

The Smart City and its Libraries, a conference of Copenhagen Public Library Service, Public Libraries International Network and Urban Libraries Council, 8-10 October 2008
Paper by Debra Rosenfeldt, Manager, Public Libraries, State Library of Victoria

The library as a physical space – a necessity in an online society

The internet has become the primary source of information for citizens but at the same time there is a great interest in room for more contemplation. This presentation focuses on how we can make physical libraries more interesting for citizens.

[Slide: Title Page]

In 1966 two distinguished English library scholars (SG Berriman and KS Harrison, *British Public Library Buildings*) predicted the imminent demise of the public library building as a place that people would visit and spend time in. They said that public libraries would follow the trend being set by fast food outlets. The car was king. 'Drive through' services would be the way of the future. People would order their books from their cars, much as they might order a hamburger. Like the hamburger, the books would be delivered to them through the car window. It never happened, at least not in Australia. Sometimes, futurists get their predictions wrong.

Not so long ago there were fresh predictions about the demise of public library buildings and, indeed, of public libraries. It was argued that the technological revolution of the 1980s and 1990s would enable people to get all the information they needed from their computers at school, work or home. There would be no need for libraries as physical spaces. Again, the futurists were wrong. Current usage trends in Australia show that visits by citizens to their public libraries are on the rise. Public libraries as a physical space are more of a necessity in the online society than ever before.

[Slide: Coventry Library, SA]

I'm delighted to be here and hugely appreciative of the opportunity to repay your generous hospitality by sharing with you a little about public libraries in Australia today, especially their expanding role. I'll be doing this largely by showing you some of our newest, loveliest and most interesting public library buildings. The library that you can see right now is the new Coventry Library in the City of Stirling in South Australia.

[Slide: Frankston, Eltham, Sydenham Libraries and a mobile]

There are fifteen Australians at this conference from three States – South Australia, Queensland and Victoria. The photos on the screen at the moment are of four of the library services represented by our group. This is a very special occasion for us. We don't often get to attend international conferences, especially in such numbers. It is still a big deal to fly 20,000 kilometres over 24 hours to reach Europe from Australia. We are privileged to be here and to have had the opportunity to see some of the best public libraries in the world. Our journey began in Singapore, and we have seen the wonderful libraries of Helsinki and Stockholm, about which we had already heard much from their Directors, Maija Berndtson and Inga Lunden, who have visited Australia in recent years. Inga was with us only last month as a keynote speaker and enthusiastic participant at the national conference of the Australian Library and Information Association. We are looking forward to seeing some of the great libraries in this fabulous city and in Amsterdam, Delft and Hong Kong.

Before leaping into my topic, I'd like to provide you with a little context about Australia.

[Slide: Australia / Europe map]

It's big. In fact, it's the world's sixth largest country geographically, occupying an entire continent. Its land mass is 7.7 million square kilometres. To put a bit of perspective on that: Denmark is 43,000 square kilometres in size.

[Slide: Aboriginal dance]

Australia is also home to the oldest culture in the world. Our aboriginal people can trace their presence back sixty thousand years. The image on the screen, and the image on the next slide are from the State Library of Victoria's collection. We sourced the images from PictureAustralia, which provides digital access to the pictorial items in most of our major collecting institutions.

[Slide: Cook landing at Botany Bay]

Australia was the last continent to be settled by Europeans. It was claimed for England in 1770 and the first colony was established at Sydney Cove in 1788. It was a penal colony, accommodating the overflow from England's prisons. So, in terms of settlement, Australia is both very old and very young.

[Slide: Australia map showing States]

Fast forward to 2008. The population now stands at about twenty million. Their ancestry is mainly European, although increasingly from other parts of the world, especially Asia, the Middle East and, most recently, Africa. Only 455,000 Australians are aboriginal. The great majority of the population resides around the coastline, especially along the east coast. Australia is the world's driest continent and much of the land is not fit for human habitation. Today, the colonies established in the late eighteenth and early nineteenth centuries have evolved into States and Territories, which you can see on the screen. My home state of Victoria, in the south east, is the second smallest at 227,000 square kilometres. However, it is the second most populous state after New South Wales, with 5.3 million residents. In population terms it is about the same size as Denmark and our nearest neighbour, New Zealand.

