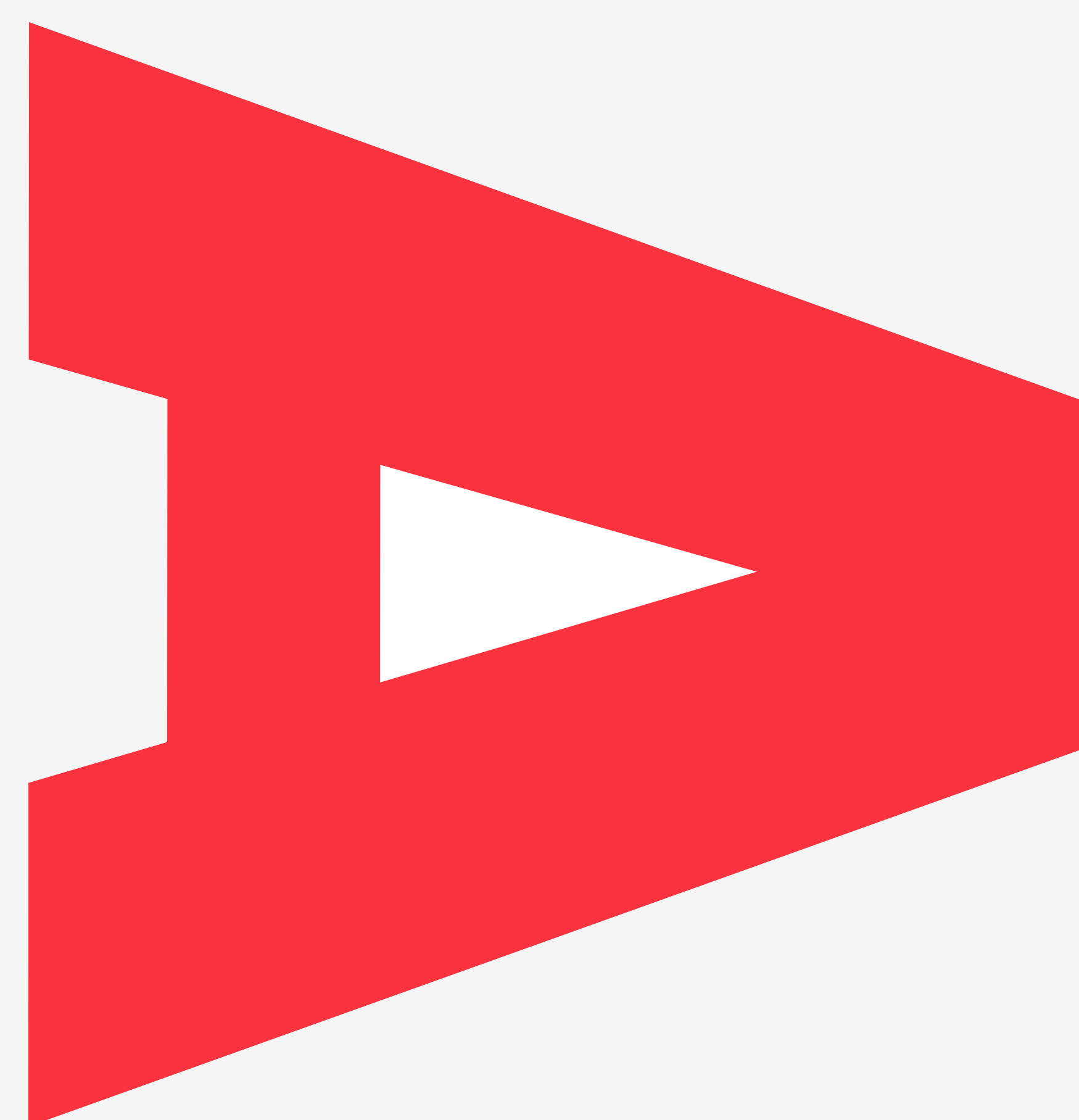
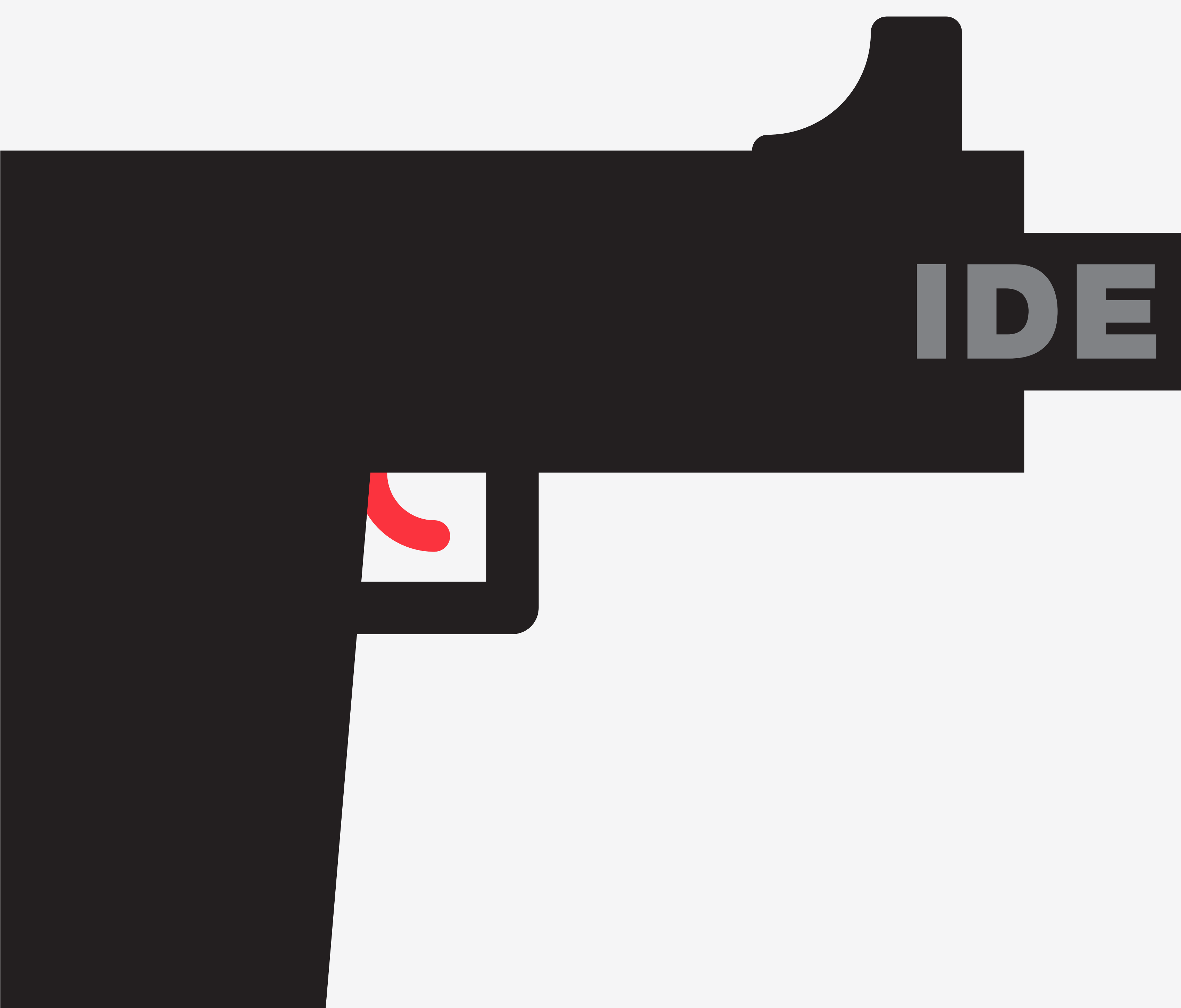


'A pioneer of the art and craft of data-viz, Peter Grundy is also a translator and performer. Information in his hands is not simply the illustration of abstract concepts into tangible form. His visualizations are, dare I say, amusingly pleasant ways to consume our daily dosages of facts. With wit and 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 2007 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.

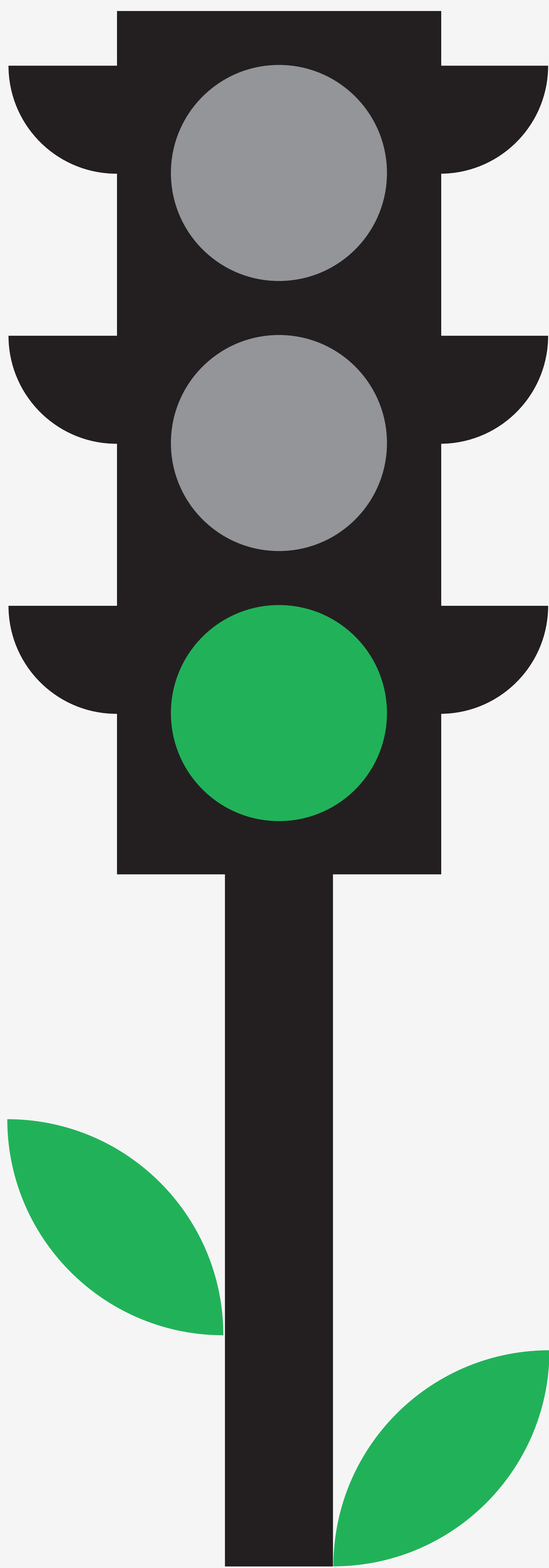
People often ask how I work,
this diagram explains all.



The diagram features a large pyramid shape. The top portion of the pyramid is a smaller, white triangle with the word "Image" centered inside it. The bottom portion of the pyramid is a larger, light blue triangle with the word "Idea" centered inside it. A decorative, wavy horizontal line separates the two sections. The background is a solid blue color.

Image

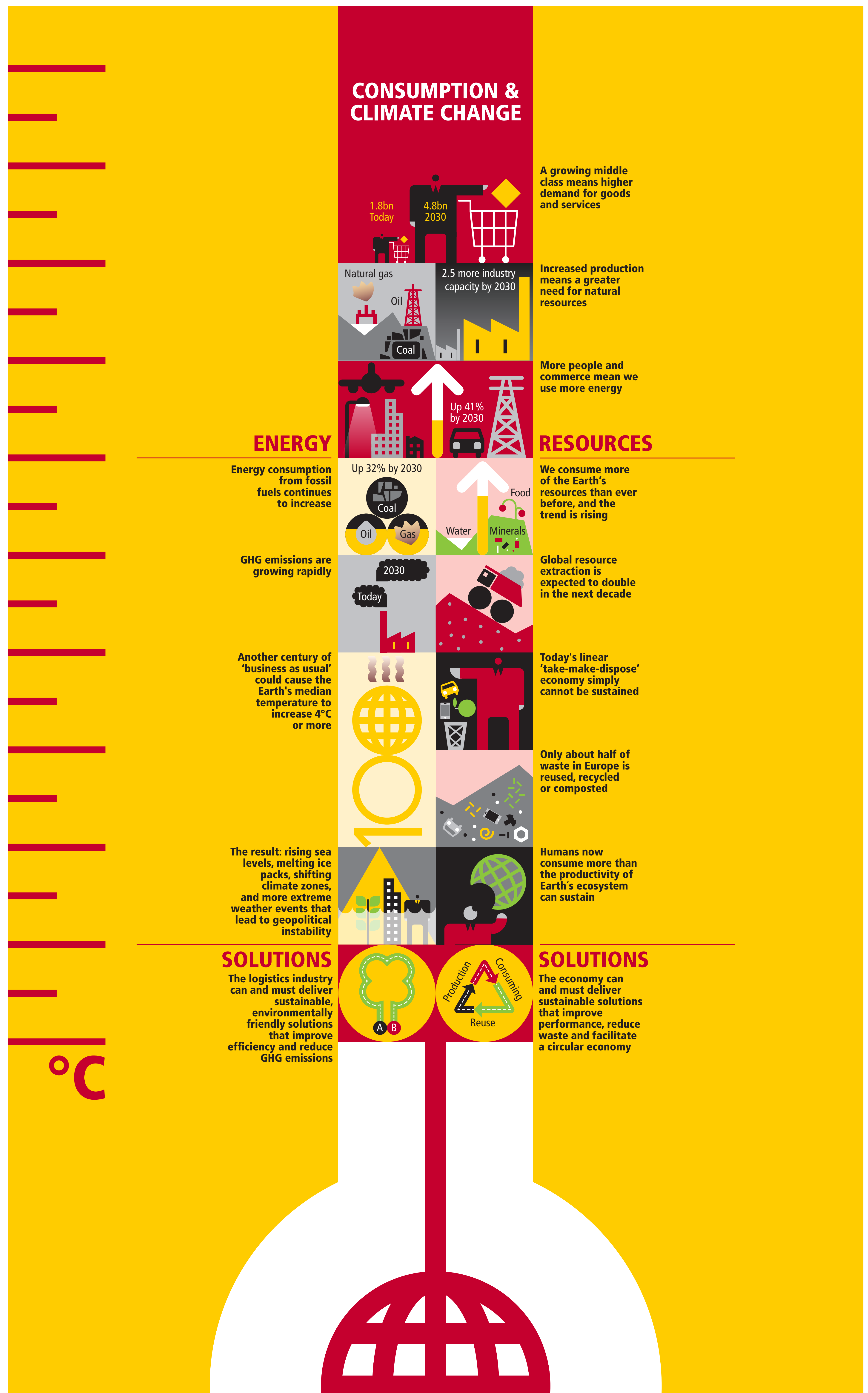
Idea

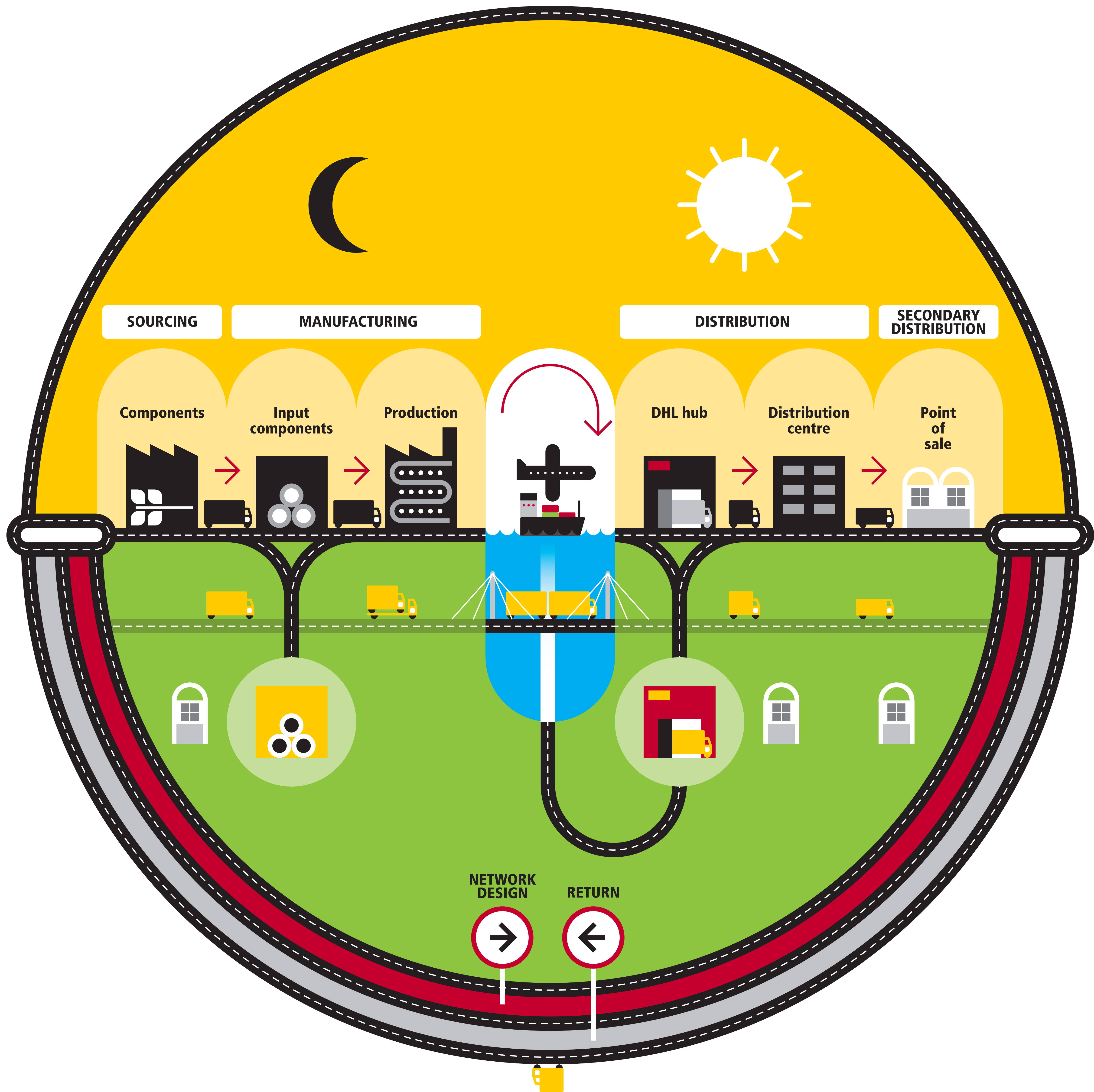


DHL asked me to create an information booklet to explain their green credentials under the umbrella of GOGreen.

