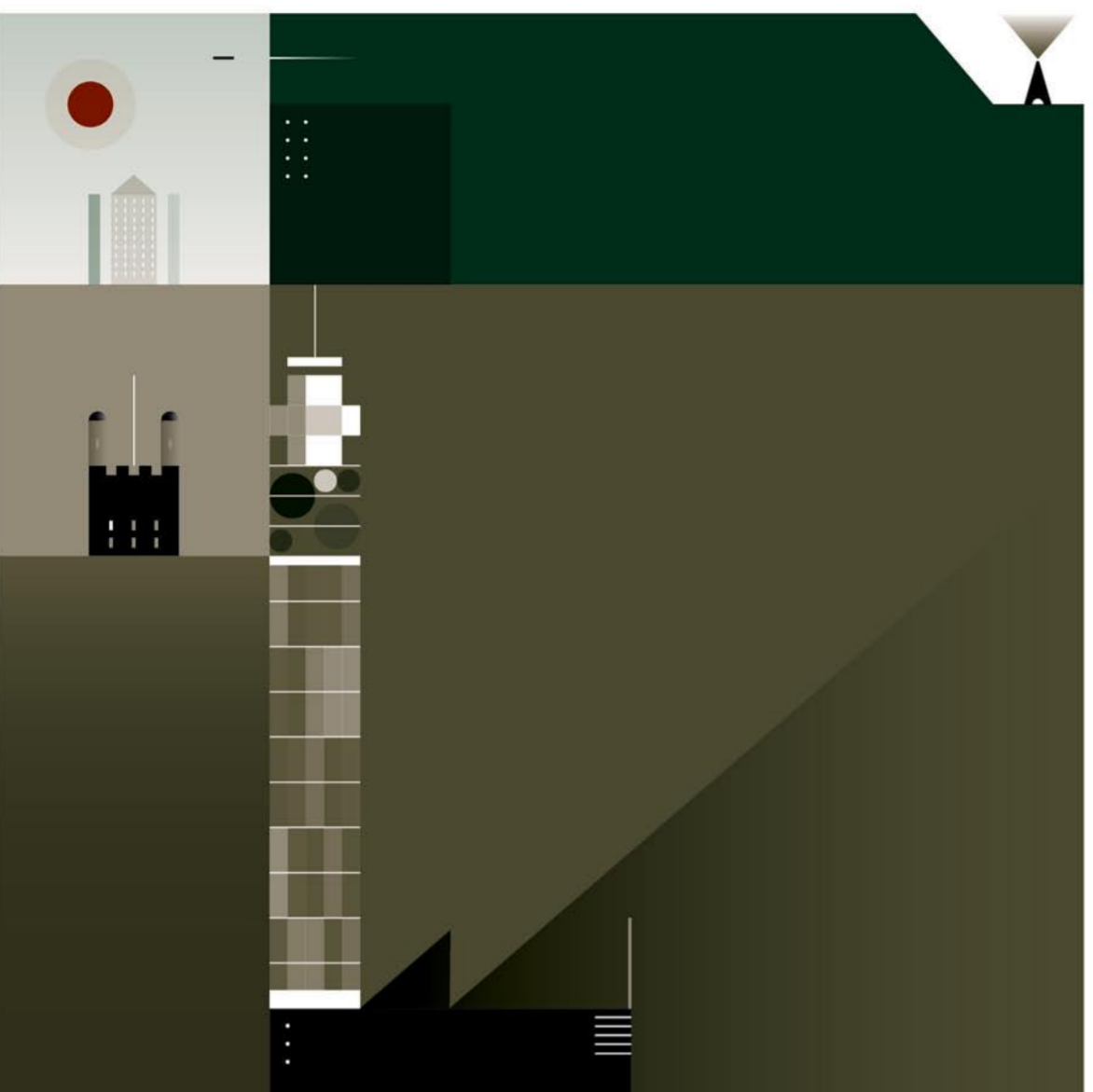
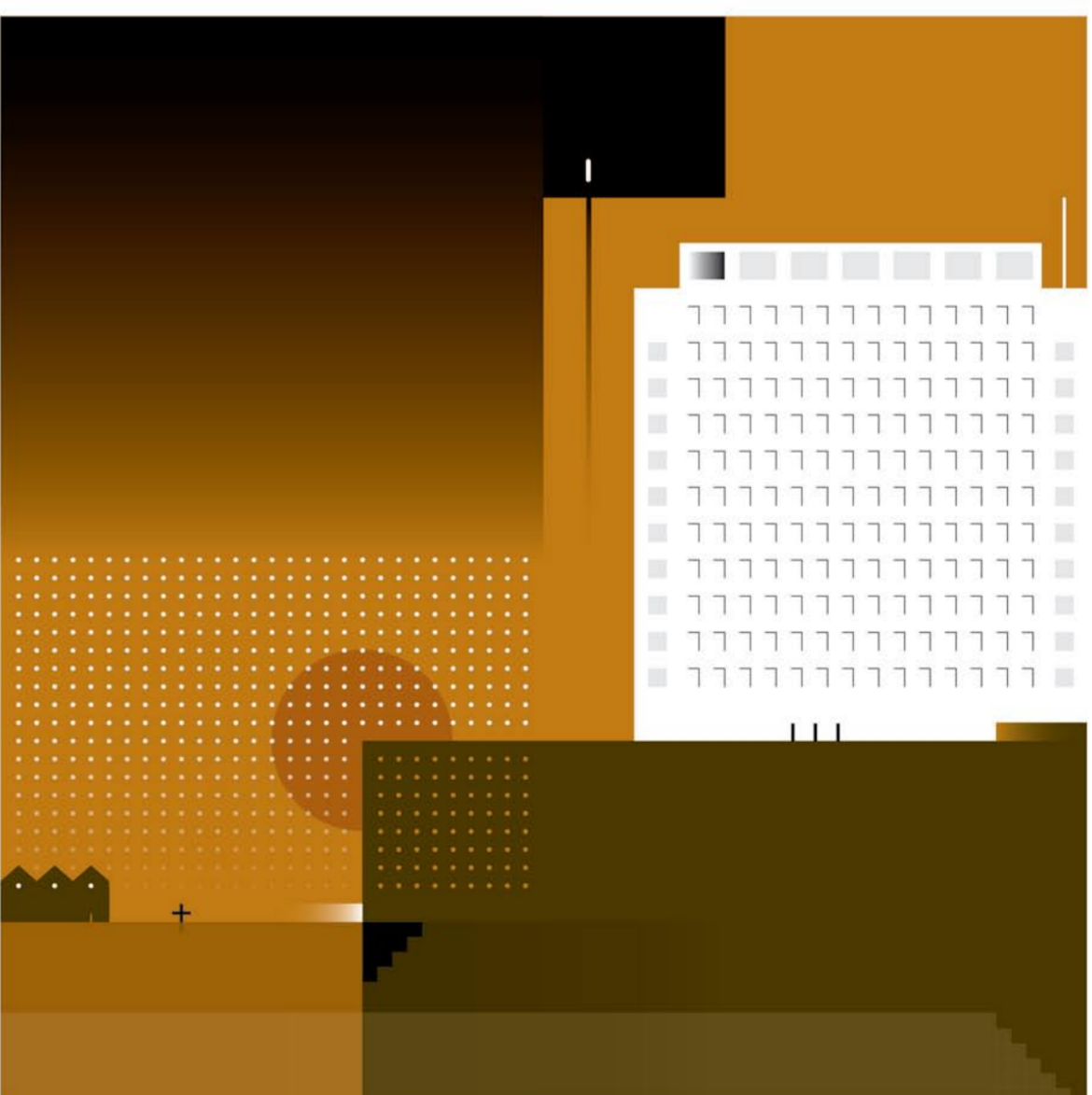




**Zones**

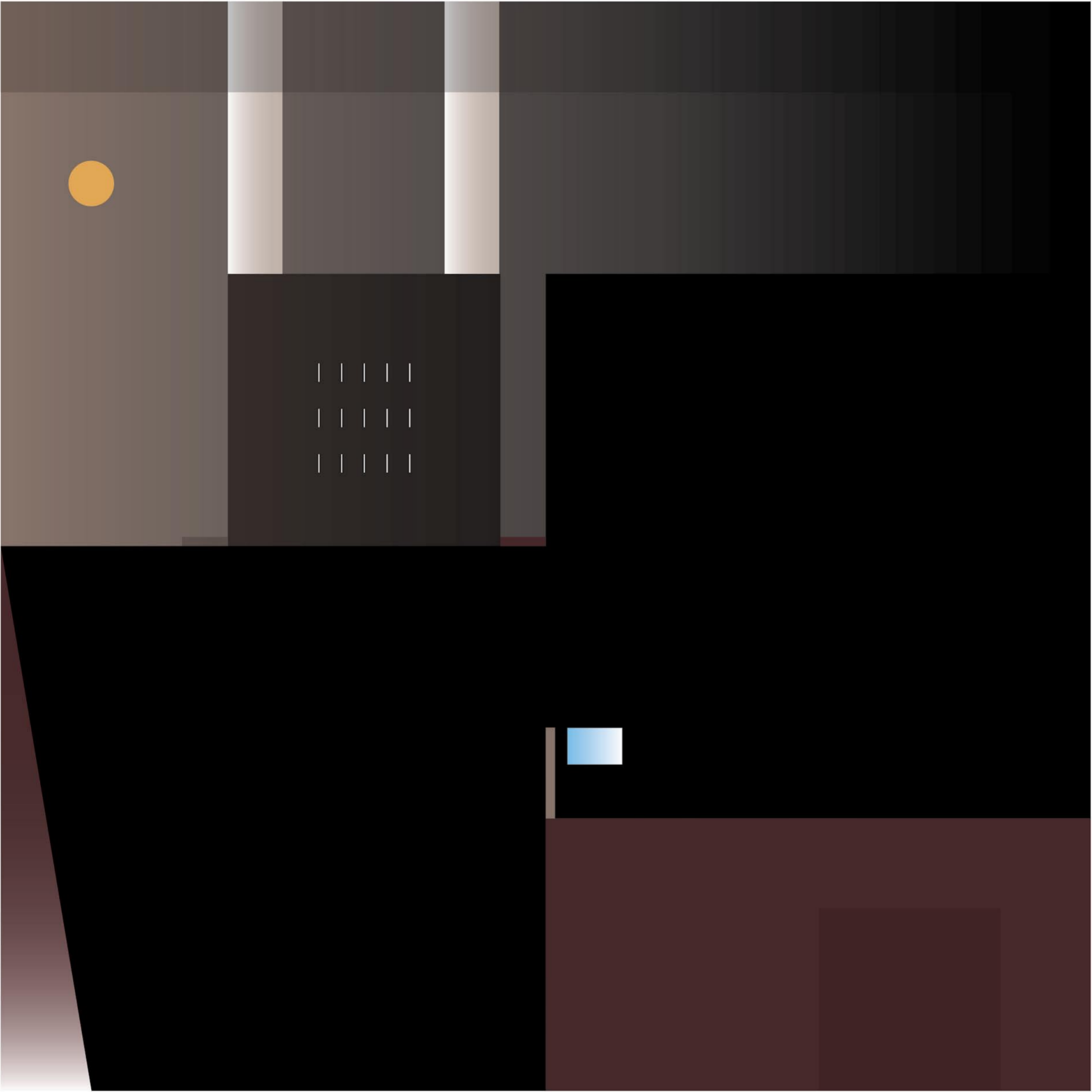
Post Office Tower  
Tate Modern  
Shell Building

Dark views of London  
momentarily seen  
from trains



Previous  
**Utopia**

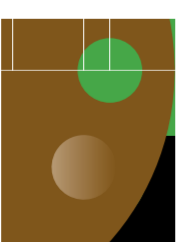
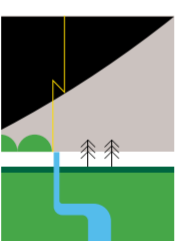
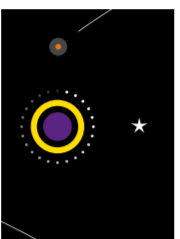
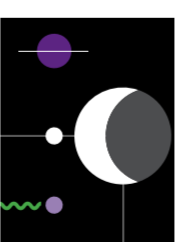
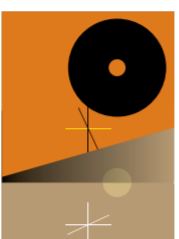
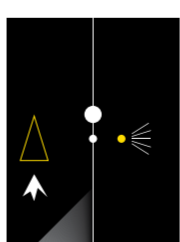
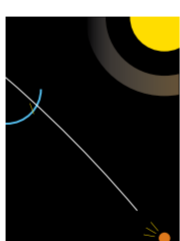
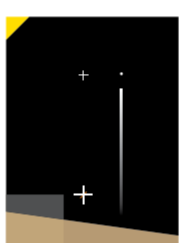
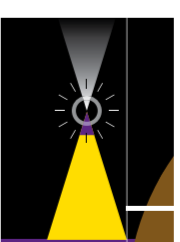
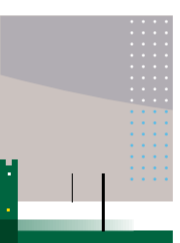
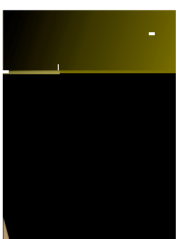
Every morning I get  
up and go to the  
city where dreams  
are made



## Spaces

Io  
Europa  
Ganymede  
Callisto  
Mimas  
Enceladus  
Telhys  
Dione  
Rhea  
Titan  
Hyperion  
Iapetus  
Phoebe  
Puck  
Miranda  
Ariel

Places imagined but  
never visited and  
never likely to







What happens to waste

London Waste price

4.34m tonnes of municipal waste

70% of it is recycled or treated

Cost to local authorities of disposing a tonne of waste

Municipal waste	£15-20
Hazardous waste (asbestos etc)	£80-90
Tax	£18 (rises £3 each year)

In 2003, nearly 38% of hazardous waste in England and Wales was landfilled, around 19% was recycled or treated and 4% was incinerated. The rest was stored temporarily before disposal or recovery

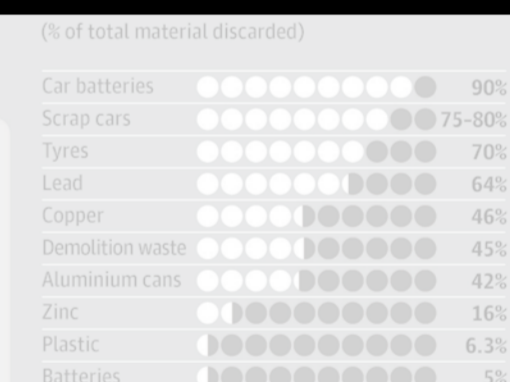
Waste paper and cardboard exported abroad (tonnes)



#### 4 | How much do we

In 2003/4, 42 per cent of household waste was recycled through kerbside schemes. This is an increase from 37 per cent in 2002/3. One out of 5 households has a recycling bin.