[Slide: Parliament House, Canberra]

We have three tiers of government in Australia. The States and Territories are federated, so we have a national government, led by a Prime Minister. Each State and Territory has its own government and each State is also divided into a number of local government areas. Local government is primarily responsible for public libraries, although administrative arrangements vary between States and Territories. There is limited funding support for public libraries from the state governments and no ongoing national funding.

[Slide: Australian public libraries – the vital statistics]

These are some vital statistics about Australian public libraries:

- 48% of citizens are public library members (9.9 million)
- 60% of the citizens are public library users
- Public library expenditure is approximately A\$740million per annum, or A\$36 per capita per annum
- Access is provided through 1,439 library branches and 83 mobile libraries
- Access to the internet is provided in public libraries through 6,400 terminals (3.1 per 10,000 people)
- 40 million collection items are held by public libraries (2 items per capita)
- 8,100 full-time staff
- 178 million items are lent each year
- 10 million information enquiries are answered each year
- 108 million visits to public libraries each year

By the standards of those parts of the world against which Australia might wish to compare itself, our public libraries are well used, they work hard and are not particularly well funded. Thirty-six Australian dollars per capita per annum equates to about 20.5 Euros or thirty US dollars. The funding level of public libraries in Australia, per head of population, is only slightly more than half of that in New Zealand and only one-third of the funding level in Denmark.

The national statistics tell us that public library usage is growing. Annual visits per head of population have increased from 4.58 to 5.4 over the last five years, despite the fact that most library users can get the information they want from the internet, without having to visit a physical library – clearly access to information is not the only, or perhaps even not the primary reason for using public libraries.

[Slide: Why and how people use public libraries]

We don't have comprehensive national data on why and how people use public libraries. However, the landmark *Libraries Building Communities* research conducted in Victoria by the public library network and the State Library has shown us that:

- Over half of library users visit on a weekly basis
- 90% list borrowing books as their main reason for using the library
- 60% list borrowing CDs, DVDs and videos as a reason for using the library
- 45% list reading magazines and newspapers as a reason for using the library
- 37% list use of computers and the Internet as a reason for visiting the library
- 46% list getting help to find information as a reason for visiting the library
- 24% list having a place to read/study/work as a reason for visiting the library
- 61% say that they talk with people outside their usual social circle at the library; 50% said that it is a place where they meet new people

Our public library users are a loyal and dedicated group, over half of them visiting the library on a weekly basis.

Borrowing of books and other resources is still clearly the main reason for using public libraries, although when these figures are broken down by age group it is also clear that this is less so for younger people, who are, of course, natives of the digital age.

For all age groups there are many other significant reasons for using public libraries – getting help to find information; using computers and the internet, especially for people who do not have any other access; having a place to read, study and work in; and, having a safe and comfortable environment in which to make social contact – for a surprisingly large number of people public libraries are a good place for talking with others and meeting new people. I like the way Inga Lunden has phrased this important function of public libraries: 'You meet people you didn't know you were longing for'.

[Slide: The benefits of public libraries to the individual]

When we asked participants in the *Libraries Building Communities* research to describe the main benefits of public libraries to them, this is what they said:

- They make my life more enjoyable (72%)
- They encourage me to read more (63%)
- They have introduced me to new topics of interest (59%)

Thousands made comments like these:

Knowledge and information are empowering communities to better themselves and our libraries are central for people who have a language, other than English, as their main language

[Slide: Quotes 1]

Library – it's one thing the whole family can do together

The library is an 'alive' place for people to interact – not just for collection users, but for the wider community

When I wasn't working I would say it saved my sanity

Libraries are our best chance to create a centre of community spirit and activity