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.



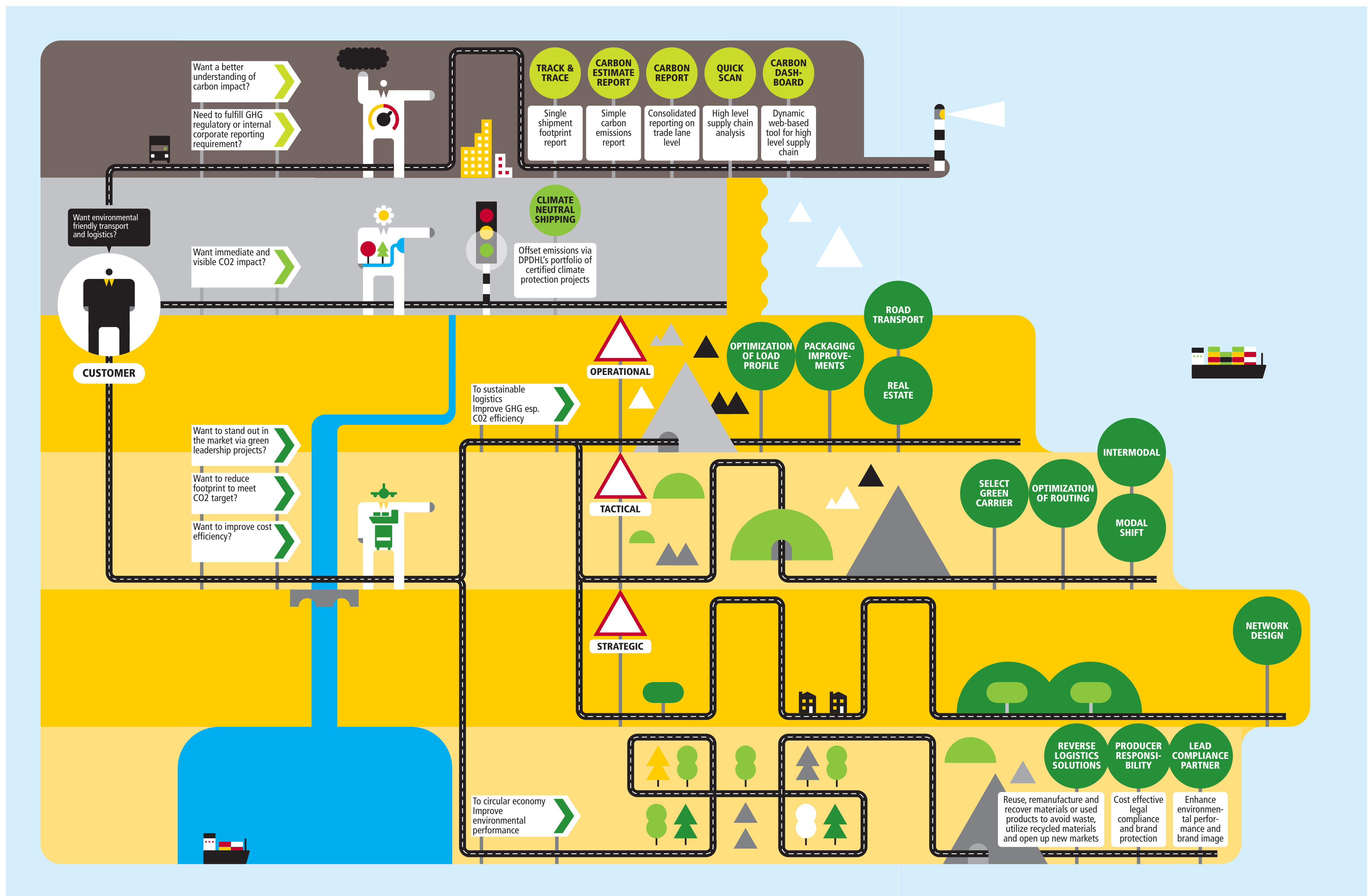


Top

A roadmap to greater sustainability.

Bottom

GoGreen logistics.



CLIMATE NEUTRAL

1st

Carbon neutral product in parcel and express sector in 2006

Total offset for all high quality and verified climate neutral services

2006	1,014 tCO2 offset
2014	200,000 tCO2 offset

GREEN ROAD TRANSPORT

Green road transport technologies for all purposes

2008 / 544 vehicles	2014 / 12,500 vehicles
---------------------	------------------------

Burn less: Aerodynamics, Engine modifications, Hybrids

Burn clean: Alternative fuels, Electric vehicles (powered by green electricity)

DPDHL's total global green fleet

TEARDROP TRAILER

More than 1500 teardrop trailer in operation

1st to market in UK: 2009

1st to market in mainland Europe: 2014

1

GOGREEN LOGISTICS

Deutsche Post DHL Carbon Efficiency Index (Index points)

2007 / 100
2014 / 78
2020 / 70

REAL ESTATE

Green real estate technologies for all purposes

Burn less: Energy-efficient lighting, heating and air conditioning

Burn clean: Green electricity globally: more than 60%

60%

The first zero-to-landfill warehouse

CARBON ACCOUNTING AND CONTROLLING

Industry leading Carbon Accounting and Controlling system

Covers entire group with multiple parameters

- 28 mt CO2
- 220 countries and territories
- All transport and logistics activities

Road, Air, Business travel, Rail, Real estate, Ocean

CLIMATE PROTECTION PROJECT

1st in industry to launch own climate protection project to generate carbon credits

Energy efficient wood stoves in Lesotho to generate carbon credits for Climate Neutral shipping service

INITIATIVES AND ADVISORY ROLES

Co-initiator of Green Freight Europe and Green Freight Asia

CEO is a representative in UN High Level Advisory Group on Sustainable Transport

1st logistics company to put a Biofuels Guideline in place

TARGET

30%

ELECTRIC FLEET

1st in industry to develop and produce own fully electric mail and parcel vehicles with a fleet of 45 in 2014

- The largest global logistics fleet of fully electric vehicles

- Over 400 fully electric vehicles in operation in 2014

4

AVIATION

Carbon efficiency of own aviation increased by 45% in 2013, compared to 2007

45%

CARBON REPORT SOLUTIONS

Carbon Report solutions for all customer needs

Globally available for all transport and logistics services

- Track and Trace
- Carbon Estimate Report
- Carbon Dashboard

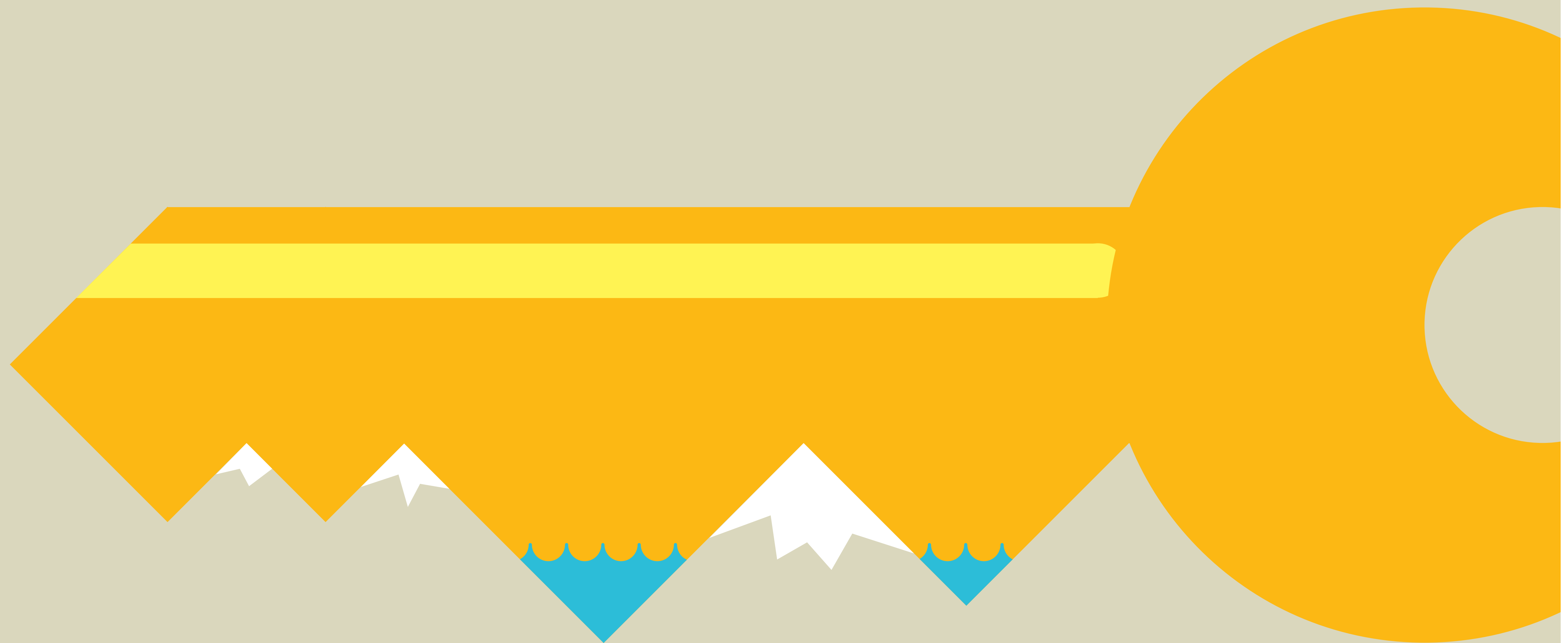


Tilly Northedge and I designed an identity for Shell Scenarios in the 00s. Scenarios are tools

