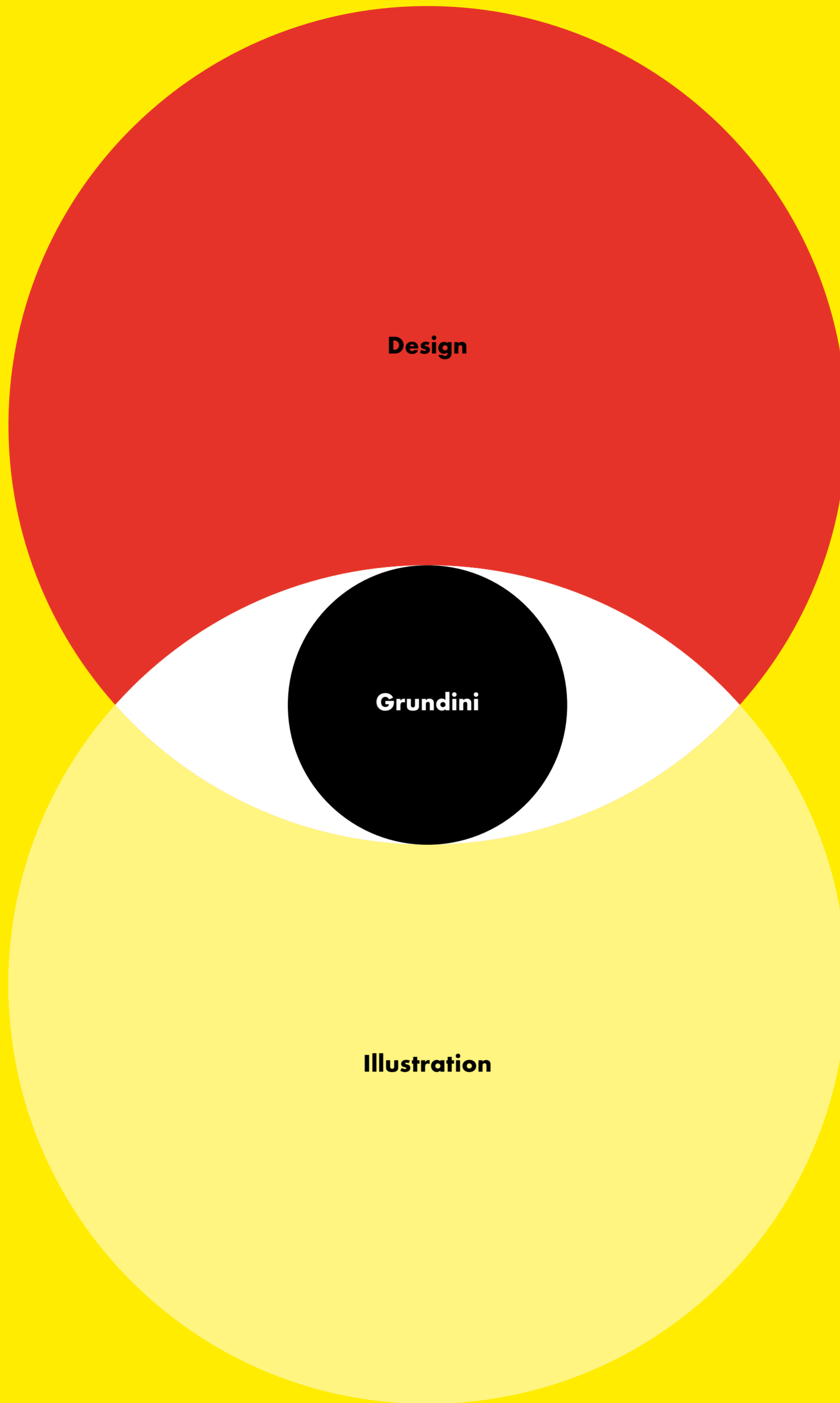




In 1980 Tilly Northedge and I set up a design studio to shine a light on the dull world of information design and for 26 years, as Grundy & Northedge we did just that, inventing a visual language in the process that became our signature.

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



Bodyparts for Esquire

Magazine spread showing how much you could get for selling your organs.

Inquirescience

Price on your head

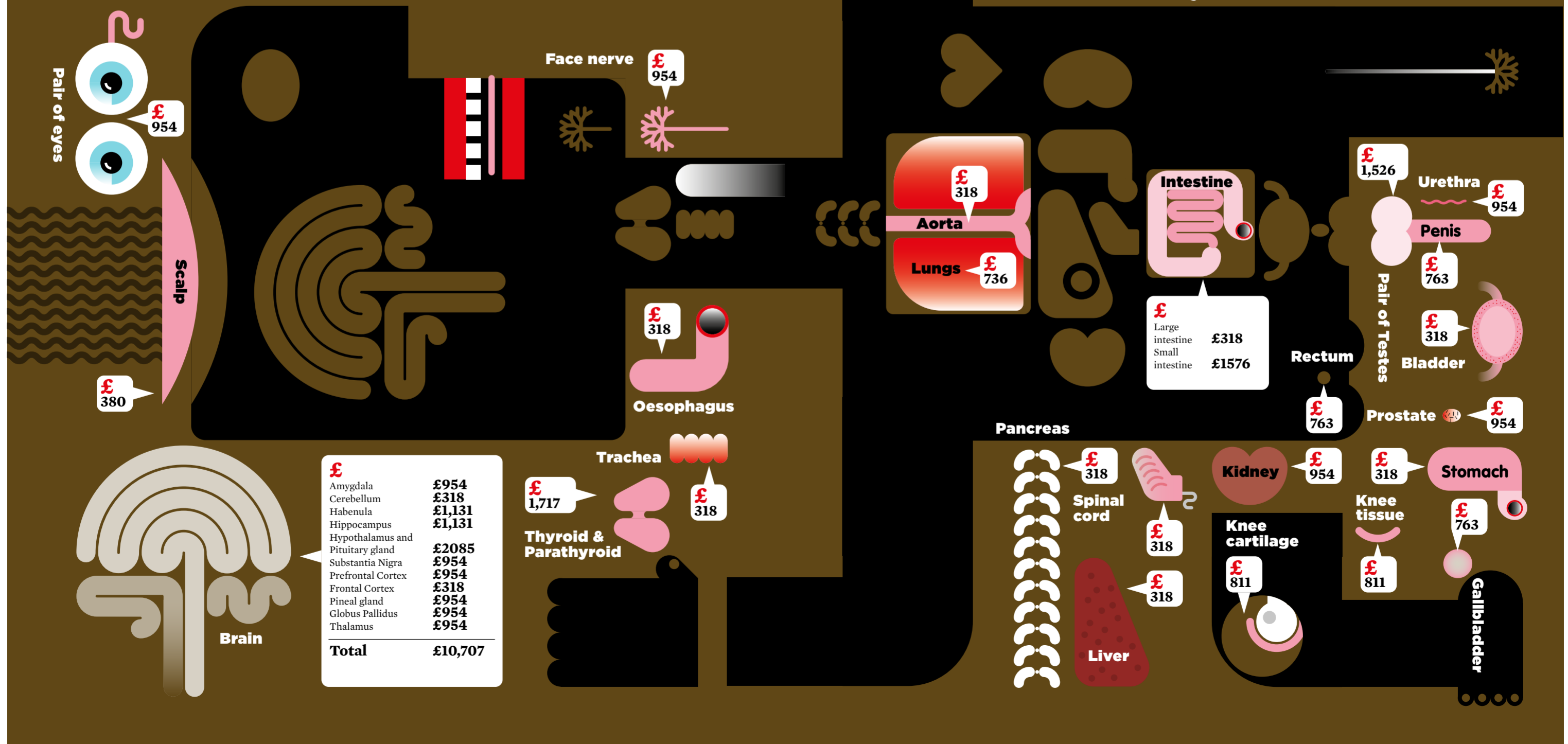
How to turn a recently dead loved one into a Mercedes-Benz SLK

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.

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.

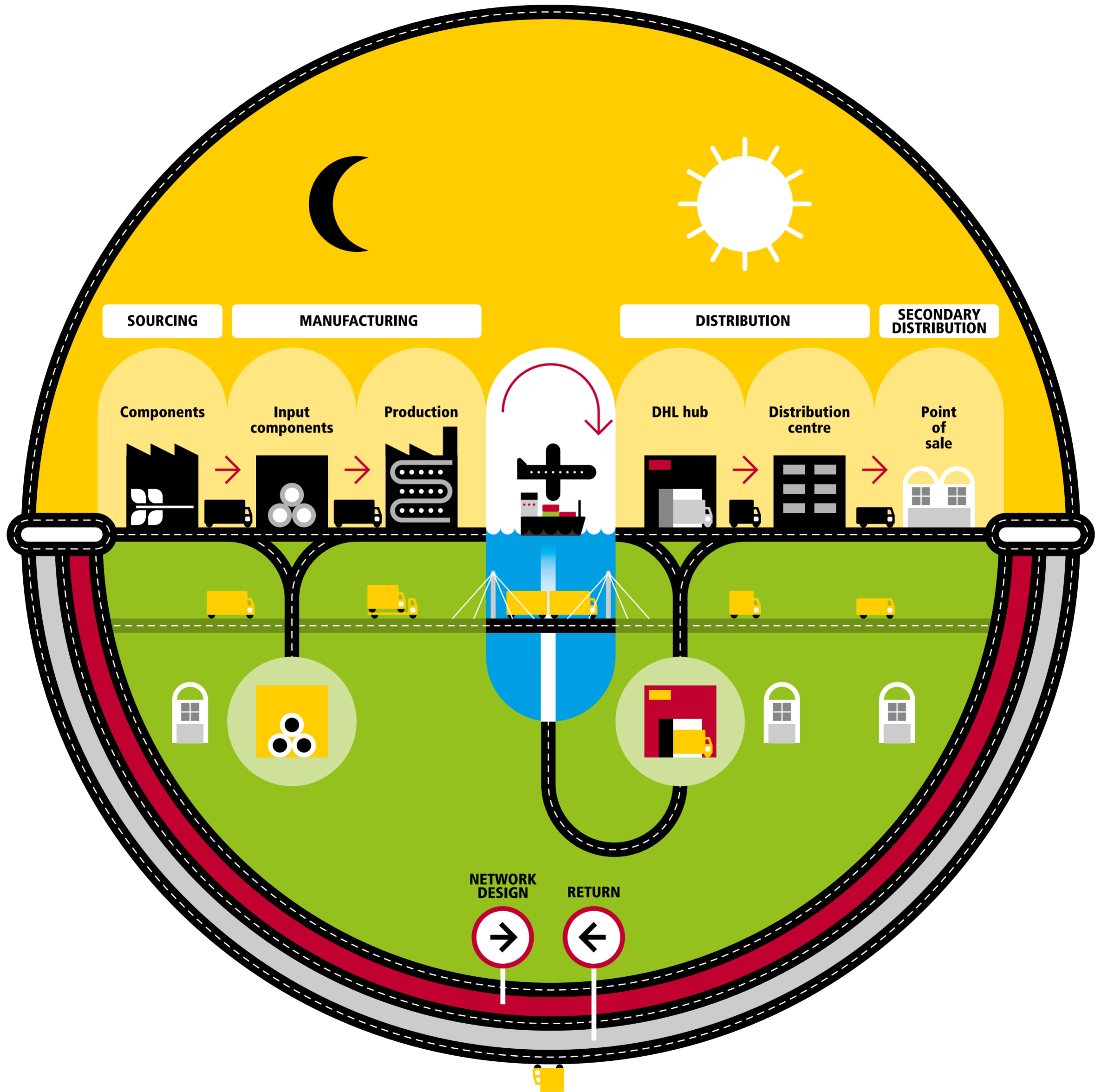
Body total: £31,918 =

- 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



DHL GoGreen campaign

GoGreen optimization
and logistics in action.

