

atajo
Projects 2013 – 2020

contacto@atajo.es
www.atajo.es

atajo

About us

Atajo is a non-profit cooperative that creates, communicates and designs initiatives for social change. We offer comprehensive solutions ranging from the root of the message to the method or strategy to communicate it. Although we established ourselves as a coop in 2019 our team dates back to 2013, when we began to collaborate through different social movements.

At present we are a two-people work team. Lena Prado, philologist by training and Julio Gómez, graphic designer. After several years of projects and collaborations we decided to found the Atajo Comunicación coop aiming to build an structure that would allow us to continue supporting and generating initiatives for social change on a full-time basis.

Since our formation as a creative tandem, we share the need of communicating transforming messages to the social majority. As activists we are aware of some political contents being to technical for the general public, what makes a certain knowledge of popular culture indispensable to transmit them without losing connection with the population. One of our main concerns is to pop the communication bubble that grows between essential initiatives for civil society and the people that are a part of it, contributing to this our respective training and both life and work experiences.

What we do

Consultancy

Analysis, conceptualization, communication strategy.

Contents

Creation, editing, correction, feminist and intersectional approach.

Creative development

Naming, tone and voice, visual identity, art direction.

Design

Web, editorial, layout, packaging, data visualization.

Campaigns

Social media pieces, posters, brochures, video.

Work experience

2013-2014	“Observatorio Ciudadano Municipal (OCM)” Plataforma Auditoria Ciudadana de la Deuda	Graphic Identity, Web design, Social media pieces 📍 1, 2
2014	Campaign “Troika Party” Plataforma Auditoria Ciudadana de la Deuda y otros	Graphic Identity, Script, Social media pieces 📍 1, 2, 3, 4
2016	Conference “Seguridad, activismo y derechos humanos” Novact, Defender a Quien Defiende	Graphic Design, Social media pieces 📍 1
2016-2020	“Malla” Novact, Defender a Quien Defiende	Concept, Graphic Identity, Web design, Social media pieces, Layout 📍 1, 2, 3, 4
As Atajo		
2017	“Shock Monitor” Novact	Concept, Graphic Identity, Web Design, Social media pieces 📍 1, 2, 3
	Video “Posa la teva xinxeta a Pam a Pam” SETEM Catalunya	Script, Animation 📍 1
	Campaign “Stop Corporate Impunity” TNI, ODHE- Observatori Drets Humans i Empreses, SUDS, NOVACT, 99.3 Responsable	Graphic Design, Social Media pieces 📍 1, 2, 3, 4, 5
2017-2018	Campaign “Tancarem el CIE” Tanquem els CIE	Graphic identity, Social media pieces 📍 1, 2, 3, 4, 5
	“Fira de Sobirania Alimentària i Economia Solidària d’Horta Guinardó” Apassos Associació	Graphic identity, Social media pieces 📍 1, 2, 3
2018	Campaign “No Afluixis la Llengua” Dones Juristes	Graphic identity, Social media pieces 📍 1, 2, 3, 4, 5, 6
	Video “En qué piensas cuando piensas en Gas Natural” ODG - Observatori del deute en la globalització	Script, Graphic Design, Animation 📍 1
	Conference “Herramientas para la acción y la defensa de los derechos humanos” Defender a Quien Defiende	Graphic Design, Social media pieces 📍 1, 2, 3
	Web page “Apassos Associació” Apassos Associació	Web Design 📍 1
	“Dopamina” Dopamina – Neurociencias, arte y comunidad	Graphic identity, Web Design, Programing 📍 1
	Campaign “EU & Corporate Impunity Nexus” TNI	Graphic Design, Social media pieces 📍 1, 2
	Leaflet “Protesters Handbook” 15M comisión Legal Sol, Defender a Quien Defiende	Graphic Design, Layout 📍 1, 2, 3
	Video “Los tentáculos del pulpo” ODHE- Observatori Drets Humans i Empreses	Editing 📍 1, 2, 3

Work experience

2019	Campaign “Living In Barcelona” ODG - Observatori del deute en la globalització, Observatori DESC	Concept, Graphic Identity, Social media pieces 🔗 1, 2, 3, 4, 5, 6
	Report “The risks of Public-Private Partnerships: the case of Renace in Guatemala” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1, 2, 3
	Web Page “Israeli Apartheid Week” BDS	Web Design 🔗 1
	Video “Gas transparent” ODG - Observatori del deute en la globalització	Script, Graphic Design, Animation 🔗 1, 2
	Reports “Public-Private Partnerships (PPPs) as tools for privatisation” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1, 2, 3, 4
	Report “Your tourism or our lives. Work and precariousness in the neoliberal city” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1, 2
	Report “Tourism: the false fix. – concentration of profits and social debt” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1, 2
	Report “(Not) everything is a commodity. The finance takeover of the tourism sector” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1, 2
Campaign “#Right2Protest” Novact, Irdia	Graphic Design, Social media pieces 🔗 1, 2, 3	
2020	“Muzungu” Muzungu Producciones	Identity Restyling, Web Design, Programming 🔗 1
	Leaflet “Buroresistiendo Handbook” 15M comisión Legal Sol, Defender a Quien Defiende	Graphic Design, Layout 🔗 1, 2
	FAQ “Estado de alarma, protesta y espacio público” Defender a Quien Defiende	Graphic Design, Layout 🔗 1, 2
	Report “Extractivism and financialization” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1, 2
	Report “Malla 2019” Defender a Quien Defiende	Graphic Design, Layout 🔗 1, 2
	Book “Green Deals in a time of pandemics” ODG - Observatori del deute en la globalització	Graphic Design, Layout 🔗 1
	“Novact” Novact	Graphic Identity, Web Design, Social media pieces 🔄 WORK IN PROGRESS
	“ODHE” ODHE- Observatori Drets Humans i Empreses	Identity Restyling, Web Design, Programming 🔄 WORK IN PROGRESS



For further information, write us to:
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