

# “Atque” Design and Communication System

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

# 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/**A**tque

**For daily activities**

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

## Library Ambiente Integrato/**A**tque

**For the knowledge of Projects**

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

## Matrix Ambiente Integrato/**A**tque

**For contact management and community building**

To organize contacts and enforce targeted communication and community strategies

## Academy Ambiente Integrato/**A**tque

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

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

## **to ensure Project partners the opportunity of**

- Involving stakeholders and collaborators, starting from the beginning of the design process;
- Accessing information and documents related to Projects;
- Checking the general Projects timetable;
- Distributing Projects actions among all the subjects involved;
- Monitoring Projects activities;
- Building and strengthening cooperation between different subjects;
- Consulting resources from sAu Library, making them available to all stakeholders and collaborators;
- Taking advantage of specific training contents from sAu Academy.

# Library

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**to ensure Project partners the opportunity of**

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

# Matrix

Ambiente Integrato / Atque

**to ensure Project partners the opportunity of**

- Creating and managing integrated Projects communities;
- Updating personal data of each stakeholder, highlighting relationships with the Projects knowledge of sAu Library;
- Collecting and organizing relationships and contacts;
- Developing targeted communication and community building strategies.

# Academy Ambiente Integrato / **Atque**

## **to ensure Project partners the opportunity of**

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



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