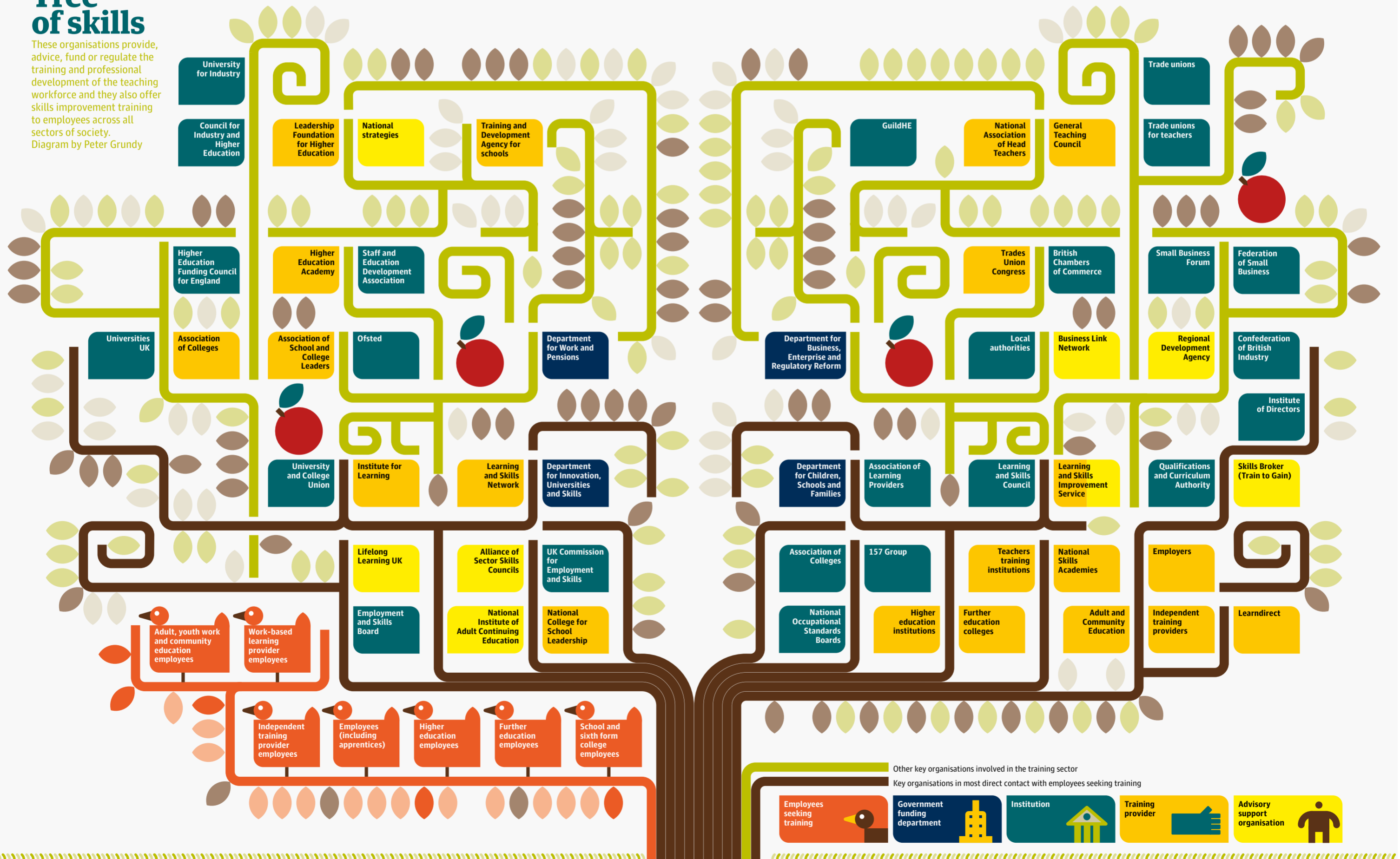


Tree of skills for The Guardian

Professional development guide.

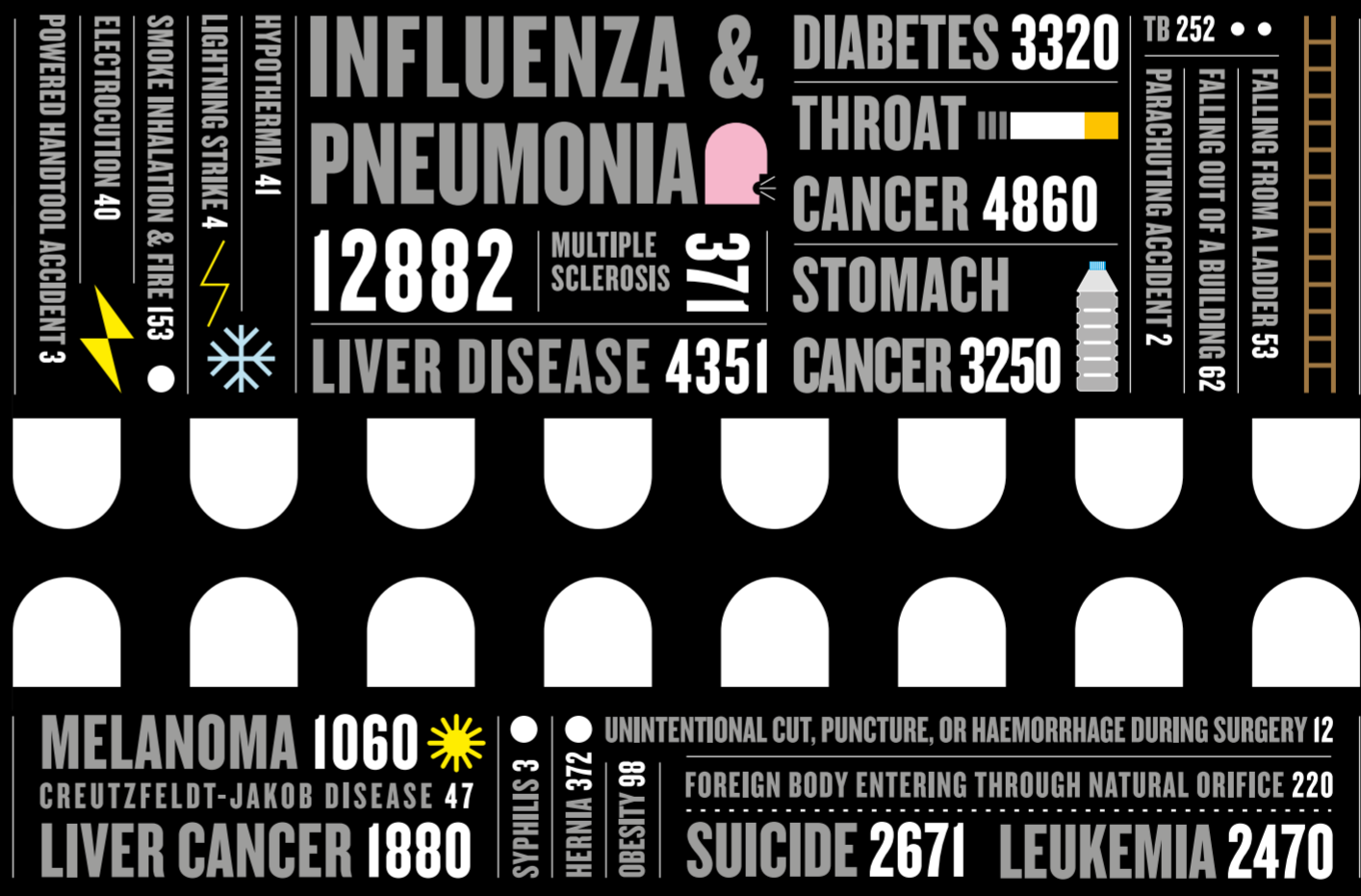
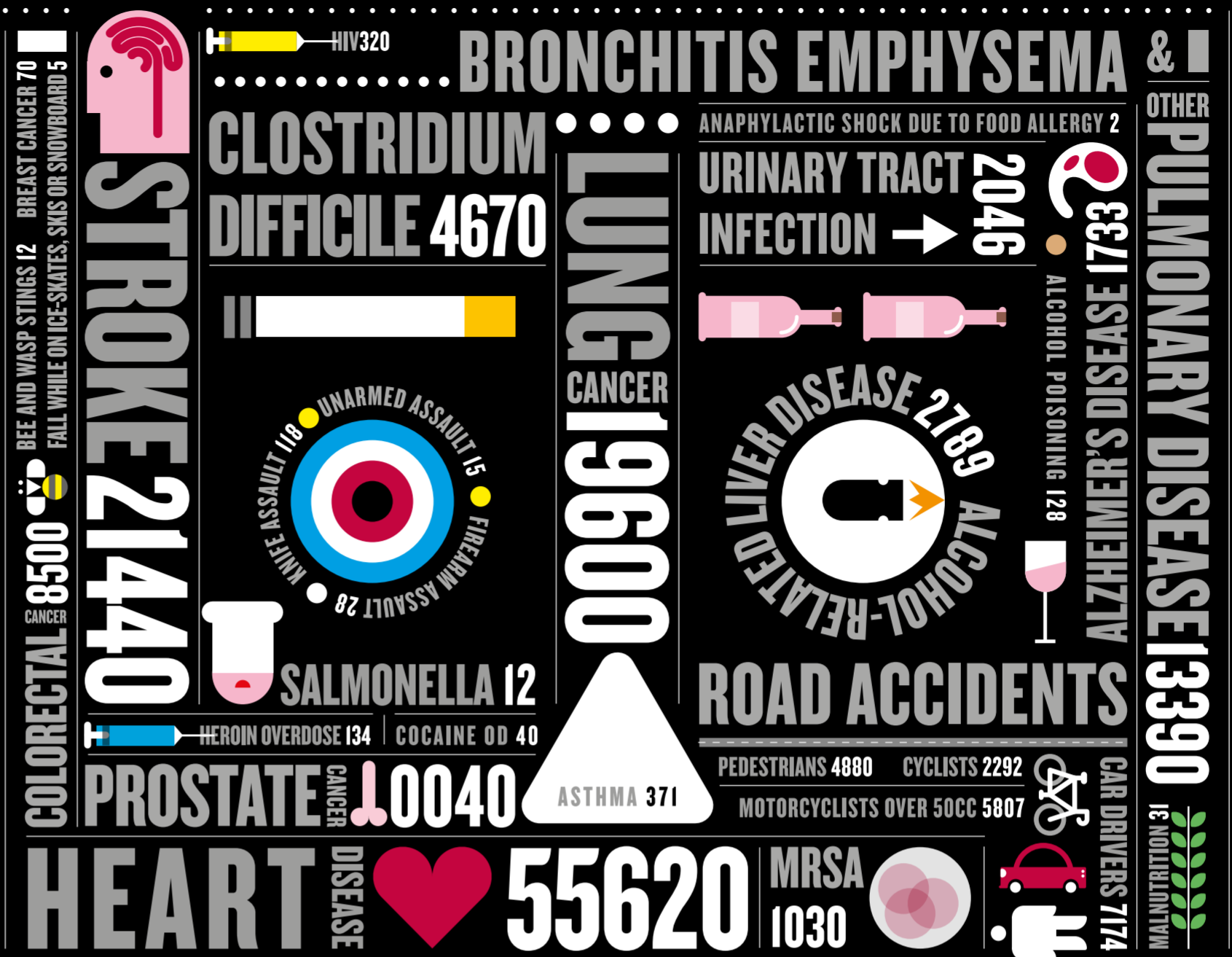
Tree of skills

These organisations provide, advise, 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