#### How we compare with European countries, 2003



#### Best and worst performing English local authorities, 2003/4 (recycling rates %)

Local Authority	Recycling Rate (%)
1 Newham	2%
2 Liverpool	3%
3 Barking & Dagenham	5%
4 Easington	5%
5 Knowsley	5%

#### Current market prices for (per tonne)

Brown glass	£130-170
Natural HDPE plastic	£130-160
Aluminium	£75-100
Mixed plastics	£70-95
Steel	£65-100
White office paper	£40-50
Clear PET plastic	£26-33
Clear glass	£25-28

#### Top 5 recyclers

Richfield	46%
Country	42%
Shire	34%
	34%
	33%

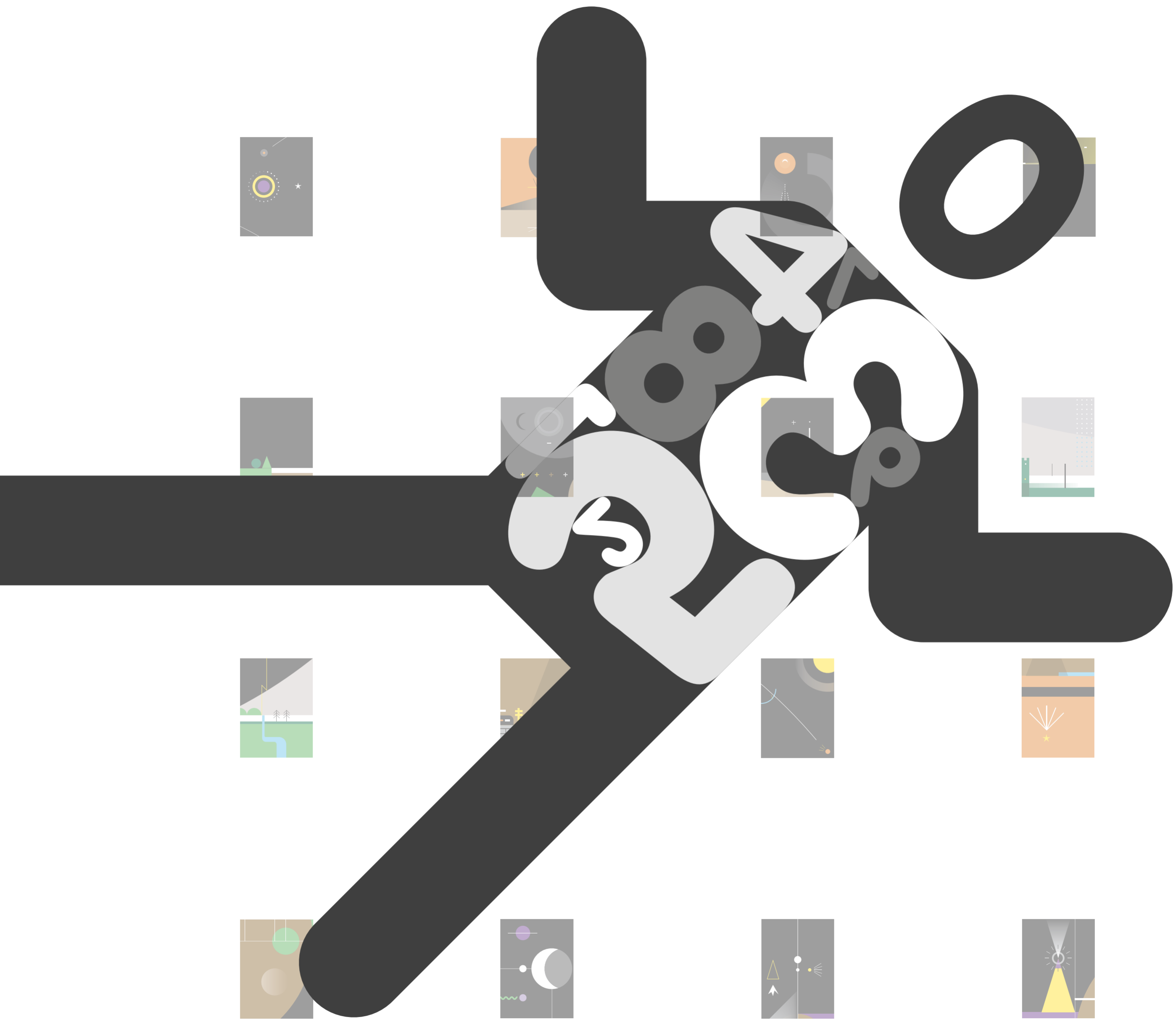
#### Bottom 5 recyclers

1 Newham	2%
2 Liverpool	3%
3 Barking & Dagenham	5%
4 Easington	5%
5 Knowsley	5%

**Spaces**

- Io
- Europa
- Ganymede
- Callisto
- Mimas
- Enceladus
- Tethys
- Dione
- Rhea
- Titan
- Hyperion
- Iapetus
- Phoebe
- Puck
- Miranda
- Ariel

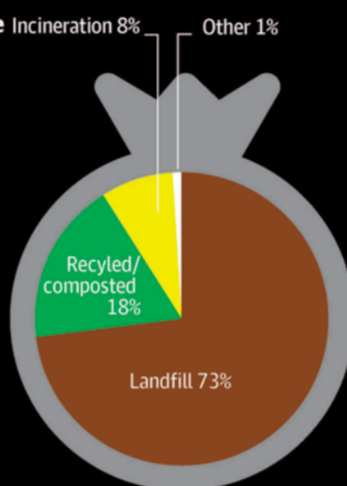
Places imagined but never visited and never likely to



### 3 | What happens to our waste?

● London produces 4.34m tonnes of municipal waste a year, but exports 70% of it to other regions or abroad for treatment or disposal

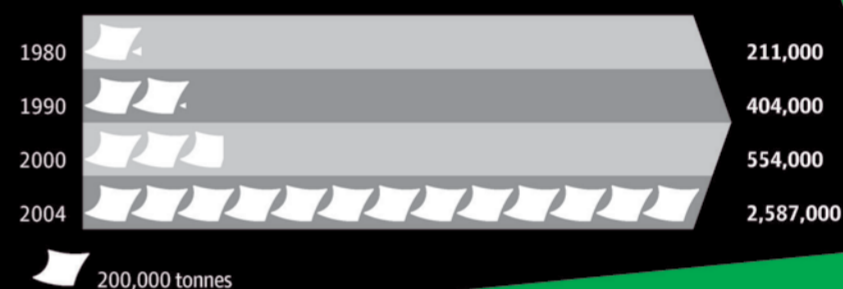
#### Waste processing in England and Wales



#### Cost to local authorities of disposing a tonne of waste

Municipal waste	£15-20
Hazardous waste (asbestos etc)	£80-90
Tax	£18 (rises £3 each year)

#### Waste paper and cardboard exported abroad (tonnes)

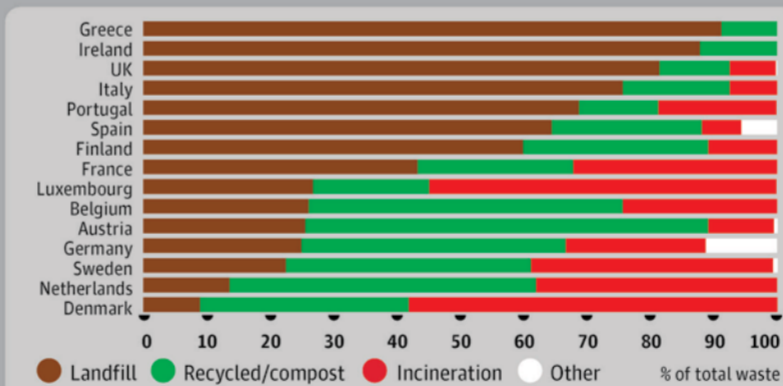


● In 2003, nearly 38% of hazardous waste in England and Wales was landfilled, around 19% was recycled or treated and 4% was incinerated. The rest was stored temporarily before disposal or recovery

### 4 | How much do we recycle?

● In 2003/4, 42 per cent of all household recycling was collected through kerbside schemes compared with 19 per cent in 1996/7. In 2003/4, 4 out of 5 households were served by such schemes

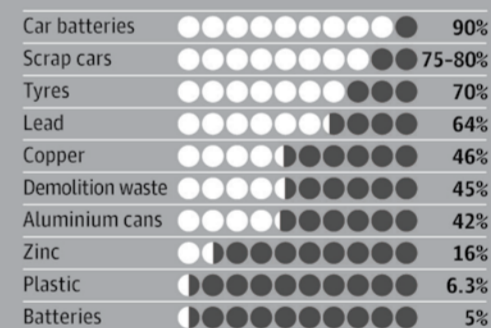
#### How we compare with other European countries, 2003



● Between 1995/6 and 2003/4, recycling rates across the UK increased three-fold. By 2003/4, 17% of UK household waste was recycled

#### Recycled materials, 2001

(% of total material discarded)



#### Best and worst performing English local authorities, 2003/4 (recycling rates %)

Top 5 recyclers		Bottom 5 recyclers	
1 Lichfield	46%	1 Newham	2%
2 Daventry	42%	2 Liverpool	3%
3 East Hampshire	34%	3 Barking & Dagenham	5%
4 Hillingdon	34%	4 Easington	5%
5 St Edmundsbury	33%	5 Knowsley	5%

Best and worst, Scotland: Angus 25% Dumfries & Galloway 4%  
Wales: Powys 34% Cardiff 11% Northern Ireland: Banbridge 33% Belfast 5%

#### Current market prices for recyclable materials, (per tonne)

Brown glass	£130-170	PVC	£15-25
Natural HDPE plastic	£130-160	Green glass	£15-20
Aluminium	£75-100	Newspaper/magazines	£15-20
Mixed plastics	£70-95	Cardboard	£10-15
Steel	£65-100	Mixed office paper	£7-15
White office paper	£40-50		
Clear PET plastic	£26-33		
Clear glass	£25-28		

'Each week the Guardian's Leo Hickman and information design agency Grundy & Norledge collaborate on a unique in-depth graphic providing on instant briefing on one of the issues of the week.'



● In 2003, **27%** of women in the UK owned a cat



● Around **20%** of the food we buy is discarded, meaning that on average every household throws away **£424** of wasted food each year



● An estimated **£200m** is wasted every year by members who never go to the gym. Jane Fonda's Workout is one of the best-selling home videos of all time, remaining in the US Billboard Top Ten chart from 1982 to 1986 and at number one for 52 consecutive weeks. By 1985 it had sold **1m** copies



● In 2005, legal downloads accounted for **6%** of record company revenue. The global market was worth **£624m**



● In the six months from June to December 2004, boys aged 10-15 in the UK who were active gamers spent on average **£101** buying games



● The most watched film in UK cinema history is *Gone With the Wind* (1940) with an estimated audience of **35m**



● In the 1992/93 season, when the Premier League was formed the proportion of foreign players was **13%**. In the 2004/05 season it was **50.6%**



● The five permanent members of the UN security council - the US, UK, France, Russia and China - are responsible for **88%** of the world's reported conventional arms exports



● Over half of all the UK childcare staff in **2003** were not specially trained



● On average, the amount women spend in a lifetime on shoes and clothes that will never be worn is **£12,810**

### The arms trade

This week leading weapons manufacturers gather in London for one of the world's largest arms fairs. The global industry is now worth \$1 trillion a year, but who benefits from this trade and what is the human cost?

**1 Who sells?**

- USA: 28%
- France: 15%
- UK: 10%
- Germany: 8%
- Italy: 7%
- Spain: 6%
- Sweden: 5%
- Other: 29%

**2 Who does Britain sell arms to?**

- USA: 15%
- France: 10%
- Germany: 8%
- Italy: 7%
- Spain: 6%
- Sweden: 5%
- Other: 49%

**3 Who buys?**

- USA: 28%
- France: 15%
- UK: 10%
- Germany: 8%
- Italy: 7%
- Spain: 6%
- Sweden: 5%
- Other: 29%

**4 What do we spend on arms?**

- USA: 45%
- France: 15%
- UK: 10%
- Germany: 8%
- Italy: 7%
- Spain: 6%
- Sweden: 5%
- Other: 24%

**5 Defence spending vs aid?**

- USA: 45%
- France: 15%
- UK: 10%
- Germany: 8%
- Italy: 7%
- Spain: 6%
- Sweden: 5%
- Other: 24%

**6 Who pays the price?**

- USA: 45%
- France: 15%
- UK: 10%
- Germany: 8%
- Italy: 7%
- Spain: 6%
- Sweden: 5%
- Other: 24%

### Childcare in the UK

More than five million British children are regularly looked after by someone other than their parent. Who takes on the job - and how much does it cost?

**1 Who uses childcare?**

- 5.3m children in the UK
- 55% of children under 15 are in childcare
- 76% of children under 15 are in childcare

**2 Who cares for our children?**

- 76% of children under 15 are in childcare
- 50.6% of children under 15 are in childcare

**3 How much does it cost?**

- £5,640 per week for a full-time place
- £103 per week for a part-time place

**4 How does the state help?**

- £49.83 per hour for a full-time place
- £1.26 per hour for a part-time place

**5 How much is the industry worth?**

- £3.2bn

### Money and football

Despite Real Madrid ousting Manchester United as the world's richest club, the Premiership is still the most profitable league in the world. But how does it generate its wealth - and who benefits the most?

