

**New technologies
for participatory
planning. Between
parametric design
and brand urbanism.**

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REAL CORP 2021



Introduction

Brand urbanism

Conceptual model



POLITECNICO
MILANO 1863

Scuola universitaria professionale
della Svizzera italiana

SUPSI

REAL CORP 2021

new tool
participatory model
model participatory
model planning conceptual
conceptual **model** new
model tool participatory
participatory new model
conceptual

Conceptual model

New tool for participatory planning

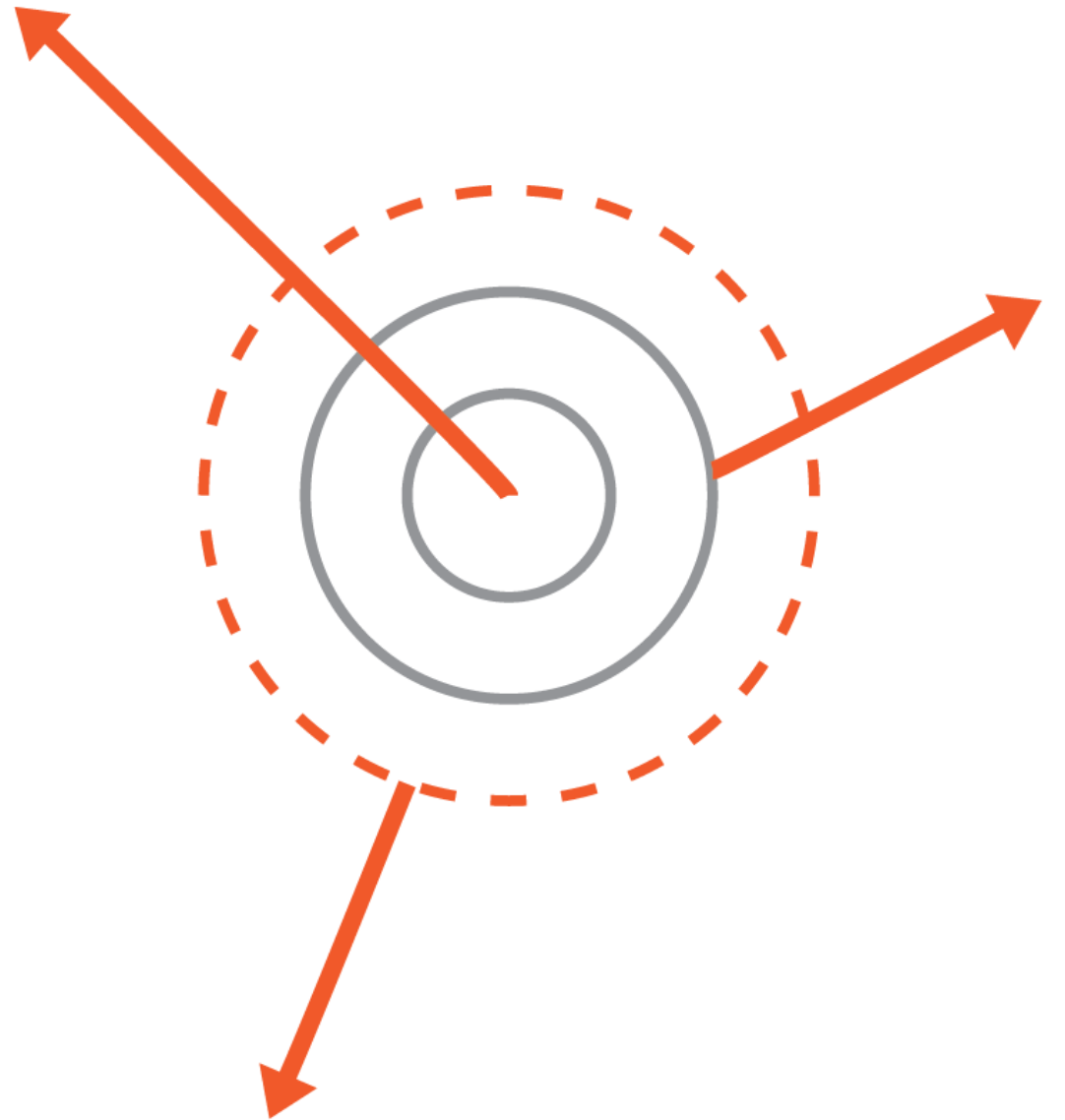
A flat-lay composition on a vibrant orange background. In the center, a black smartphone is oriented vertically. To the left, a portion of a white notebook with a grid pattern is visible. Below the notebook, a yellow pen lies horizontally. In the bottom right corner, there are several green, rounded leaves of a plant. A white rectangular box is superimposed over the center of the image, containing the word "Content" in a large, bold, dark grey sans-serif font.