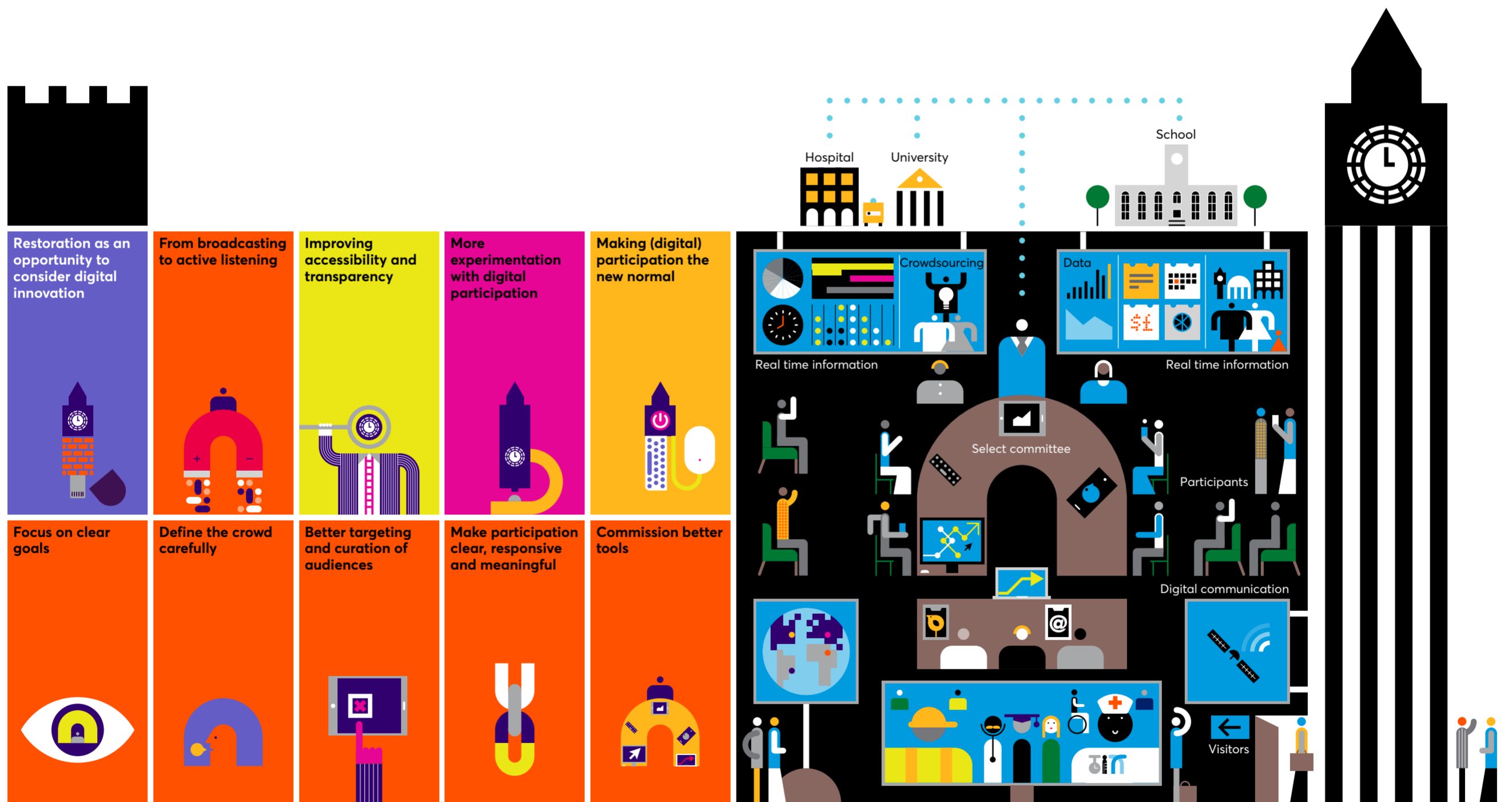
Death report for Men's Health

What are the odds was the brief on this piece. The numbers refer to deaths in a single year.



Nesta Future of Parliament book

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

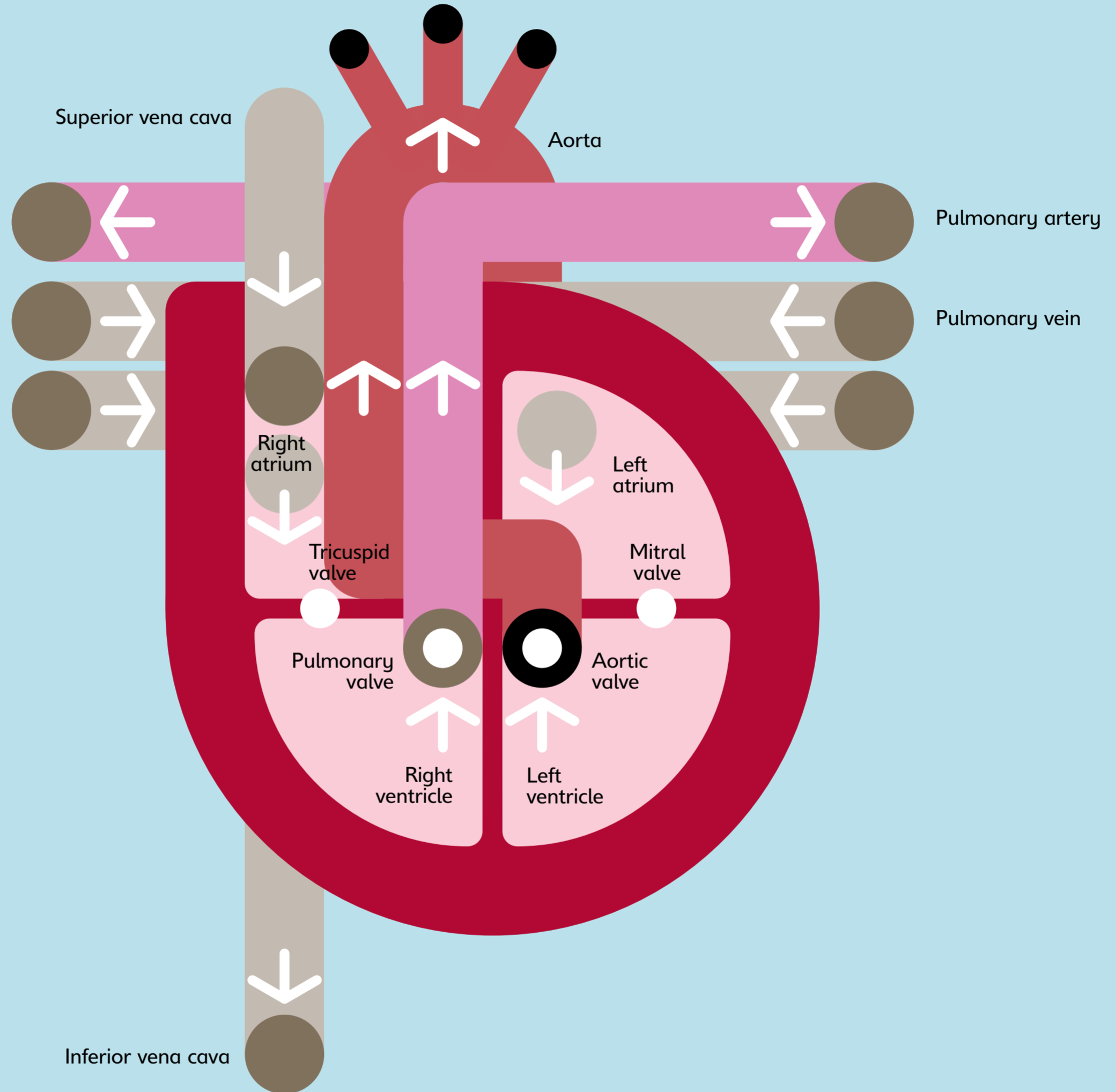
Diagram for the visitors
guide showing how
much food was eaten
in the Tutor court.

Hampton Court • Food eaten in just one year



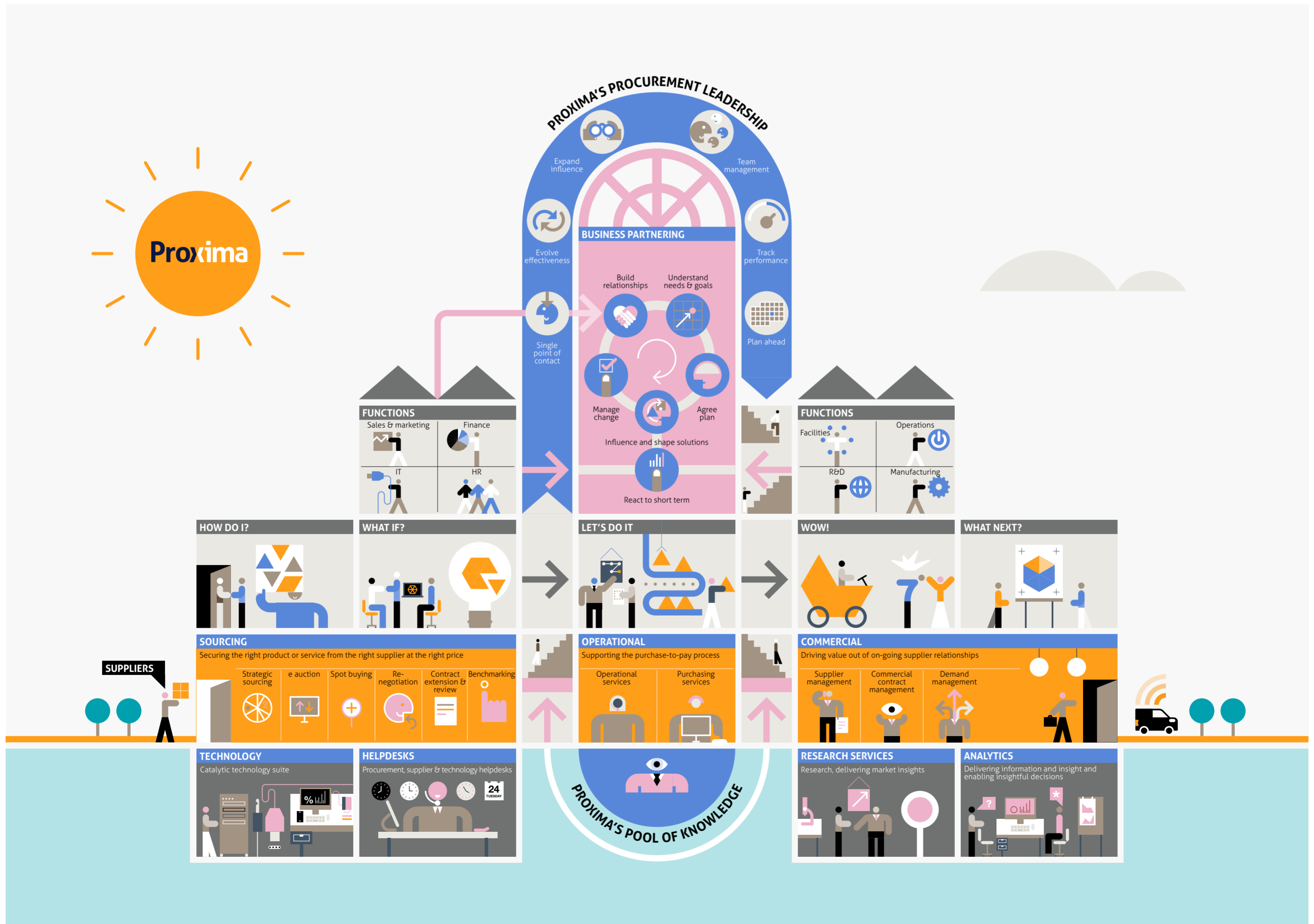
Heart for the Human Body book

One image from a book aimed at making the human body easy to understand.