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



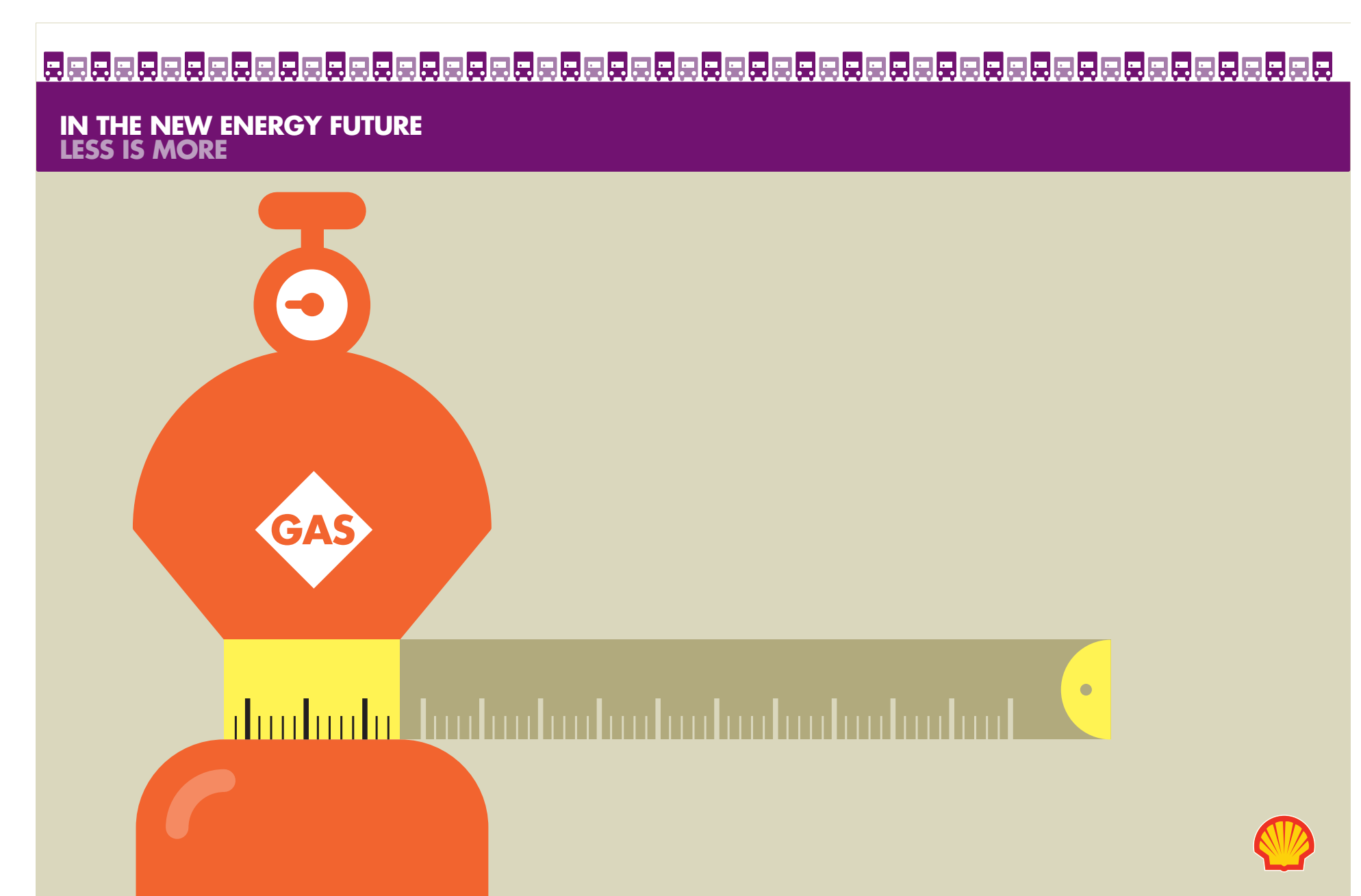
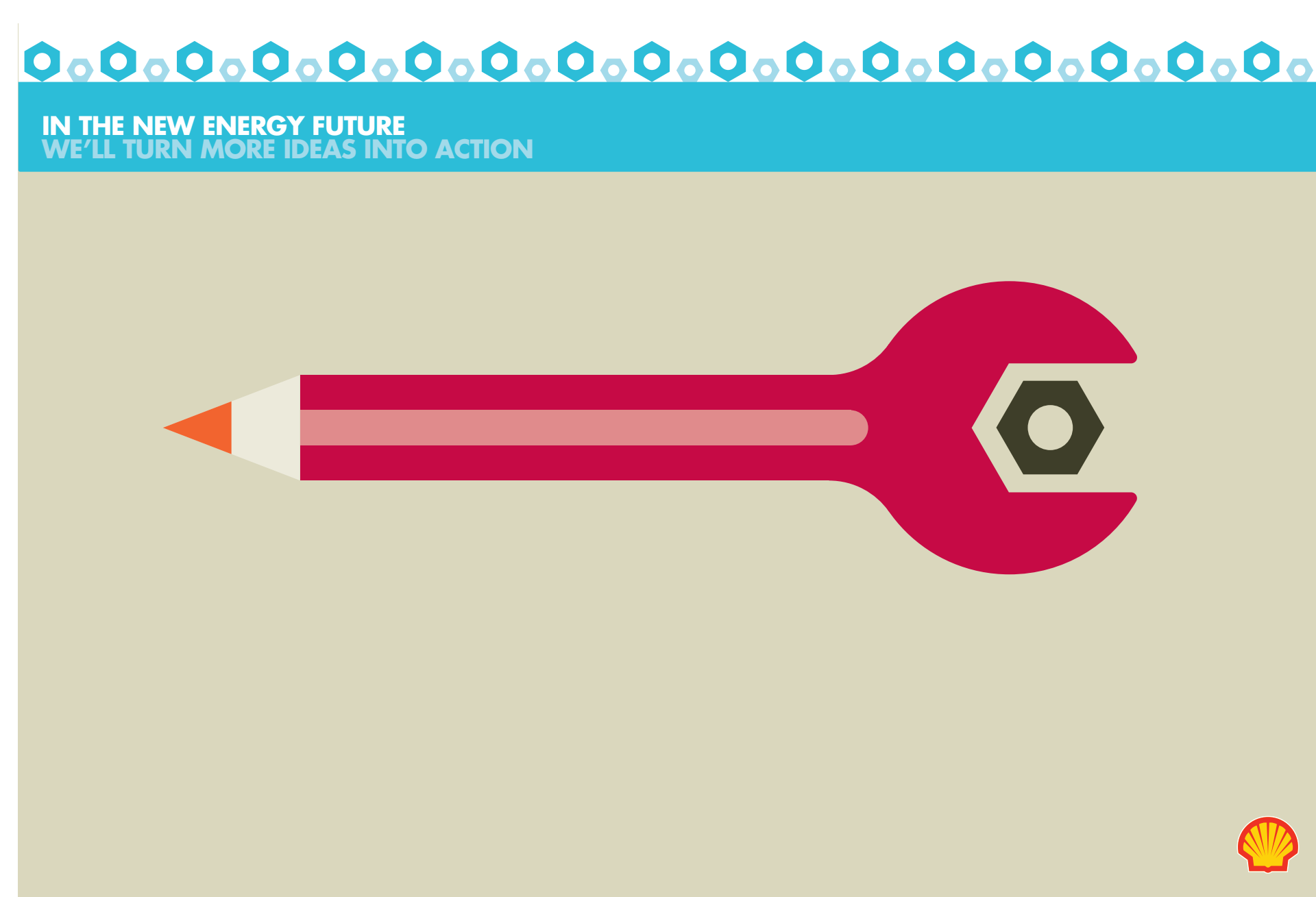
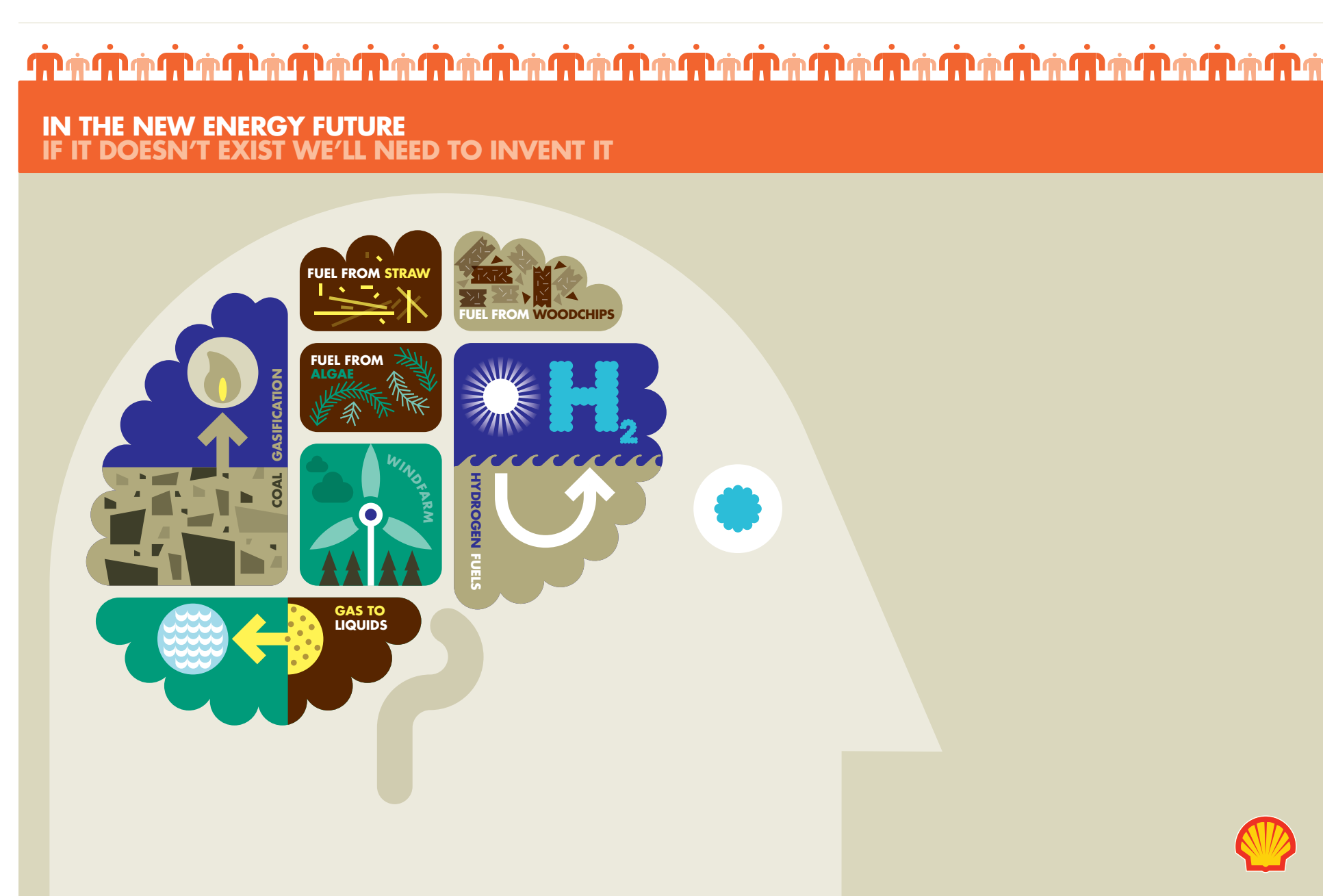
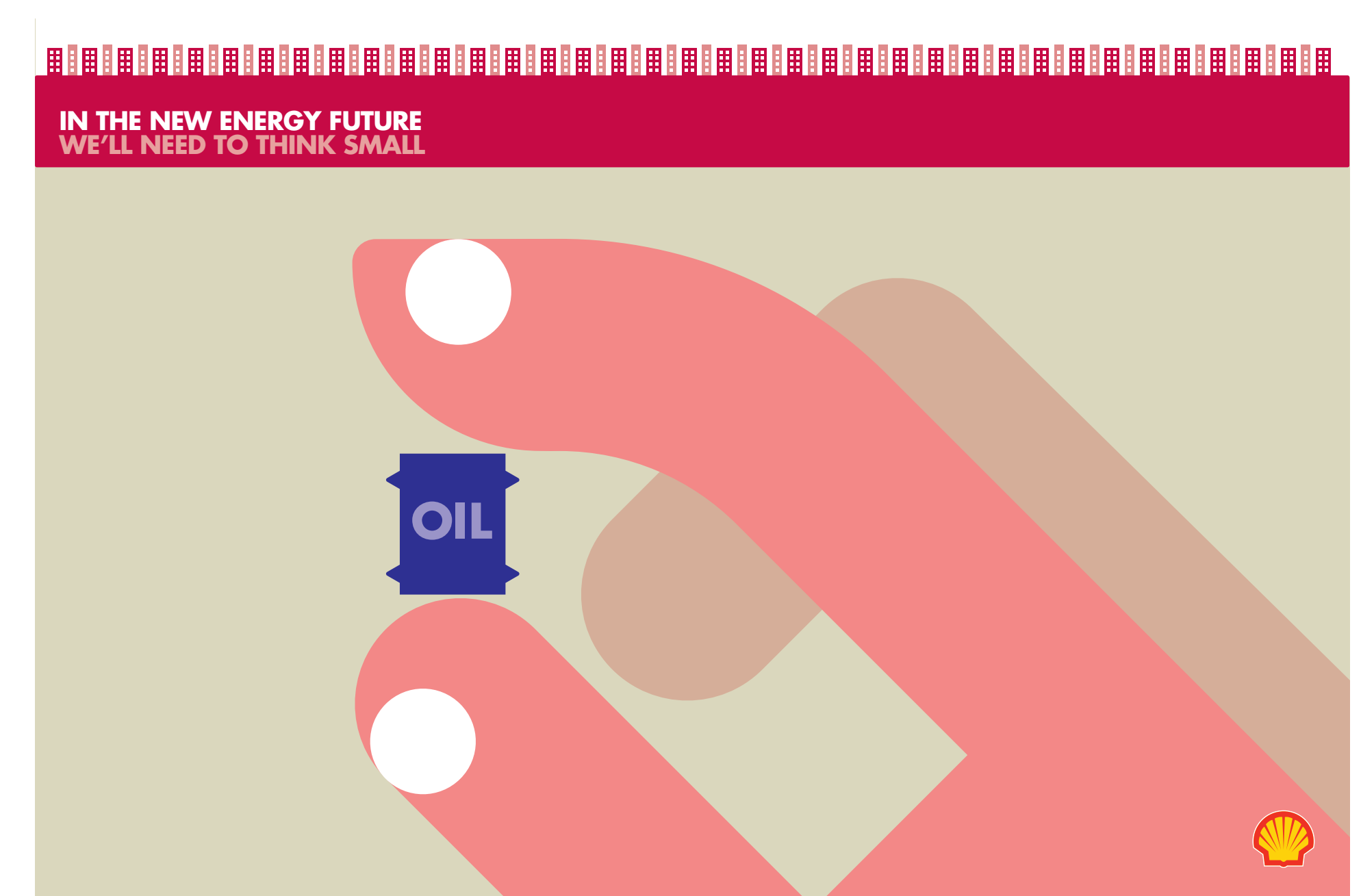
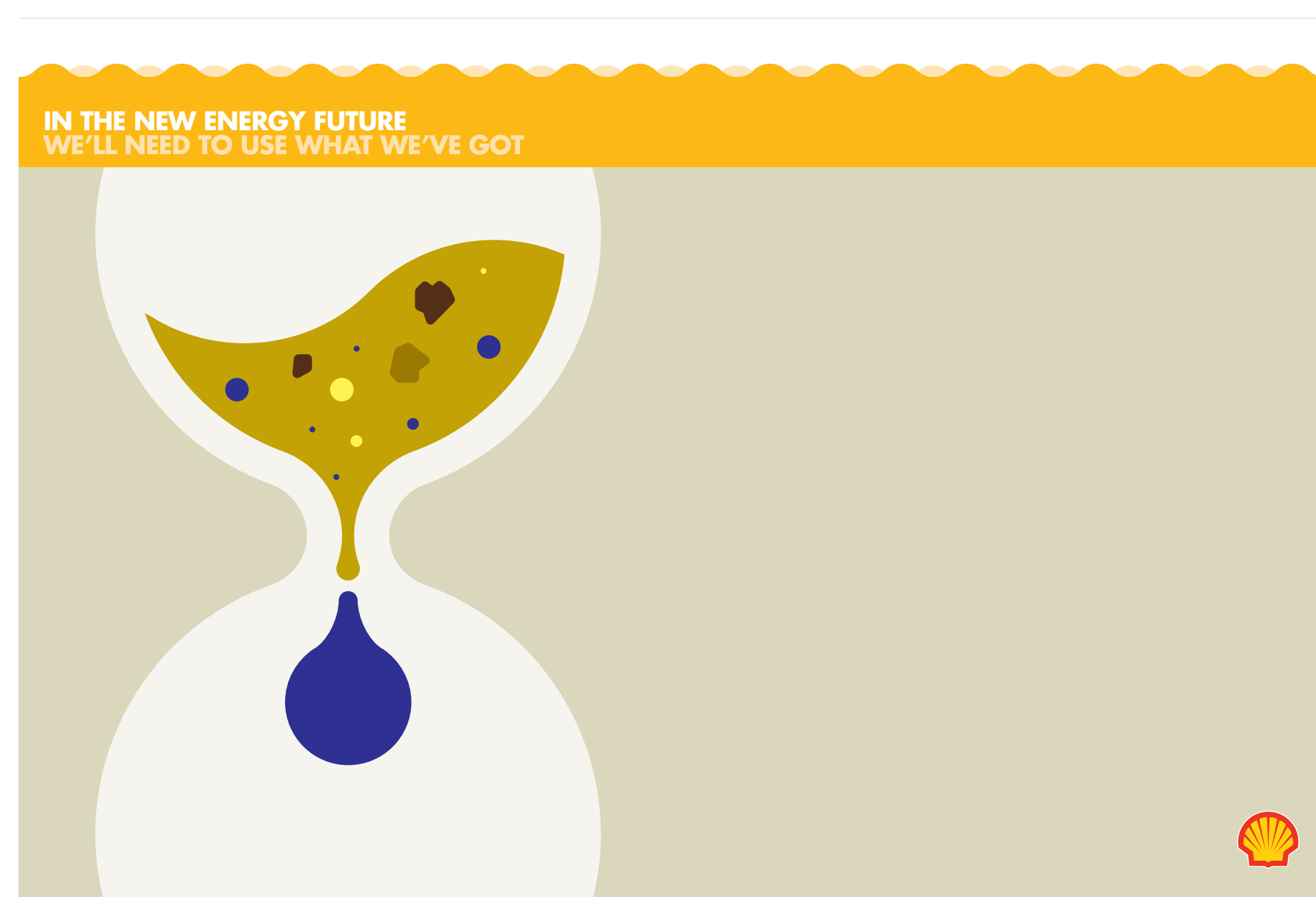
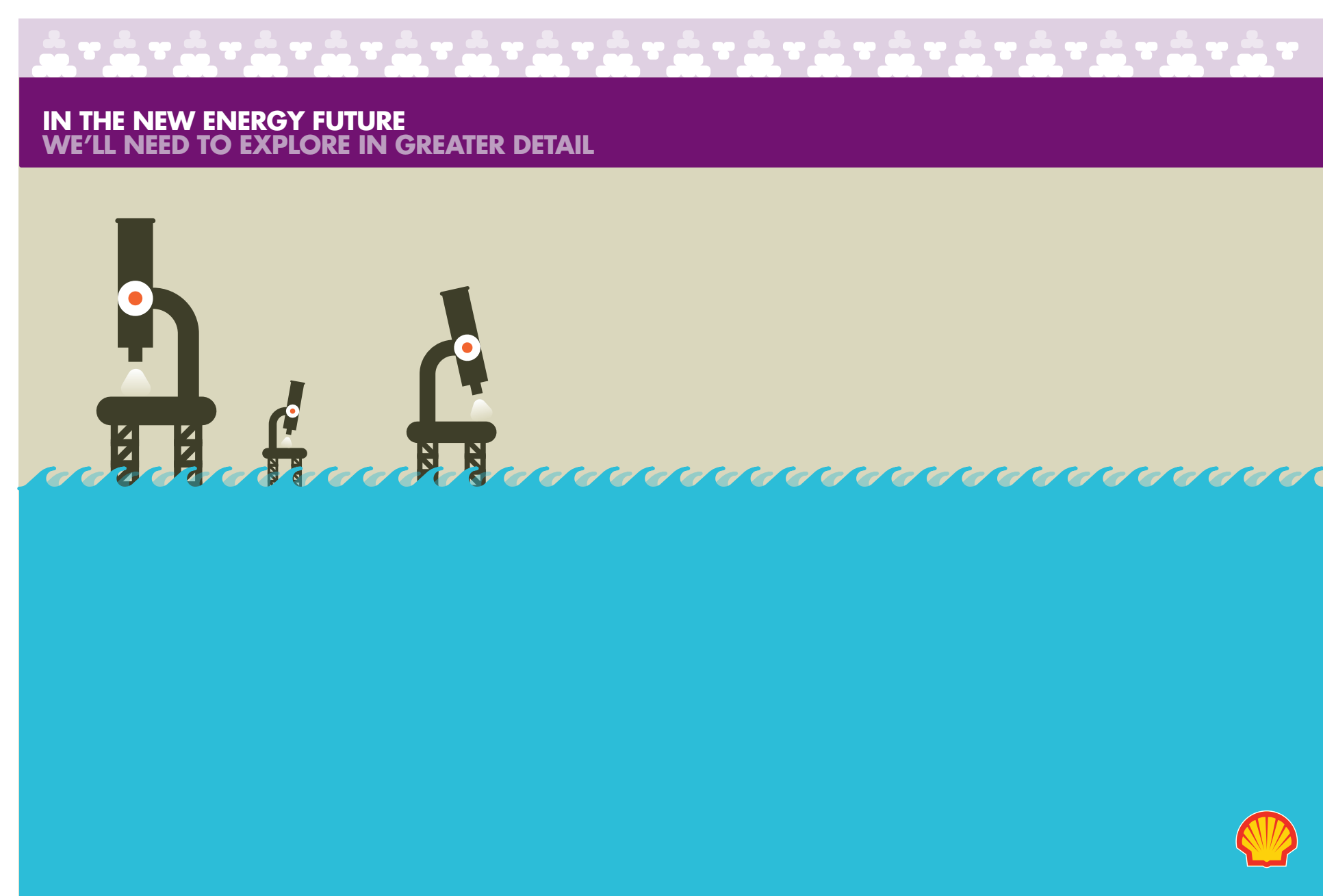
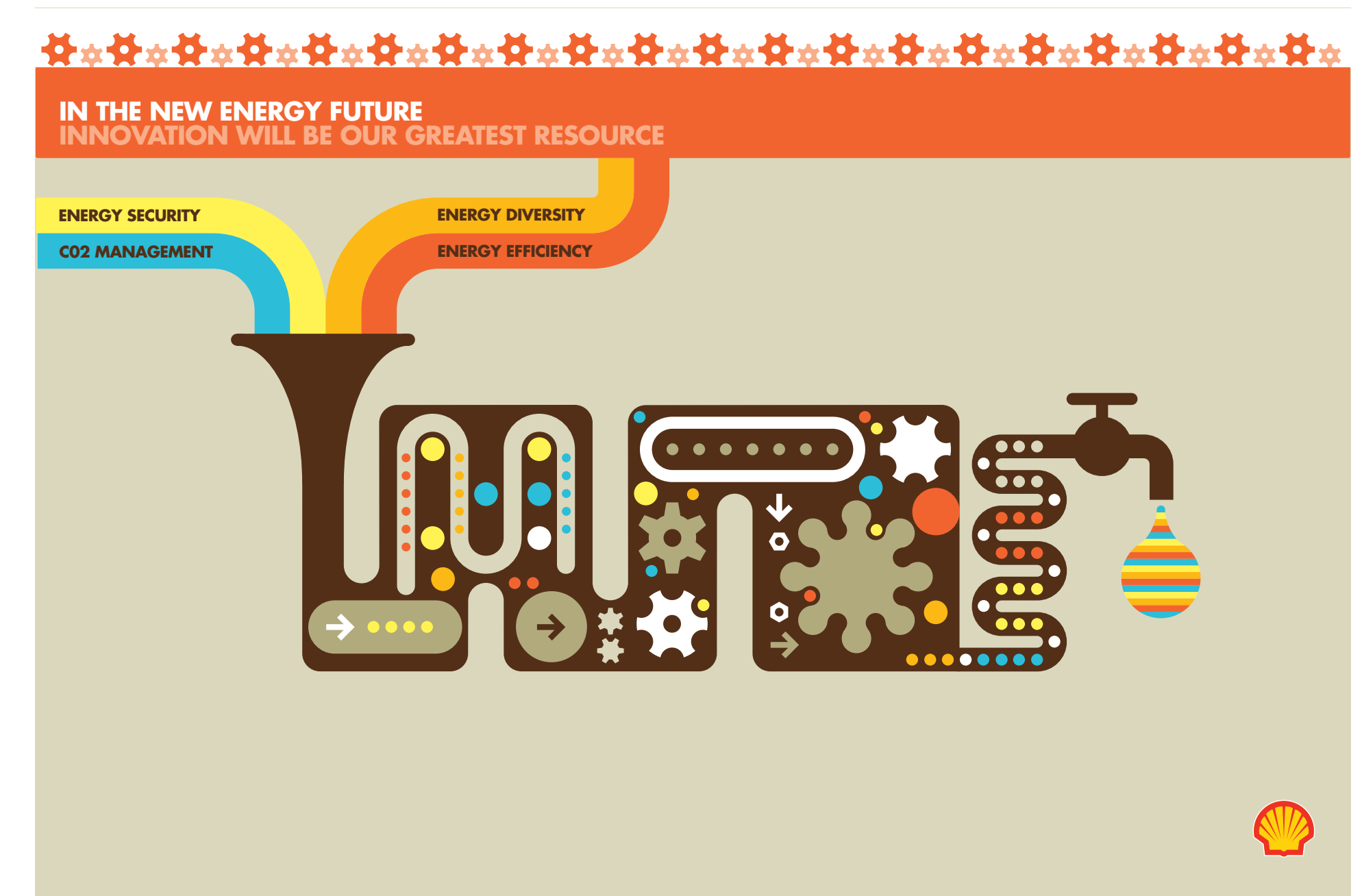
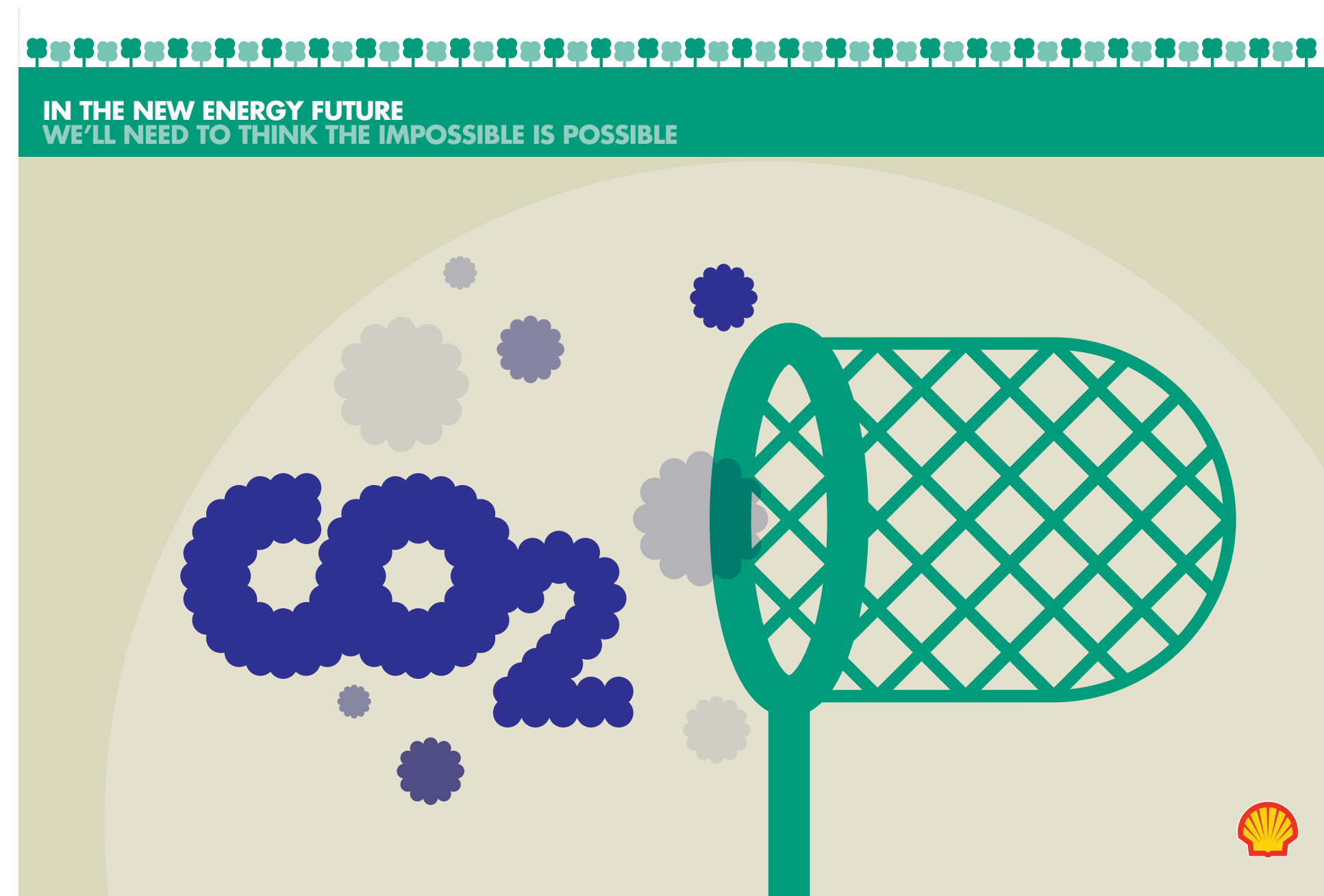
**IN THE NEW ENERGY FUTURE
WE'LL HAVE TO UNLOCK WHAT'S LOCKED AWAY**

