

Grundy & Northedge splits after 25 rich years

The following article appeared in the October 2006 edition of Design Week,

Next week sees the dissolution of a very special British design institution.

After 25 years, Grundy & Northedge are going their separate ways. From the striking corporate literature for Shell to the beautifully detailed diagrams for Sainsbury, I have been entertained and informed by the wit and craft of these two unlikely bedfellows.

Peter Grundy is the extrovert and takes centre stage while Tilly Northedge, precise and considered, is content to be in the background. Or perhaps it is a status quo formed by years of interaction, for it was not always so. After a Grundy dominated meeting in the infancy of the partnership Northedge asked, 'Next time can I say something?'

Perhaps these differences, more than their similarities, have contributed most to their impressive work. Their approach and style remain distinct - even in this age of digital anonymity, it is surprising and gratifying to see the individuality of each shine through. Proof that humanity transcends technology.

Philip Wong, Managing director, Carter Wong Tomlin, London WC2