'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.
People often ask how I work, this diagram explains all.
Go green
Humans now use more of Earth's capacity than ever before. Only about half of Earth's land area is managed or conserved, and most of the productive land is under threat from overuse. If current trends continue, we will use more energy than was ever used in all of human history up to 2010.

**Energy from fossil fuels continues to increase**

Energy consumption from fossil fuels continues to increase by 2030 with a greater need for natural resources. Increased production means more production of goods. A growing middle class means higher demand for goods. More people and commerce mean we use more energy. The result: rising sea levels, melting ice packs, shifting climate zones, and more extreme weather events that lead to geopolitical instability. Another century of 'business as usual' could cause the Earth's median temperature to increase 4°C or more.

**Human consumption is growing rapidly**

GHG emissions are growing rapidly too, while fossil fuel consumption continues to increase. Natural gas consumption continues to increase at a rate faster than that of coal and oil.

**SOLUTIONS**

The economy can and must deliver sustainable solutions that improve performance, reduce waste and facilitate a circular economy. The logistics industry can and must deliver sustainable, environmentally friendly solutions that improve efficiency and reduce GHG emissions. The GoGreen barometer of change shows how we can work together to make a difference.
GoGreen optimization in action.
GoGreen logistics.

A roadmap to greater sustainability.

Want environmental leadership projects?
Want to reduce carbon impact?
Want immediate and visible CO2 impact?
Want to improve cost efficiency?
Want to stand out in the market via green solutions?
Want to reduce footprint to meet CO2 target?
Want to improve corporate reporting regulatory or internal requirement?

Real estate
- Energy-efficient technologies for all purposes
- Green electricity
- More than 1500 teardrop trailers in operation

Fleet
- Over 400 fully electric vehicles in operation
- Total offset for express sector in 2006

Air
- Carbon efficiency of own aviation
- offsets via climate protection projects
- GHG emissions and tonnage
- Efficiency Index
- Deutsche Post DHL Carbon Report

Road
- Road transport
- More than 1000 teardrop trailer in operation
- Optimisation of load profile

Rail
- Rail real estate
- Burn less than 60%
- Multiple parameters
- Industry leading Carbon Report solutions

Ocean
- Ocean freight
- CO2 efficiency
- Improve GHG emissions

Business travel
- Corporate travel
- Burn less than 60%
- Global reduction
- Incentivise green travel
- CO2 reduction

Transport
- Freightaktuelle: 2020
- Shift towards sustainable transport
- Green road transport
- Green electricity (powered by green coal)

Packaging
- Reverse logistics
- Enhance efficiency
- Utilise recycled materials
- Process waste
- Enhance material and brand image

Vision: Protecting the Earth's climate.

Mission: Creating global value through lower carbon emissions.


Carbon footprint:
- DHL's total global green fleet
- 2014 / 2008:
- 00 vehicles
- 544 vehicles
- 12,500 vehicles
- 1% in 2007
- 70% in 2020
- 20% in 2020

Aviation
- Global airline
- Carbon efficiency of own aviation
- 2013, compared to 2007
- 1% in 2007

Carbon report solutions
- Carbon Report solutions for all customer needs

Business Model
- Co-creation
- Carbon footprint
- Carbon reduction
- Smart logistics
- Zero to landfill
New energy future
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.

Citystate

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

Gated Community

This is a world in which Big Government is broken and political power rests with individuals.
People trade freedoms and privacy for security.

States make virtual borders.

Power is centralized at a national level.

Citizens have seen the destructive potential of cyber technology.

Collective solidarity remains important among populations.

Authoritarian technocracy replaces representative democracy as the go-to popular government model.

The promise of Big Data is realized.

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

Scenarios for Russia

Scenarios for Mongolia

Scenarios for Security

Paradigms

Regional Rebalancing

Uncertainties

Security Drivers
Global Paradigm Shifts
Insights on our global future
by 32 of the world's leading scenario commentators
A guide to scenarios at the World Economic Forum

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

Structure the outputs

Generate insights

Communicate the learning

Objectives

Explore perspectives

Establish the project

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Generate insights

Communicate the learning

Key success factors

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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

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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.
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.
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.
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.
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.
‘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
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