Content

Long term
Global challenge
Top-down



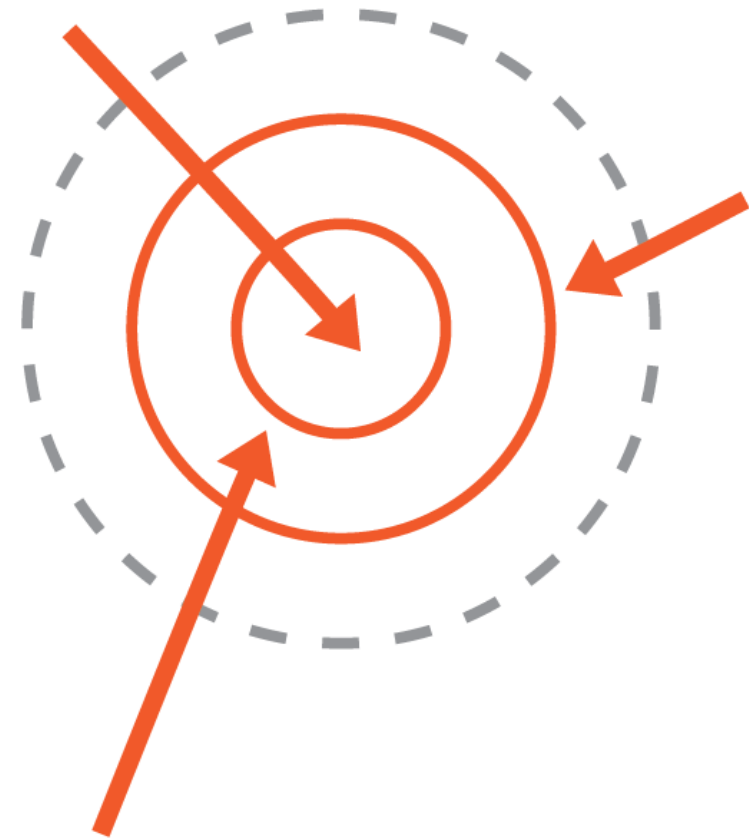
Strategy



Participation
Intervention
Bottom-up

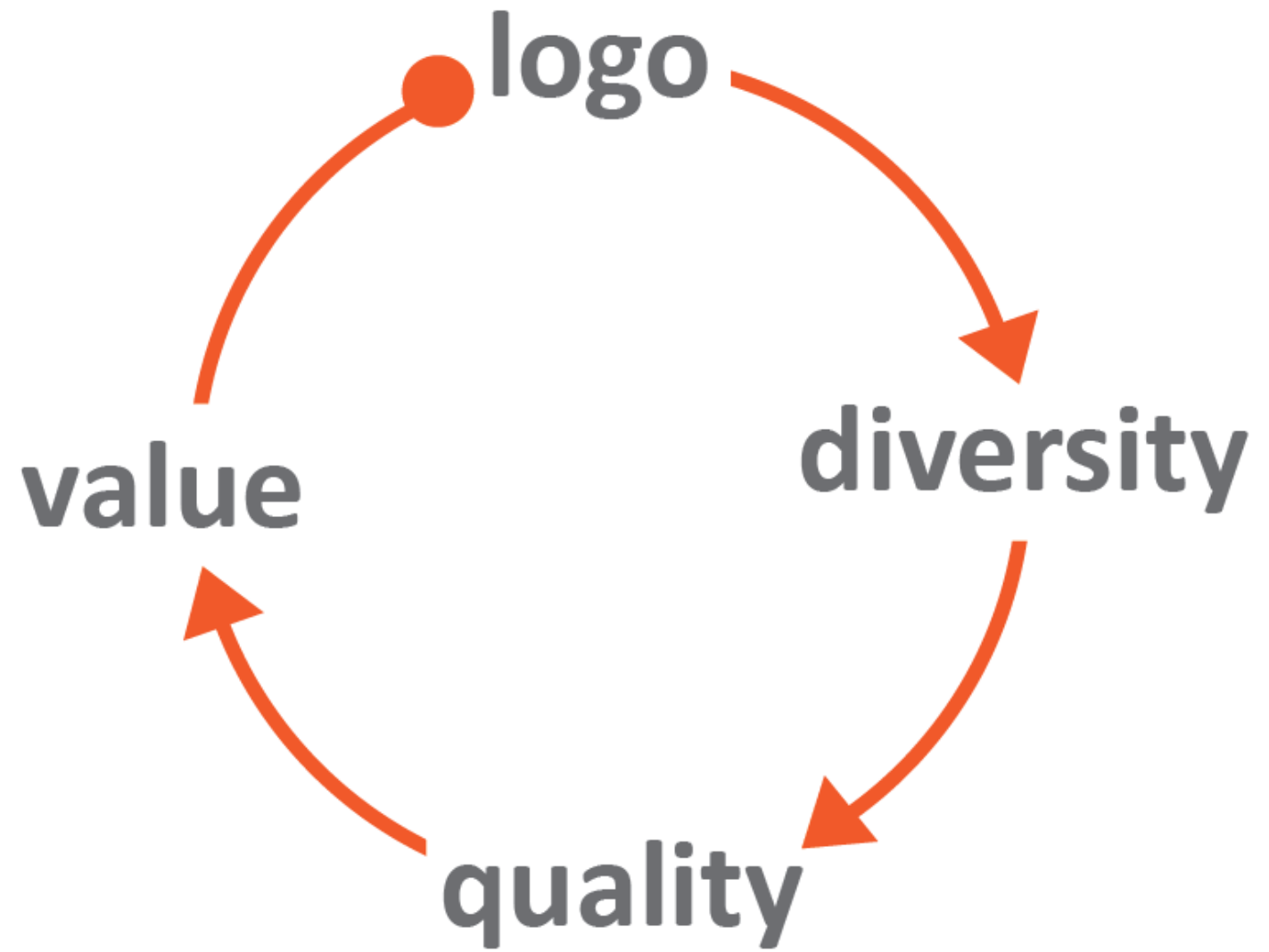


Tactical urbanism

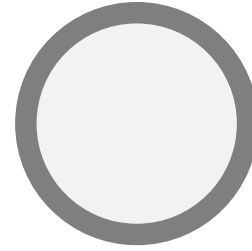




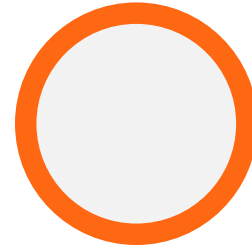
Source: Unsplash



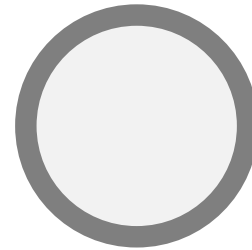
CITIES



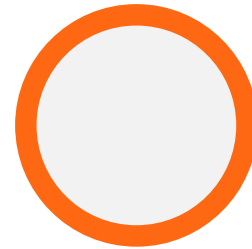
NO, projects that do **not add value**



YES, interventions according with **image** and **values** of the city



NO, use the **traditional tools**



YES, involvement of **new actors**
since the first stage



Which is the tool?



BRAND URBANISM

Brand urbanism is collaboration between a city and a brand in which the brand (partly) launches or funds a project in exchange for visibility. Brands finance brand urbanism projects from their marketing budget, often substituting them for other forms of advertising.