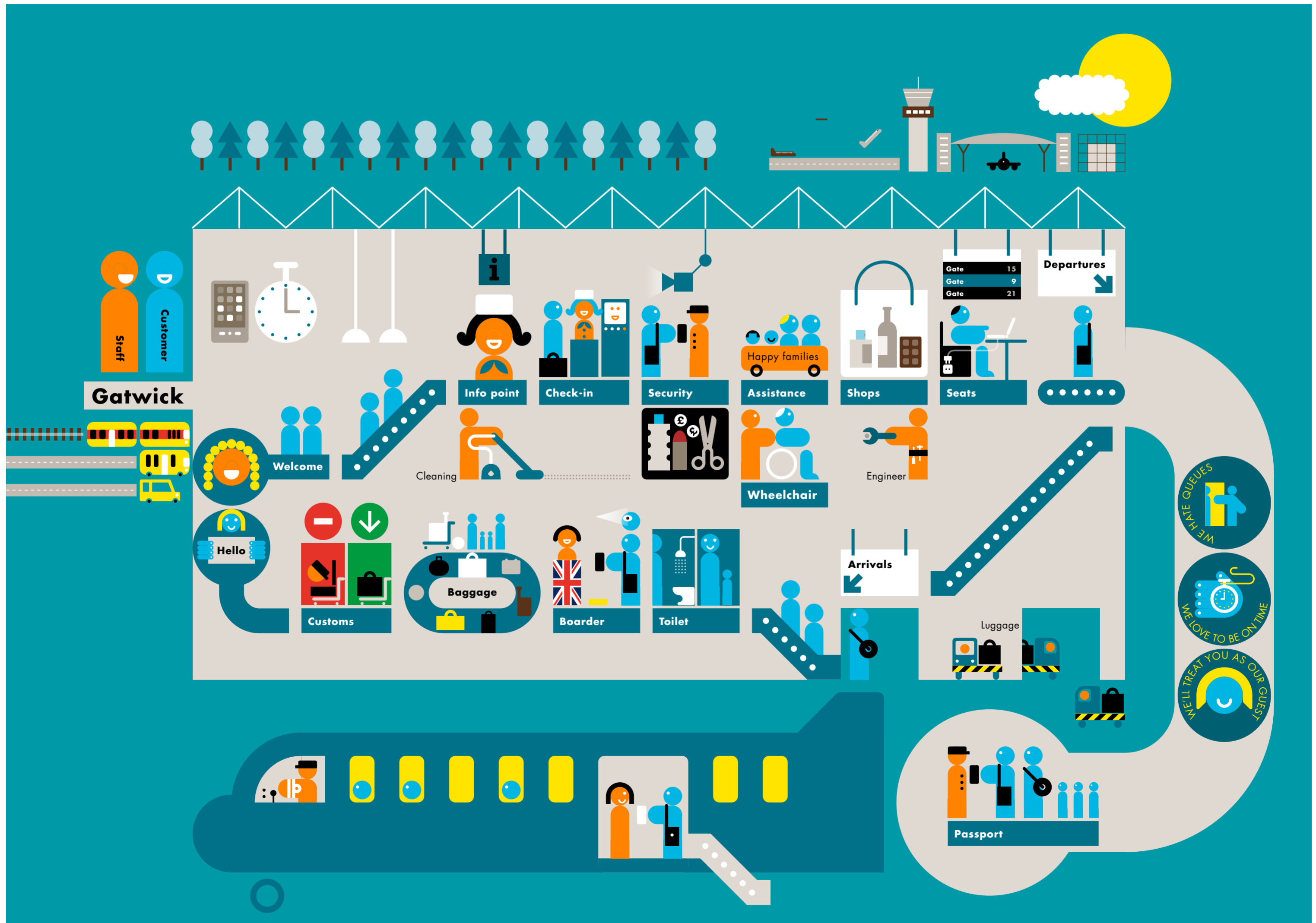
HQ for Proxima

Diagram showing how a digital business functions.



Gatwick staff guide

Showing how a modern airport works.



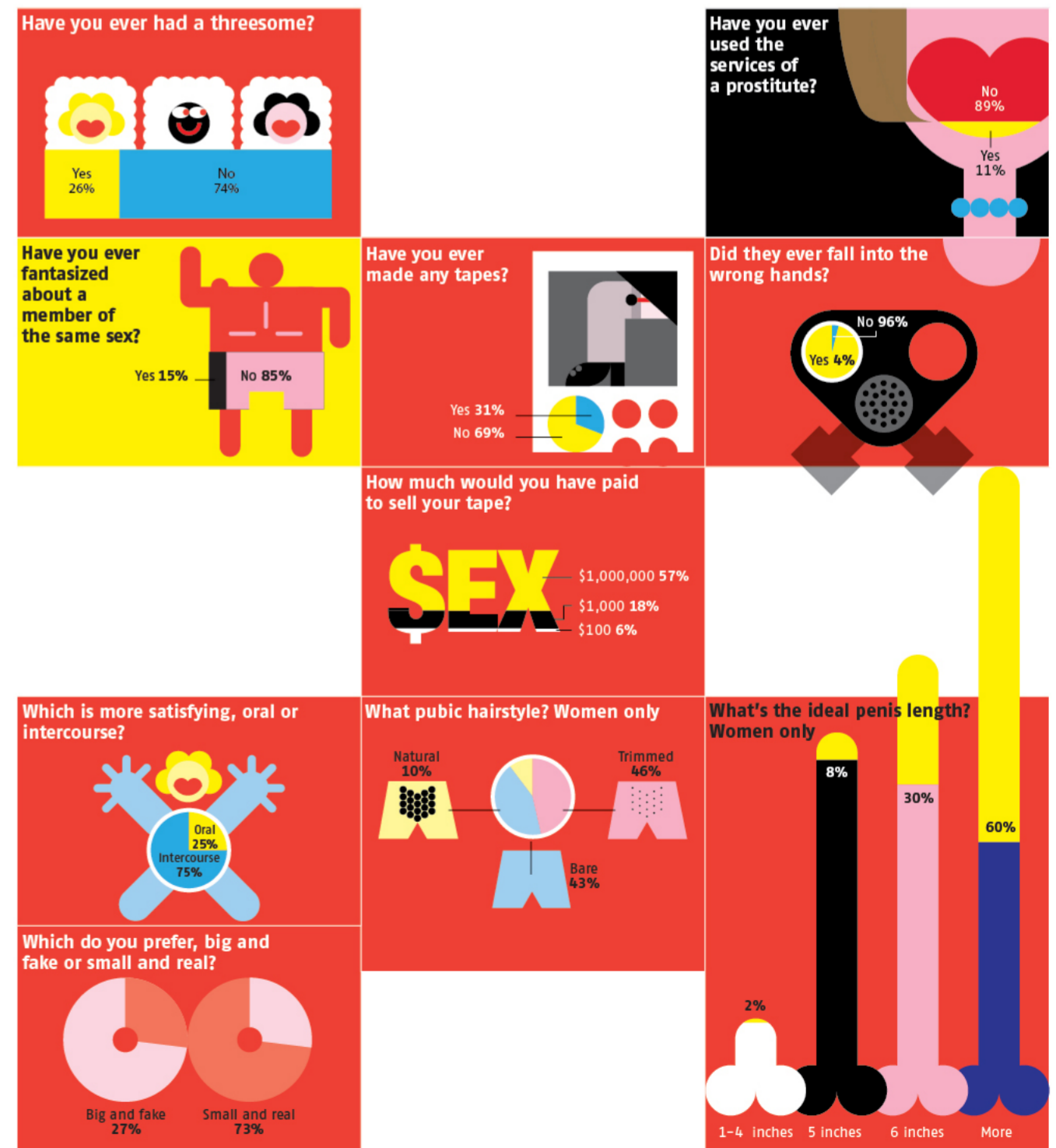
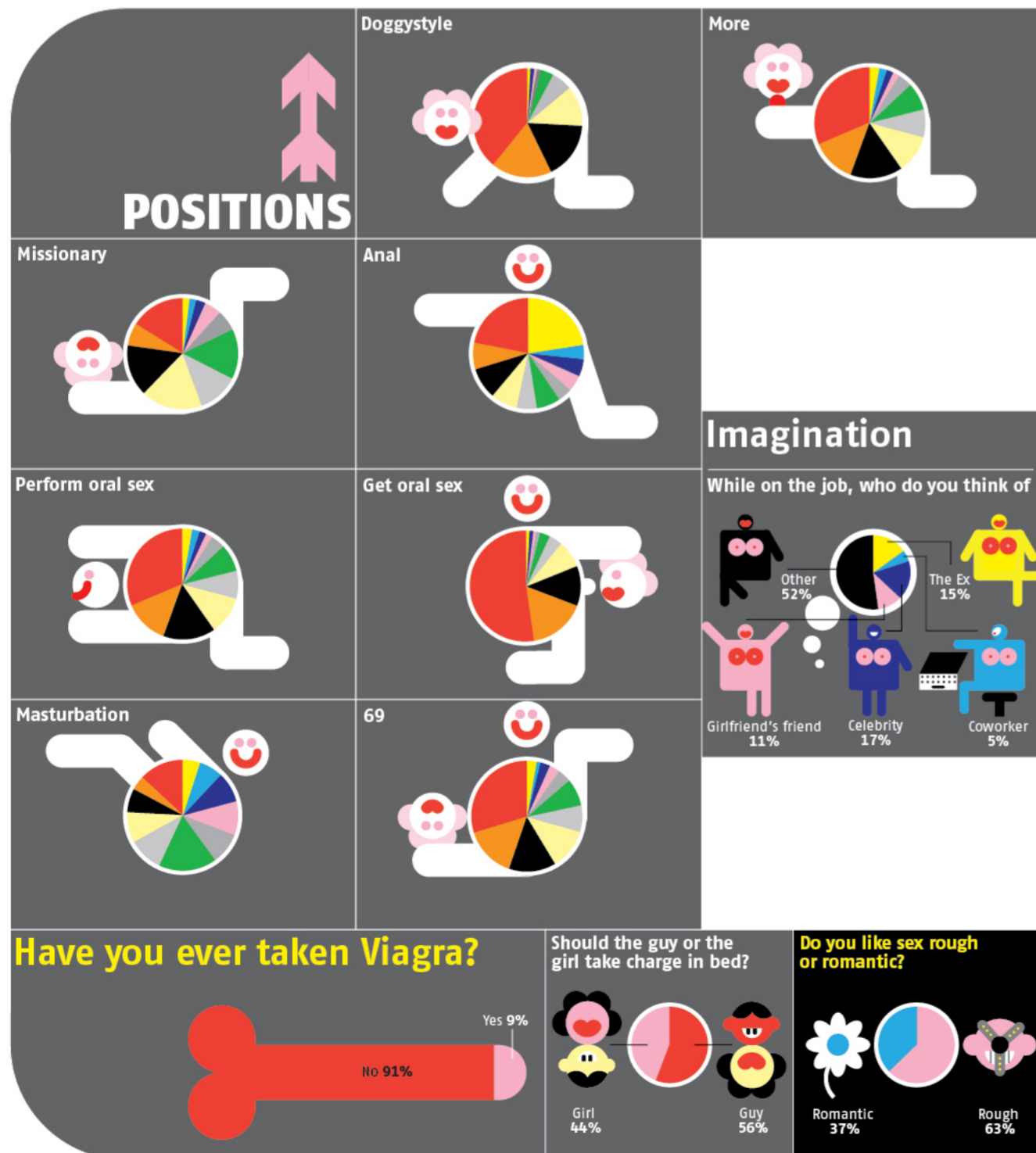
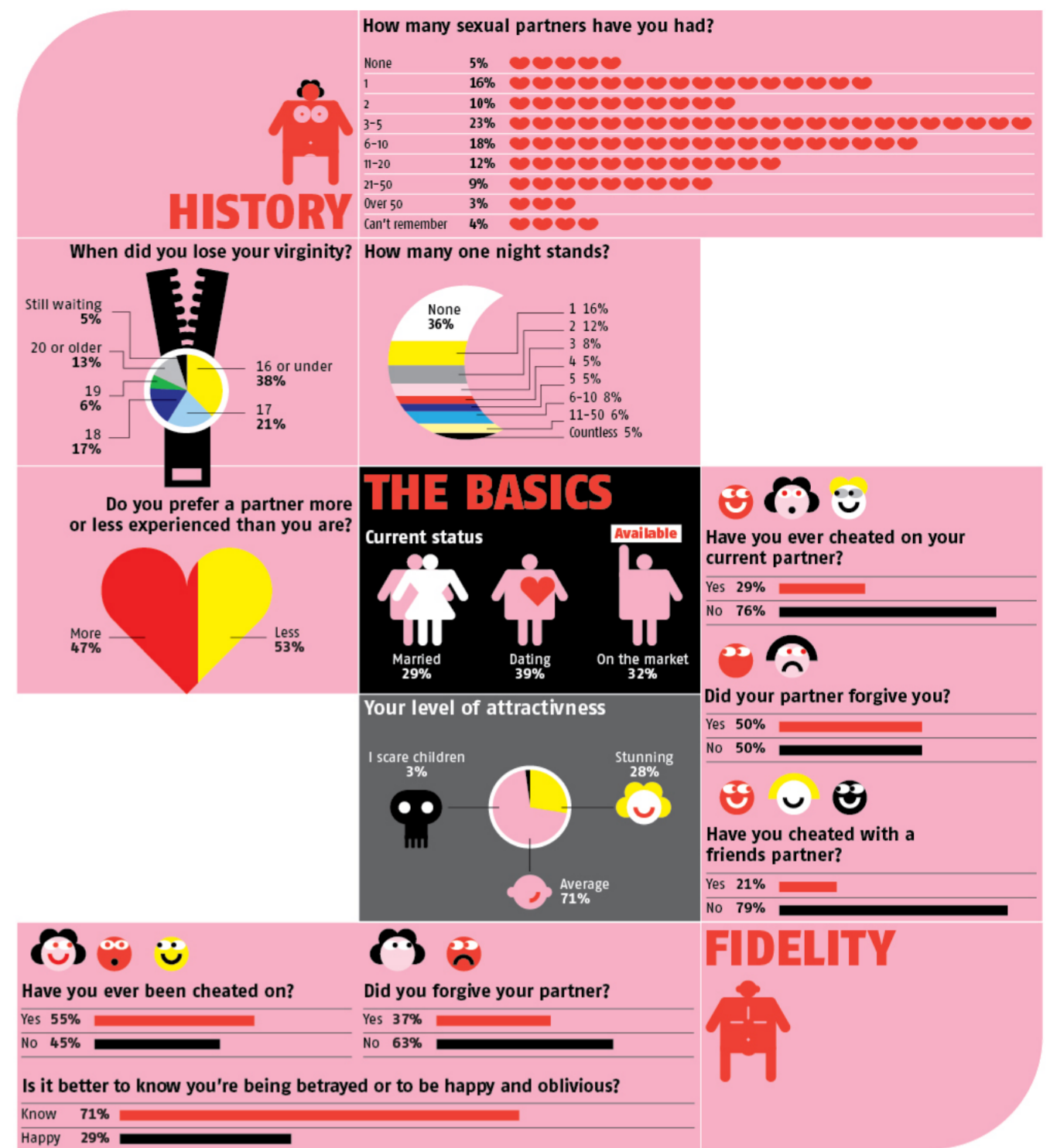
Energy cycle for British Gas

