

# “Atque” Design and Communication System

An integrated system of tools  
by “scientia Atque usus” Research Center for Generative Communication

# Ambiente Integrato **A**tque

## What is “Atque” Design and Communication System?

“Atque” Design and Communication System (from now on: Atque) is a **suite of tools**, closely connected and interactive, **accessible online** with **different access privileges**, that are intended to carry out **research, design, development, documentation, monitoring, communication and training activities**.

Atque comes from a specific idea of digital culture centered on **human touch**: it promotes creativity and ensures humane and non-alienating ways of working.

# Ambiente Integrato **A**tque

## Officine Ambiente Integrato/Atque

**For daily activities**

To carry out, design, develop, manage and monitor project activities

## Library Ambiente Integrato/Atque

**For data collection**

To collect, organize and make available knowledge that feeds all Projects

## Matrix Ambiente Integrato/Atque

**For contact management and community building**

To organize contacts and enforce targeted communication and community engagement strategies

## Academy Ambiente Integrato/Atque

**For on-the-job training courses**

To propose and realize object-oriented activities in response to specific needs that emerge from each Projects



## **It allows each partner to**

- involve stakeholders and collaborators, starting from the beginning of the design process;
- access information and documents related to Projects;
- check and monitor the general Projects timetable;
- distribute Projects actions among all the subjects involved;
- monitor Projects activities and results;
- build and strengthen the cooperation among different subjects;
- consult resources from sAu Library, making them available to all stakeholders and collaborators;
- take advantage of specific training contents from sAu Academy.

# Library

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## **It allows each partner to**

- organize all resources and knowledge generated by Projects;
- document the design activities shared between stakeholders and collaborators;
- manage the contents that emerge from Projects in terms of maximum publicity or total confidentiality;
- organize collected data to ensure their reuse in different contexts.

# Matrix

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## **It allows each partner to**

- create and manage integrated Projects communities;
- update personal data of each subject involved, highlighting relationships with the Projects knowledge of sAu Library;
- collect and organize relationships and contacts;
- develop targeted communication and community building strategies.

# Academy Ambiente Integrato / **Atque**

## **It allows each partner to**

- attend training activities that help partners transform the shared values of the Projects into effective achievements;
- train on designing, implementing and managing complex Projects;
- acquire specific skills on “Atque” Design and Communication System and, in general, on Generative Communication technique;
- Train on concrete use of contents that emerge from Projects in response to communication needs.



**"scientia Atque usus" Research Center for Generative Communication**  
via Maurizio Bufalini n.2a, 50121 Florence (Italy)

**Contact us**

tel: +39 055 5384710

mail: [direzione@sau-centroricerche.org](mailto:direzione@sau-centroricerche.org)

www: [www.sau-centroricerche.org](http://www.sau-centroricerche.org)