**1 How much is the Premiership worth?**

- £1.8bn

**2 How important is TV money?**

- 50.6%

**3 How does the Premiership compare to other leagues?**

- £1.8bn

**4 How much do players earn?**

- £1.8bn

### Rubbish

From household garbage to industrial waste, we are producing ever more rubbish. But just how big a problem is it? And how are we dealing with it?

**1 How much do we throw away?**

- 150m tonnes

**2 What do we throw away?**

- 72% household waste
- 28% industrial waste

**3 What happens to our waste?**

- 48% incinerated
- 22% recycled
- 20% landfilled

**4 How much do we recycle?**

- 22%

### Britain's games habit

The Xbox 360, the latest best-selling games console, launches on Friday. So as the technology gets more sophisticated, are we becoming increasingly addicted?

**1 Who plays computer games?**

- 18m

**2 What games do we play?**

- £101

**3 How do we play?**

- 181m

**4 How big is the industry?**

- £1.8bn

**5 How have games advanced?**

- £1.8bn

### High street fashion

The fashion shows get under way in Milan this week, unveiling the styles that will soon hit the high street. In fact, we're spending more than ever on clothes - so where is the money going?

**1 Where do we buy clothes?**

- £12.810

**2 How much do we spend?**

- £12.810

**3 What do we buy?**

- £12.810

**4 Where are our clothes made?**

- £12.810

**5 Where does the money go?**

- £12.810

### The UK music business

The Brit awards on Wednesday will be one of the year's glitziest celebrations of British music. But what state is the industry in? And how much do we actually spend on music - from live concerts to downloads and CDs?

**1 How much do we spend on music?**

- £2.5bn

**2 How do we consume music?**

- £2.5bn

**3 What music do we consume?**

- £2.5bn

**4 Which artists earn the most?**

- £2.5bn

### The UK film industry

Friday sees the release of what will almost certainly be the biggest 'British' film of the year - Harry Potter and the Goblet of Fire. But what exactly qualifies a film as British? And is the industry worth the amount of subsidy it gets?

**1 How popular is going to the cinema?**

- £3.1bn

**2 How successful is the UK industry?**

- £3.1bn

**3 How much funding does the industry?**

- £3.1bn

**4 Where does the money go?**

- £3.1bn

**5 Who works in the industry?**

- £3.1bn

### Health and fitness

January is the busiest month of the year for new gym memberships, as the unfit and overweight set about putting new year's resolutions into practice. But just how much exercise do we take, and how effective is it?

**1 How healthy are we?**

- £200m

**2 How much do we exercise?**

- £200m

**3 How popular are gyms?**

- £200m

**4 What type of exercise do we do?**

- £200m

**5 How do different types of exercise compare?**

- £200m

Over 270m units of pre-recorded music were purchased in the UK in 2004. In 2005, total sales were worth £1.24bn

Downloads share of total singles sales, %

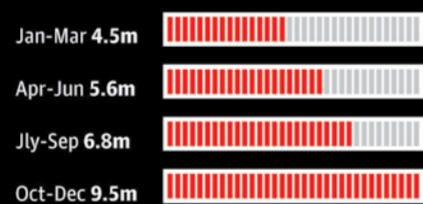
2004	52%
2005	75%

# 1 How do we consume music?

**Downloading**

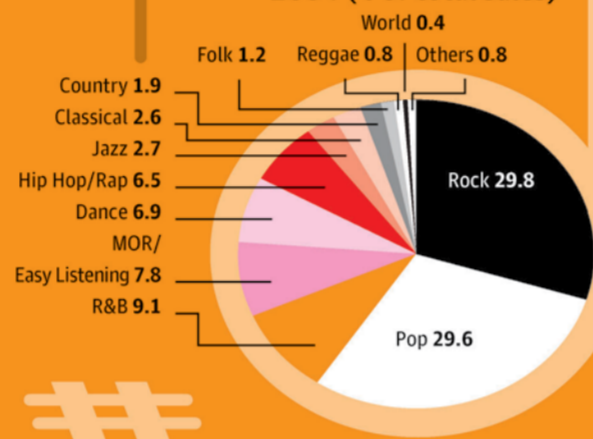
In 2005, 26.4m tracks were legally downloaded in the UK - a 355% increase on the total in 2004. James Blunt's *You're Beautiful* was the best-selling download of the year

**Sales of single-track downloads in the UK, by volume, 2005**



Over the last 10 years, hip hop and R&B have been the fastest growing genres, but pop and rock remain the key sectors

**Sales of music genres, 2004 (% of total sales)**



In 2005, 49.4% of albums sold were by UK artists. All of the top five best-selling albums were by UK artists

- 1 James Blunt - *Back to Bedlam*
- 2 Coldplay - *X&Y*
- 3 Robbie Williams - *Intensive Care*
- 4 Kaiser Chiefs - *Employment*
- 5 Gorillaz - *Demon Days*

# 1 What music do we consume?

The two most listened to music radio stations in the UK in 2005 were Radio 2 and Radio 1, with a "reach" of 13.33m and 12.08m listeners respectively

**Top 5 most played songs on Radio 2, 2005**

- 1 Coldplay - *Speed of Sound*
- 2 James Blunt - *You're Beautiful*
- 3 The Coral - *In the Morning*
- 4 Madonna - *Hung Up*
- 5 Robbie Williams - *Tripping*

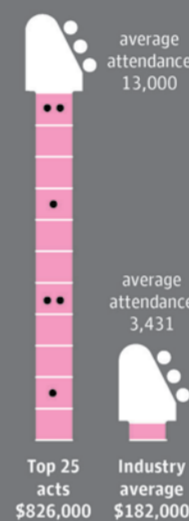
**Top 5 most played songs on Radio 1, 2005**

- 1 Chemical Brothers - *Galvanize*
- 2 Gorillaz - *Feel Good Inc*
- 3 Snoop Dogg & Justin Timberlake - *Signs*
- 4 The Killers - *Somebody Told Me*
- 5 Bodyrockers - *I Like The Way*

489 plays in 2005

For the majority of the world's highest-earning artists, international live touring is the most lucrative source of income. The world's top 25 grossing international touring acts - who accounted for 8.5% of concerts performed - earned \$1.1bn in total in 2005, more than 44% of all earnings worldwide. Of the top 25 touring acts in 2005, 15 began their careers 20 or

**Gross earnings per concert, 2005 (ave)**



**Billboard magazine's 2005 Money Makers (combined album, digital download and live performance revenues in the US alone)**

1 U2	\$255,022,633
2 The Rolling Stones	\$152,356,754
3 Kenny Chesney	\$87,731,463
4 Paul McCartney	\$84,263,375
5 Elton John	\$77,150,061
6 Celine Dion	\$76,137,905
7 50 Cent	\$75,351,514
8 Green Day	\$71,753,415
9 Neil Diamond	\$70,203,895
10 The Eagles	\$67,524,283

# 2 Which artists earn the most?

Everytime a song is played on TV or radio, the artist and songwriter earns a separate fee. Songwriters are paid by the Performing Right Society (PRS) and performers by Phonographic Performance Limited (PPL)

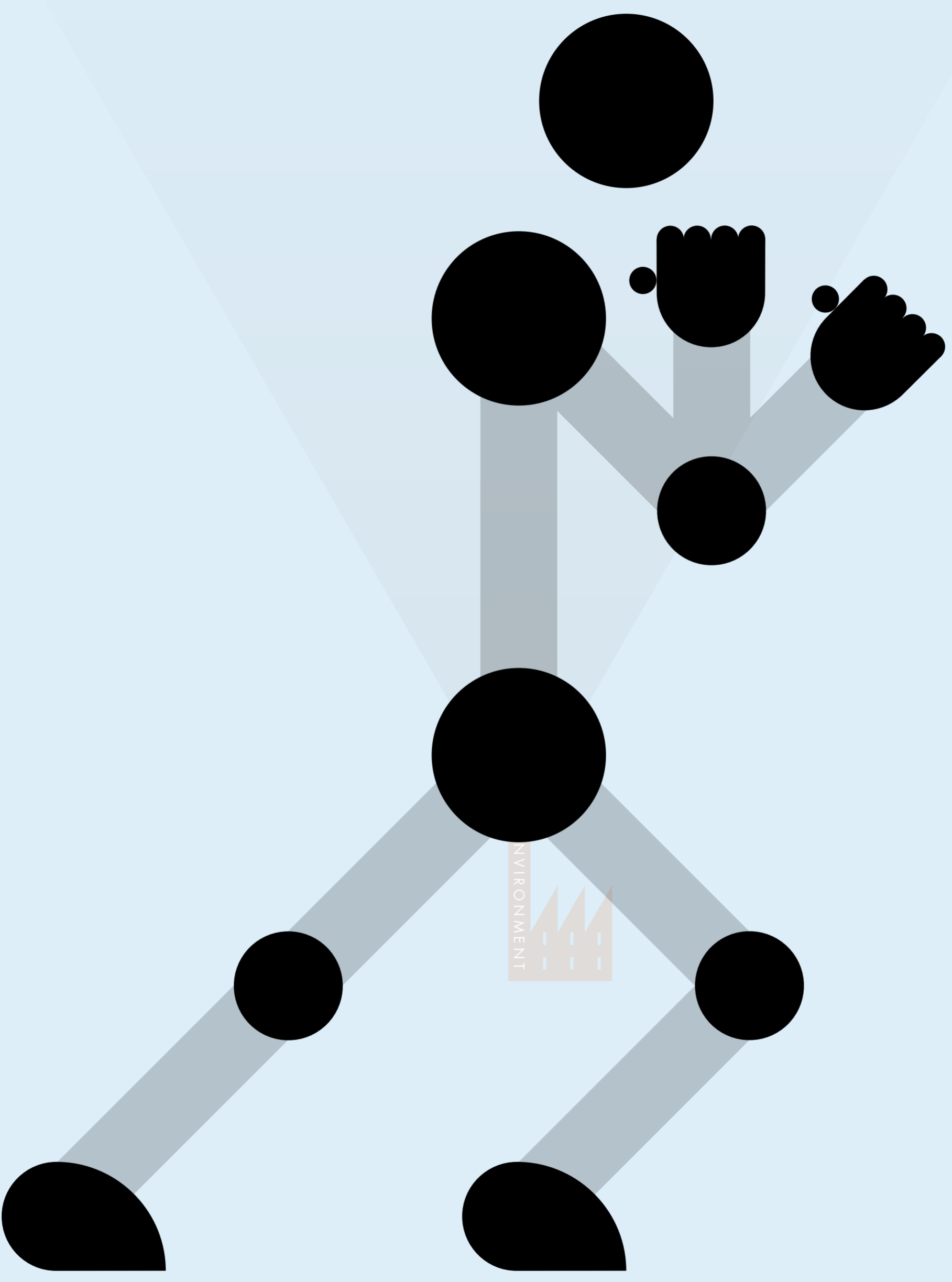
**PRS per-play fees**

Radio 1	£17.10	BBC 1	£41.03
Radio 2	£16.87	BBC 2	£38.74
Radio 3	£14.94	ITV1	£52.36
Radio 4	£21.04	Channel 4	£14.69

In 2004, £70.2m was collected for distribution to artists by PPL - 65% was paid to the featured artists and 35% paid to non-featured artists, such as session musicians

**Breakdown of typical earnings for an established stadium act (%)**





Over 270m units of pre-recorded music were purchased in the UK in 2004. In 2005, total sales were worth £1.24bn

Downloads share of total singles sales, %

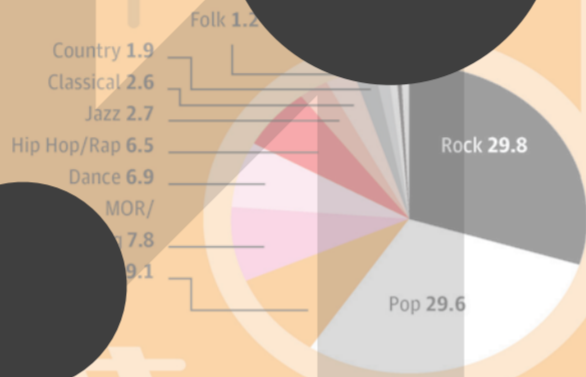
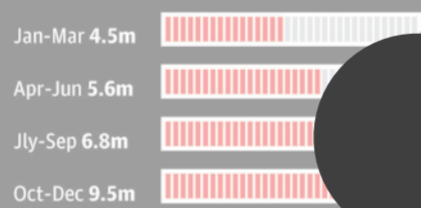
2004	52%
2005	75%

1 How do we consume music?

Downloading

In 2005, 26.4m tracks were legally downloaded in the UK - a 355% increase on the total in 2004. James Blunt's You're Beautiful was the best-selling download of the year

Sales of single-track downloads in the UK, by volume, 2005



In 2005, 49.4% of albums sold were by UK artists. All of the top five best-selling albums were by UK artists

- Top 5 most popular music radio in the UK in 2005
- 1 James Blunt - Back to Black
  - 2 Coldplay - X&Y
  - 3 Robbie Williams - Intimate
  - 4 Kaiser Chiefs - Employment
  - 5 Gorillaz - Demon Days

Top 5 most played songs on Radio 2, 2005

- 1 Coldplay - Speed of Sound
- 2 James Blunt - You're Beautiful
- 3 The Coral - In the Morning
- 4 Madonna - Hung Up
- 5 Robbie Williams - Tripping

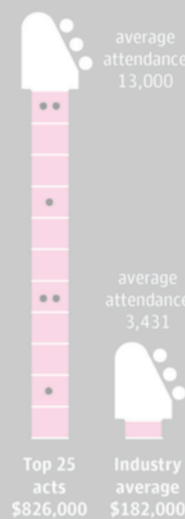
Top 5 most played songs on Radio 1, 2005

- 1 Chemical Brothers - Galvanize
- 2 Gorillaz - Feel Good Inc
- 3 Snoop Dogg & Justin Timberlake - Signs
- 4 The Killers - Somebody Told Me
- 5 Bodyrockers - I Like The Way