A report cover showing how gas arrives in customers homes.



Sex spread

Designed for Maxim magazine, New York in 2009, but sadly never published. So let me know if you want to use it?



LetterOne Heath tree

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.

NATS services

Supporting customers by

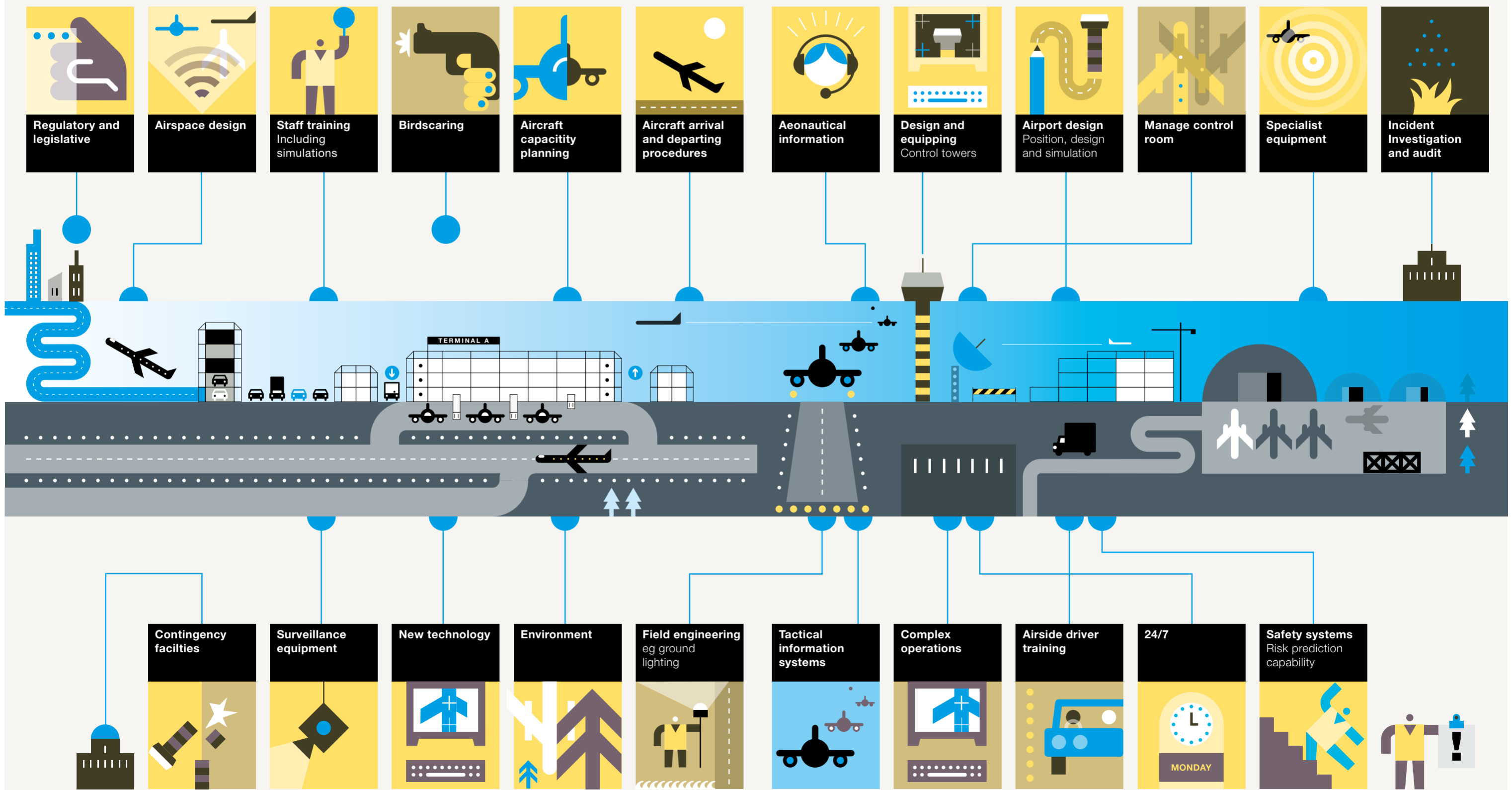
- Planning and development
- Delivery of the safety critical service
- Analysis and assessment

Delivering

● Safety ● Maximising capacity ● Creating resilience

Services

■ Before ■ During ■ After



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

5 - YEAR

The infographic features a central teal path that leads to the main headline. To the left, an orange box contains the text 'And still the fastest growing' with two large upward-pointing arrows (one purple, one orange). Below this, a winding orange path with car wheel icons leads to a purple box on the right containing 'We have the world's largest single car factory'. At the bottom left, an orange box says 'And the world's newest is our European Czech plant' next to a red car icon and a worker. A white box at the bottom center contains 'We were the only manufacturer to introduce a 5 year warranty across our entire car range' with a '5 - YEAR' sign and a person icon. The background includes a purple car, a '4' speed limit sign, a steering wheel, a factory silhouette, and a 'left turn' sign.

DHL GoGreen campaign

GoGreen leadership in action facts and stories.



1st global logistics company with CO2 efficiency target

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

Burn less
- Aerodynamics
- Engine modifications
- Hybrids

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

DPDHL's total global green fleet

2008 / 544 vehicles

2014 / 12,500 vehicles

TEARDROP TRAILER

More than 1500 teardrop trailer in operation

1st to market in UK

1st to market in mainland Europe

2009 2014



GOGREEN LOGISTICS

Deutsche Post DHL Carbon Efficiency Index (Index points)

2007 / 100

2014 / 78

2020 / 70

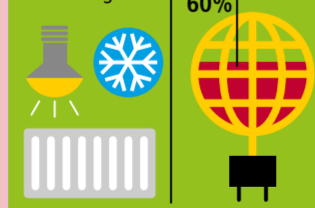


REAL ESTATE

Green real estate technologies for all purposes

Burn less
Energy-efficient lighting, heating and air conditioning

Burn clean
Green electricity globally: more than 60%



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



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

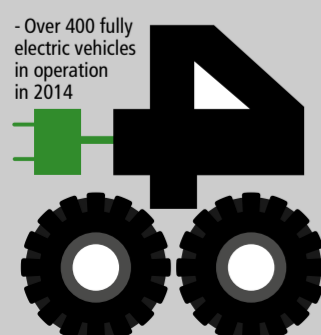
CEO is a representative in UN High Level Advisory Group on Sustainable Transport

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

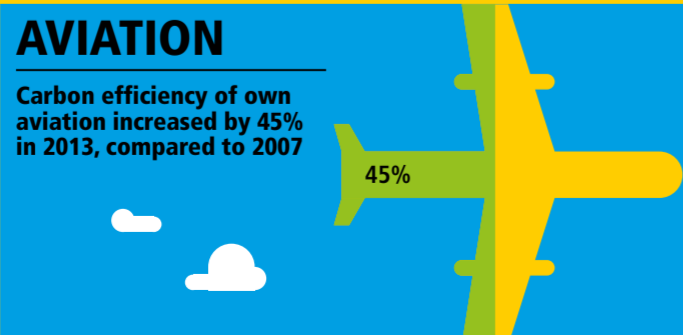
- The largest global logistics fleet of fully electric vehicles