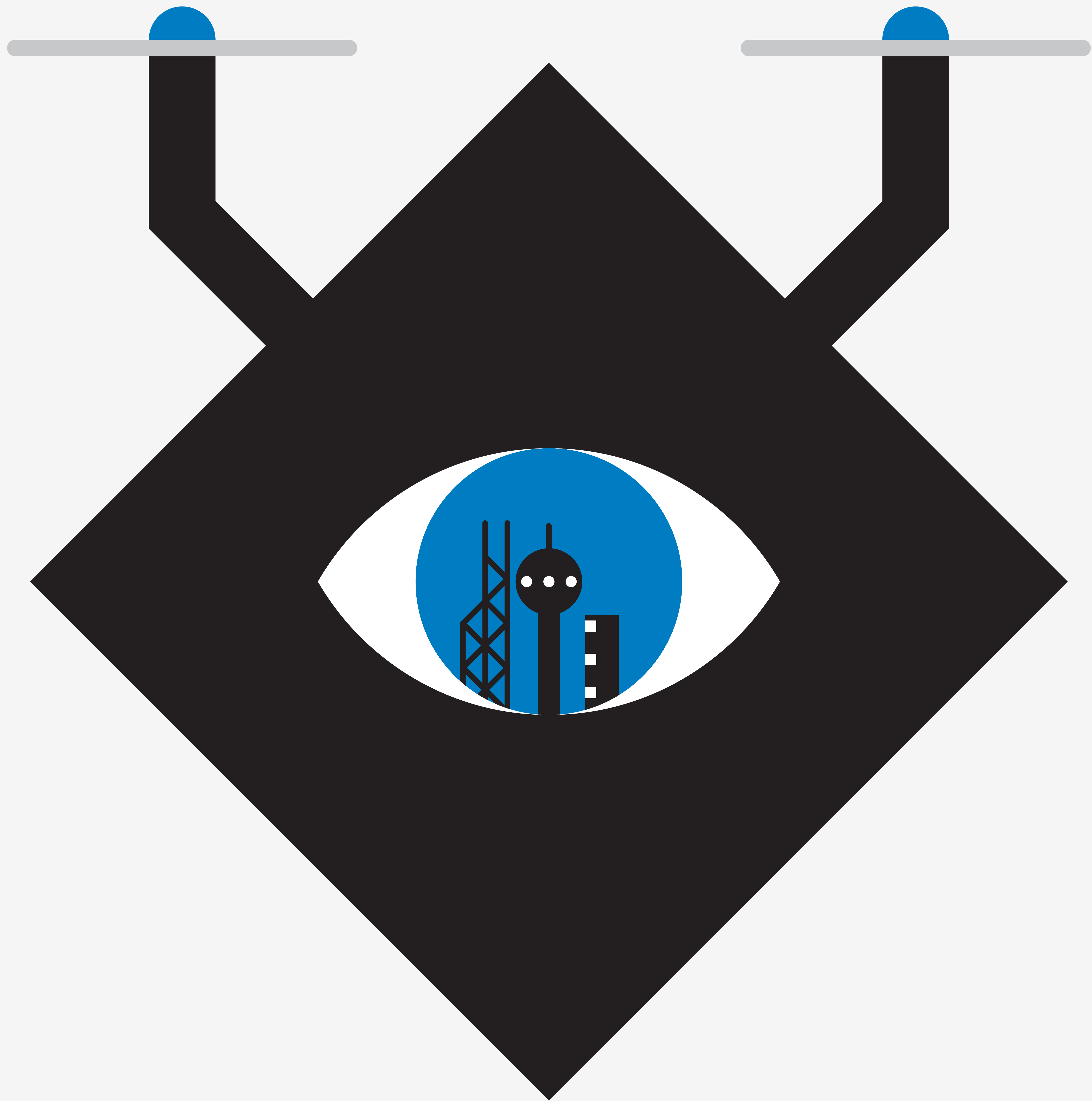


A new energy future

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.





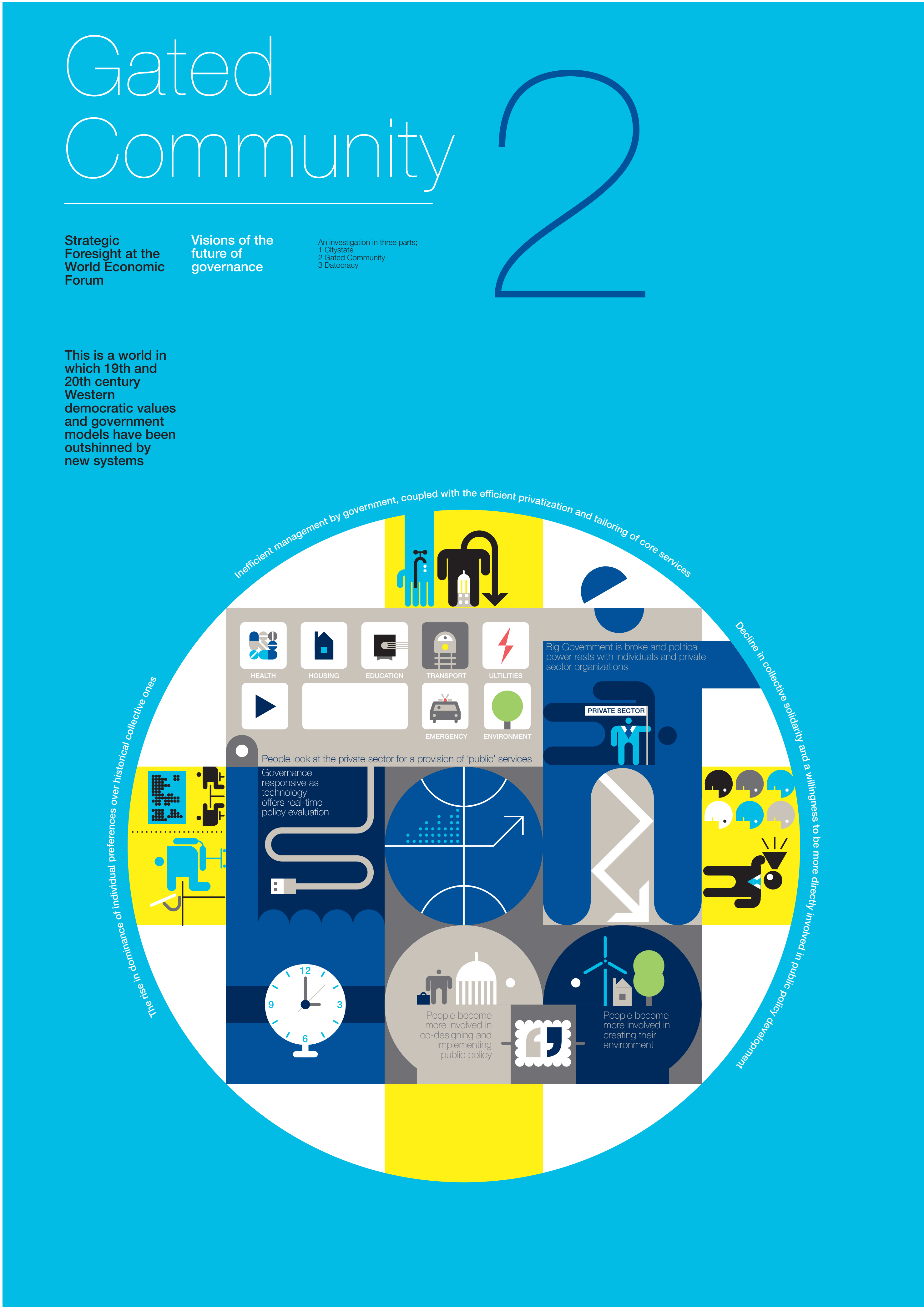
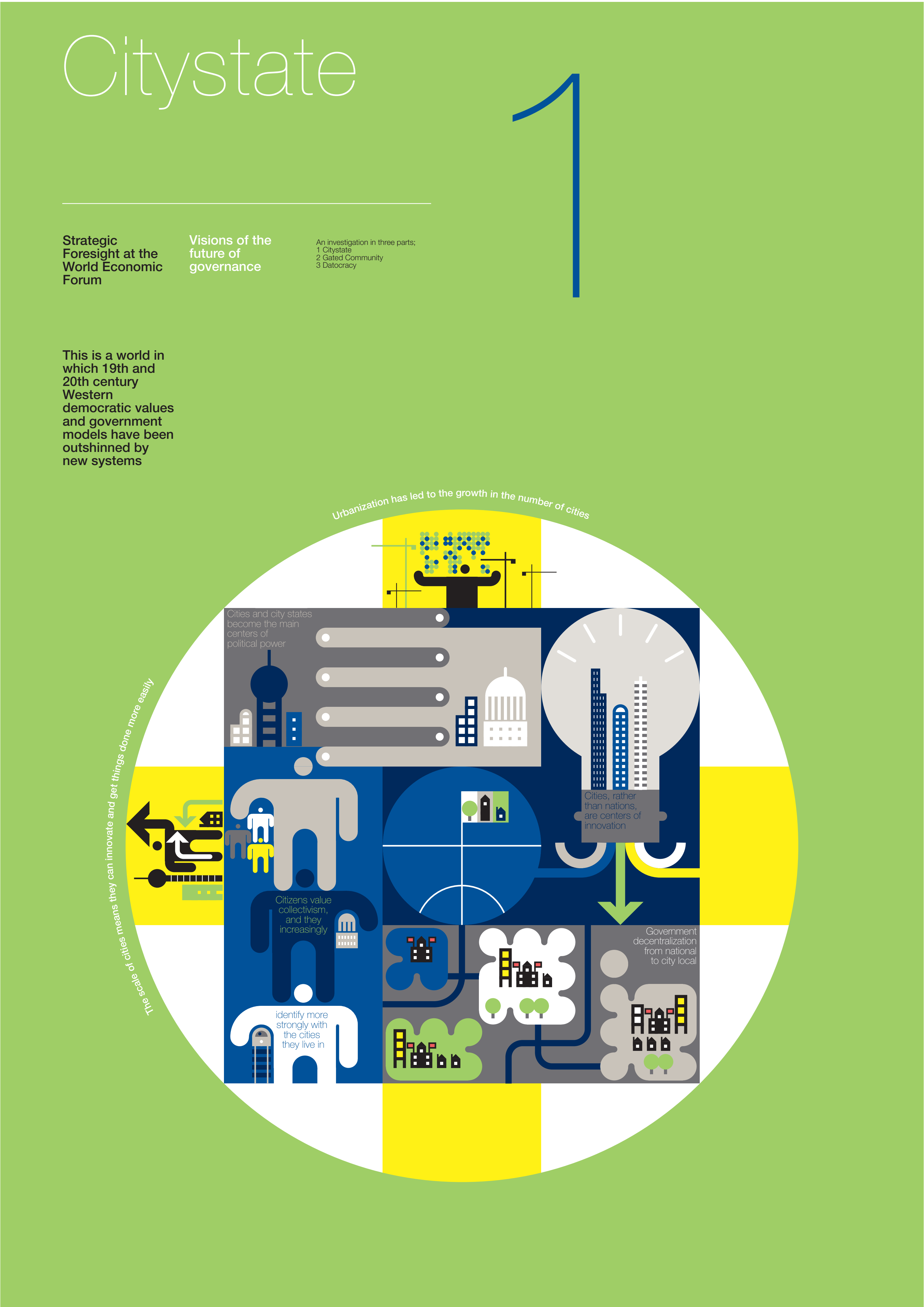
In 2012 and on the back of my work with Shell during the 00s I was asked to create an identity for WEF Scenarios.

The future of government

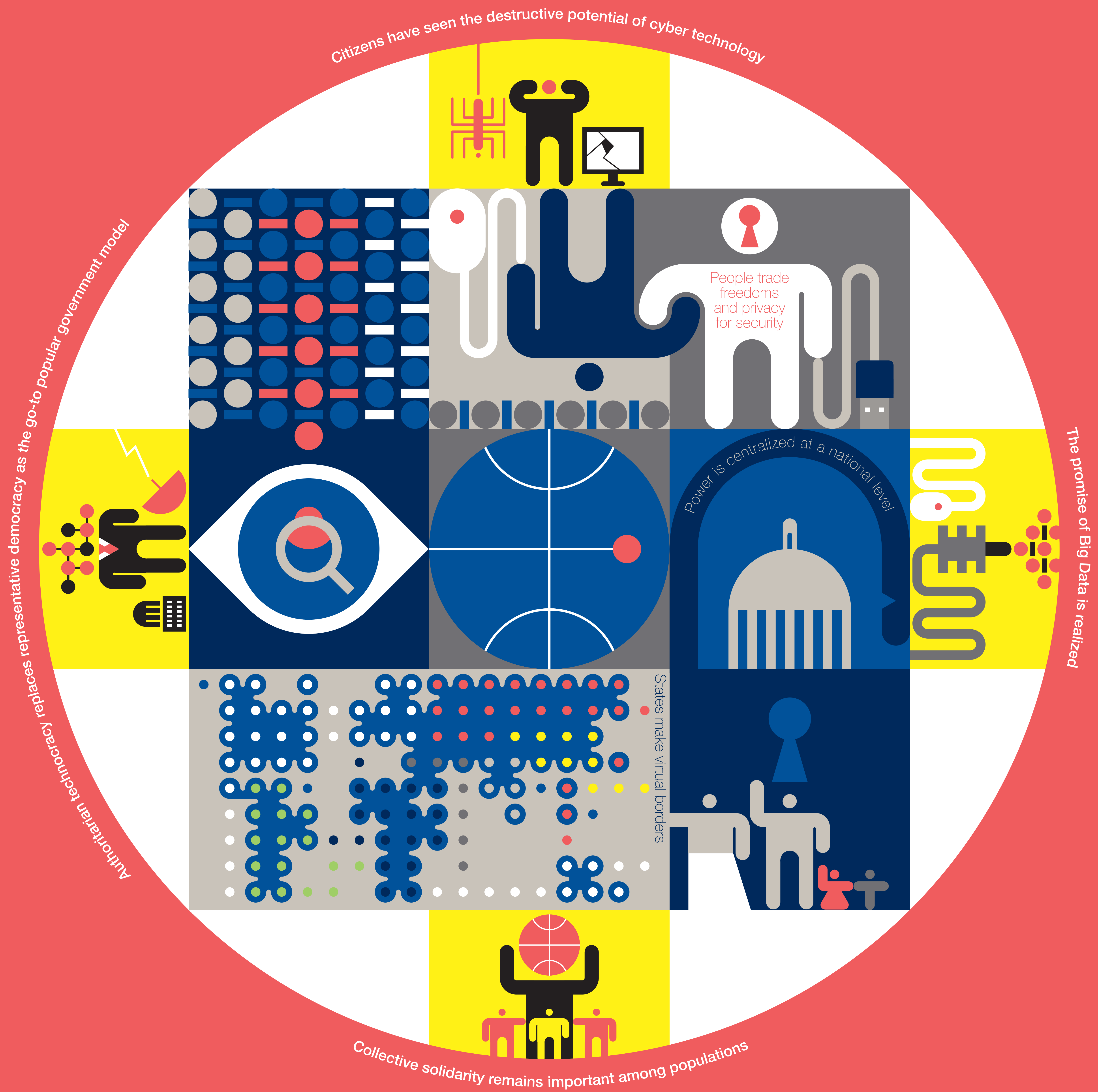
This series of three posters were designed for the Davos conference in 2013 illustrating alternative and possible futures of governance.

