



Changing the library: From "book temple libraries" to meeting places with media, learning and cultural activities - Danish strategies, challenges and developments 2008.

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Introduction

Pernille Schaltz

Head of Copenhagen Central Library since December 2007

Head of development and IT i Aalborg 2005-2007

- Copenhagen - capital of Denmark
- 500,000+ inhabitants
- Greater Copenhagen Area – 2,500,000/3,000,000 inhabitants (Denmark / Sweden).



Copenhagen Public Libraries

- 2007 approx. 3.8 million visitors, approx. 8 million loans
- Central library, 19 branch libraries
- www.bibliotek.kk.dk – more than 3 million visitors per year





The Central Library

Visitors per year: 800,000

Staff: 100, budget: 55 million Danish DKK

Library services in City Hall, hospitals, high schools and prisons.





My presentation

- Libraries in Denmark 2008 - situation report
- The Danish strategy; From information to knowledge.
- Jens Thorhauge's future-scenario
- Current developments in the libraries/the library controversy winter 2007/2008
- The new librarianship



Libraries in Denmark– situation report

- The library are still the most popular cultural institution in Denmark
- But: Loans of books are falling, demand of and loans of new media are going up
- People are using the library for other things than borrowing books
- The libraries are making digital library services, net-libraries etc., but the services are not used enough. The public dont know them – they think the library is all about books.



Situation report...

- People use other media than books, knowledge is now democratised - libraries no longer have monopoly on knowledge.
- But libraries are still essential knowledge and cultural institutions in a democratic society
- And we can, and should be able to, provide the same as always – promote education, knowledge and cultural activities. In the old days we did that through the books – today we do that through all available media.



Danish library strategy

”From information to knowledge”

- Always user perspective – not collections
- Always be where people are – in the physical and digital world
- Offer access to information, knowledge, lifelong learning in the knowledge society via all media
- Promote reading and reading activities (books are still our core business)



Danish library strategy

- Development of digital services – user involvement
- Refurbishing of existing physical libraries
- More activities around medias and topics – people love it!
- The library as a resourcecentre in knowledge society's intellectual infra-structure



Future library scenario

1. The personal library: digital and pc- or device-based.
2. The university library: digital, and on the university intranet.
3. *Metropollibrary*: Library, that also provides the personal library. Open 8 am to midnight, with media, learning and cultural activities and exhibitions. The media available in the library space are mainly representative – the catalogue gives the general outlook.



Current developments in the libraries

The mission: To realise the strategy – to create the new library – from book temple to a house of media and learning, - and a cultural and democratic meeting place. Libraries are still essential in the age of the Internet, but it is a question of new libraries because it is a new surrounding world with new needs and expectations we must reflect ourselves in.



The library controversy 2008

What did I say?

- Books shouldn't dominate the library space like now. Separate the showroom from the store (most people order books on the web anyway)
- Front out! Promote literature in a more active way than by long rows of books – experience shows that it works.
- The contents are the point – not the media, and libraries should promote digital services more actively.



What was all the hullabaloo about?

- Some writers thought that I would throw out all the books
- There is still a fight between media – are books "better" than e.g. a CD-ROM?
- Is the content of a book more "true" than the content in e.g. a movie?
- Is it ok that our libraries don't appeal to the younger population, because they should focus only on the book?

The new library space in the Central Library

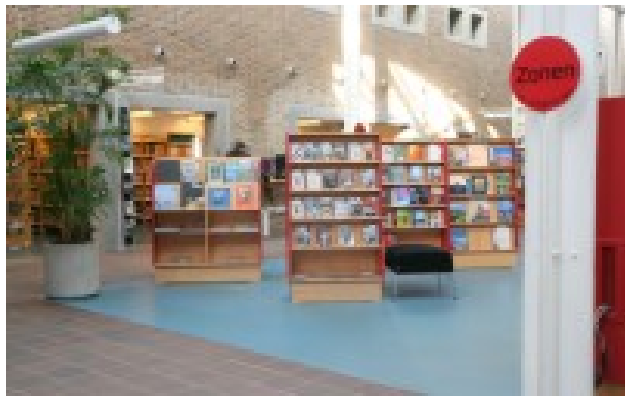


Ground floor – all the new things:

- Show the "cream" of the library; new books and new media. When you want to know what's new in the world of media – you go to the library!
- Exhibitions of old books and special topics
- Exhibitions and activities around the media
- Debate on current topics
- Meeting place – hang out – and have a coffee!



Suggestion: The Zone in Aalborg





The new library space....

The rest of the library:

- If we had the challenge of creating the library today – with the whole range of media and the new tasks in information society – would we arrange the library space in the same way as it is today?
- No! We would promote literature and the media in a more active way than Dewey – and remember – The contents are the same, it is only the library space that changes!



Can you see the difference?





The third way...

- Innovation project that aimed to create new and radical concepts for the library space.
- The old library space was perfect in the modern world – but what should the library be like in the age of knowledge?
 - Not just Dewey and not only computers – there must be a third way!?
 - Other professionals and users helped us; architects, Ikea, writers, scholars etc.



The theme library

- A library that satisfies the user's curiosity with spaces with different themes in the library.
- The user is the focus – working with professional "trendspotters", and continuous use of focus groups.
- A library where partnerships with other professions play a central role
- A library that doesn't have special sections for children – all sections are for everyone.
- Activities and debate about the contents in the media
- Flexibility and changes in the organisation



See all the new library spaces....

...and all the pictures.....on

<http://dentredjevej.blogspot.com>

Guidelines for re-thinking the Central Library



- Weet the collection – make room
- Separate store and showroom
- Front out!
- Promote the contents
- Fewer but more central infopoints
- Make place for activities and learning
- Make place to hang out
- We are the last free indoor meeting place



The new children's library

- Children don't use the library as much as they used to. As soon as they are old enough to choose for themselves, they choose not to come. Think it's only about books.
- The aim was to create a children's library that is based on, and that visually reflects, children's actual use of media – literature, movies, games, music and the Internet.
- To provide media, and to teach children about these media through activities

The new children's library in Aalborg











The new librarian-ship

- The digital librarian
- From focus on administration of the collection to focus on promoting the contents of the collection.
- Promote the contents – show all the stories
- Make room for experience and learning
- Out on the floor – dont wait for people to come to you!
- Development of new services has first priority



Thank you!!

Questions and comments are most
welcome!