Source: Pop-up City agency

BRAND URBANISM

VISIBLE VALUE

LARGE BUDGETS

GOODWILL

RIGHT MOMENT

INITIATIVE

SUSTAINABLE
PROJECTS

INTENSIVE
COOPERATION

BOTTOM-UP
STRATEGY

SHARED CORE
VALUE

CONSUMERS

BRAND URBANISM



What are some examples of **successful
use of this strategy?**



CITY

Nike area sport
in Milan

Source: BRAND URBANISM: DA CRITICITÀ A OPPORTUNITÀ, MAS Thesis - L.Cabianca

★☆☆☆☆
**STEVENAGE
CHALLENGE**



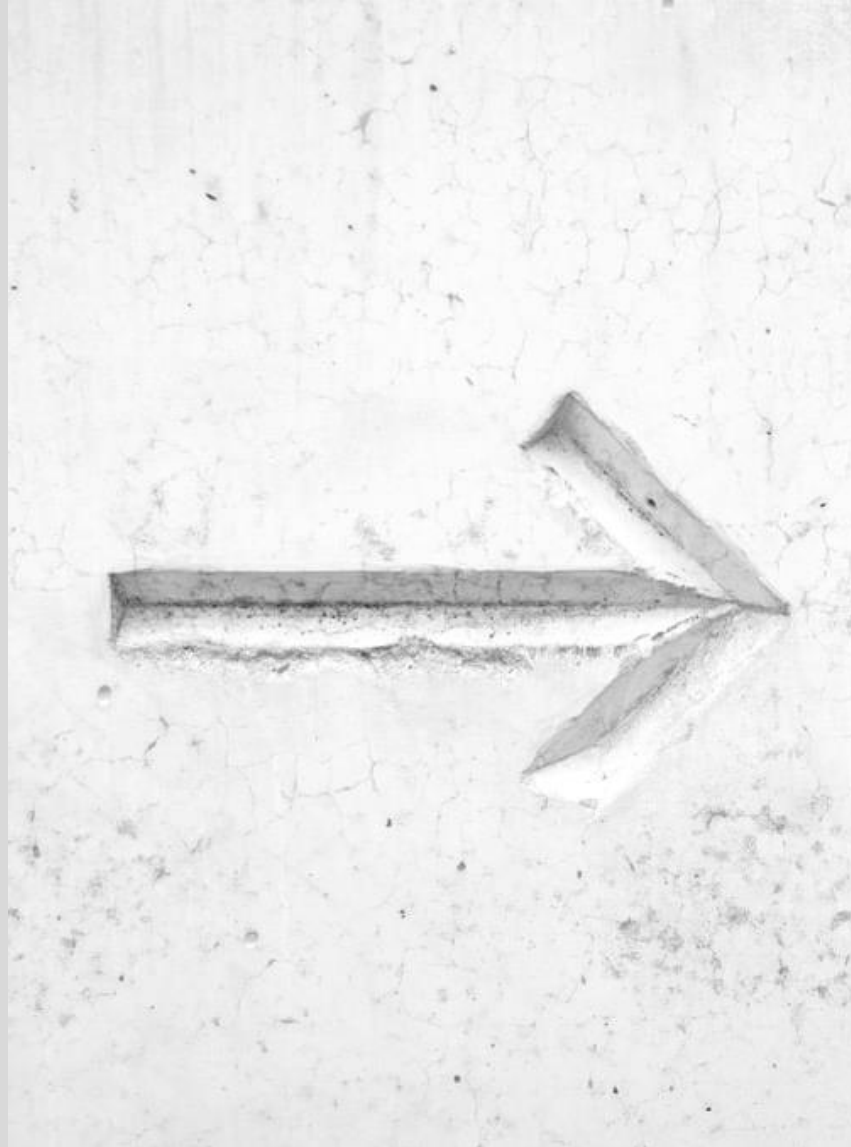
GAMING

#Stevenage

Challenge

Source: <https://www.stevenagefc.com/>

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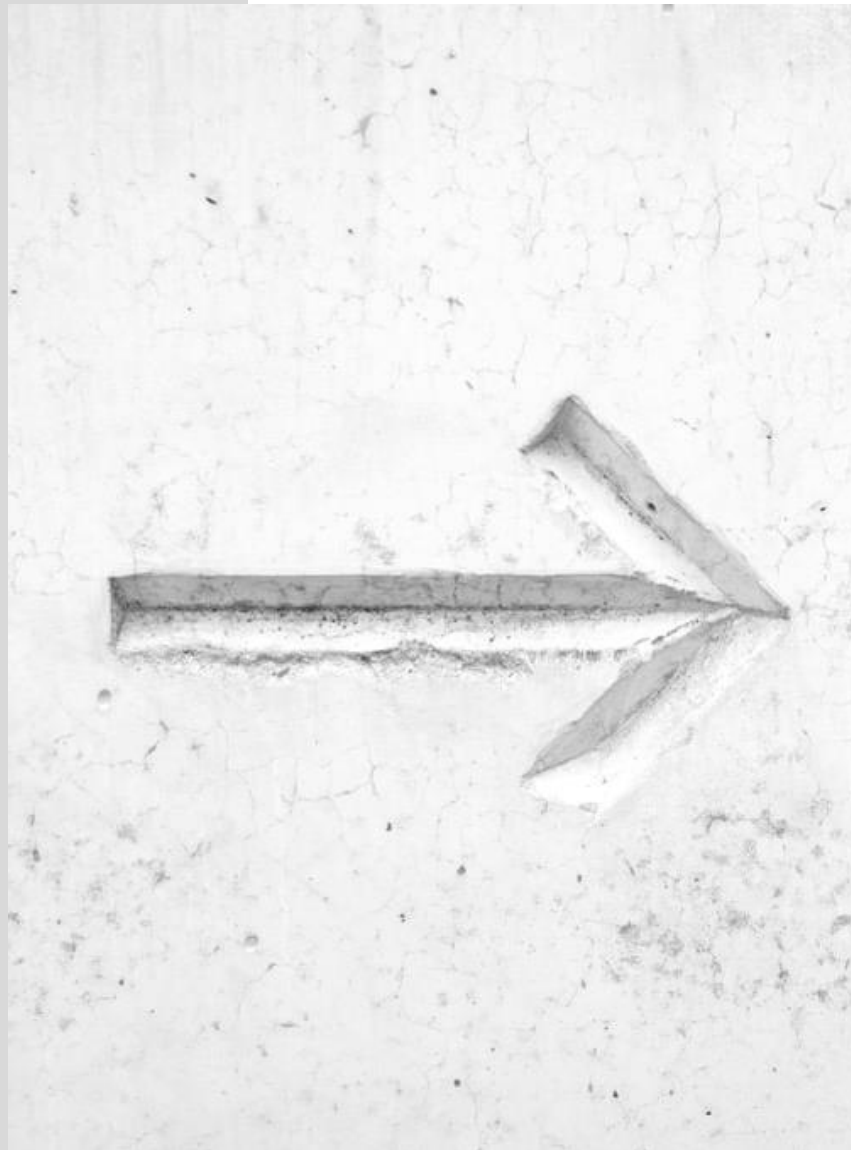


PARAMETRIC
DESIGN

COMMUNICATIONS
FORMS

BRAND URBANISM

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Broad vision of the transformations at local and territorial level

Analyze alternative projects and their effects in the area

Understand problems and make shared decisions

Creating territorial processes in the immediate and medium to long term

Increasing the level of engagement of the stakeholders



Source: A.Rollandi, The first test



FIRST TEST

AREA: cross border region between Switzerland and Italy

RULES:
students divided into five groups
each group play a different role.

FEATURES:
multilevel and interdisciplinary approaches
different methods of representation
communication plan



Source: A.Rollandi, The first results of test



FIRST RESULTS

The use of parametric design has changed the ongoing discussion.

The groups highlighted the need to involve the brands present in the area to realize the projects.

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Conceptual model

The ongoing doctoral research intends to develop a new planning tool to stimulate **participation**. The conceptual model allows obtaining a **bottom-up process** that combines elements from different disciplines and works at different scales. With this tool, local administrations can evaluate the **projects' effects** in advance and start a discussion with citizens.

Thank you

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