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.



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



A Scenario assortment

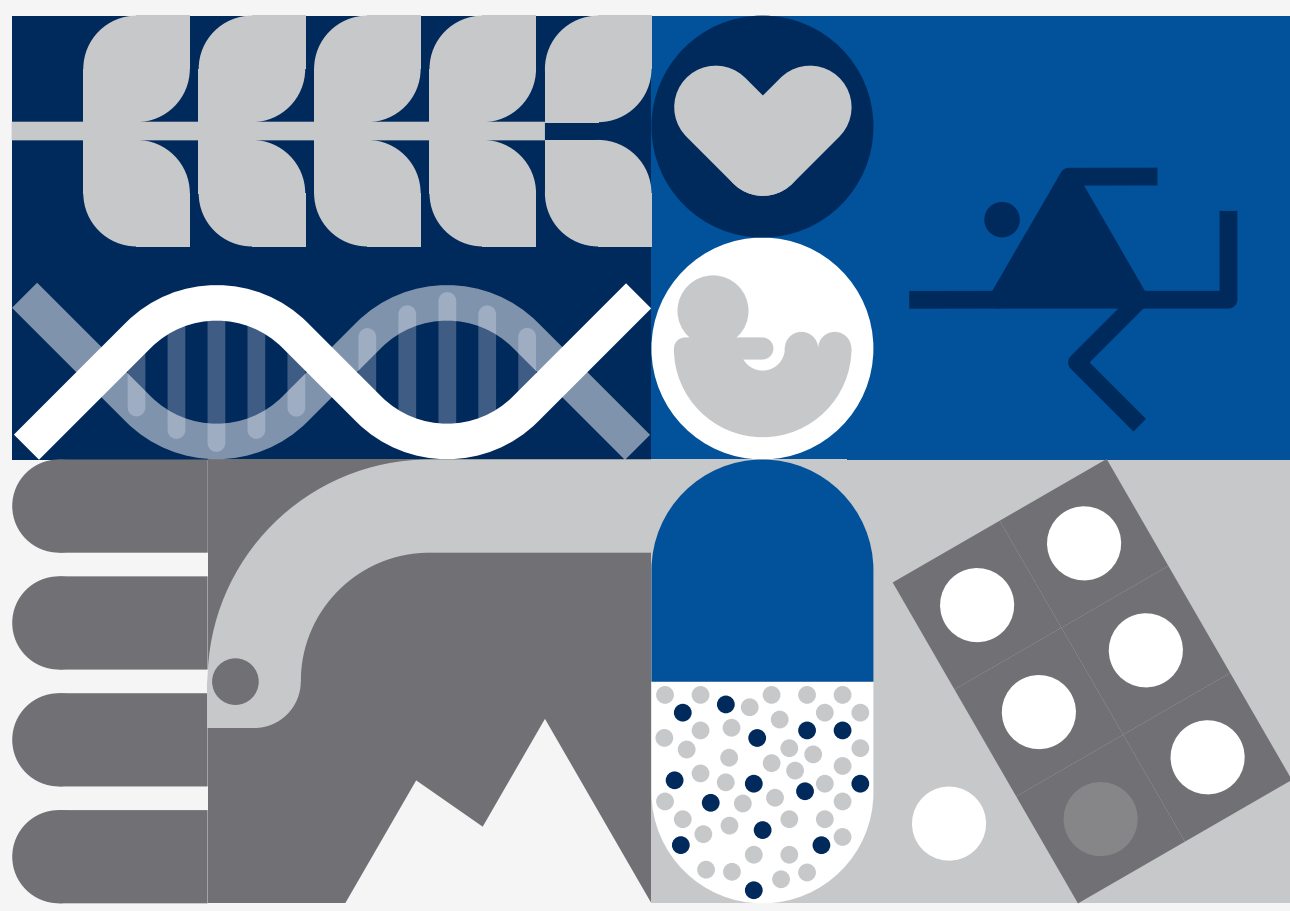
Covers, openers and diagrams that create an illustrative identity for the Scenario reports and publications, that co-exist with the existing look and feel created by Pentagram.

Top row
Cover set.

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

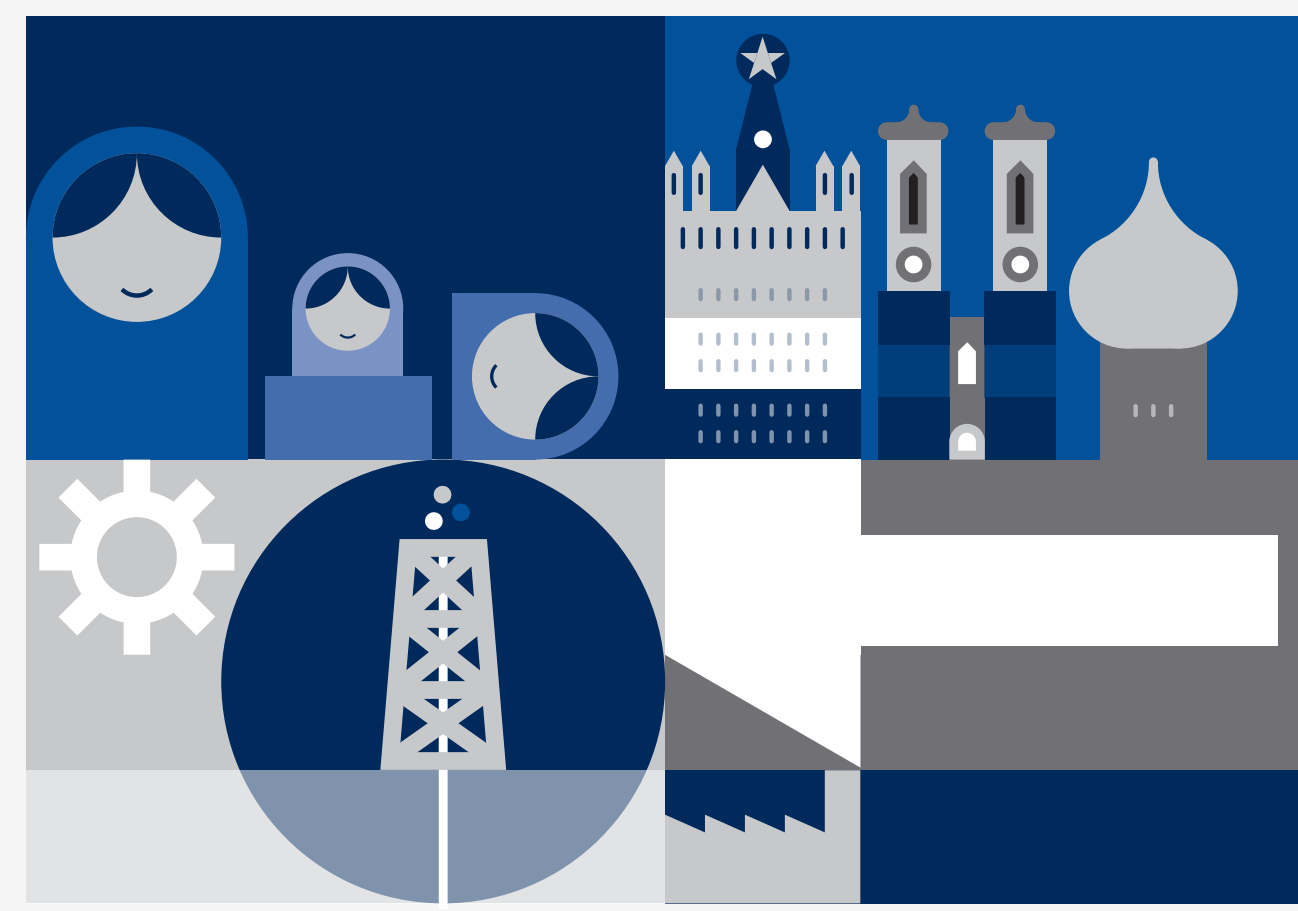
WORLD
ECONOMIC
FORUM

Scenarios for Health



WORLD
ECONOMIC
FORUM

Scenarios for Russia



WORLD
ECONOMIC
FORUM

Scenarios for Mongolia

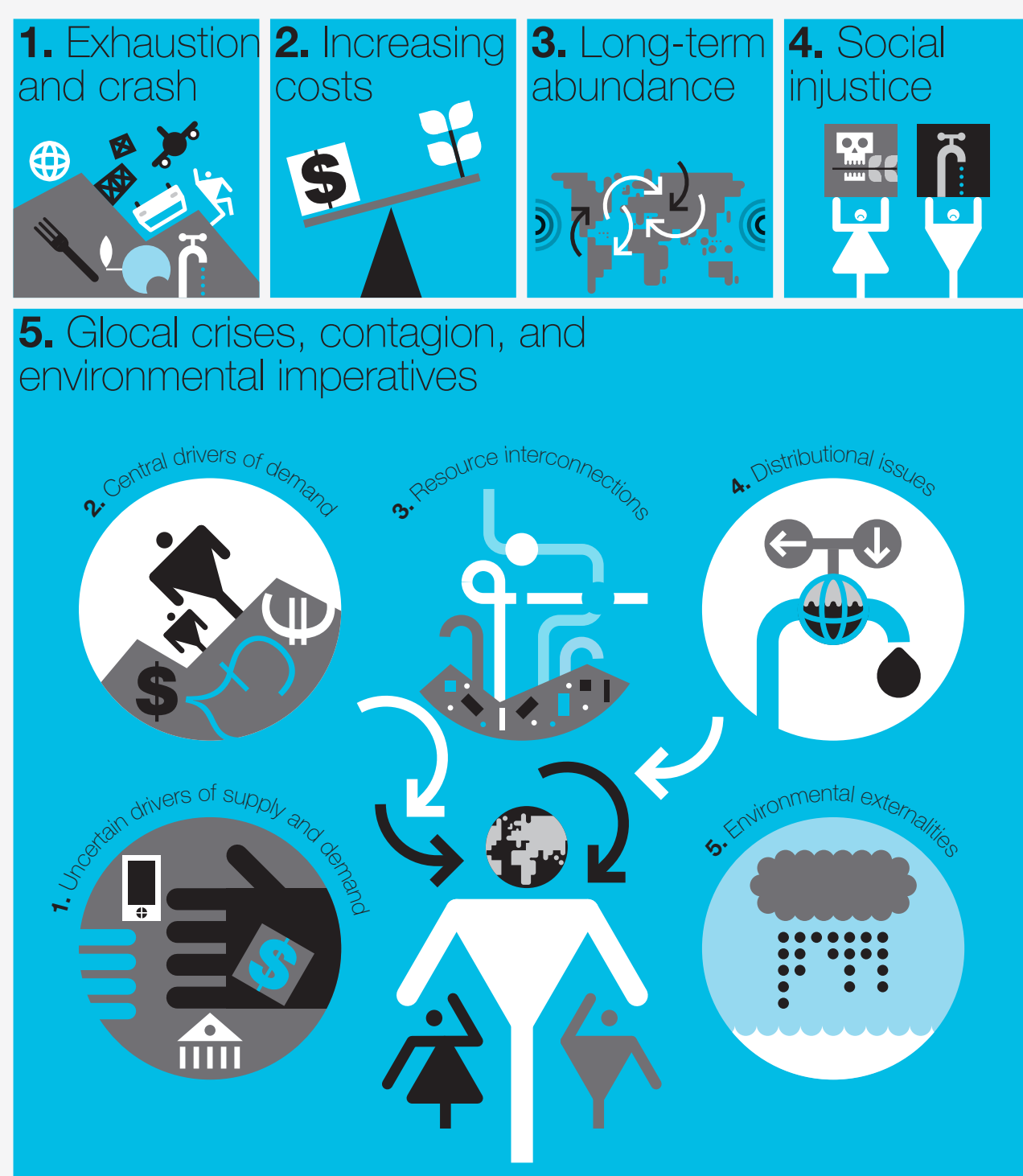


WORLD
ECONOMIC
FORUM

Scenarios for Security



Paradigms



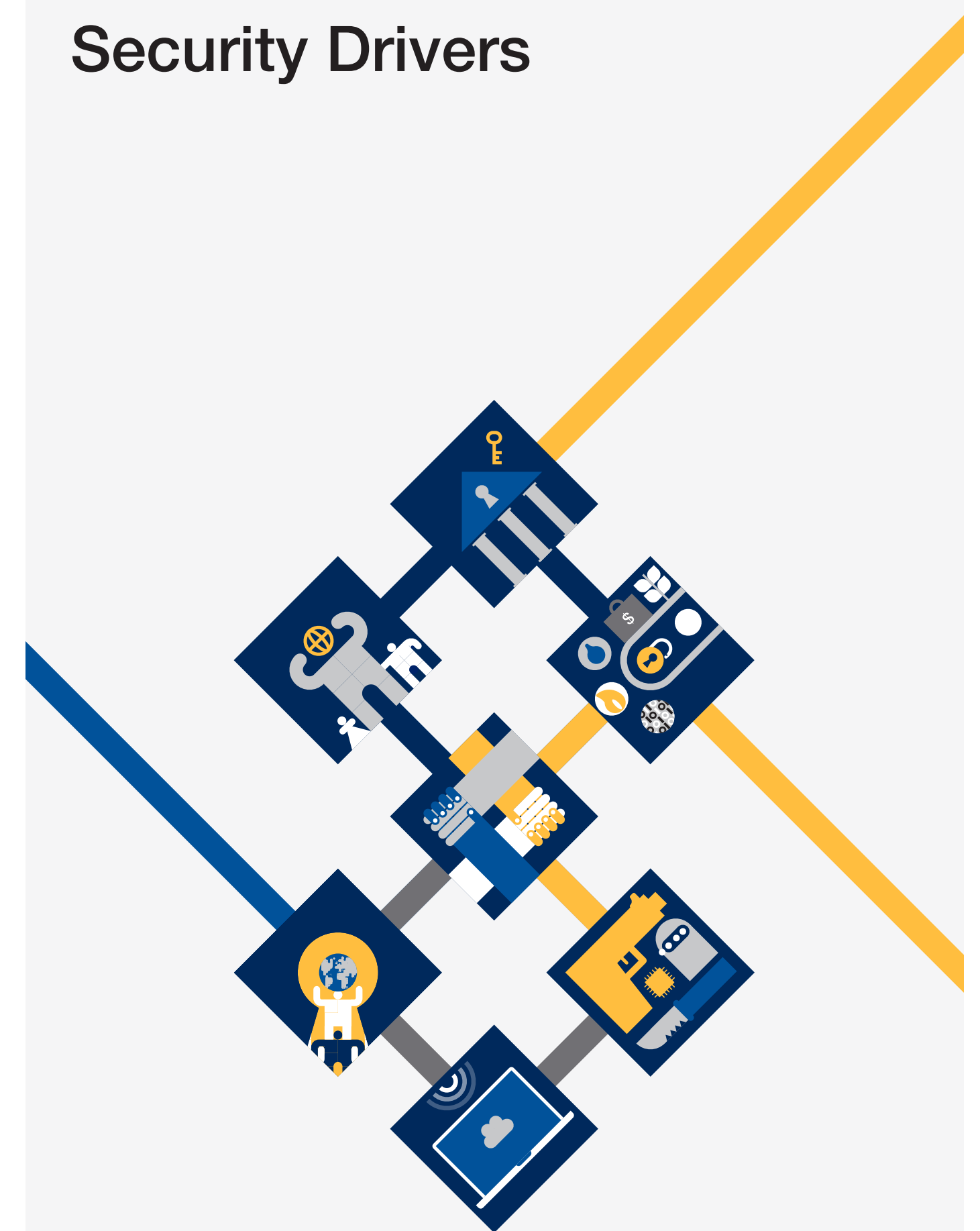
Regional Rebalancing



Uncertainties



Security Drivers



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.