AVIATION

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

45%

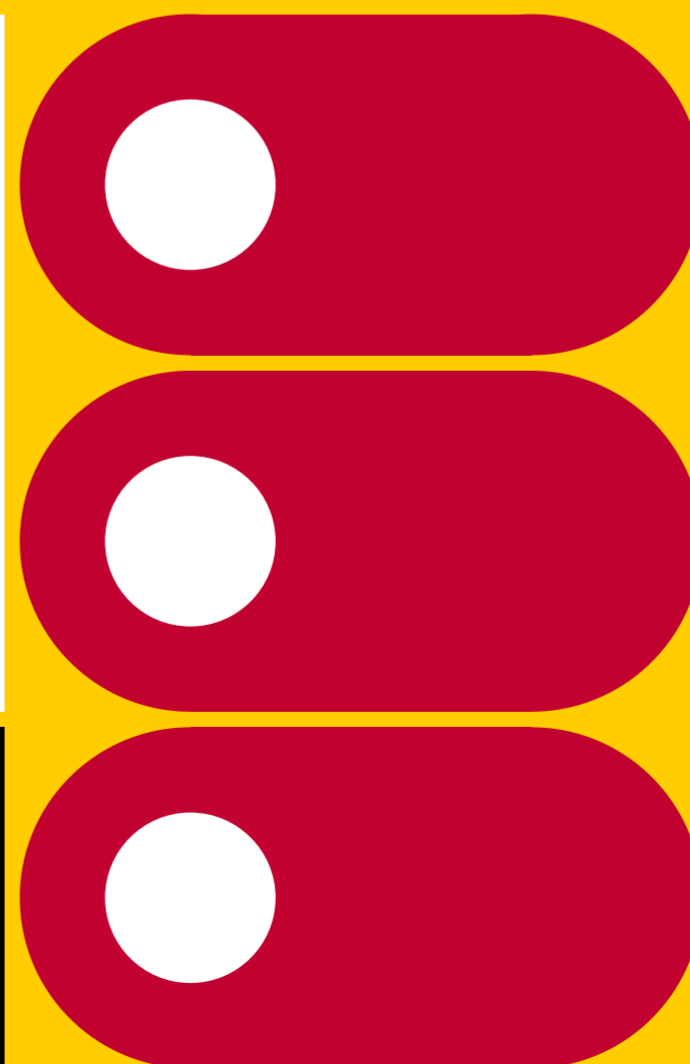


CARBON REPORT SOLUTIONS

Carbon Report solutions for all customer needs

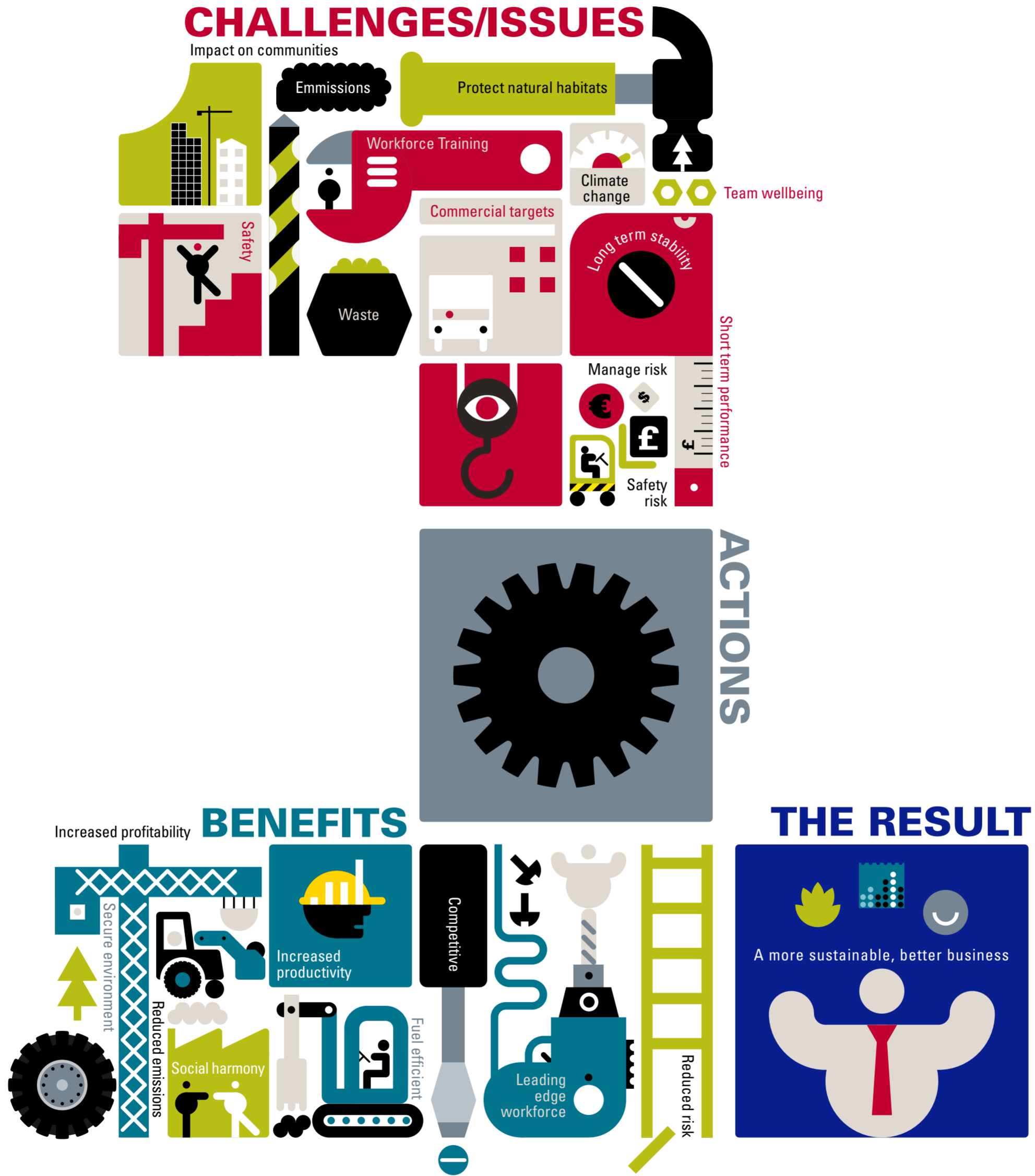
Globally available for all transport and logistics services

Carbon Report solutions
- Track and Trace
- Carbon Estimate Report
- Carbon Dashboard



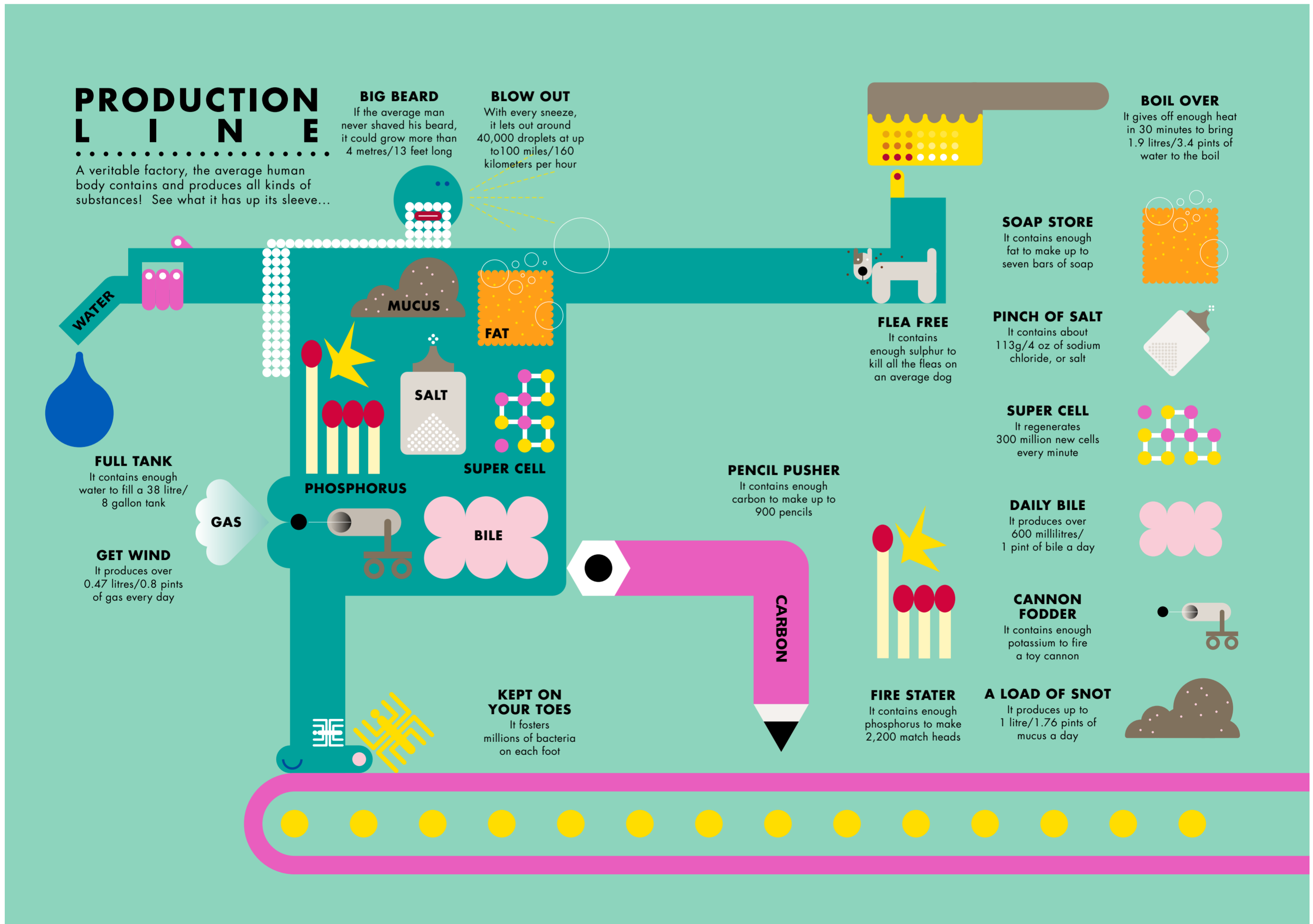
Speedie Oneplan

Letterform depicting
company messages
of the construction
suppliers.



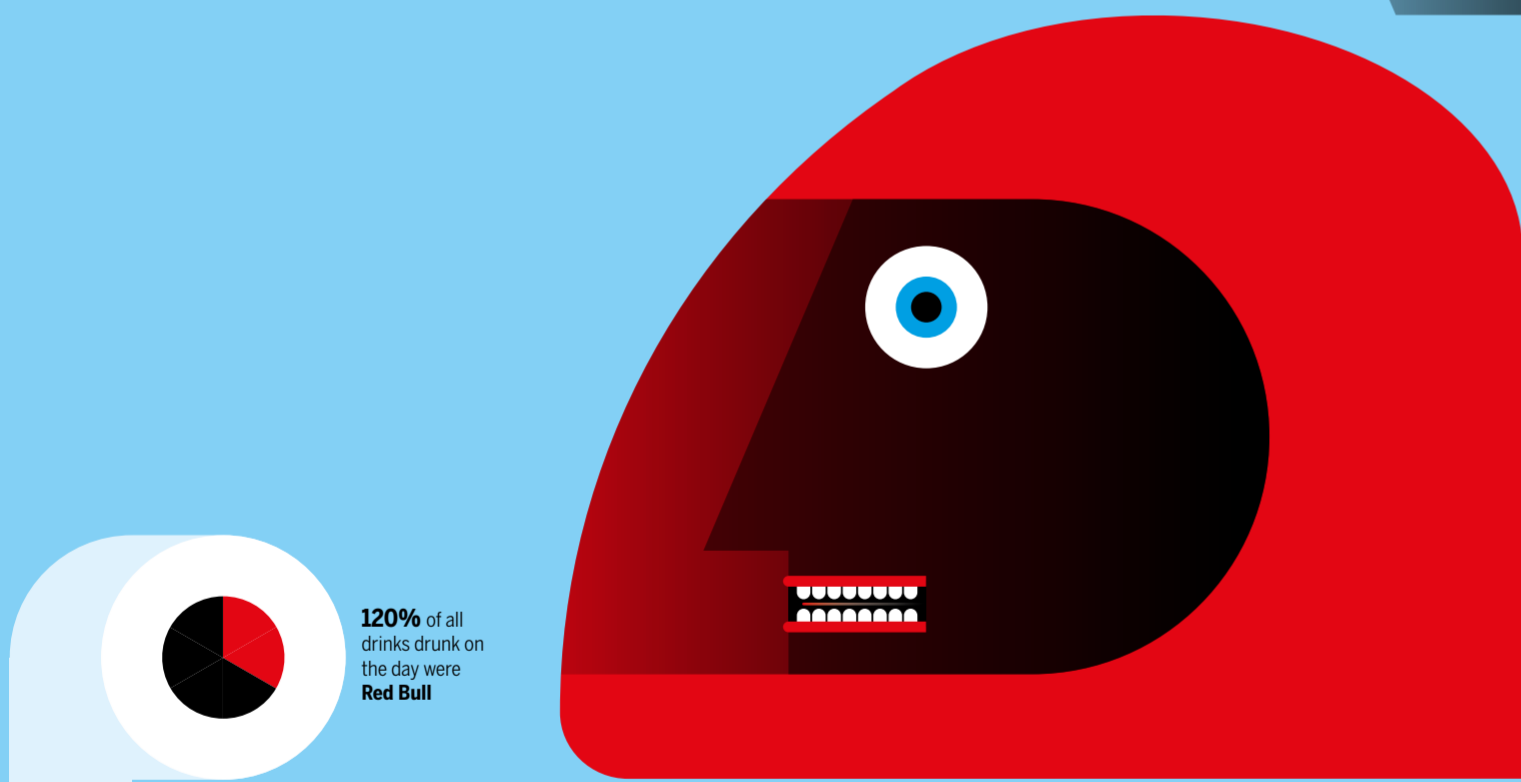
Production line for the Human Body Book

What are humans made of?