Over the last 10 years, hip hop and R&B have been the fastest growing genres, with hip hop leading the way

For the majority of the world's highest-earning artists, international live touring is the most lucrative source of income. The world's top 25 grossing international touring acts - who accounted for 8.5% of concerts performed - earned \$1.1bn in total in 2005, more than 44% of all earnings worldwide. Of the top 25 touring acts in 2005, 15 began their careers 20 or

Gross earnings per concert, 2005 (ave)



Billboard magazine's 2005 Money Makers (combined album, digital download and live performance revenues in the US alone)

1 U2	\$255,022,633
2 The Rolling Stones	\$152,356,754
3 Kenny Chesney	\$87,731,463
4 Paul McCartney	\$84,263,375
5 Elton John	\$77,150,061
6 Celine Dion	\$76,137,905
7 50 Cent	\$75,351,514
8 Green Day	\$71,753,415
9 Neil Diamond	\$70,203,895
10 The Eagles	\$67,524,283

2 Which artists earn the most?

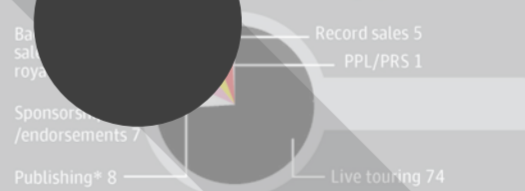
Everytime a song is played on TV or radio, the artist and songwriter earns a separate fee. Songwriters are paid by the Performing Right Society (PRS) and performers by Phonographic Performance Limited (PPL)

PRS per-play fees

Radio 1	£17.10	BBC 1	£41.03
Radio 2	£16.87	BBC 2	£38.74
Radio 3	£14.94	ITV1	£52.36
Radio 4	£21.04	Channel 4	£14.69

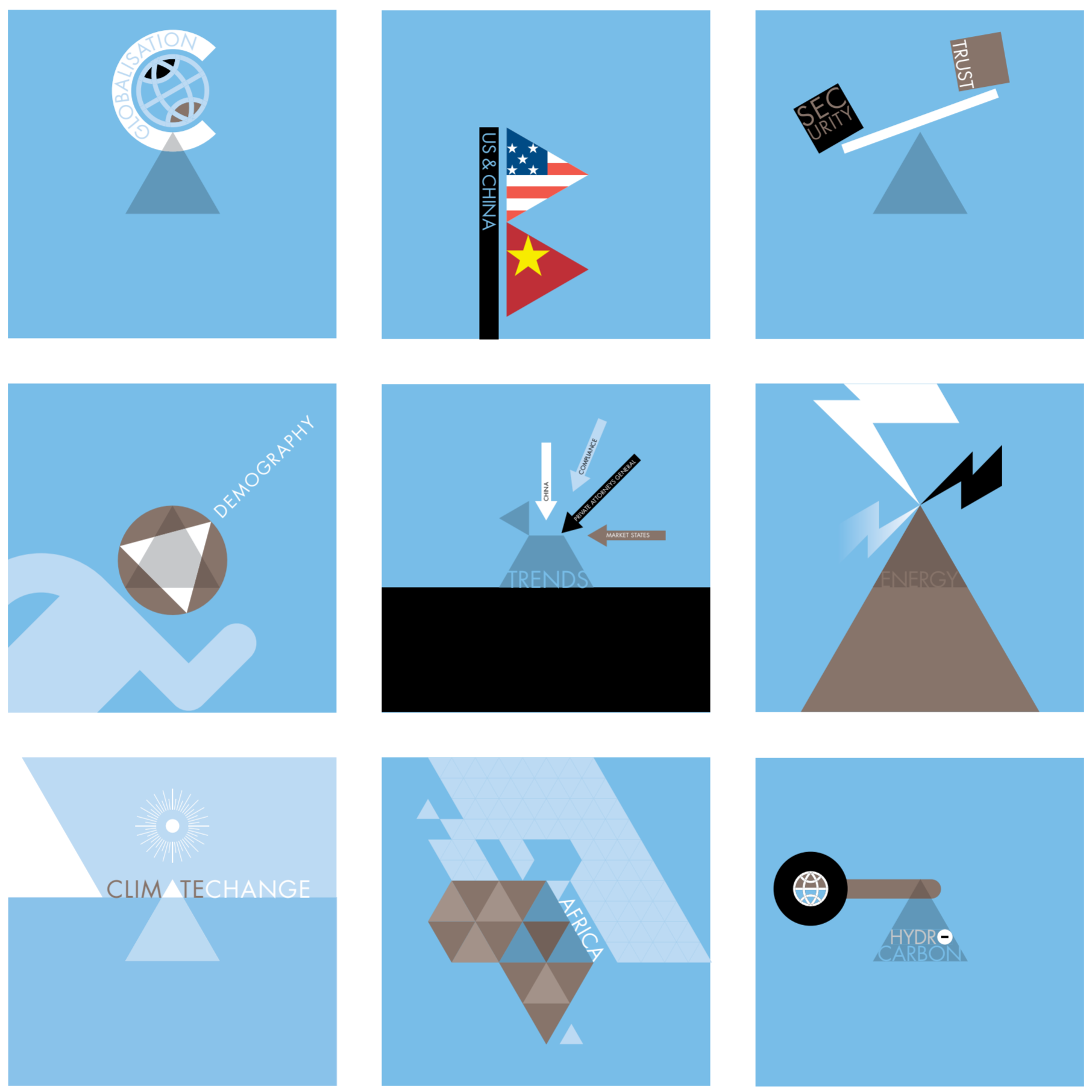
In 2004, £70.2m was collected for distribution to artists by PPL - 65% was paid to the featured artists and 35% paid to non-featured artists, such as session musicians

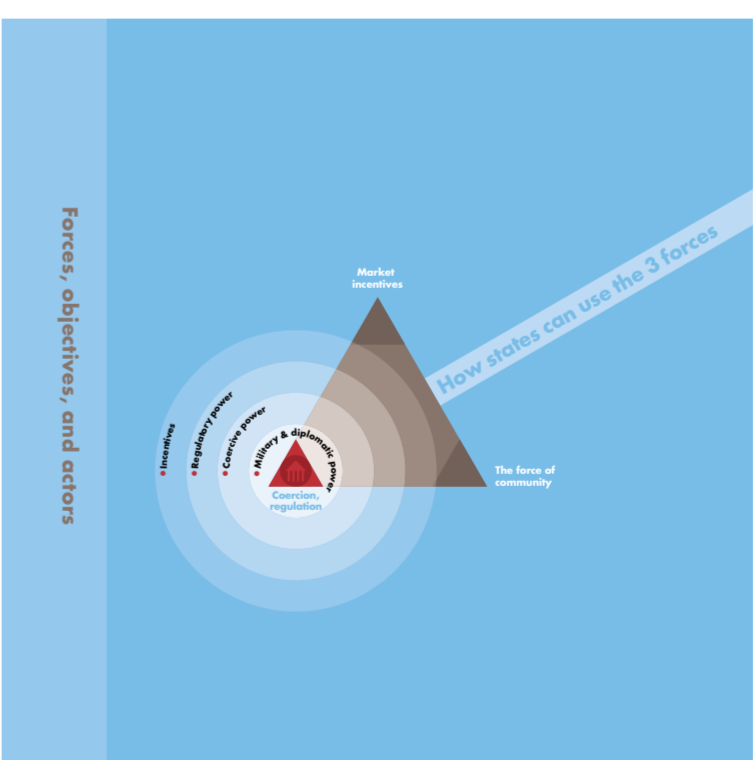
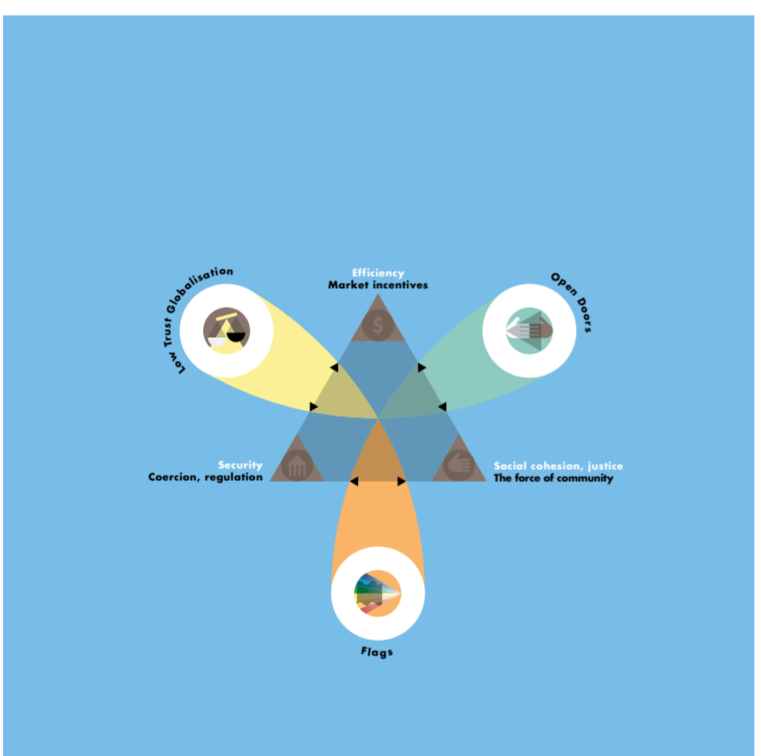
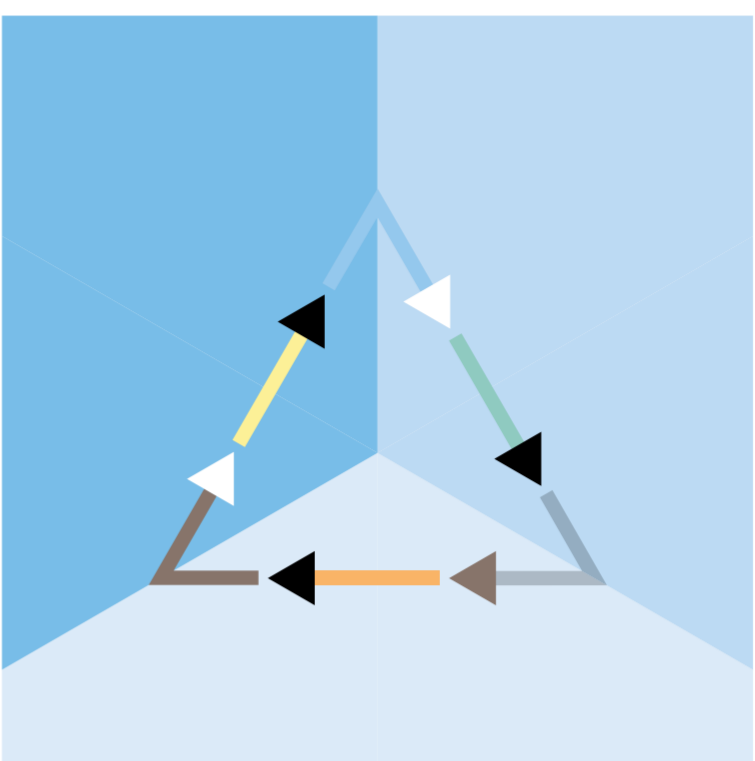
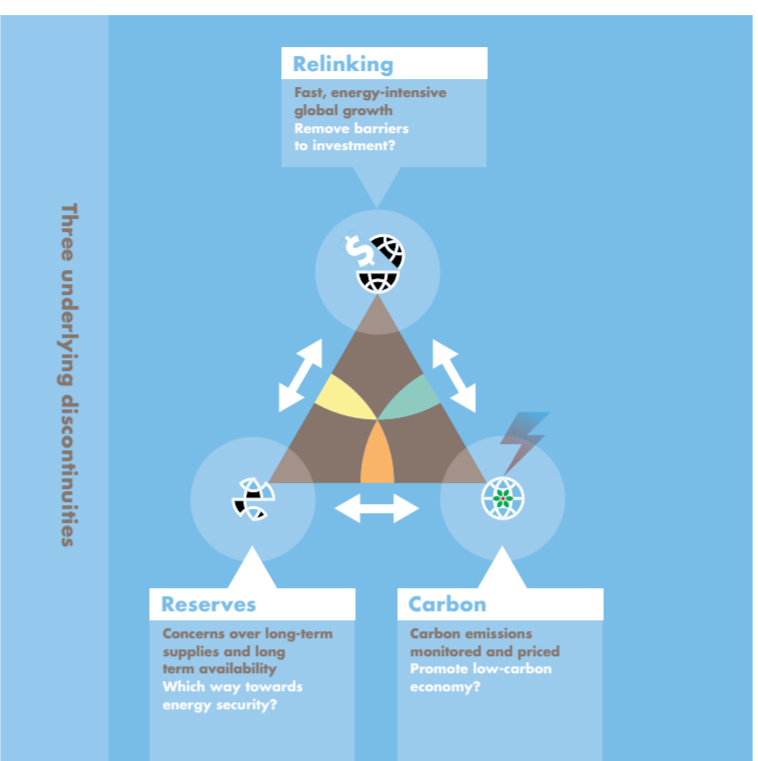
Breakdown of typical earnings for an album act (%)

