

Ekistica





Ekistica.

Our name references the science of human settlement and the relationship between people, place and technology.

Our Brand.

When the Overland Telegraph Line from Adelaide to Darwin was completed in 1872, it connected Australia with the rest of the world.

It was a triumph of engineering innovation that sat firmly in the intersection between people, place and technology.

People

The purpose of the line was to serve a basic human need for communication.

Place

The line traversed some of the harshest terrain in the world, anchoring its significance firmly in its environment – particularly Central Australia.

Technology

The innovations of long distance telegraphy and Morse code presaged the digital age, reducing vital communication to binary data.

The curved graphic in our logo is constructed in Morse code and translates as Ekistica. It reflects our search for new innovative solutions to today's challenges of remote and regional infrastructure development.

Our vision is of a world where location is no longer a barrier to good technical outcomes: where the appropriation of technology enables people, communities and businesses to reach their full potential.

Our Belief System

The presence of complexity should never be a justification for not achieving good technical outcomes;

Context is everything: it defines the relationship of technical solutions to people and place. An awareness and understanding of context allows us to find a pathway through complexity;

Continuous Engagement is how we understand the story of every stakeholder and project. It is through these stories, and the translation of these stories for our various stakeholders; that we are able to understand and define context;

While our beliefs are informed by our location, we are not constrained by it.



Deep Understanding

Every brief that we receive contains a deeper purpose.

We ask questions to understand that purpose, and we listen closely to hear its quieter voice.

By understanding deeply, we are able to deliver the best solution.

Embracing Complexity

To get to the right solution requires us to embrace complexity.

We take the time to accept complexity, to understand it deeply, and then to use it to design the most meaningful solution.

And in embracing complexity, we are able to distil the simplicity that lies at its core.





Acceptance

We understand that there are some things that are beyond our ability to change. Many things, in fact.

We don't rail against them, or even assume them away in our designs. We accept constraints and work with them.

This is how we honour the immutability of place in our work.

Elegance.

We believe that to create meaningful engineering solutions that work, we need “soft skills” to sit alongside technical prowess.

Engineering in its truest form contains so much self-awareness and empathy.

It contains artistry.





Meaningful Outcomes

We are ultimately an organisation that wants to see things happen.

We want to create change, especially in places where we are told that the status quo is the best that can be expected.

There's no point in talking for the sake of talking - there needs to be a meaningful outcome.

Why We Exist.

We are wholly owned by the Centre for Appropriate Technology (C.A.T Ltd), an Indigenous controlled not-for-profit corporation that has been working creatively at the interface of technology and economy in Aboriginal and Torres Strait Islander communities for more than 35 years.

We exist to **export knowledge** from remote areas to other contexts and locations, to **constructively impact** the world around us; to expand the **capability and capacity** of C.A.T Ltd to pursue its work and purpose; and to provide them with sustainable **financial return**.

The dots and dashes in our logo reference the dot painting imagery of C.A.T Ltd's logo.

“ The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.

— Marcel Proust

Ekistica

A graphic element consisting of a series of small orange dots forming a semi-circular arc that underlines the word 'Ekistica'.

Translate. Create. Deliver.

www.ekistica.com.au