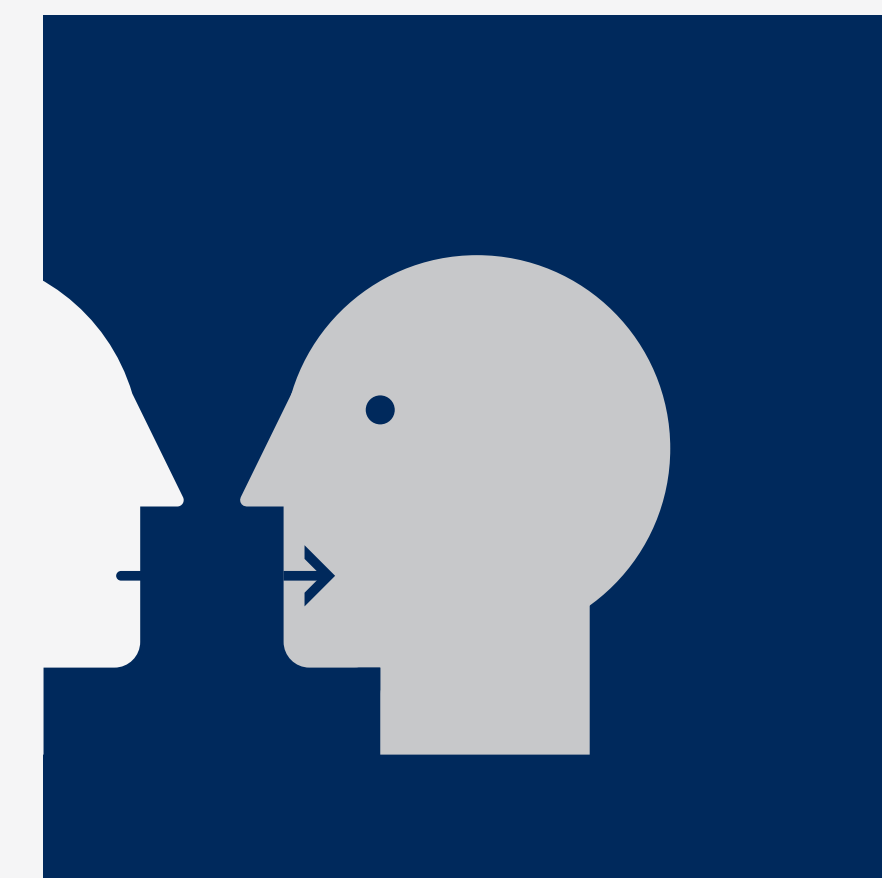


Write your own Scenario

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

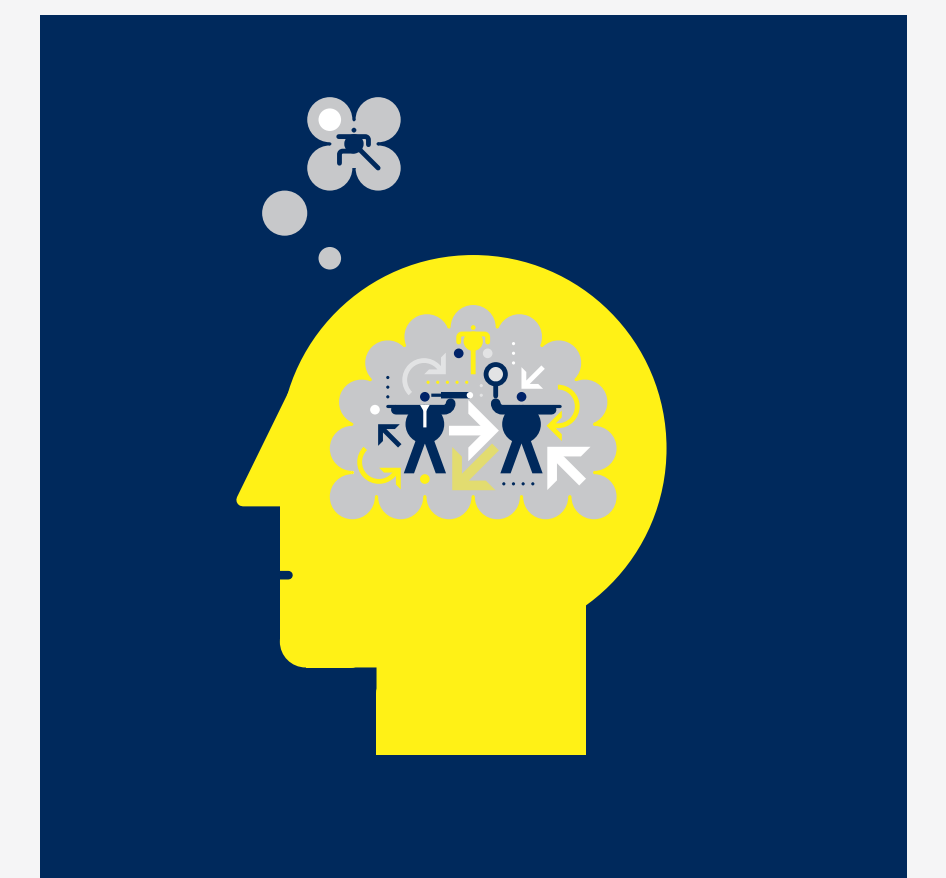


Foreword



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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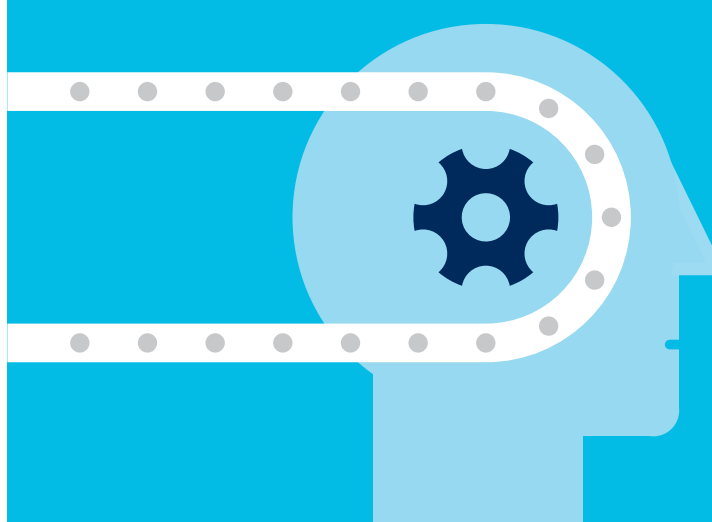
Generate insights

Objectives

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Communicate the learning

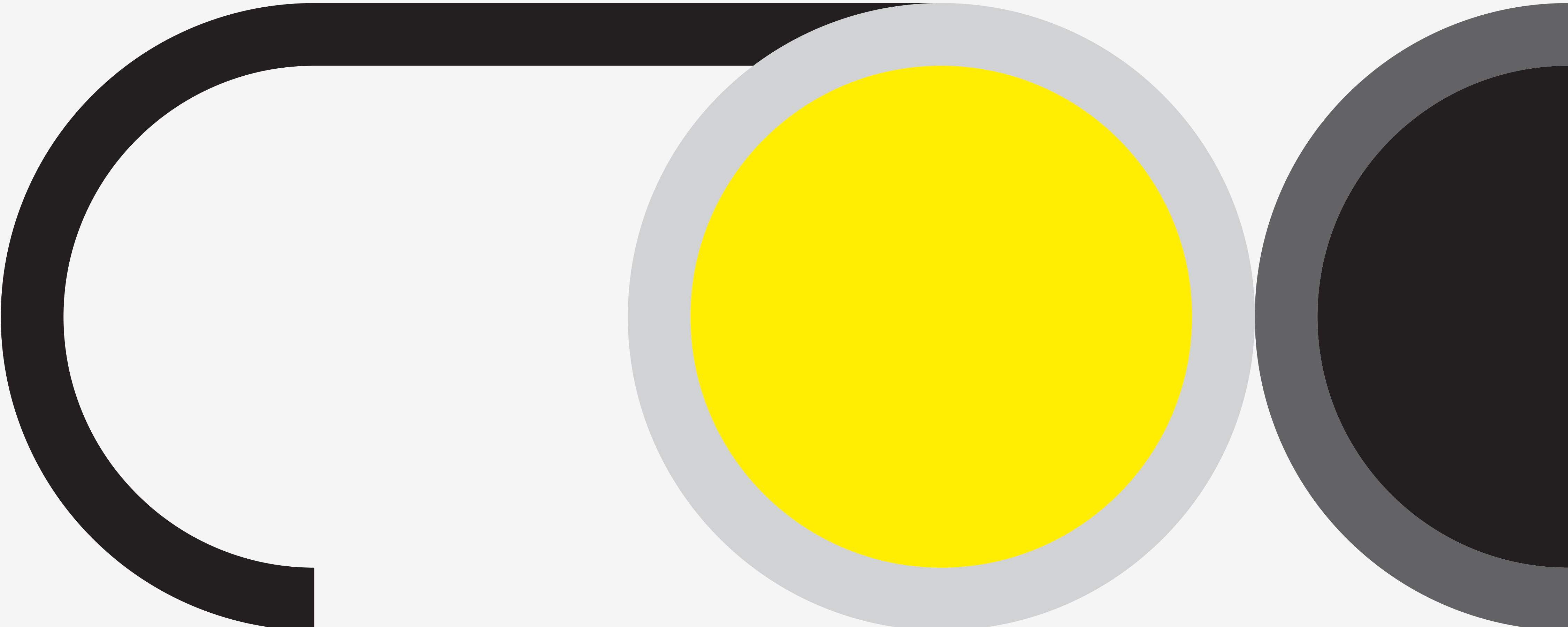
Objectives

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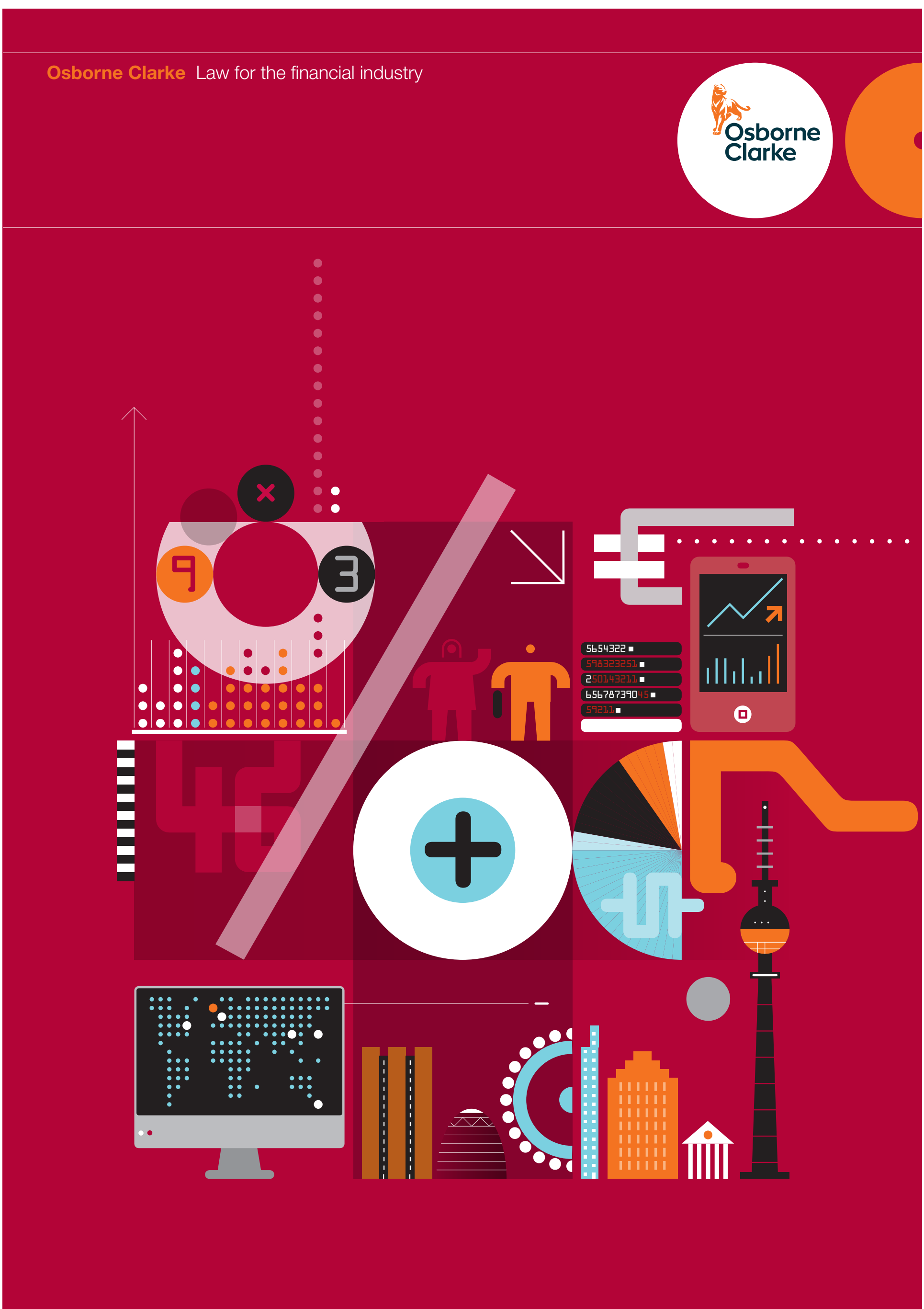
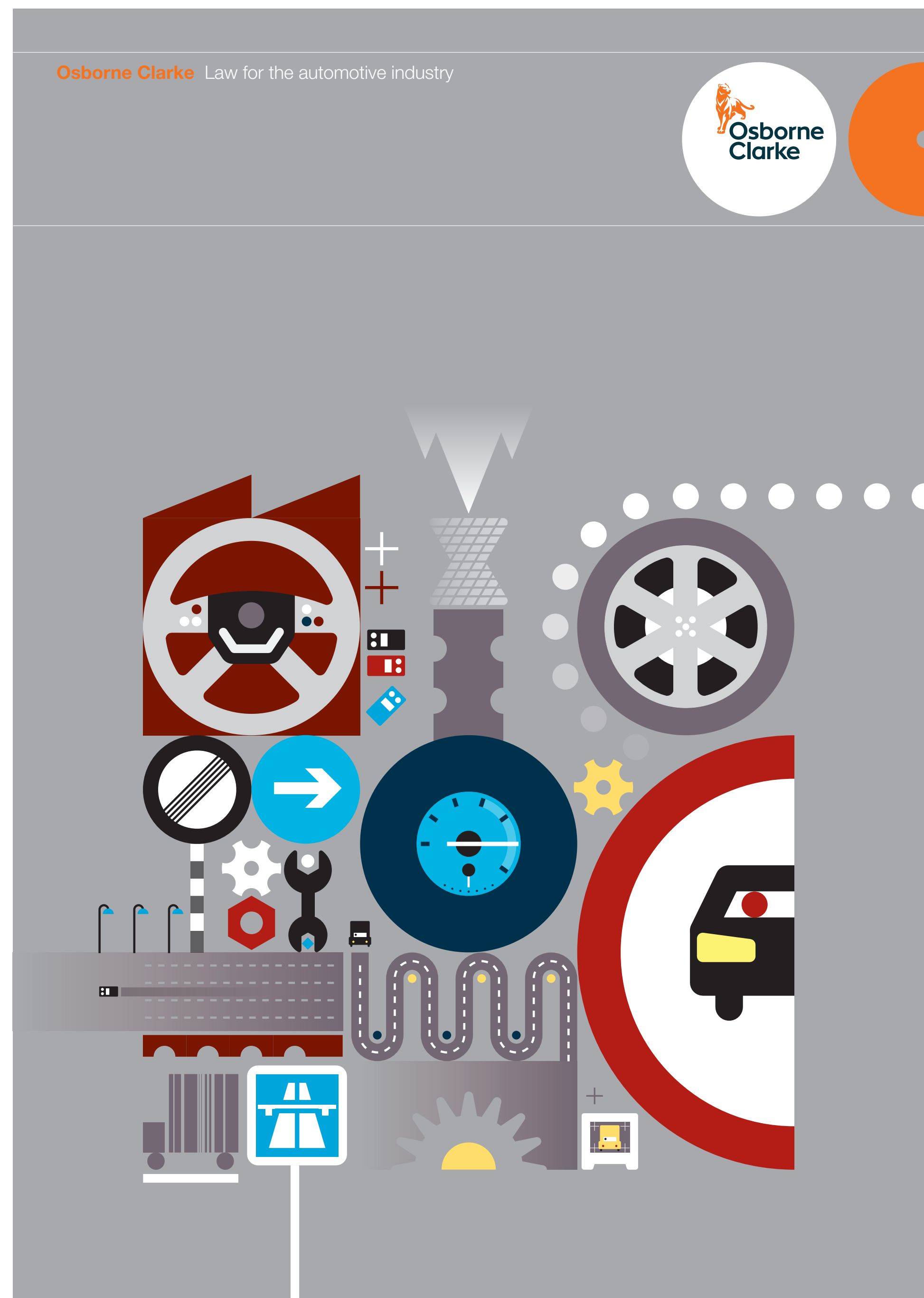


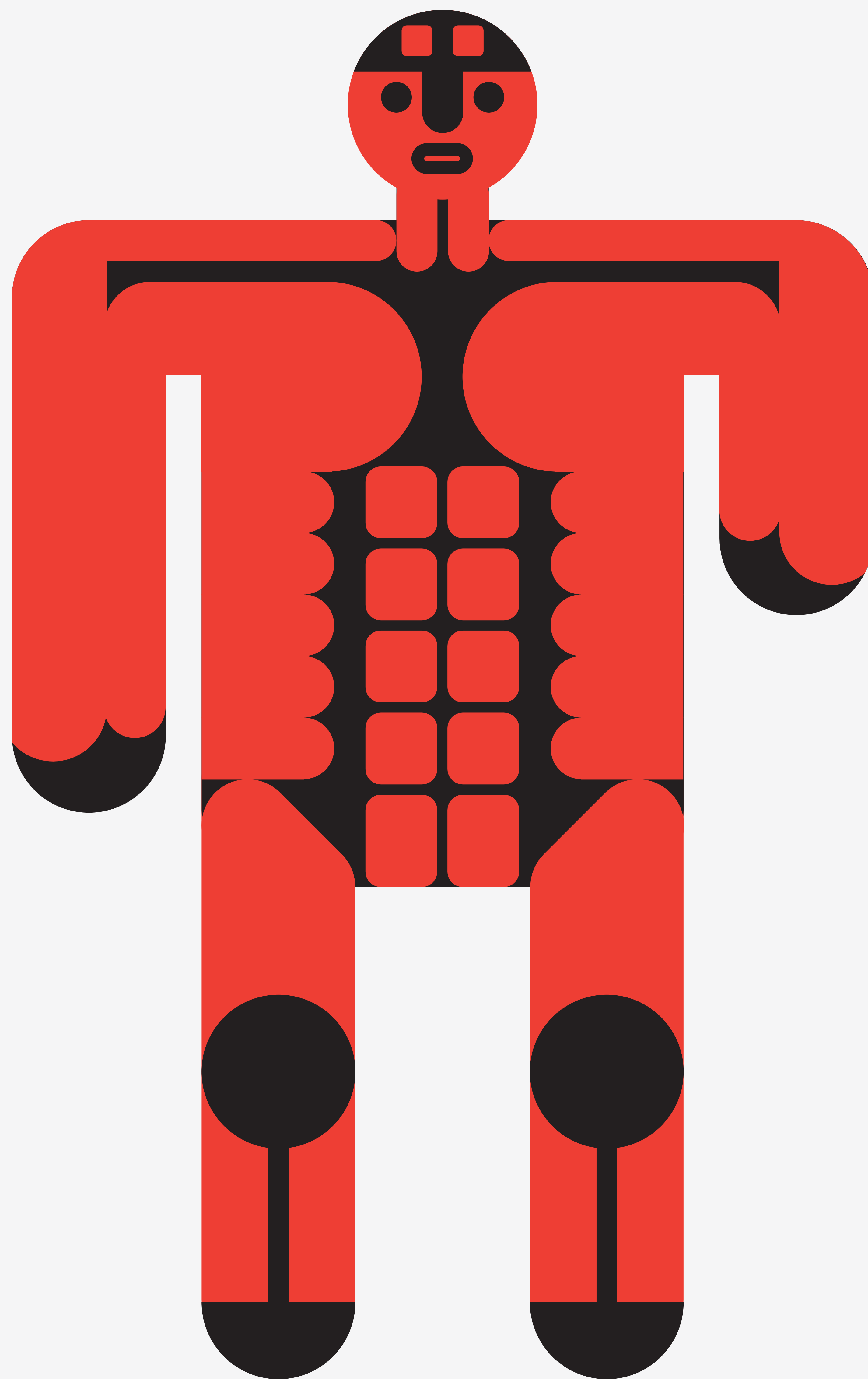
Spot the OC?