The most important thing to a community is reading, and what better place to encourage this in the young than a library

[Slide: Quotes 2]

It is the holder of much of the knowledge about the local area and gives us a link to our past, present and future

Civic pride and fondness is generated by a well-used and friendly library environment

The role of public libraries as key players at a community level in building learning communities, and helping to form skilled and information-literate communities is fundamental to the future wellbeing of Australian society

Clearly, public libraries play an important and multi-faceted role in the lives of many. They contribute significantly to the ability of users to participate in society and to their sense of well-being. Equally clearly, the physical space of public libraries is integral to much of this.

I'm going to turn now to ways in which in Australia we have tried in recent years to enhance our physical public libraries, to make them more interesting to our citizens. I'll focus mainly on libraries in Victoria, my home state. However, I want to begin with a very special public library in Queensland. My tour colleague, Sharan Harvey, is manager of this library and a significant contributor to its design.

[Slide: Aerial view of Brisbane Square]

The building at the centre of this photograph is Brisbane Square, opened in 2006. It was designed to be an important social and cultural hub for Queensland's capital city. At ground level there is an open plaza surrounded by retail and food outlets. The brightly coloured sticks floating above the plaza house a one-stop-shop for Brisbane City Council's central library, its Customer Service Centre, Development and Business Service and Bi-map services. The 37 storey tower above the sticks houses mainly Brisbane City Council offices, with the top ten storeys occupied by corporate tenants. I am told that it is the best piece of real estate in town.

[Slide: Brisbane Square at street level]

When the Brisbane Square Library opened it was, and remains, one of the most talked about public libraries in Australia. It's big by Australian public library standards – 5,500 square metres spread over four levels, including staff work areas. It needed to be big to accommodate a projected one million visitors each year. In its first year of operation performance of the library exceeded all expectations with one million and eighty thousand visitors through the doors, an 87% increase on the visitation to the library that it replaced.

The library was designed to be an inclusive place for all citizens seeking information, individual and group learning, recreation, quiet relaxation and culture. Each floor is divided into distinct and easily identifiable zones to meet different customer needs.

[Slide: News Lounge - Brisbane Square]

At ground level, it's all about the need for fast service, meeting the requirements of users who don't have a lot of time to linger. This is where Brisbane City Council products and services are co-located with the Library. There's also a News Lounge, providing print and online access to a wide range of national and international newspapers as well as live news and stock reports via pay TV. Visitors are welcome to enjoy the news over a cup of coffee.

[Slide: Escalator – Brisbane Square]

A ride up escalator brings visitors to a vibrant and interactive space.

[Slides (2): Children's Lounge]

There's a Children's Lounge ...

[Slide: Activity Room]

a range of meeting and study rooms ...an eighteen seat Learning Lounge ideal for groups and self-paced learning online ...

[Slide: Internet area]

an internet area ... and the Sound and Vision Lounge providing listening posts and DVD viewing pods.

[Slide: Xbox game]

This level also houses the 'City Zoo', a lively and fun space for people of all ages to meet, relax, play their favourite Xbox games and watch sports broadcasts and documentaries on the plasma screens.

[Slides (2): Exhibitions]

Another ride up the escalator brings the visitor to the more traditional part of the Library, a quiet oasis containing ... the Brisbane History Gallery, where visitors can find out more about Brisbane's past ...

[Slide: Study spaces]

study spaces ...

[Slide: Literature Lounge]

and the Literature Lounge, where visitors can enjoy a good book and great views of Brisbane, or participate in reading and author events ...

[Slide: Close-up of collection]

and the main part of the collection (110,000 items). Retailing principles have been adopted in both the marketing of the collection and the approach to service. The emphasis is very much on self-service, with roving staff on hand to assist visitors as needed.

The overall look and feel is of a modern and efficient, light and bright, vibrant and friendly community lounge-room.

In their own way some of our smaller public library buildings are equally impressive. These are some of my favourites ...