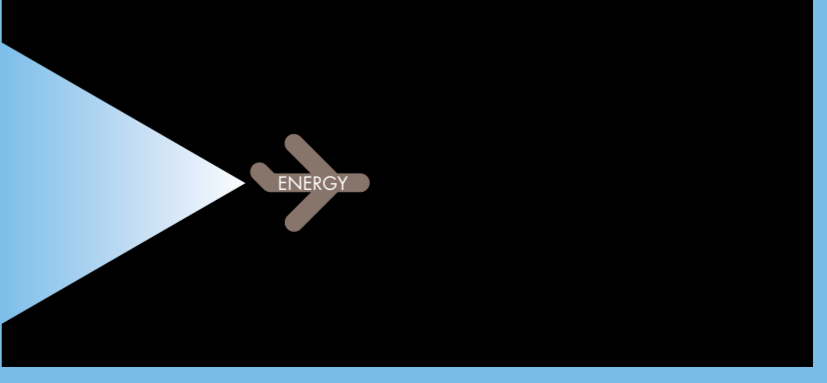
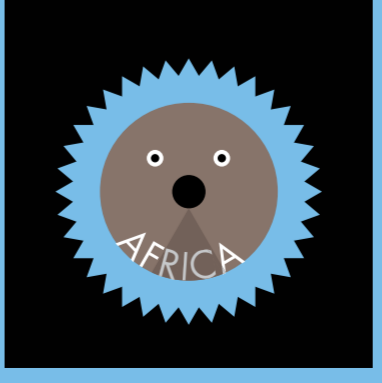
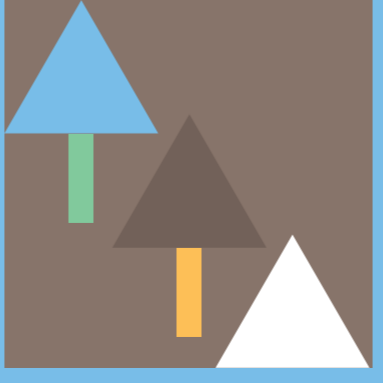
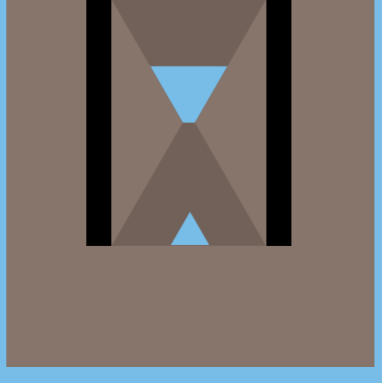
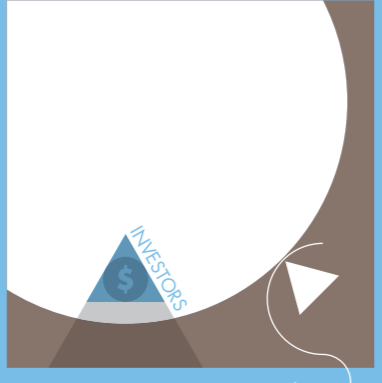
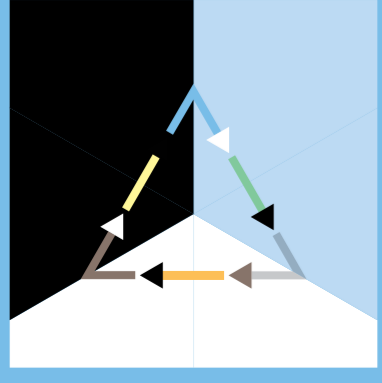
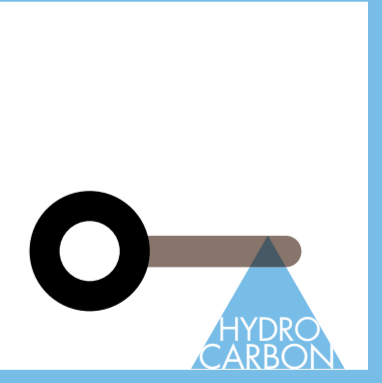
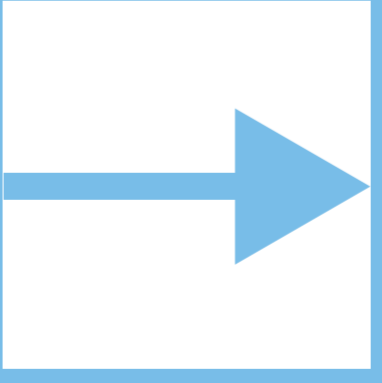
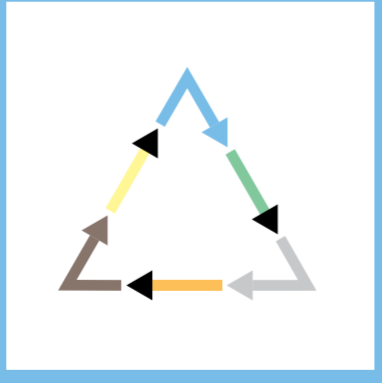
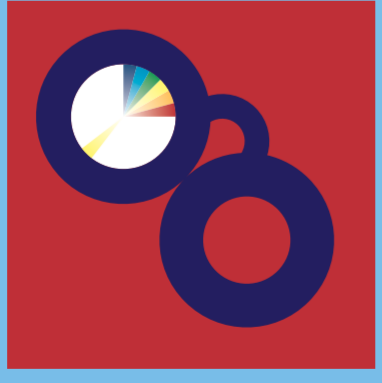
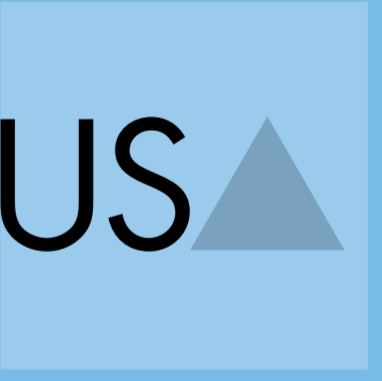
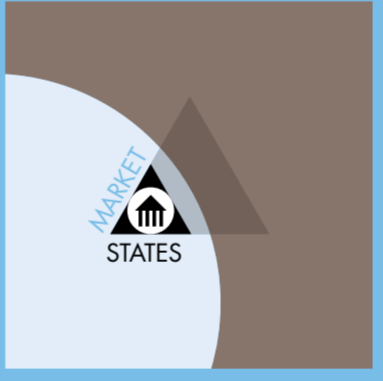
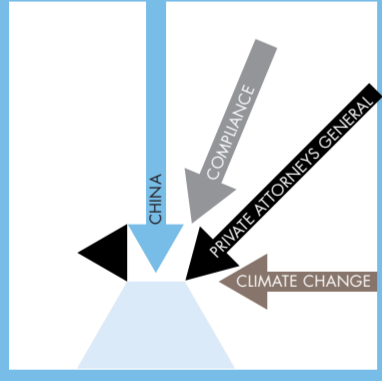
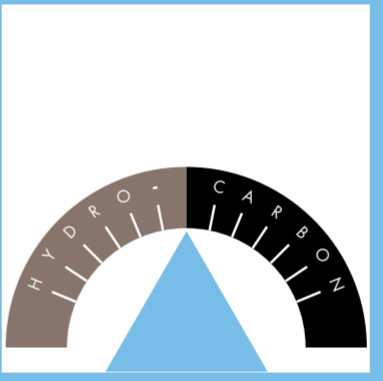
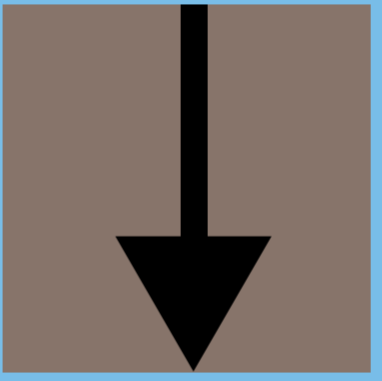
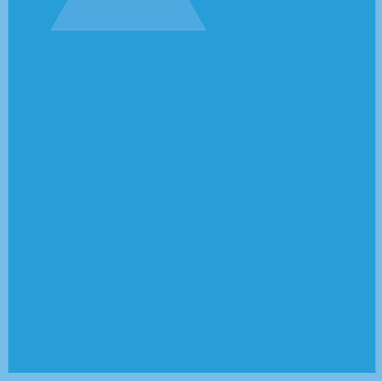
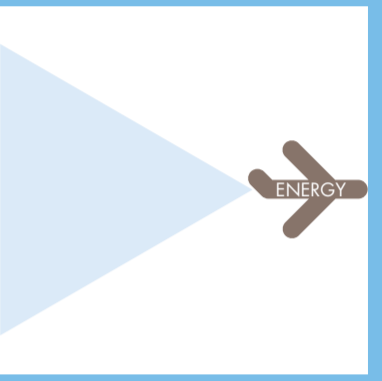
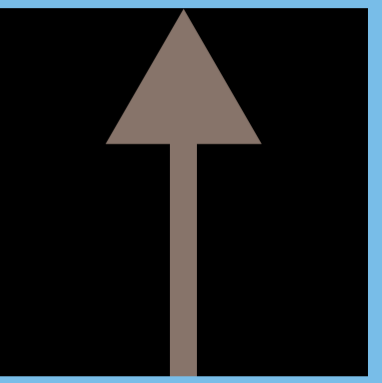
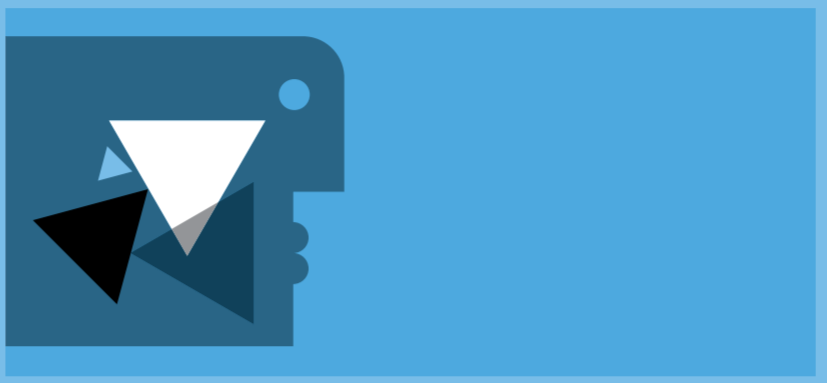
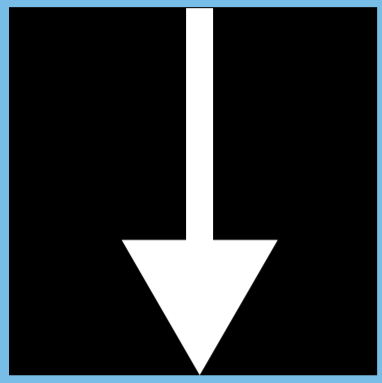
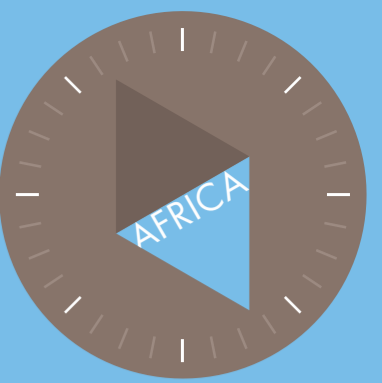
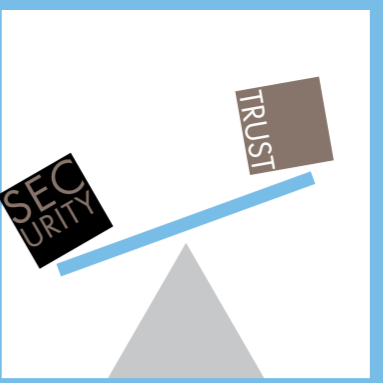
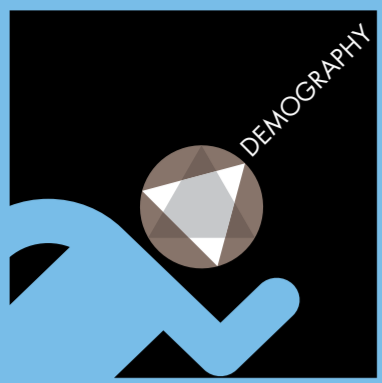