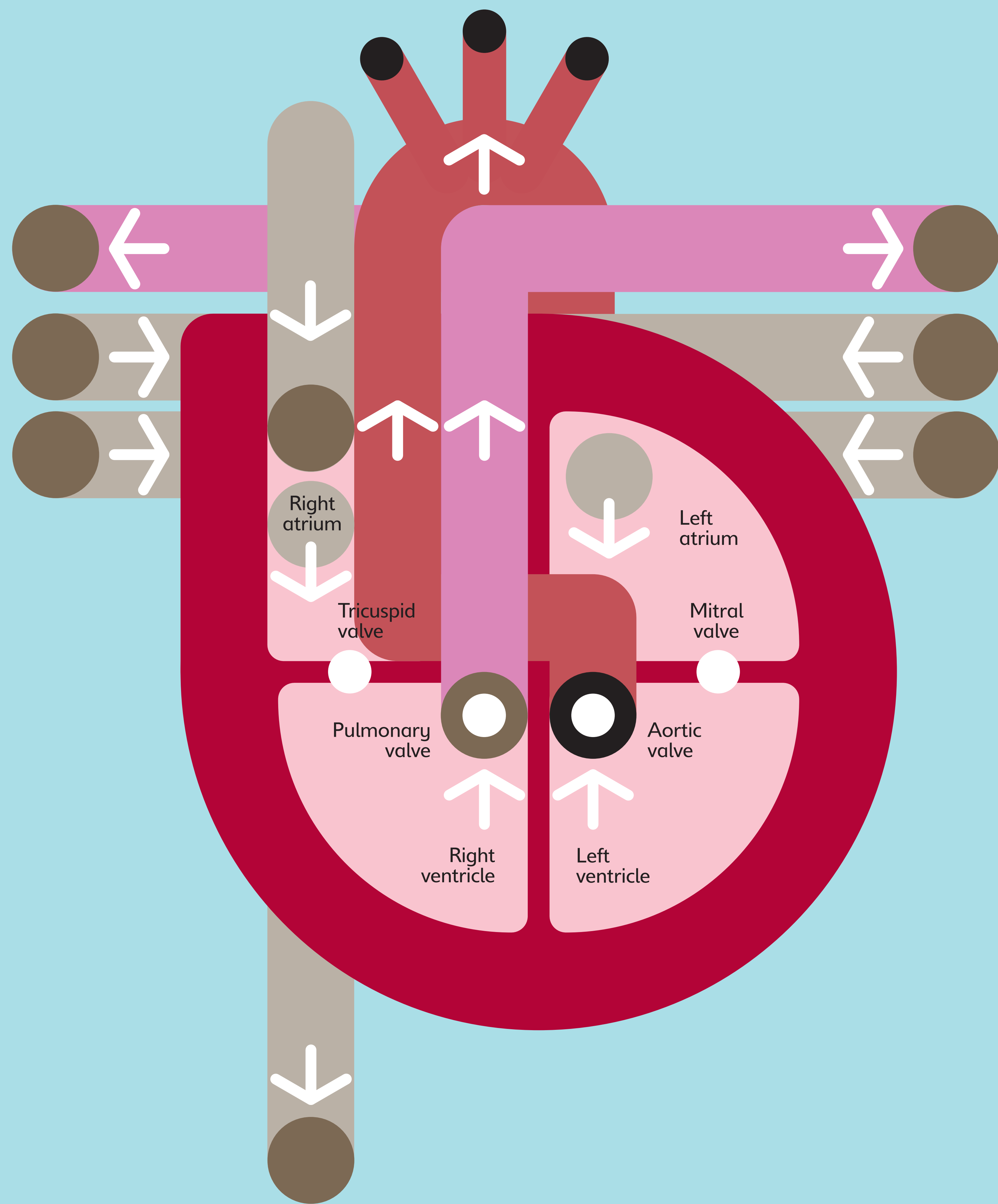
In all I designed 12 covers to describe the core areas of OC business. The main idea was that in each image the O and C that formed the client logo appeared as an icon device.

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.







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

Scrotum
The scrotum keeps the testes cool, lowering the temperature to 2°C below the body temperature of 37°C.

Prostate
A walnut-sized gland that secretes prostatic fluid, which combines with the sperm to form semen.

Yes deferens
The tube carries sperm from the testes to the urethra.

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.

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

Every day the average male produces up to 85 million sperm per testicle.

WOMAN

Ovary
At birth, a baby girl's ovaries contain 200,000 eggs and by the beginning of puberty they release one every month.

Uterus
The uterus develops from the ureters, which connect the kidneys to the bladder.

Fallopian Tube
This is a tube of a pipe or a tube that carries the egg from the ovary to the uterus.

Vagina
The vagina is 8-10 cm long and is the birth canal. It is the passage through which the baby is born.

Cervix
Enlarges 2-3 in (5-8 cm) during childbirth.

Cervix
11.6 inches long

Stem cells
These can now be used to regenerate different types of cells. They can be taken from the umbilical cord and used to regenerate and repair damaged tissues in the body.

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.

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

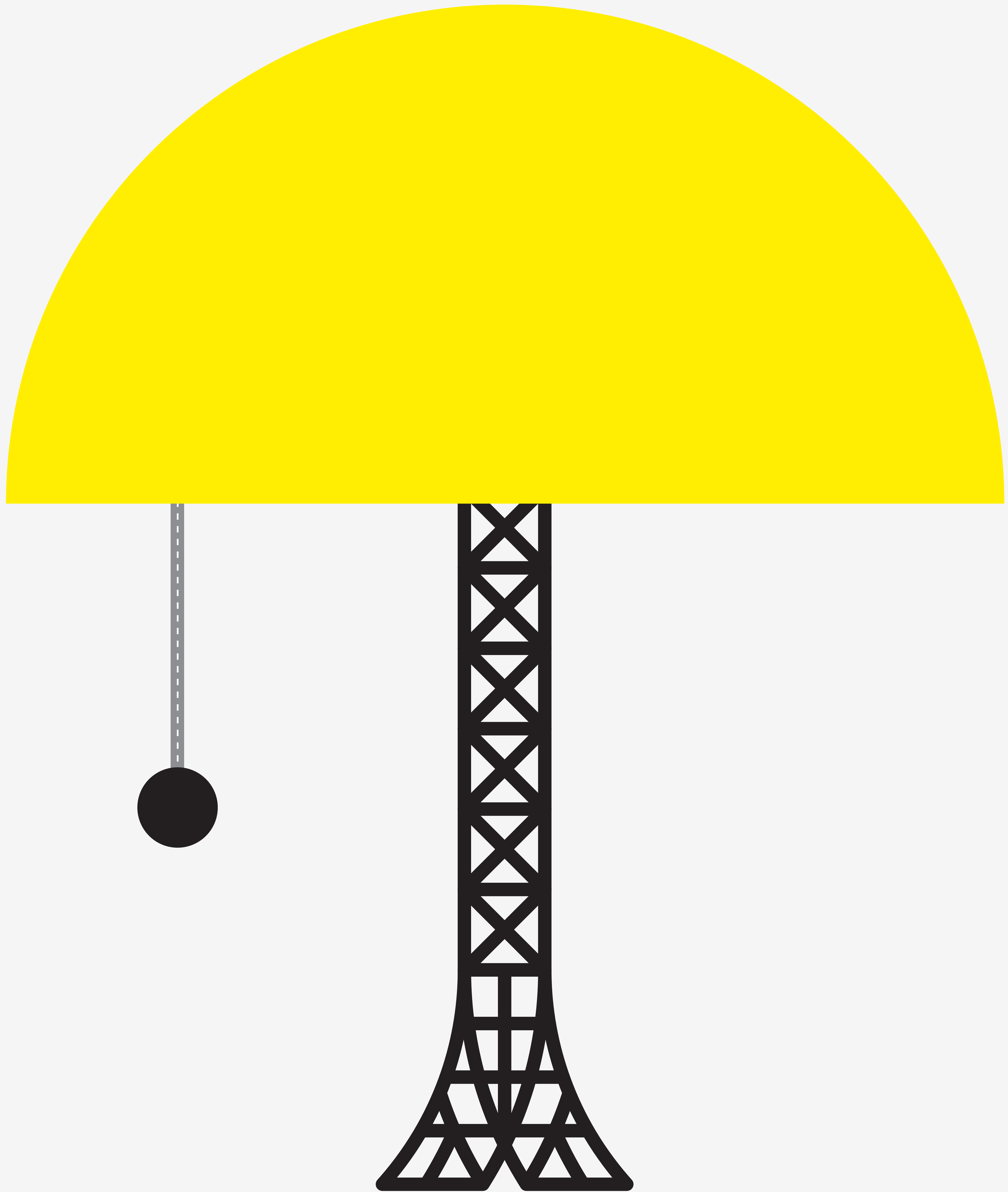
A veritable factory, the average human body contains and produces all kinds of substances! See what it has up its sleeve...

- 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.
- A LOAD OF SNOT**
It produces up to 1 litre/1.76 pints of mucus a day.
- FIRE STATER**
It contains enough phosphorus to make 2,200 match heads.
- BOIL OVER**
It gives off enough heat in 30 minutes to bring 1.9 litres/3.4 pints of water to the boil.
- PHOSPHORUS**
It produces over 600 millilitres/1 pint of bile a day.
- KEPT ON YOUR TOES**
It fosters millions of bacteria on each foot.
- 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.

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.

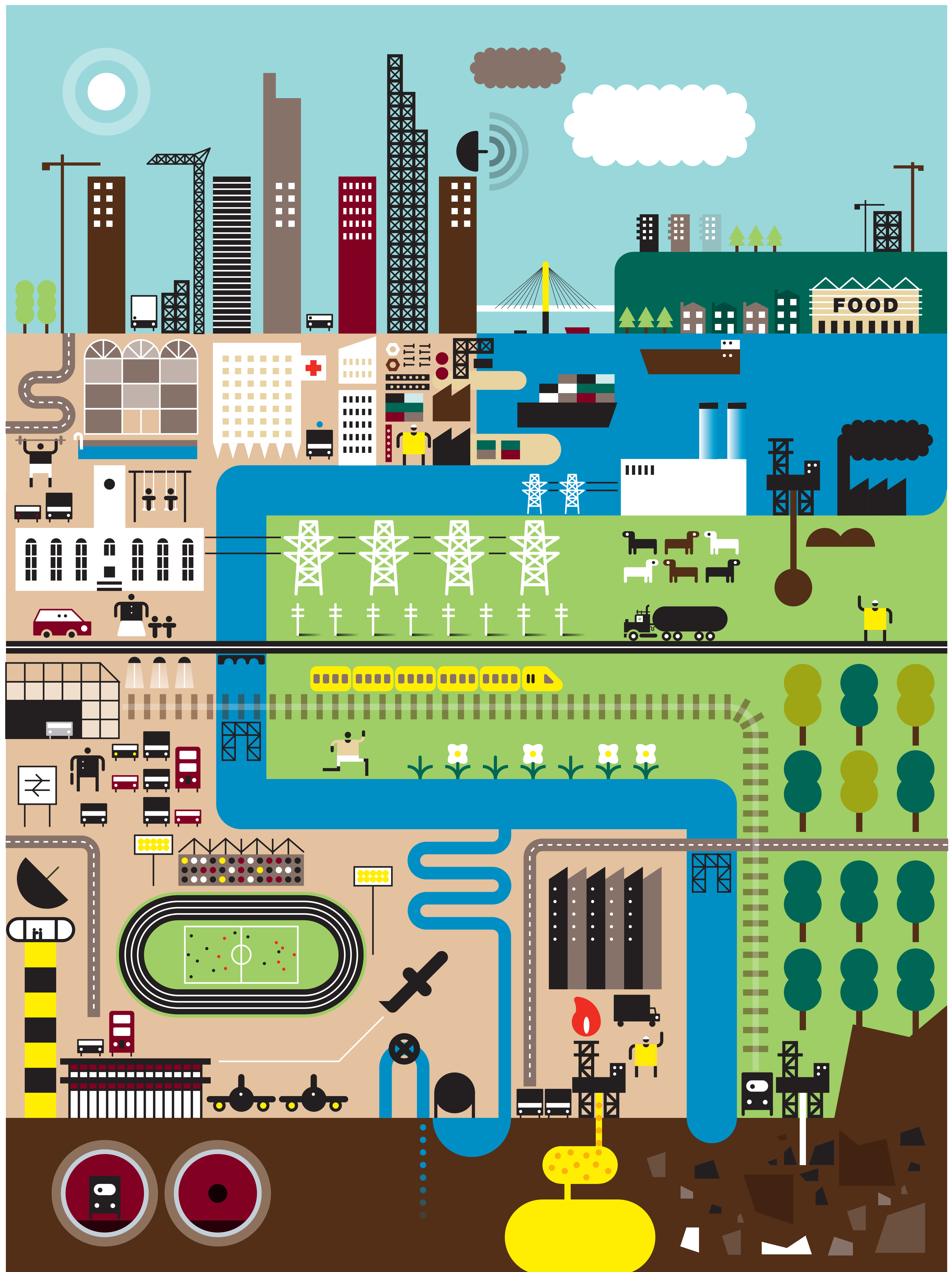
- EAR**
Your ear contains the smallest bones in your body. The stirrup in your middle ear, is part of the system that carries sound signals to the brain. It is just 3 mm/0.12 in long - the size of a grain of rice.
- FACE**
Your face is made up of 14 bones, including your mandible, or jawbone. Your jawbone 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.

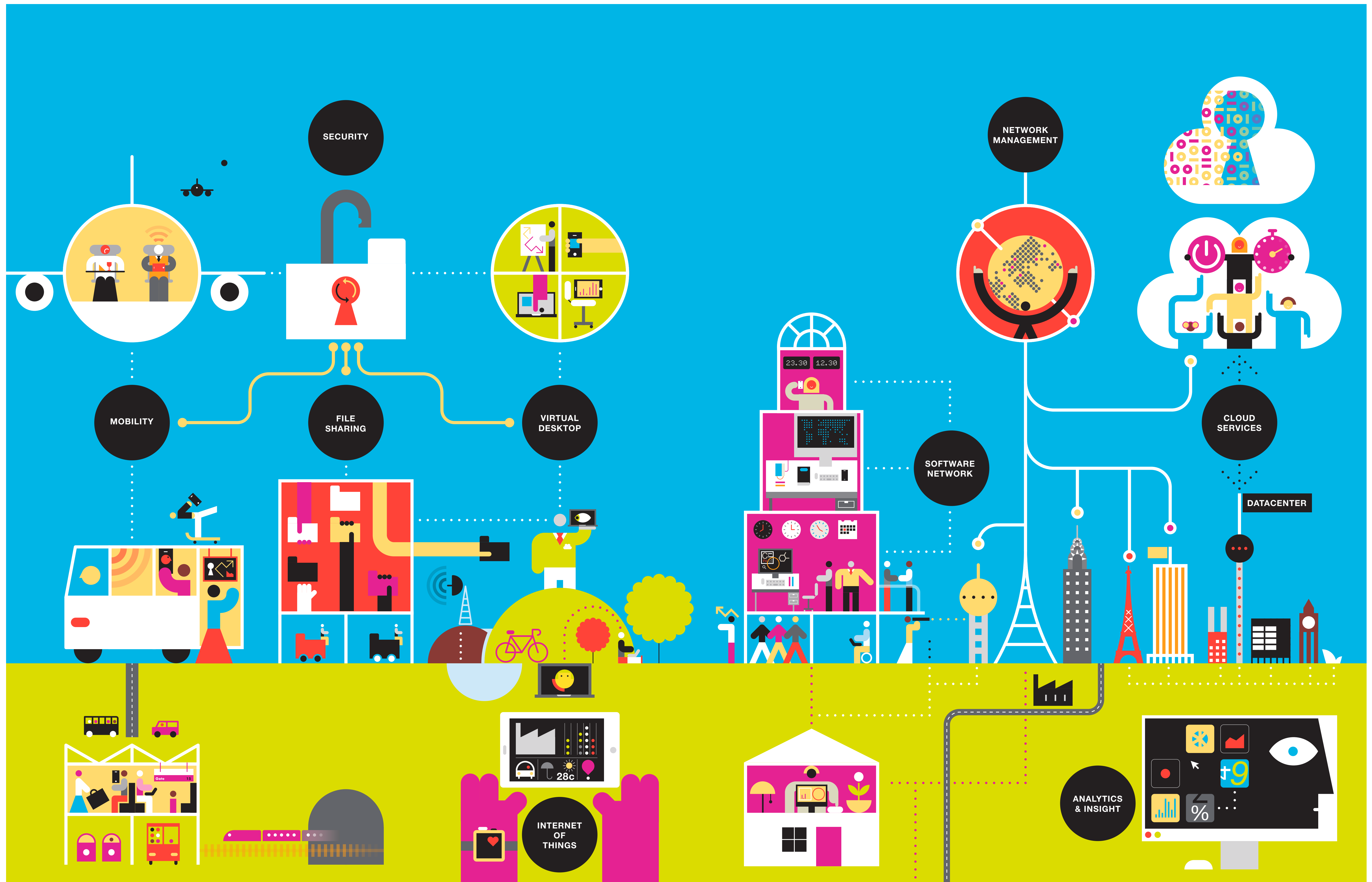
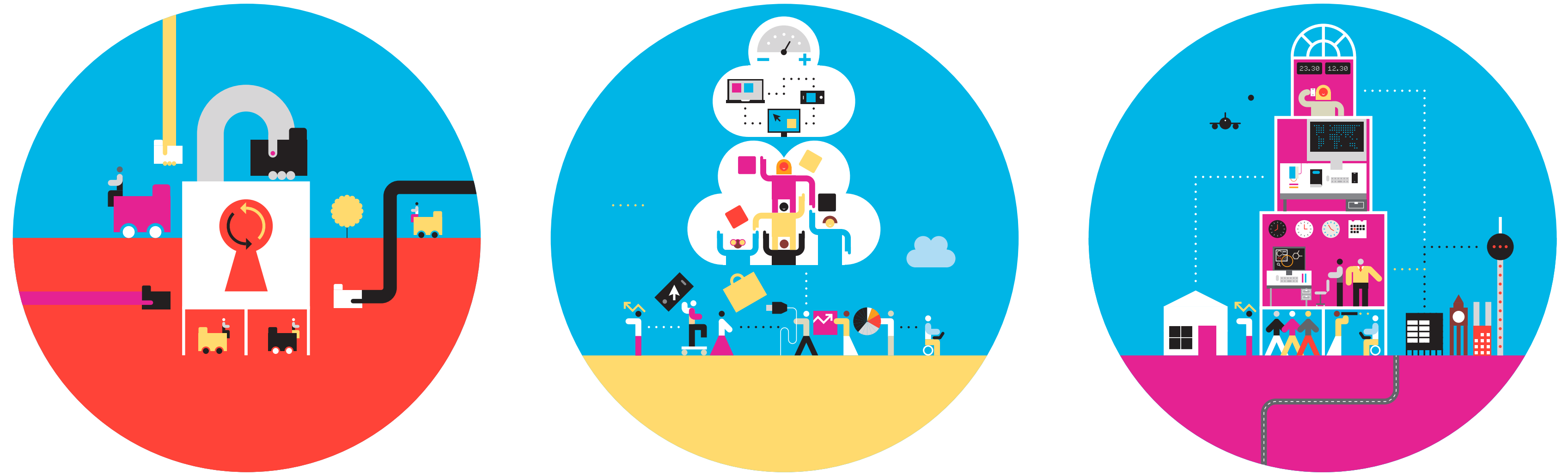