Formula 1 diagram for Red Bull

What does hospitality
at a Formula 1 event
look like?



The average waiter/waitress will run **10km** over the weekend.

Its travelling furniture includes...

- 6000 plates
- 2 extra lavatories
- 900 glasses
- 1 table football
- 2 complete bathrooms with shower and lavatory

The chilled Thursday party will get through...

- 50 bottles of vodka

The race crew will turn up for the weekend with...

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

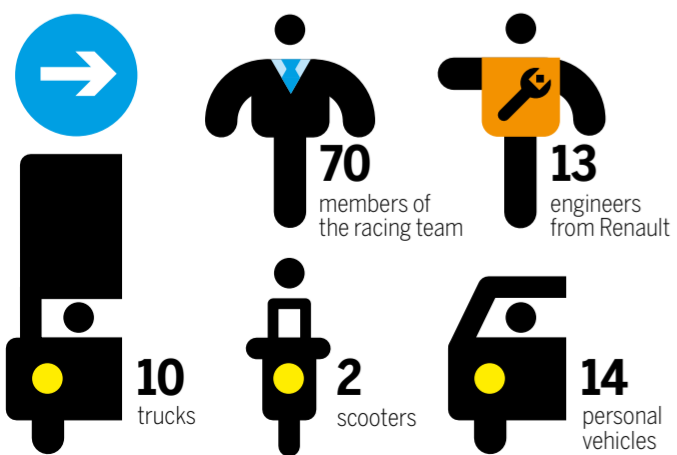
Bridgestone will provide RBR with...

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

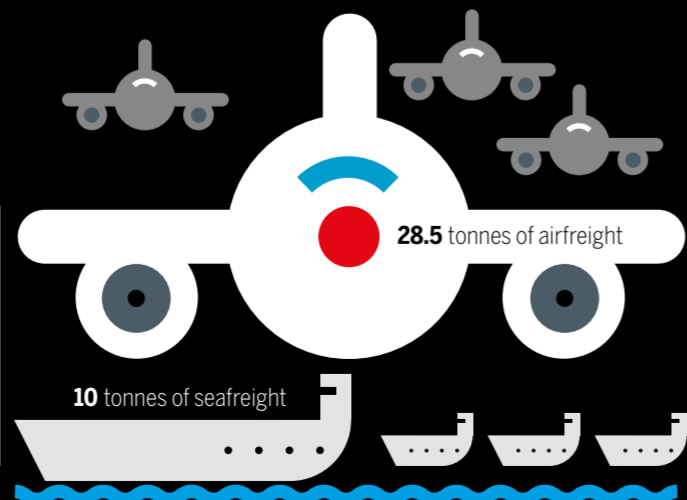
Each car, including driver weighs 600kg

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

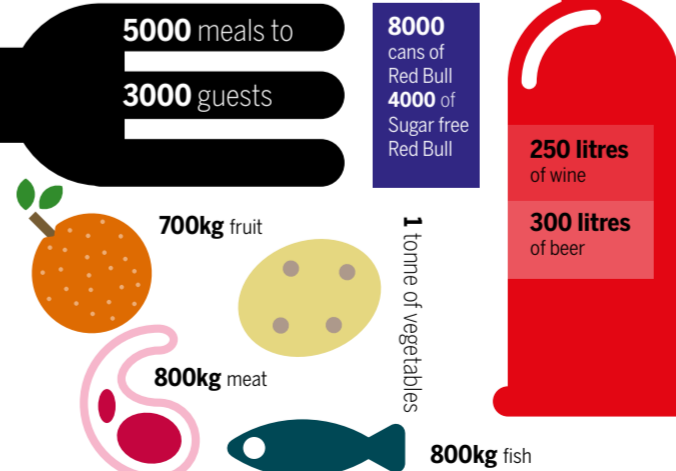
Red Bull Racing go to a grand prix with...



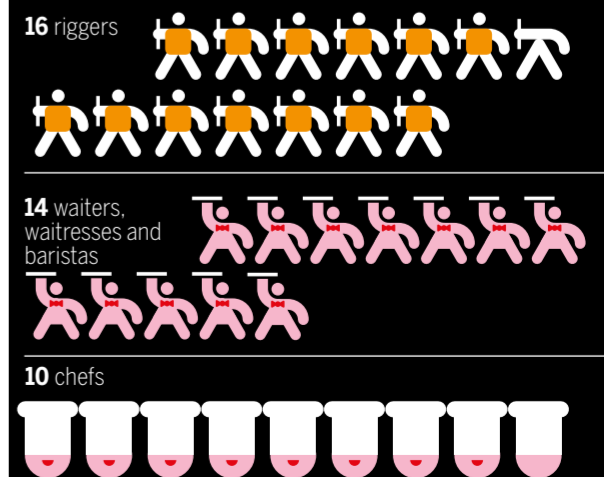
For flyaways, Red Bull Racing have 4 sets of the following...



Over the weekend it will serve...




The Energy Station requires the services of...



BRICS food diagram for Modus

Diagram for Modus magazine showing what part food plays in the four key emerging nations.

 **30%** of the world's poultry

 **30%** of the world's beef

 **40%** of the world's wheat

 **42%** of the world's population

BRAZIL

Population
192 million
 =250m

Agriculture as % of GDP
7%

% of land dedicated to agriculture
31%

Average farmland values
£660 per acre
 =100 acres

Expansion in agriculture
40%

KILLER FACT
Between 2000 and 2006, Brazil lost 150,000 sq km of rainforest an area larger than Greece

BIGGEST HURDLE
Increasing agricultural output while protecting the Amazon rainforest. Cleared land is worth 5 to 10 times more than forested land, but deforestation could be responsible for up to 10% of global CO2 emissions.

BRIGHT IDEA
One of Brazil's largest beef exporters, Bertin, has signed a pact with Greenpeace to refuse purchases of cattle reared in recently deforested parts of the Amazon jungle. As well as using satellite imagery to map ranches and detect where illegal logging is taking place, the company actively trains suppliers to improve their management of the land.

RUSSIA

Population
140 million
 =250m

Agriculture as % of GDP
5%

% of land dedicated to agriculture
46%

Average farmland values
£500 per acre
 =100 acres

Expansion in agriculture
26%

KILLER FACT
Between 1999 and 2009, Russia turned from a grain importer to the third largest exporter after the US and the EU.

BIGGEST HURDLE
Though Russia is the largest country in the world, much of its land area is affected by permafrost and is unusable as farmland. Increasing instances of drought and escalating debts are also hampering farmers.

BRIGHT IDEA
Russian president Dmitry Medvedev has signed a new food security doctrine, which aims to boost domestic production of basic foodstuffs to 80% by 2020. Domestic grain supplies have already achieved their 95% target, while production of meat should increase to 85% - meat from the US currently accounts for the highest value of imports at around US\$630m.

INDIA

Population
1.32 billion
 =250m

Agriculture as % of GDP
20%

% of land dedicated to agriculture
60%

Average farmland values
£660 per acre
 =100 acres

Expansion in agriculture
21%

KILLER FACT
India's population includes 43% of children who are underweight due to malnutrition

BIGGEST HURDLE
India's population is growing faster than its ability to produce rice and wheat. Improving productivity is a key issue, due to poorly maintained irrigation systems and lack of access to markets and modern equipment.

BRIGHT IDEA
Bright idea: more farmers in remote areas now have access to modern equipment, thanks to a business venture that brings agricultural supermarkets into the countryside. The Hariyali Kisaan Bazaar sell quality fertilisers, seeds and tools, as well as financial products such as crop insurance. The chain aims to add another 300 stores around rural India to its existing 300 by 2012.

CHINA

Population
1.3 billion
 =250m

Agriculture as % of GDP
12%

% of land dedicated to agriculture
15%

Average farmland values
£660 per acre
 =100 acres

Expansion in agriculture
26%

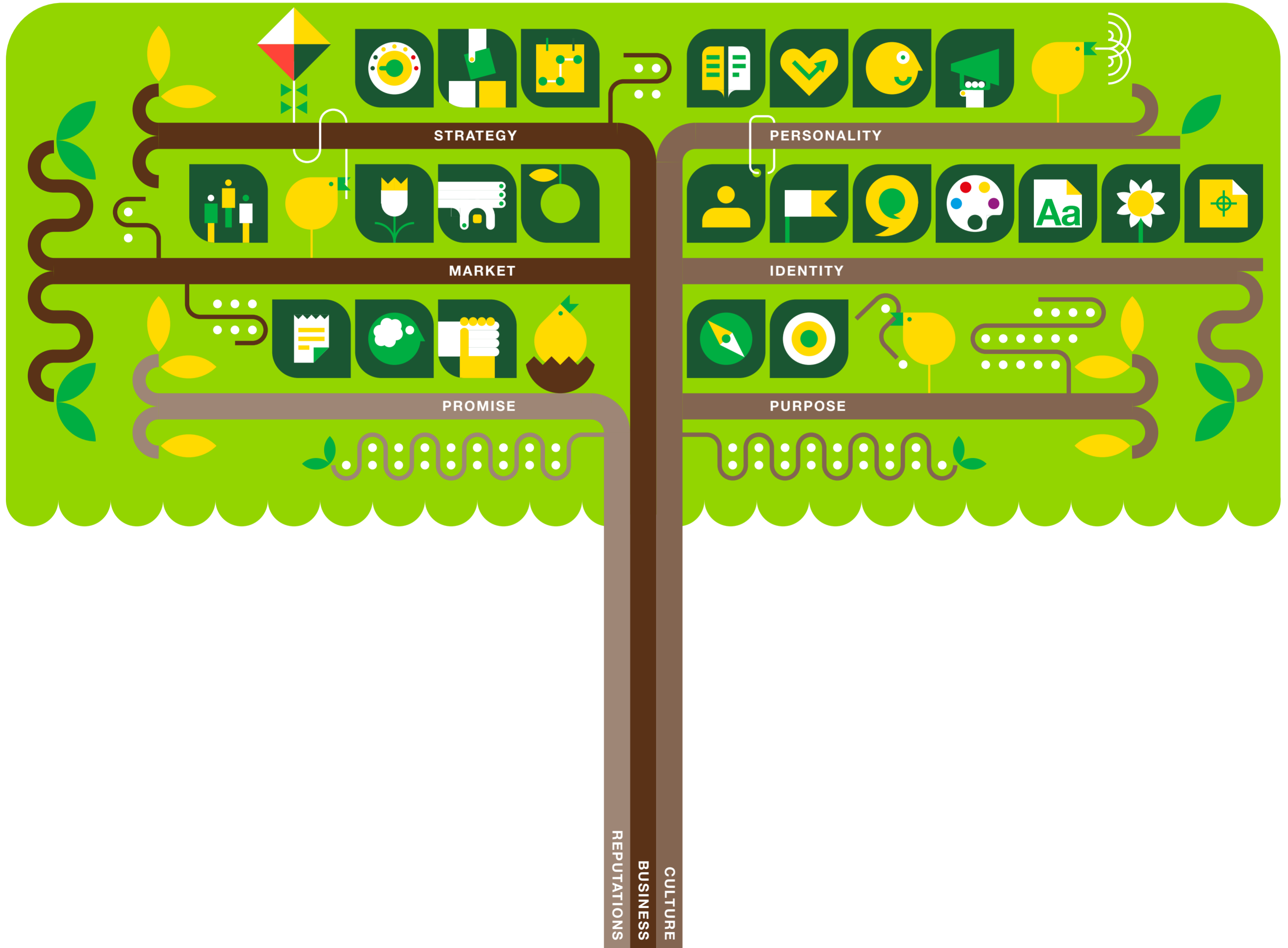
KILLER FACT
China has 22% of the world's population, but only 7% of its arable land

BIGGEST HURDLE
The country's limited space for farming is hampering expansion. Land in the west and north is generally colder and drier than traditional farmlands to the east, leading to a greater reliance on imports and on farm

BRIGHT IDEA
To limit the damage caused to crops by flooding, scientists at the International Rice Research Institute are attempting to develop a 'waterproof' variety that can withstand being submerged for two weeks. The government is also attempting to change people's habits to eating more potatoes, which need less water to grow than rice or wheat, and yield more calories per acre.