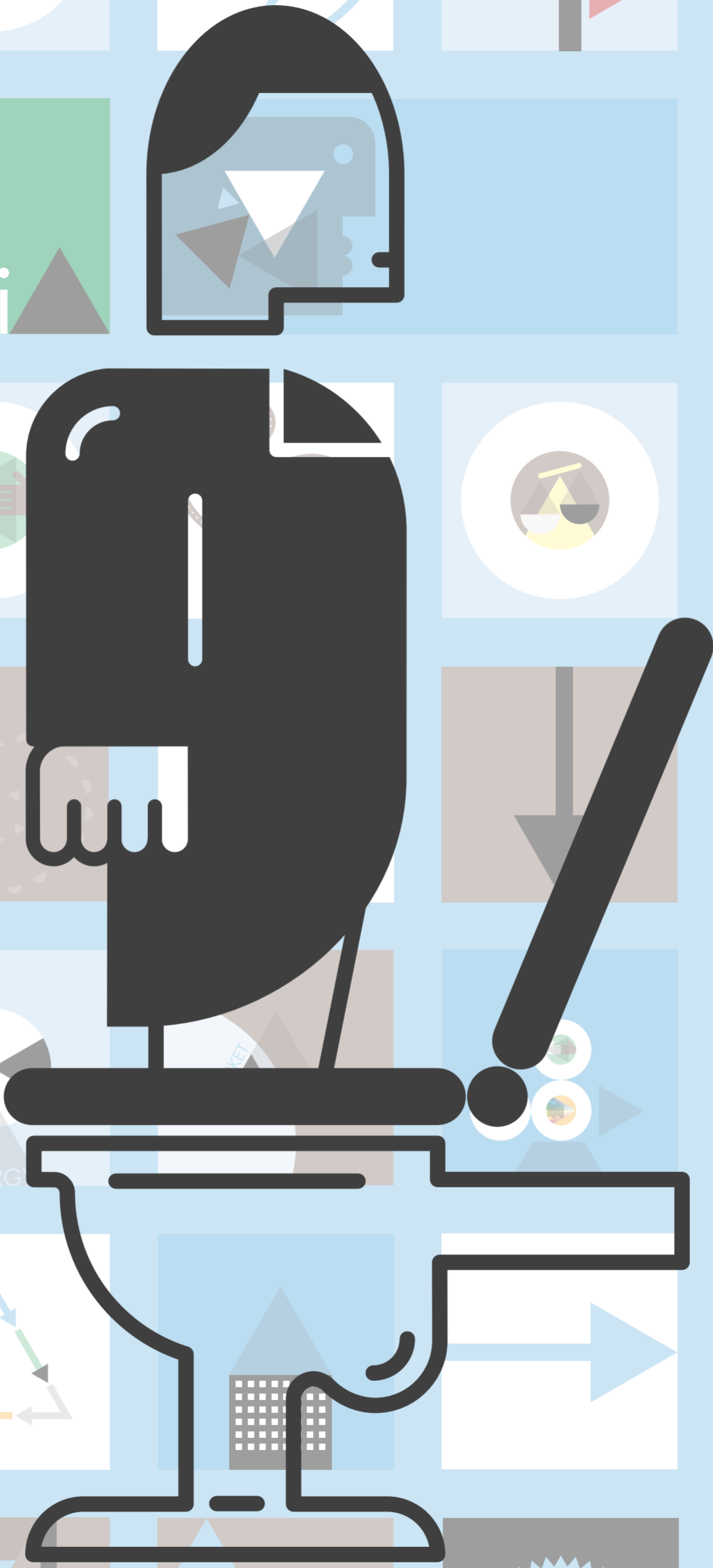
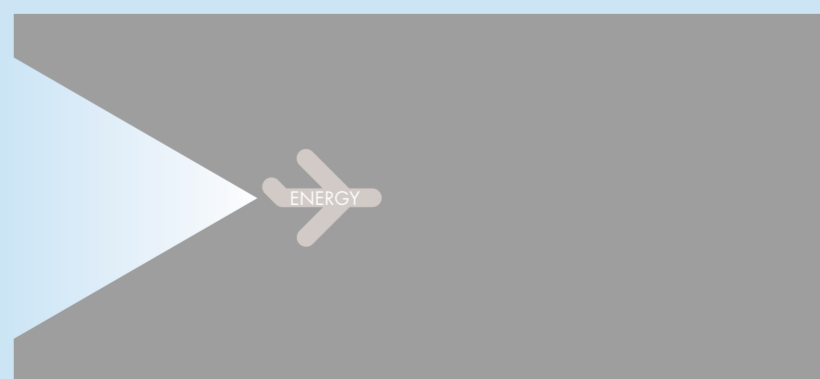
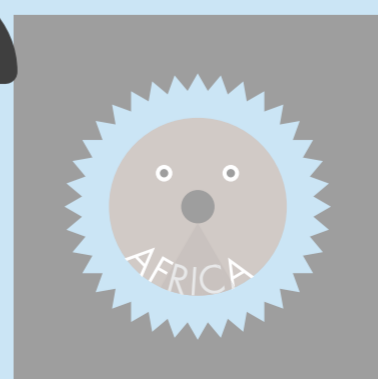
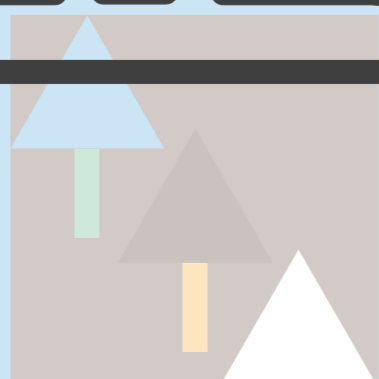
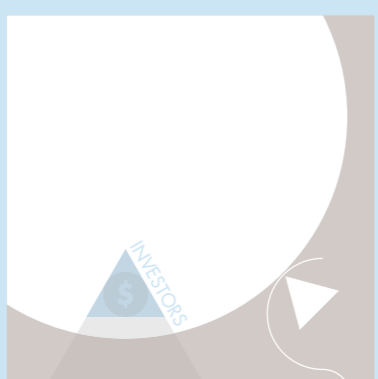
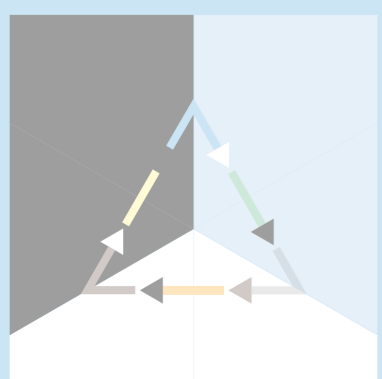
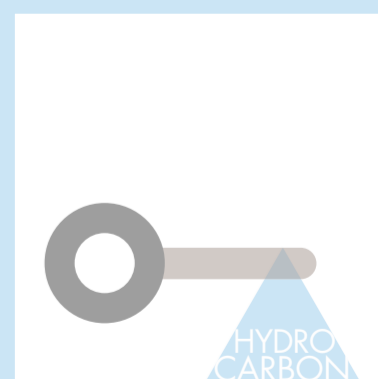
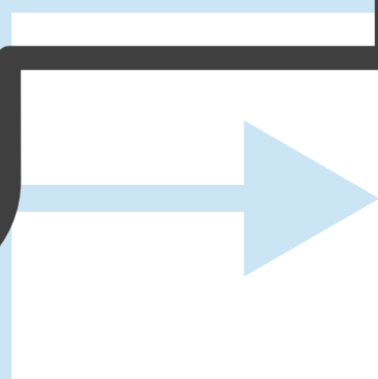
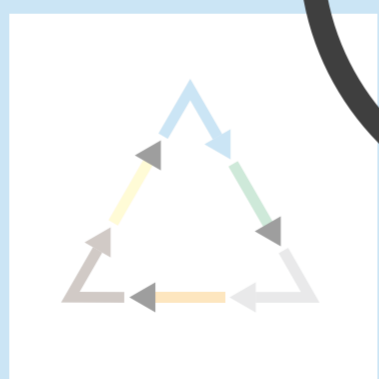
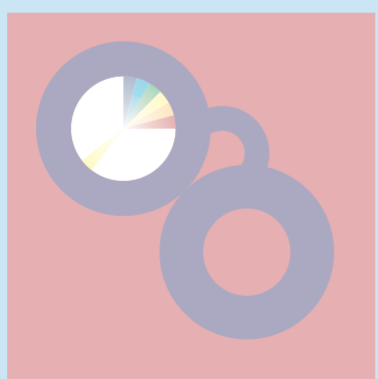
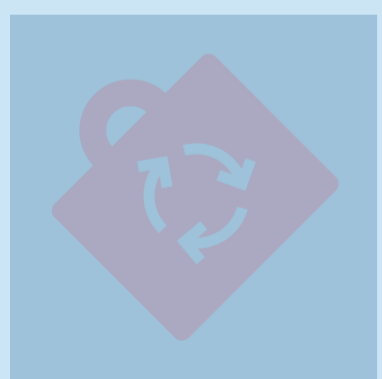
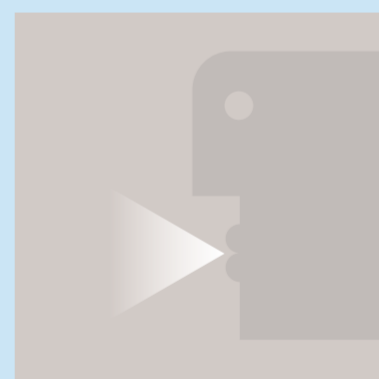
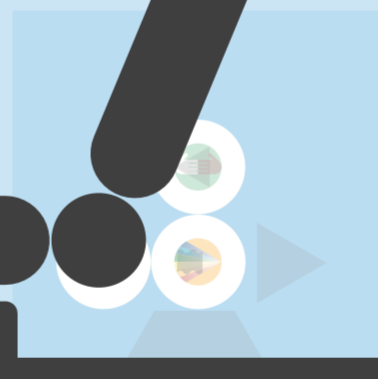
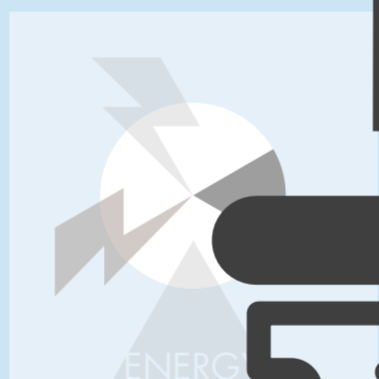
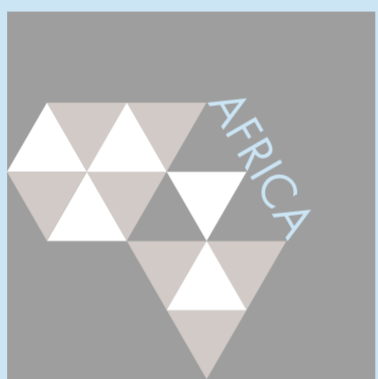
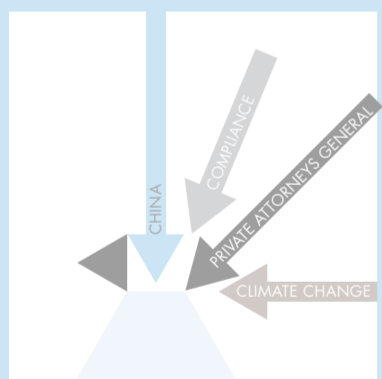
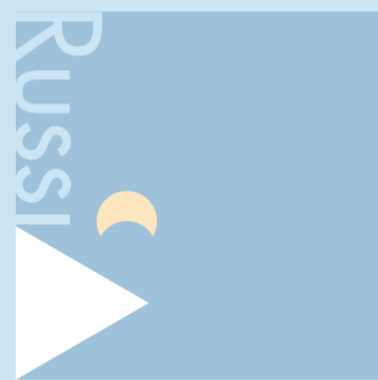
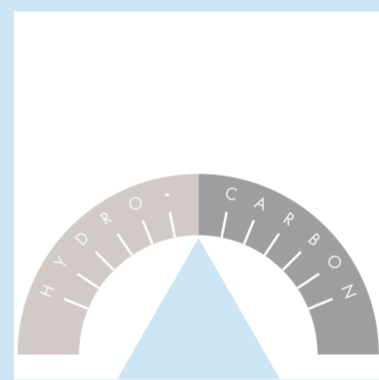
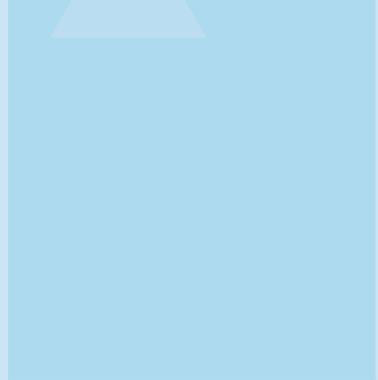
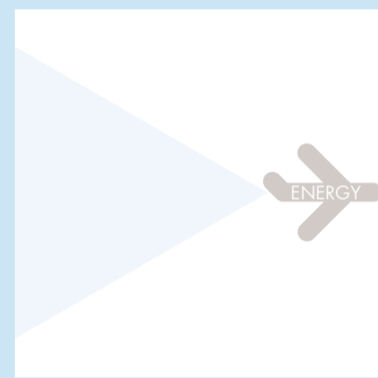
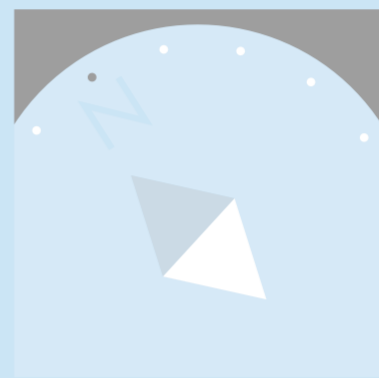
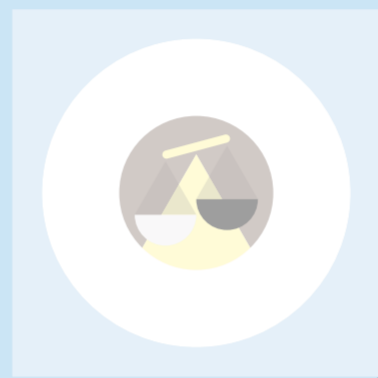
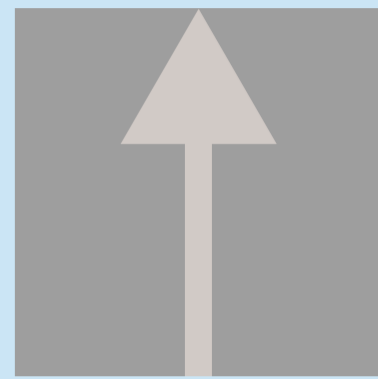
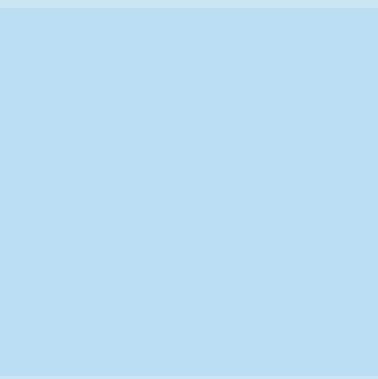
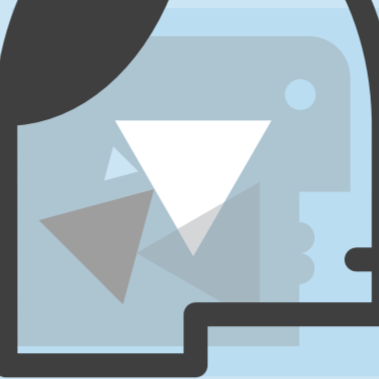
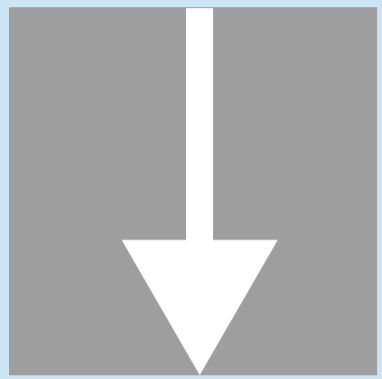
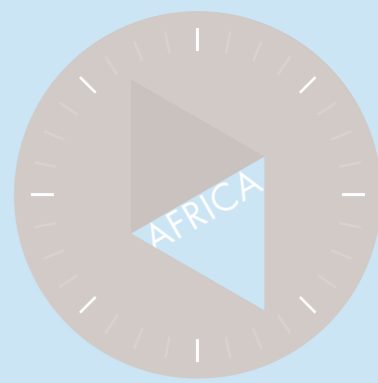
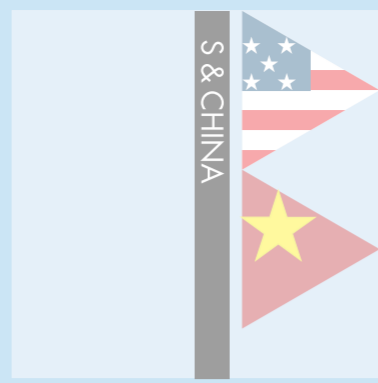
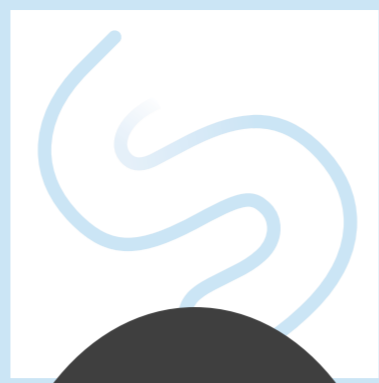
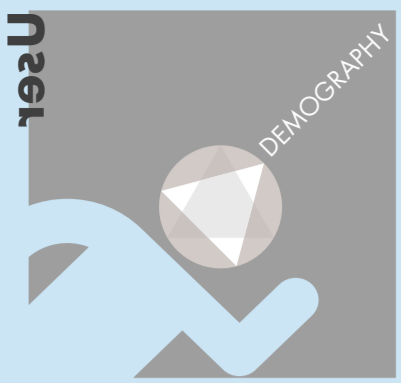