Head in the clouds

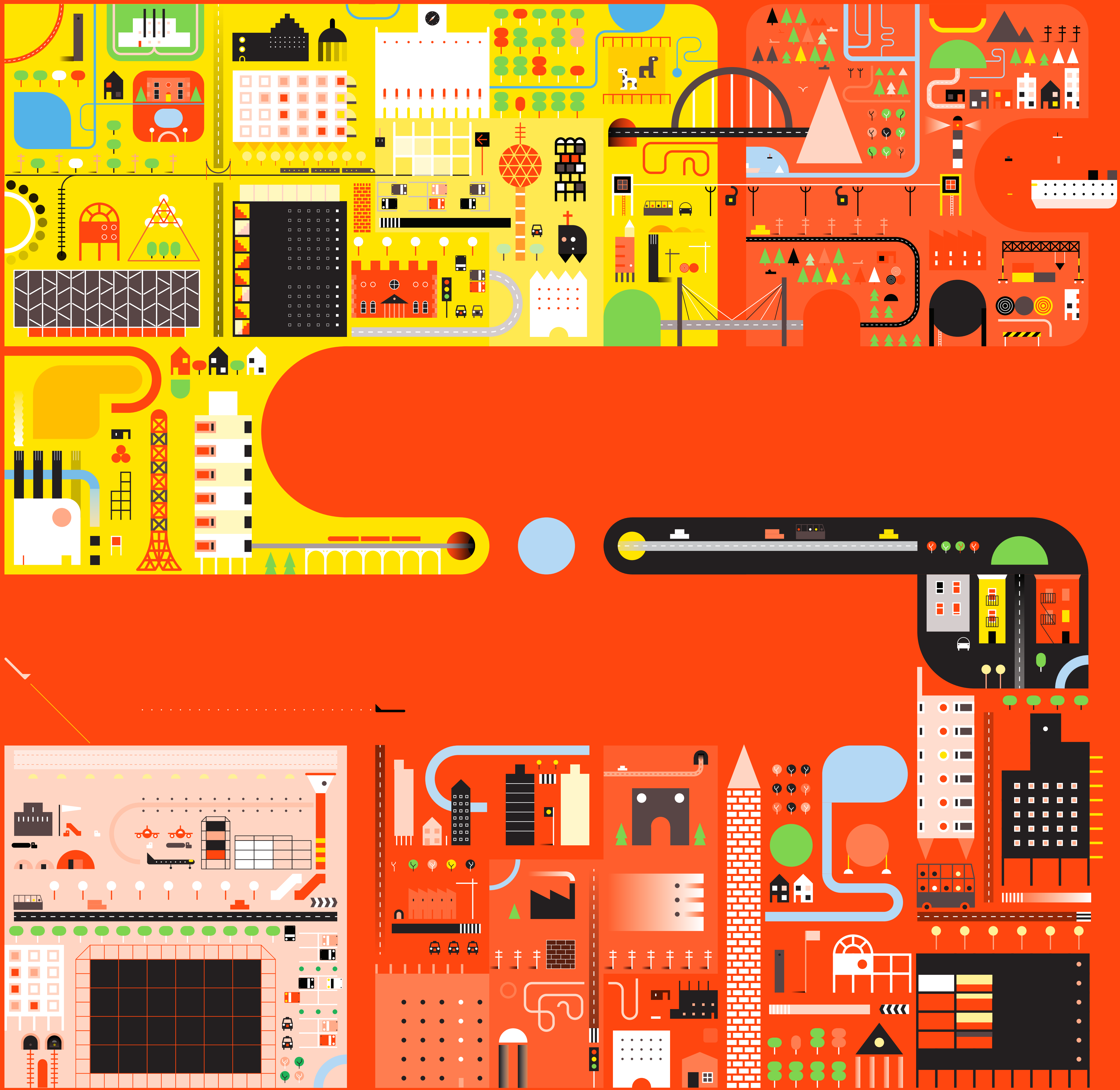
Citrix are a virtual app/desktop company who asked me to create an environment showing not just their numerous products but how connectivity plays a part in the way they work.

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

Bottom
The main image.



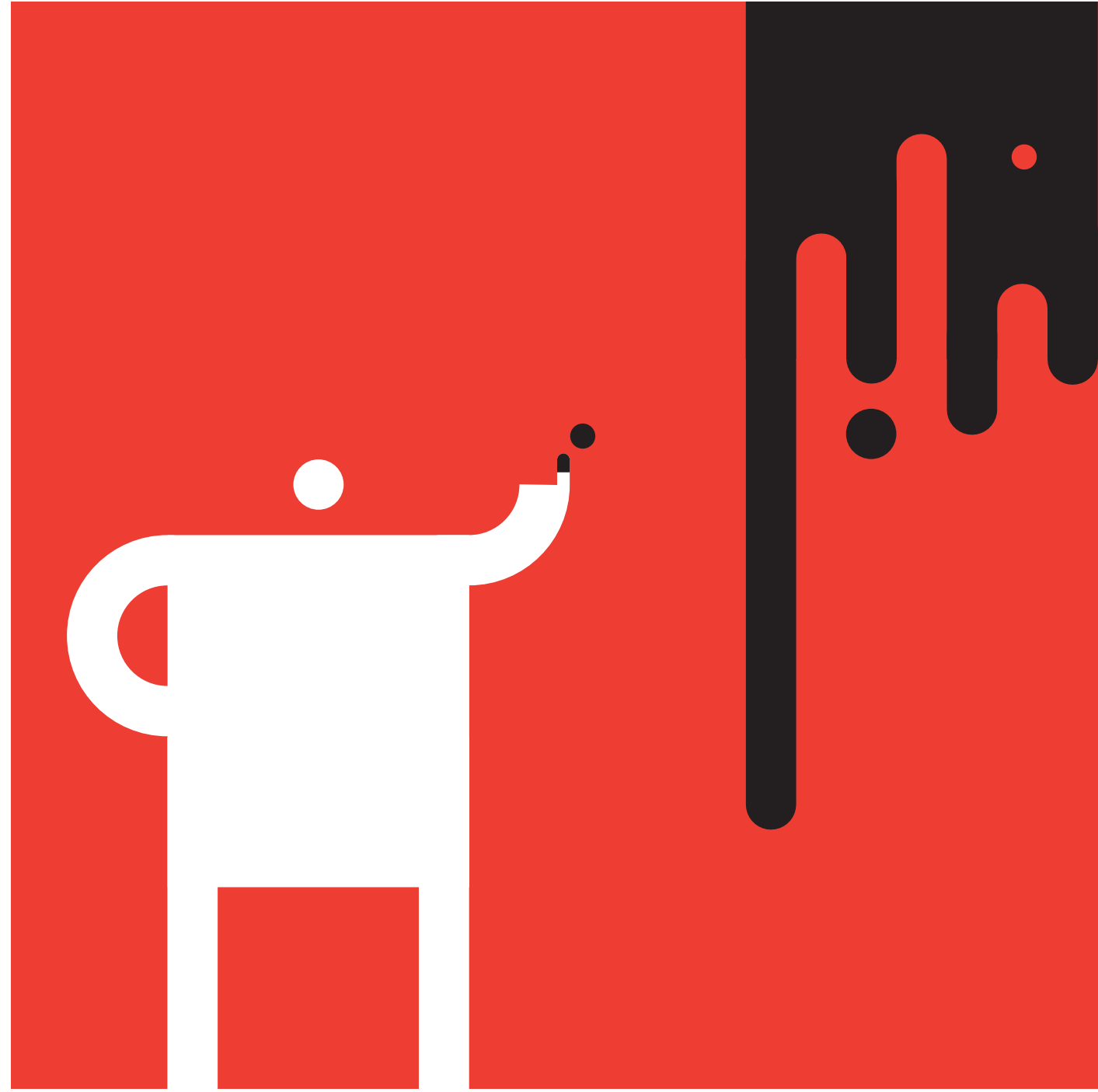
Smart city delux.
I've created numerous *Smart City* images in the last five years. This image shows a utopian future where cities are organised differently. Transport hubs, commercial zones, living space and recreational areas. Architect *Oscar Niemeyer* planned Brasilia, the capital of Brazil, in this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



Close

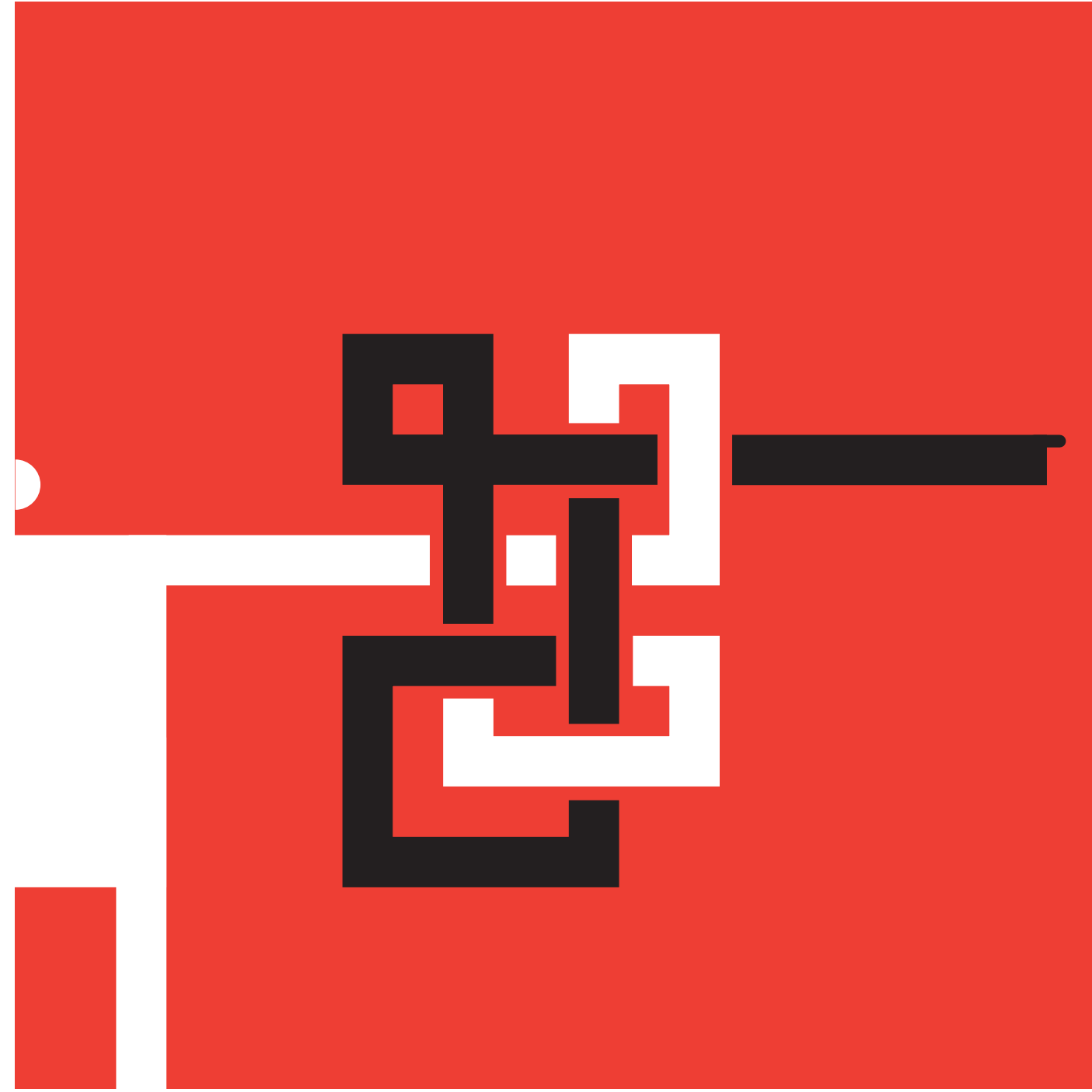


About Peter Grundy



'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.'

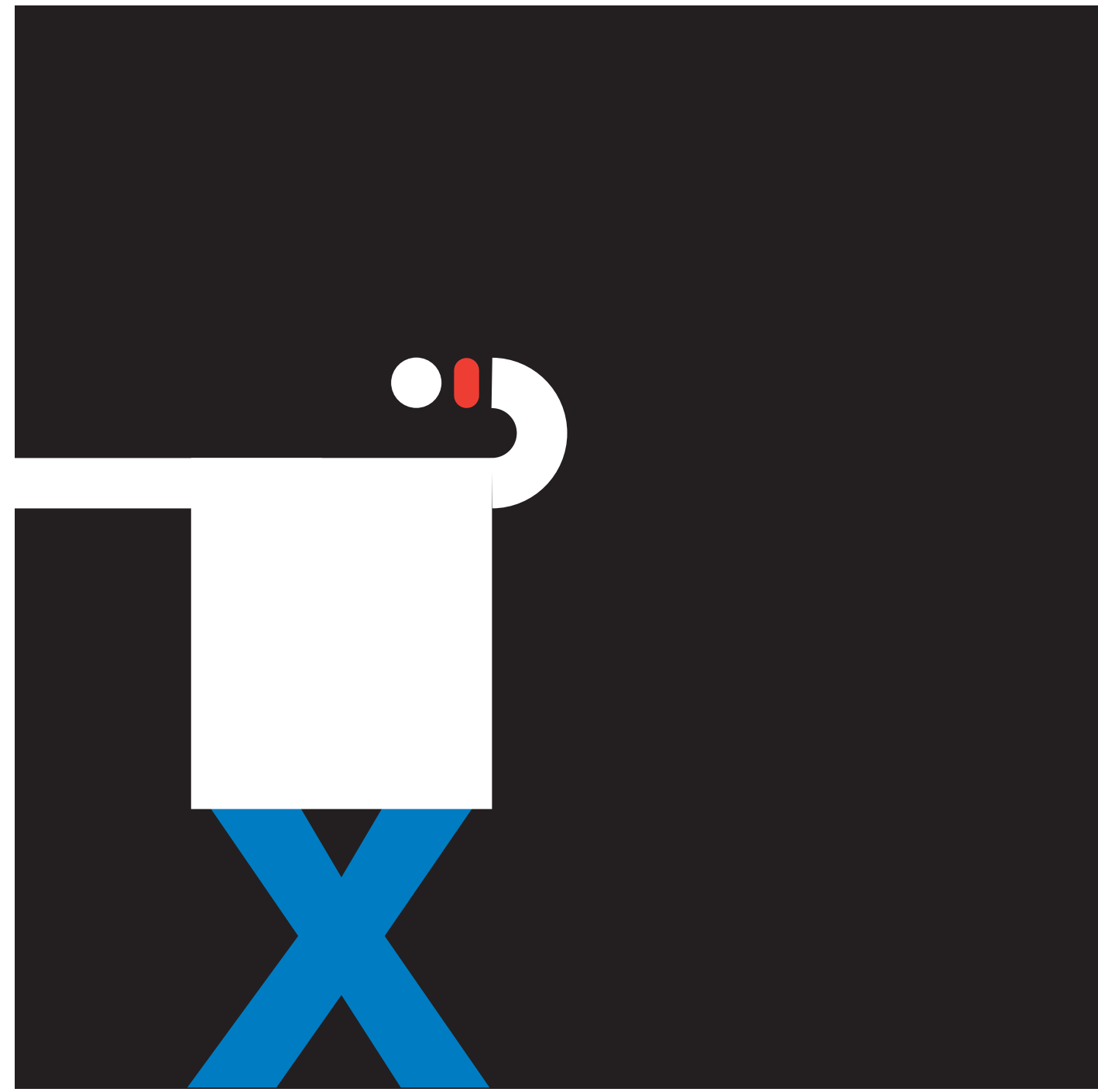
Angela Wilkinson
Scenario thinker



'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

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