Grundini2

Explaining modern messiness by Peter Grundy
‘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.
People often ask how I work, this diagram explains all.
Go green
DHL asked me to create an information booklet to explain their green credentials under the umbrella of GoGreen.

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.

CONSUMPTION & CLIMATE CHANGE

A growing middle class means higher demand for goods and services
Increased production means a greater need for natural resources
More people and commerce mean we use more energy

SOLUTIONS

The logistics industry can and must deliver sustainable, environmentally friendly solutions that improve efficiency and reduce GHG emissions
The economy can and must deliver sustainable solutions that improve performance, reduce waste and facilitate a circular economy

ENERGY

Energy consumption from fossil fuels continues to increase
GHG emissions are growing rapidly
Another century of 'business as usual' could cause the Earth's median temperature to increase 4°C or more

RESOURCES

We consume more of the Earth's resources than ever before, and the trend is rising
Global resource extraction is expected to double in the next decade
Today's linear 'take-make-dispose' economy simply cannot be sustained
Only about half of waste in Europe is reused, recycled or composted
Humans now consume more than the productivity of Earth's ecosystem can sustain

SOLUTIONS

The economy can and must deliver sustainable solutions that improve performance, reduce waste and facilitate a circular economy

The result: rising sea levels, melting ice packs, shifting climate zones, and more extreme weather events that lead to geopolitical instability

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GoGreen optimization in action.
GoGreen logistics.

A roadmap to greater sustainability.

CLIMATE NEUTRAL
1st
Carbon neutral product in parcel and express sector in 2006
Total effect for all high-quality and verified climate neutral solutions

GREEN ROAD TRANSPORT
Green road transport technologies for all purposes
2006's total global green fleet

REAL ESTATE
Green real estate technologies for all purposes

ELECTRIC FLEET
Set in industry to develop and produce own fully electric mail and parcel vehicles with a fleet of 450 in 2014

CLIMATE NEUTRAL TRANSPORT
Low cost leadership
Low cost leadership

CARBON ACCOUNTING AND CONTROLLING
Industry leading Carbon Accounting and Controlling system

CLIMATE PROTECTION PROJECT
First in industry to launch own climate protection project to generate carbon credits

INITIATIVES AND ADVISORY ROLES

TARGET

AVIATION
Carbon efficiency of operations increased by 47% in 2013, compared to 2007

CARBON REPORT SOLUTIONS
Carbon Report solutions for all customer needs

Top
A roadmap to greater sustainability.

Bottom
GoGreen logistics.
New energy future
IN THE NEW ENERGY FUTURE
WE’LL HAVE TO UNLOCK WHAT’S LOCKED AWAY

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.
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.
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.
Global Paradigm Shifts
Insights on our global future by 32 of the world’s 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.
A guide to scenarios at the World Economic Forum

Foreword

Introduction

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 output

Objectives
- With a focus on global sustainability, this scenario highlights the key
  drivers behind the potential impact on the economy and society.
- The scenario aims to provide insights into how technological
  advancements could shape the future of the world.
- It encourages stakeholders to reflect on the implications of these
  trends and consider their strategic implications.

Key success factors
- The collaboration of experts from various fields, including
  business, technology, and policy.
- A focus on long-term outcomes and a commitment
to sustainability and social responsibility.
- The scenario’s success is measured by its ability to inspire
  stakeholders to act on the insights provided.

Generate insights

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Establish the project

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  and social responsibility.
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to act on the insights provided.
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.
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.

**REPRODUCTION**

**TOUCH**

**HEARING**

**PRODUCTION LINE**

**THE HUMAN SKELETON**

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**MAN**

**WOMAN**

**MAN**

**WOMAN**

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**BIG EARS**

**HOW LOUD?**

**NOISY**

**CONVERSATION**

**86 dB**

**120 dB**

**Jet**

**110 dB**

**Conversation**

**66 dB**

**Conversation**

**Baby**

**85 million sperm**

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**PRODUCTIVITY**

**PRODUCTION LINE**

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**THE HUMAN SKELETON**
You'll find landscapes in Grundini book1 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.
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
Designer

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