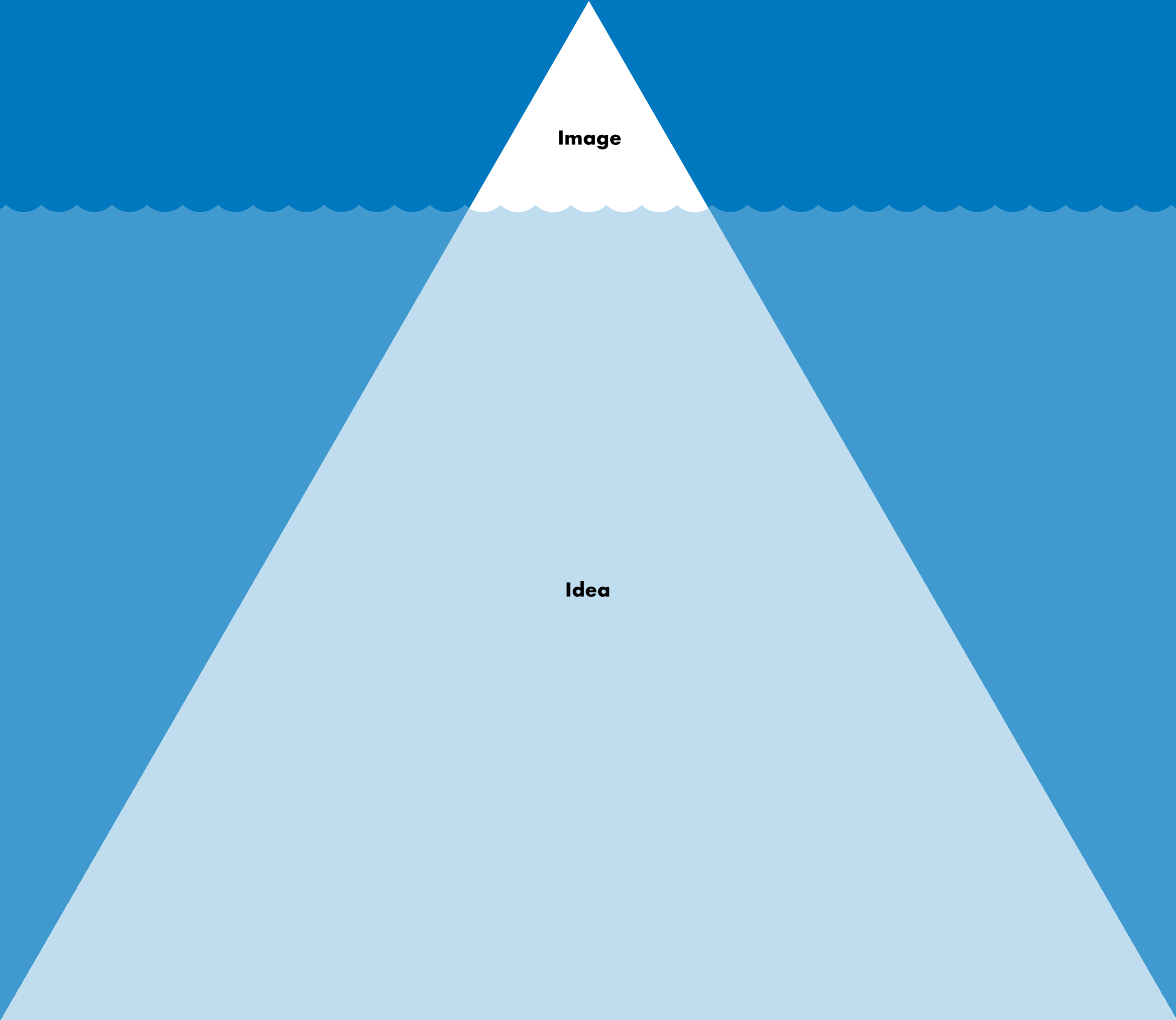
Brand-building works Tree

Key image for the online magazine.

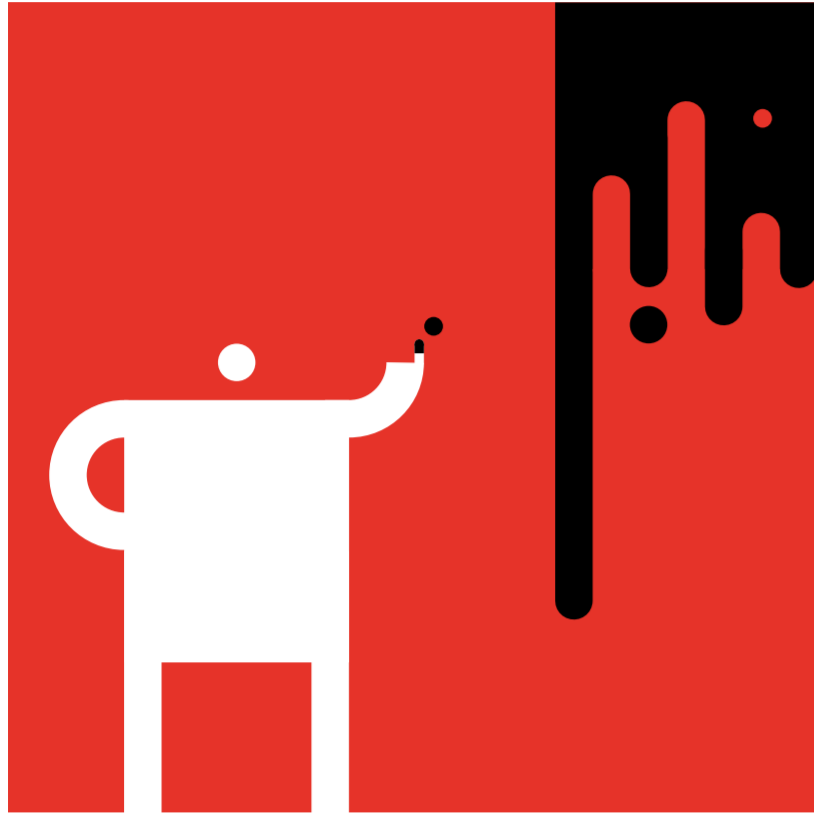


Image

Idea

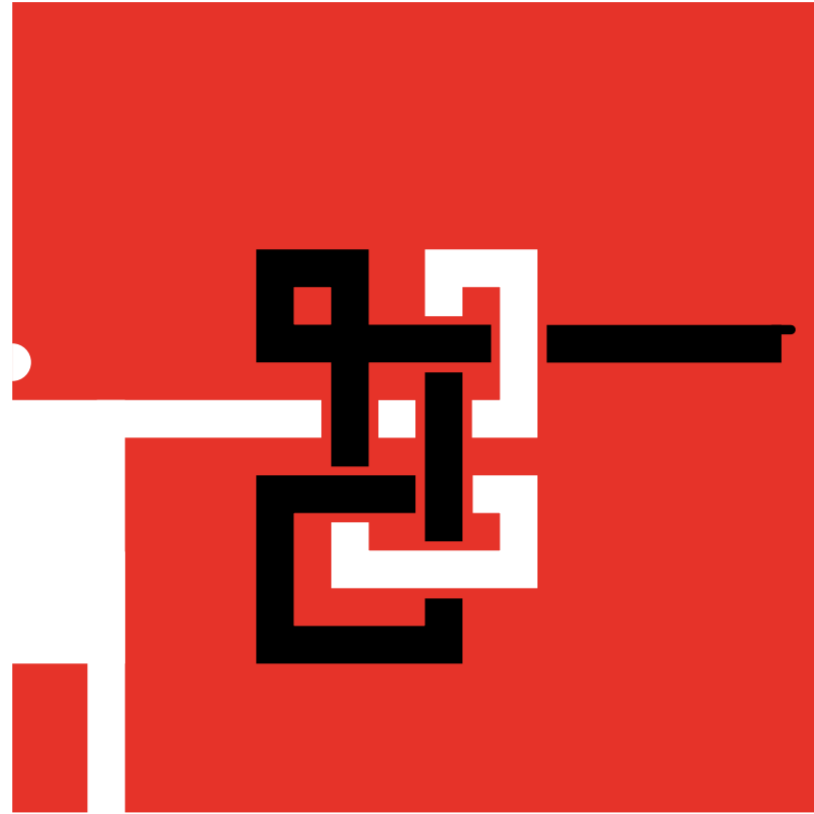


About Peter Grundy



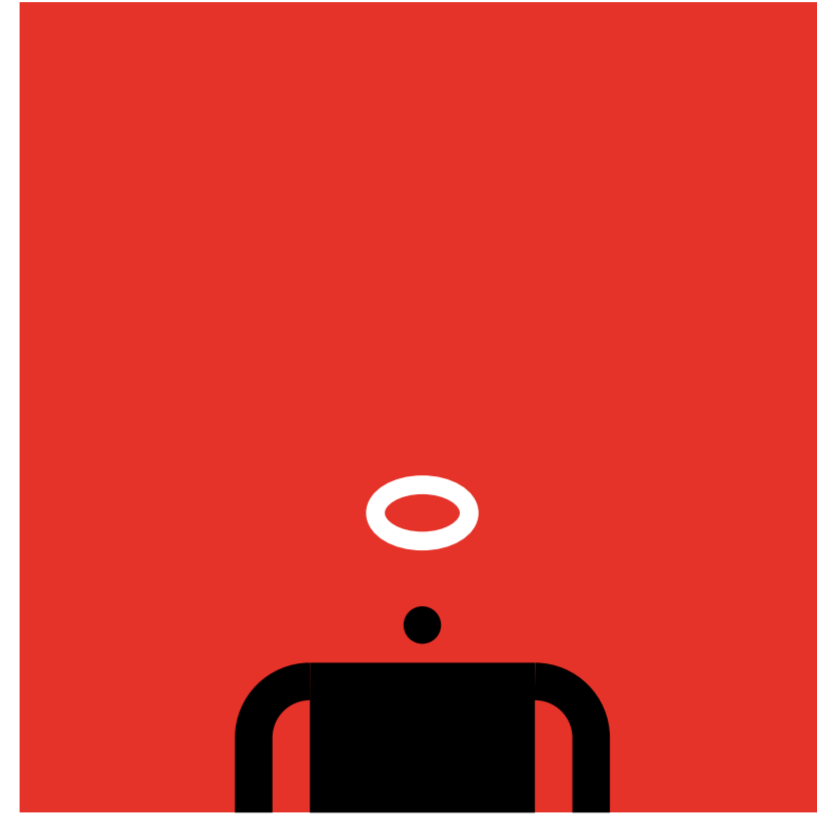
'Before data-visualization caught fire and infographic mania descended, there was Peter Grundy. Quietly, solidly, playfully painting his own corner of the information design world.'

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

Contact Peter Grundy

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07525 864428

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dribbble.com/grundini

[facebook.com/grundini](https://www.facebook.com/grundini)

