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What plan for what town planning?

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**San Donato.**  
**Four images of change***Paolo Bozzuto,*  
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The construction of scenarios and definition of the vision of 'San Donato 2020' was based on an interpretation of the city's present reality. This involved constructing four images of change, in other words multidimensional descriptions of the present interpreted according to the logic of planning and design, which aim to selectively highlight the themes that are most significant in terms of potential repercussions on the city's development. These are environmental quality (San Donato green city), corporate excellence and visibility (San Donato business city), infrastructures and the physical barriers surrounding the city (San Donato walled city), and the residential aspect, quality of urban space and daily routine (San Donato residential city). The images are neither alternative nor exclusive: their uniqueness was intended also to allow indirect interpretations of themes and issues.

The four images helped to launch the public debate on the city's future, at the focus groups organised in november 2004. As part of the participation process, they helped to make the ordinary knowledge of local players into something that could be used. This change from seeing to looking is normally something residents only do if stimulated by input which 'forces' them to challenge their established certainties, opinions and standpoints, and to look at their context with new eyes.

As is always the case in planning processes involving the construction of interpreted images, scenarios and visions, the iconographic structure and media used were of primary

importance. The interaction with local players participating in the focus groups and publication and sharing of the four images of change were backed by multimedia presentations and a website (<http://web.tiscali.it/scenarisandonato>).

The website played an important role, because it was designed and created as a truly interactive communication tool. Materials were published on this space prior to each meeting, as were the graphics and text used and provided, and the results of the public debates after the meetings took place. This allowed participants to think about the issues discussed after the meeting. The site also provided a message board that local players used to post comments and proposals relating to the topics discussed. The message board made it possible to extend the meeting 'time' and that taken to build the scenarios, without being restricted to specific time-scales, which gave the whole process a continuous, permanent context for the duration of the activities.