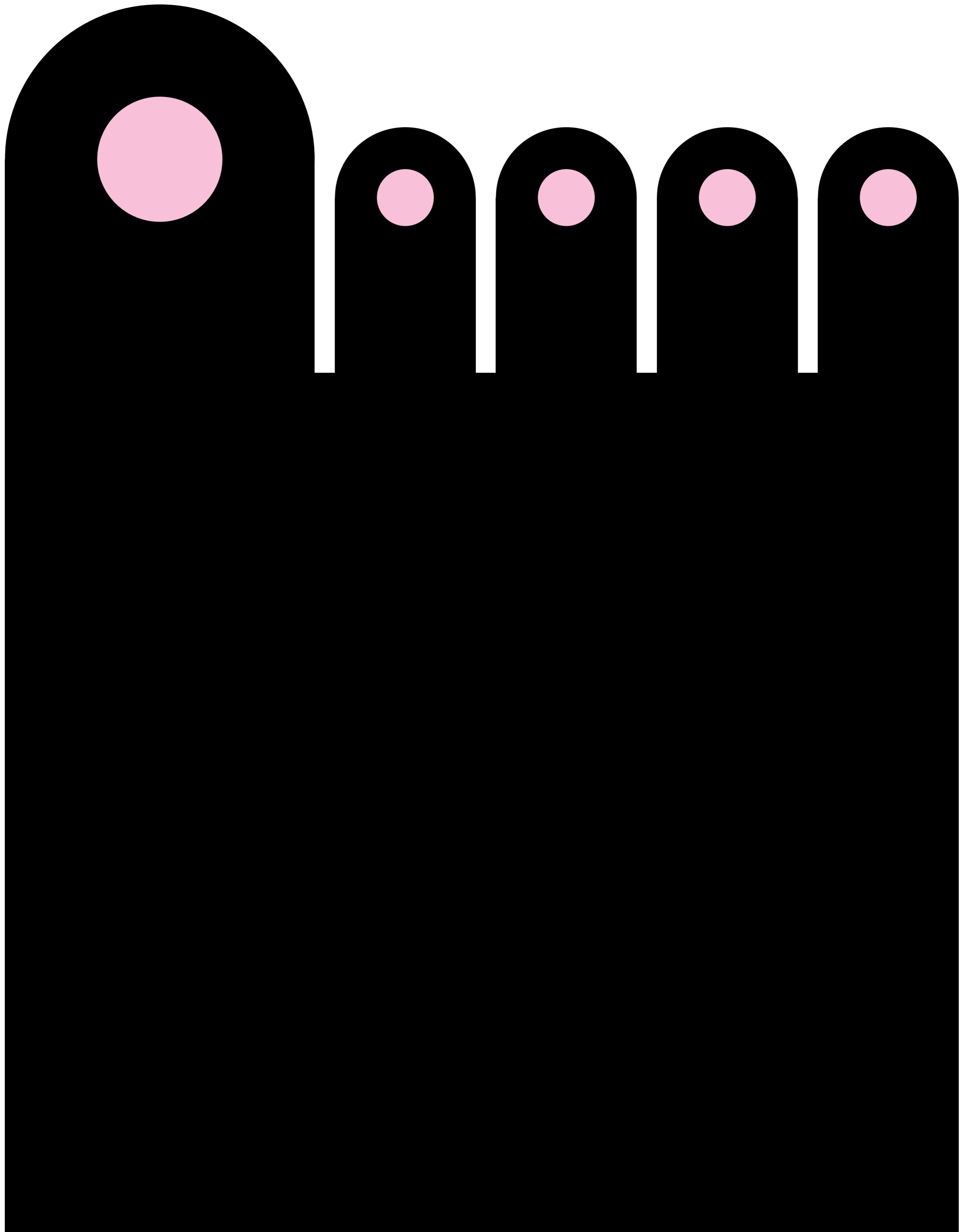






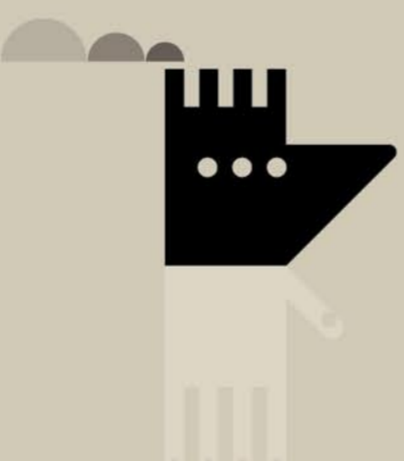






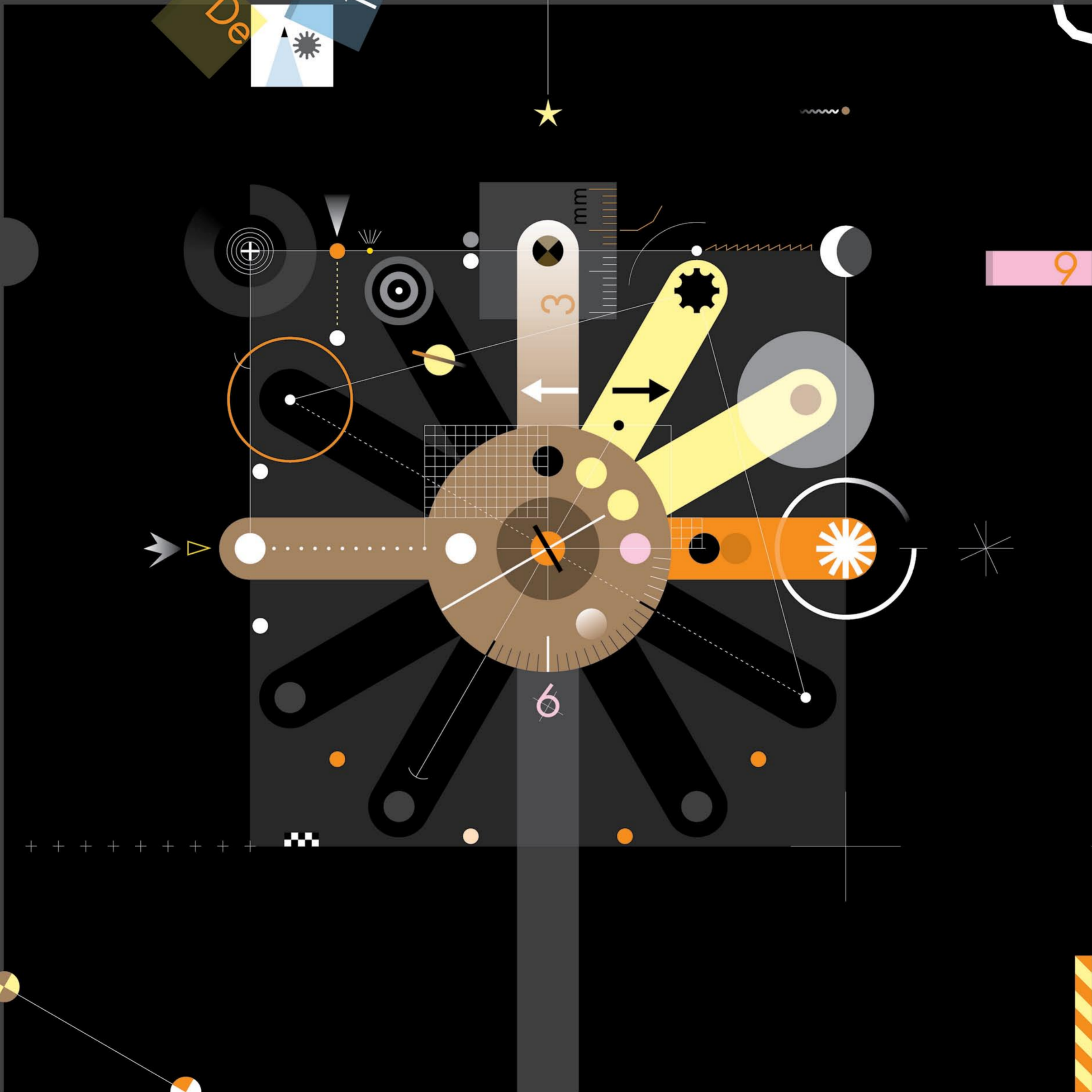
20 energy hands

- Connect
- Communicate
- Alert
- Rail
- Drive
- Industry
- Fly
- Power
- Environment
- New technology
- Old technology
- Electricity
- Soil
- Archive
- Surf
- Warning
- Water
- Domestic
- Roads
- Global warming







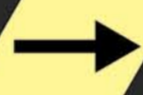


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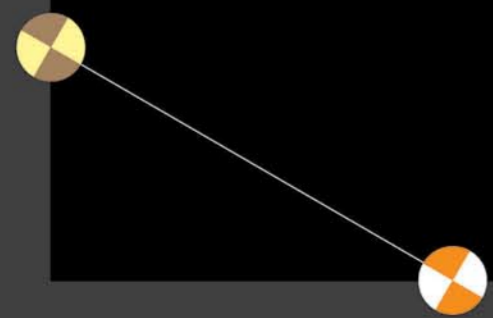
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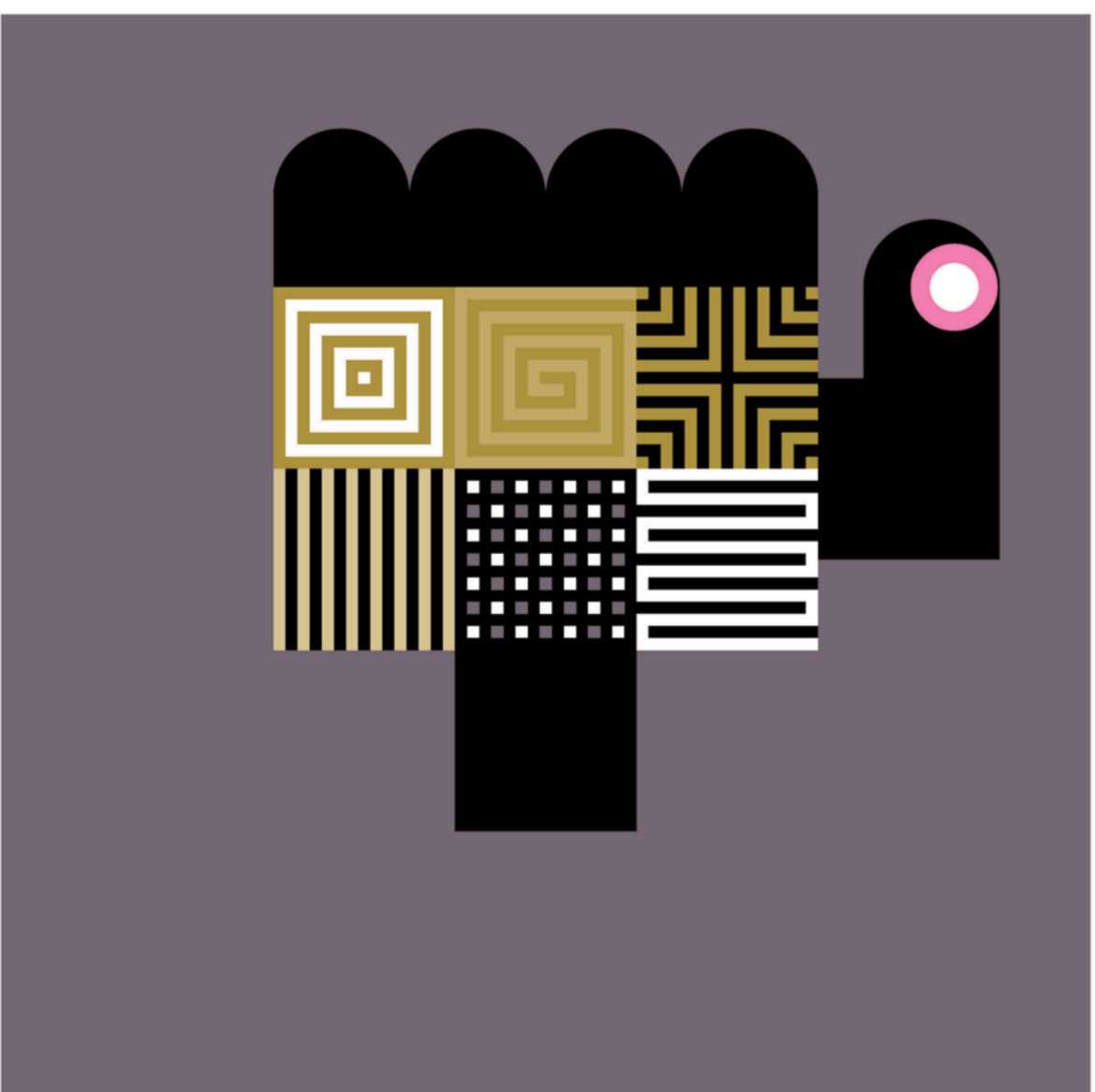
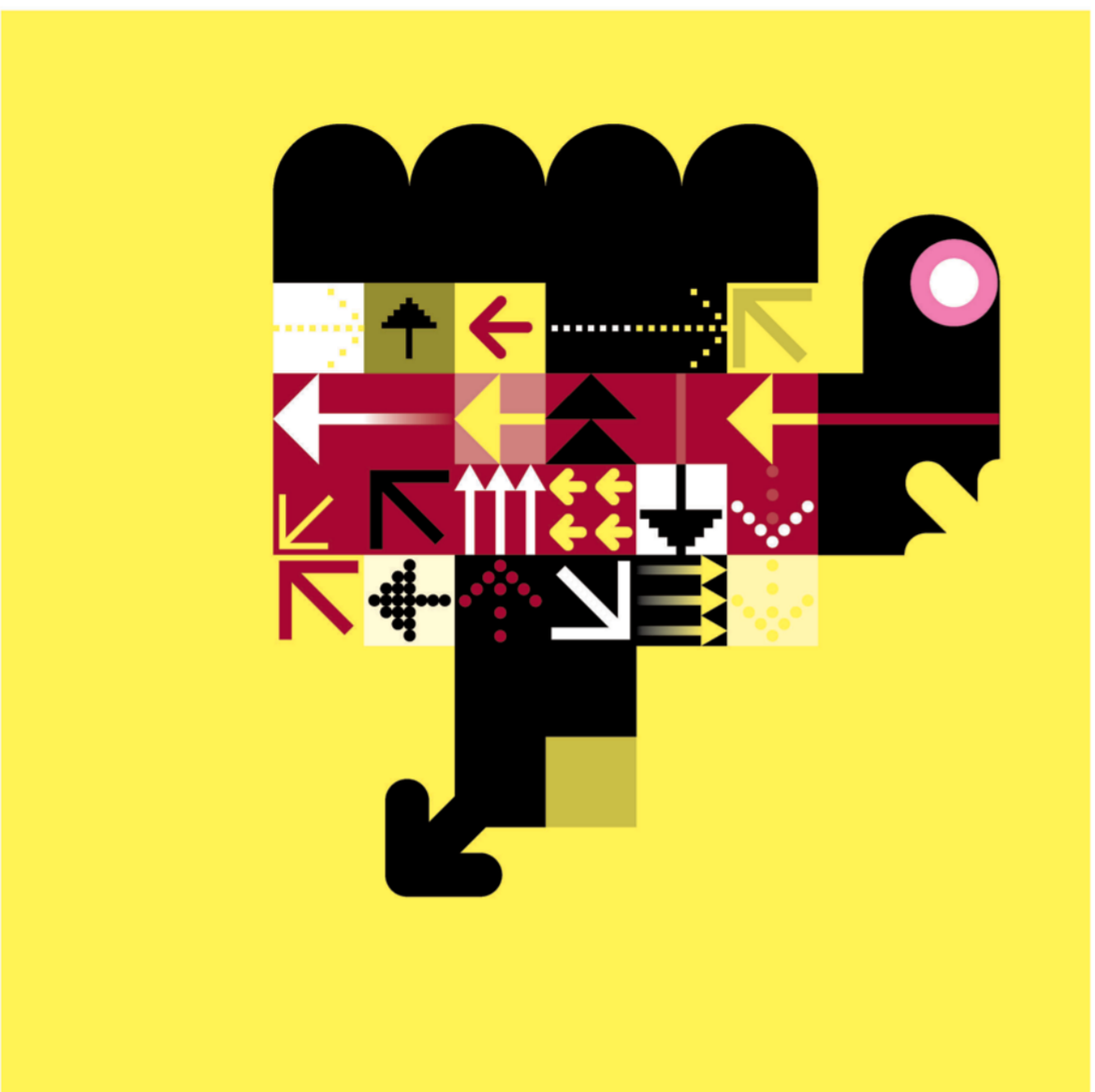
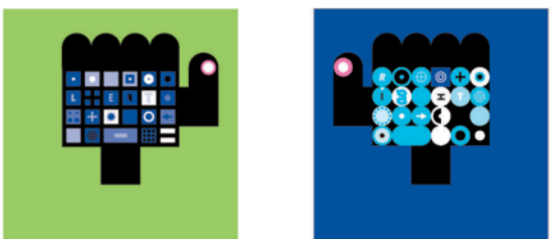


