In 1980 Tilly Northedge and I set up a design studio to shine a light on the dull world of information design and for 26 years, as Grundy & Northedge we did just that, inventing a visual language in the process that became our signature.

To mark 15 years as Grundini I’ve gathered together 20 key diagrams from this period that reflect my information design legacy. From the Human body to the Tree of knowledge, from Henry VIII to Heathrow airport and beyond.
What I do

Design

Grundini

Illustration
**Price on your head**

How to turn a recently dead loved one into a Mercedes-Benz SLK

**Body total: £31,918 =**

- Mercedes-Benz SLK-Class 280
- 3 bedroom house in Lovetch, Bulgaria
- 14 nights at the luxury Altamer resort on the British West Indian island of Anguilladay

**It's not all above board though, the US Food and Drug Administration ordered Biomedical Tissue Services (BTS) to cease operations after accusations that body parts had been improperly harvested from corpses in New York, consent from relatives hadn't been obtained and tissue wasn't being screened for disease. BTS denies any wrongdoing.**

**Since the UK’s Human Tissue Act 2004 clarified the law, tissue recovery has become a lucrative and (mostly) legitimate industry, turning over millions of pounds a year.**

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**Bodysnatchers Burke and Hare may be turning in their graves, but at least they won't be snatched up from them. Today’s scientists have rejected graverobbing in favour of ‘human tissue recovery agencies’. Companies that collect and supply body parts for research. Since the UK’s Human Tissue Act 2004 clarified the law, tissue recovery has become a lucrative and (mostly) legitimate industry, turning over millions of pounds a year.**

**Price on your head**

Inquirescience

**How to turn a recently dead loved one into a Mercedes-Benz SLK**

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**How to turn a recently dead loved one into a Mercedes-Benz SLK**
DHL GoGreen campaign

GoGreen optimization and logistics in action.
Tree of skills
These organisations provide, advice, fund or regulate the training and professional development of the teaching workforce and they also offer skills improvement training to employees across all sectors of society. Diagram by Peter Grundy.
Death report for Men’s Health

What are the odds was the brief on this piece. The numbers refer to deaths in a single year.
This diagram on ‘Smart select committees’ was the centrepiece of this project.

Smarter Select Committees
Using digital tools to build public engagement in Parliament
Henry VIII for Hampton Court

Diagram for the visitors guide showing how much food was eaten in the Tutor court.
One image from a book aimed at making the human body easy to understand.
HQ for Proxima

Diagram showing how a digital business functions.
Gatwick staff guide

Showing how a modern airport works.
Energy cycle for British Gas

A report cover showing how gas arrives in customers homes.

How oil and gas form

Organic matter falls to the ocean bed over time

Natural gas is purified

Methane

Propane

Butane

The fake smell
Sex spread

Designed for Maxim magazine, New York in 2009, but sadly never published. So let me know if you want to use it?
Diagram for Superunion showing the future of healthcare for the LetterOne annual report.
How does Heathrow Airport work?

Explaining the services offered by the National Air Traffic Service.
Hyundai Showroom Posters

On of two information posters designed for car showrooms to inform company ethics.

Our World

We’re the world’s 5th biggest car manufacturer

And still the fastest growing

We have the world’s largest single car factory

And the world’s newest is our European Czech plant

We were the only manufacturer to introduce a 5 year warranty across our entire car range
DHL GoGreen campaign

GoGreen leadership in action facts and stories.

**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 280,000 tCO2 offset

**GREEN ROAD TRANSPORT**
- Green real estate technologies for all purposes
- DPDHL's total global green fleet
  - 2008 / 544 vehicles
  - 2014 / 12,500 vehicles

**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%

**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

**TEARDROP TRAILER**
- More than 1,500 teardrop trailer in operation
- 2009
- 2014

**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

**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
- 2008 1,014 vehicles
- 2014 280,000 vehicles

**AVIATION**
- Carbon efficiency of own aviation increased by 45% in 2013, compared to 2007
- Over 400 fully electric vehicles in operation in 2014

**CARBON REPORT SOLUTIONS**
- Globally available for all transport and logistics services
- Carbon Report solutions
  - Track and Trace
  - Carbon Estimate
  - Carbon Dashboard

**GOGREEN LOGISTICS**
- Deutsche Post DHL Carbon Efficiency Index (Index points)

**1st global logistics company with CO2 efficiency target**
Speedie
Oneplan

Letterform depicting company messages of the construction suppliers.

**CHALLENGES/ISSUES**
- Impact on communities
- Emissions
- Protect natural habitats
- Workforce Training
- Commercial targets
- Climate change
- Long term stability
- Manage risk
- Safety risk
- Short term performance
- Team wellbeing

**BENEFITS**
- Increased profitability
- Competitive
- Fuel efficient
- Secure environment
- Reduced emissions
- Social harmony
- Increased productivity

**ACTIONS**

**THE RESULT**
- A more sustainable, better business
- Leading edge workforce
- Reduced risk
- Secure environment
- Competitive
- Fuel efficient

- Increased profitability
- Social harmony
- Long term stability
- Leadership
- Safety risk
- Short term performance
- Team wellbeing
- Manage risk
- Climate change

**Impact on communities**

- Increased profitability
- Competitive
- Fuel efficient
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What are humans made of?

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

- **BIG BEARD**
  If the average man never shaved his beard, it could grow more than 4 metres/13 feet long.

- **BLOW OUT**
  With every sneeze, it lets out around 40,000 droplets at up to 100 miles/160 kilometers per hour.

- **FLEA FREE**
  It contains enough sulphur to kill all the fleas on an average dog.

- **SOAP STORE**
  It contains enough fat to make up to seven bars of soap.

- **PINCH OF SALT**
  It contains about 113g/4 oz of sodium chloride, or salt.

- **SUPER CELL**
  It regenerates 300 million new cells every minute.

- **FULL TANK**
  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.

- **CARBON**
  It contains enough carbon to make up to 900 pencils.

- **KEPT ON YOUR TOES**
  It fosters millions of bacteria on each foot.

- **POISON**
  It contains enough phosphorus to make 2,200 match heads.

- **KEELED OVER**
  It gives off enough heat in 30 minutes to bring 1.9 litres/3.4 pints of water to the boil.

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The race crew will turn up for the weekend with…

Bridgestone will provide RBR with…

- 28 sets of dry tyres
- 8 sets of wet tyres
- 6 sets of Monsoon (extreme wet) tyres

Each car, including driver weighs 600kg

The team will complete 800 on-track miles over the weekend.

- 2 race cars
- 1 spare (undressed) chassis
- 3 broken down car kits
- 4 spare engines
- 4 spare gearboxes
- 160 rims
- 2,200 litres of fuel
- 50 litres of oil
- 28 flat panel monitors

Its travelling furniture includes…

The chilled Thursday party will get through…

- 6,000 plates
- 2 extra lavatories
- 1 table football
- 50 bottles of vodka

For flyaways, Red Bull Racing have 4 sets of the following…

- 28.5 tonnes of airfreight
- 10 tonnes of sea freight

Over the weekend it will serve…

- 5,000 meals to 3,000 guests
- 8,000 cans of Red Bull (4,000 plus Sugar free Red Bull)
- 250 litres of wine
- 300 litres of beer

The Energy Station requires the services of…

- 16 figgers
- 14 waiters, waitresses and bartenders
- 10 chefs

What does hospitality at a Formula 1 event look like?
Diagram for Modus magazine showing what part food plays in the four key emerging nations.
Brand-building works Tree

Key image for the online magazine.
How I do it

Idea

Image
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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