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**Hand sequence**

- Pointing hand
- Left hand
- Right hand
- Meditation hand



Previous  
**Dial-a-hand**



A mixture of work for clients, remastered without compromise and work for myself expressing unused ideas, presented under five headings.

Letterforms have always played an important part of my work as have arrows, heads, hands and other body parts. I use these things as vehicles to visualise ideas.

This first section looks at a variety of typographic concepts from real jobs to personnel projects such as the Architects language poster from the very early 90s.

This section is entirely new work. Landscapes here are mostly spiritual exercises of observation and simplification that ultimately feed back into iconographic work as well as going on sale to my customers and clients.

As Grundy & Northedge much of our work was seen in the public domain, but none so much as the weekly infographic spot Tilly Northedge and I designed for the Guardian newspaper in 2005 and 2006. We considered it the definitive G&N project.

Shell Scenarios are tools that help us understand multiple futures. My job since 2000 has been to help Shell visualise those tools. In 2004 Albert Bressand introduced a concept called the Trilemma by which one can have any adjacent two points of a triangle but not all three. No room for the holy trinity then! and no surprise the importance of the triangle in my ideas for this Scenario generation.

Someone once said, 'where would you be without the hand motif?' So with no apology here are some old favourites and some brand new ideas, all remastered and redrawn for the book.

All work in Grundini is created in Adobe software on Apple computers with the exception of 'Architects Language' which was drawn by hand before I had a computer, or indeed Adobe had created illustration software.

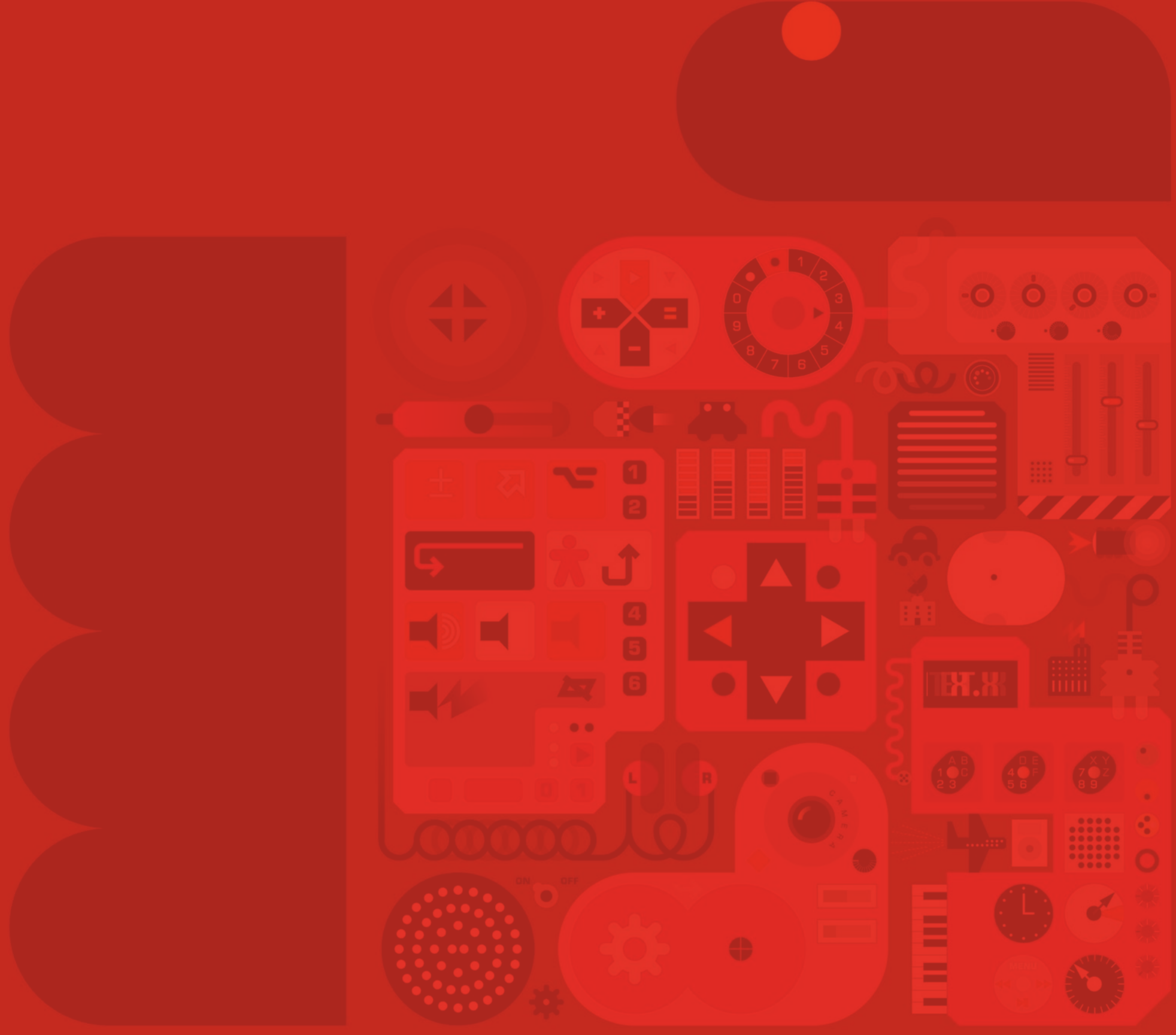
A special thanks to the following musicians/groups who have inspired me over the years, Biosphere Brian Eno Can Faust Harold Budd Keith Jarrett Klaus Schulze Manuel Philip Glass Pink Floyd Popol Vuh Steve Roach Tangerine Dream Terry Riley all available on iTunes.

A special thanks to Tilly Northedge with whom I built Grundy & Northedge between 1980 and 2006.

All work and ideas are the property of Grundini Ltd and are available for sale at [www.grundini.com](http://www.grundini.com)

You can buy my work from me or if you prefer go to [www.coashuk.com](http://www.coashuk.com)

Grundini 2 (The return of Grundini) is planned for release in 2010. Planned topics, Heads, Eyes, Facts2, Olympics and Globes.

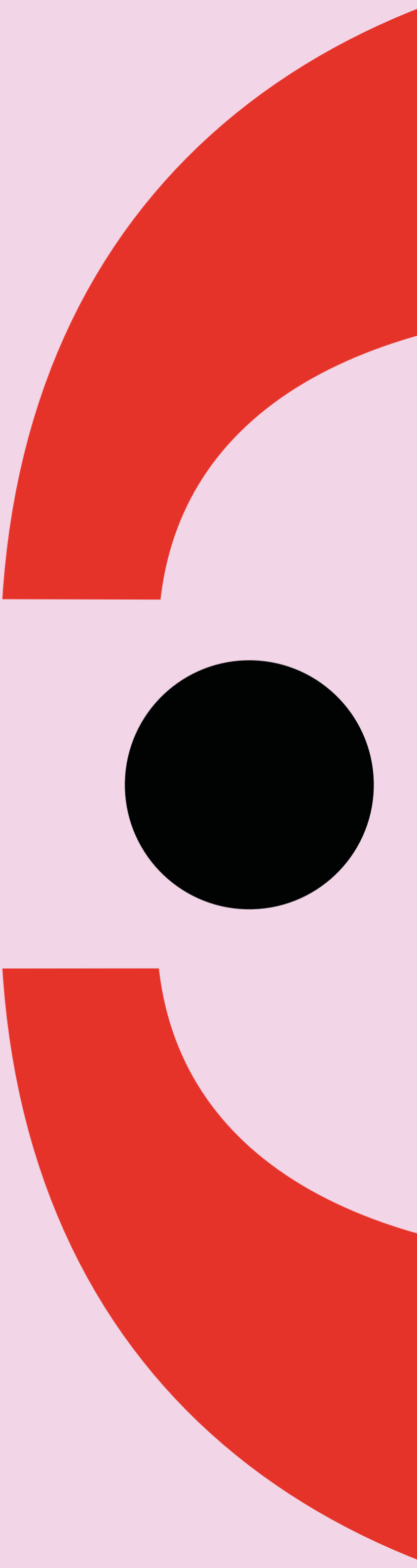


Grundini	Type	Land	Fact	Triangle	Hand	And
A mixture of work for clients, remastered without compromise and work for myself expressing unused ideas, presented under five headings.	Letterforms have always played an important part of my work as have arrows, heads, hands and other body parts. I use these things as vehicles to visualise ideas.	This section is entirely new work. Landscapes here are mostly spiritual exercises of observation and simplification that ultimately feed back into iconographic work as well as going on sale to my customers and clients.	As Grundy & Northedge much of our work was seen in the public domain, but none so much as the weekly infographic spot Tilly Northedge and I designed for the Guardian newspaper in 2005 and 2006. We considered it the definitive G&N project.	Shell Scenarios are tools that help us understand multiple futures. My job since 2000 has been to help Shell visualise those tools. In 2004 Albert Bressand introduced a concept called the Trilemma by which one can have any adjacent two points of a triangle but not all three. No room for the holy trinity then! and no surprise the importance of the triangle in my ideas for this Scenario generation.	Someone once said, 'where would you be without the hand motif?' So with no apology here are some old favourites and some brand new ideas, all remastered and redrawn for the book.	All work in Grundini is created in Adobe software on Apple computers with the exception of 'Architects Language' which was drawn by hand before I had a computer, or indeed Abode had created illustration software.
If you would like a copy of the printed version of Grundini please contact me.	looks at a variety of typographic concepts from real jobs to personnel projects such as the Architects Language poster from the very early 90s.					A special thanks to the following musicians/groups who have inspired me over the years, Biosphere Brian Eno Can Faust Harold Budd Keith Jarrett Klaus Schulze Manuel Pink Floyd Popol Vuh Steve Roach Tangerine Dream Terry Riley all available on itunes.

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Planned topics,  
Heads, Eyes,  
Facts2, Olympics  
and Globes.



**Gerundini**