[Slide: Kerang Library exterior 1]

The little Kerang Library in rural Victoria is meant to resemble stacks of books, although in its function it is about much more than books. Like the Brisbane Square Library it too gives prominence to technology, meeting and activity spaces and local history. It was opened in 2003 and was the first new public building in Kerang in fifty years. It's located prominently at the top of town, where the main street peels off the highway, and right next to the old water tower – it's a landmark building for the area.

[Slide: Kerang Library exterior 2]

Kerang is a small, conservative, tired and sleepy, old and dusty wheat belt town. Part of the magic of this library is that it is so unlike anything you would expect to find in a town like Kerang. That in itself is telling about the role of the library in the community.

[Slide: Kerang Library interior]

It's a library that the citizens of Kerang worked towards building for over twenty years, and their engagement with the project is very evident in numerous features such as the bench tops and coffee tables made from local woods, the banners hanging at the entrance to the library, which were hand quilted by members of the Country Women's Association, and the paving leading up to the library which is embossed with the names of the many citizens who contributed to turning the dream of a new library into a reality. The building of Kerang Library tells a story not just about a library but about the community that it represents. That story is best summed up by the words on the banners at the entrance to the library. Unfortunately, I don't have a photograph of the banners, so the following will have to suffice

[Slide: Kerang Library banners]

Knowledge ... enthusiasm ... resilience ... acceptance ... neighbours ... generosity.

[Slide: Albury Library Museum banners and logo]

In 2007 the rural city of Albury on the border of New South Wales and Victoria opened its LibraryMuseum. Located in the civic precinct in the centre of the city, this new building is another landmark facility.

[Slide: Albury LibraryMuseum exterior]

The prominent criss-cross pattern of the façade is especially significant. Albury was established primarily as a cross-border transit town and the façade was inspired by a local railway bridge. The Albury LibraryMuseum is a 'first' for Australia and an excellent example of how libraries are striving to make their physical spaces more interesting for citizens.

[Slide: Albury LibraryMuseum kids space]

The library part of the facility was a redevelopment of an existing library on the same site, but the museum, telling the story of the region, is entirely new. The two facilities do much more than merely sit side by side on the same site. Their programming and management are completely converged, so that they function as a single entity.

[Slide: West Footscray Community Learning Centre – exterior]

The West Footscray Community Learning Centre is one of my favourite Victorian public libraries, opened in 2006. It replaced an old library on the same site that had been closed due to its poor physical condition. West Footscray is an inner urban part of Melbourne, one of the oldest, most

industrial, most ethnically diverse and most disadvantaged parts of the city. It's part of a municipality that at times in recent years has been ranked as the most disadvantaged municipality in Australia. The new Learning Centre stands as a beacon of hope in this community.

The Centre's design in particular speaks to and welcomes the local citizenship. Inspiration for the design drew heavily on the history of the area. The wooden pillars acting as a sun screen across the front of the library are old railway sleepers from the local rail yards. The box that sits on top of the building is meant to resemble a shipping container, in recognition of the importance to the community of the nearby shipping yards. Much of the art work commissioned for the building was created from scrap metal found locally.

[Slide: West Footscray Community Learning Centre – interior]

The Centre is a combination of a traditional, small library with an independent neighbourhood house offering a wide range of classes and general learning opportunities to the local citizens. It also includes a suite of meeting rooms, a toy library and an occasional care centre. This co-location of public libraries with other, complementary community facilities is something that we are seeing more and more of in Australia.

[Slide: Caroline Springs Library Civic Centre – exterior]

The Caroline Springs Library Civic Centre is one of the newest public libraries in Victoria, opened in January this year. It is also currently the largest at just over 2,000 square metres. Caroline Springs is an outer suburb of Melbourne, a brand new suburb and one of the fastest growing areas in Australia. Only a few years ago the area was wide open space, farm land, paddocks. In the not too distant future Caroline Springs and its surrounds will be home to some 40,000 residents. The Library is located on the main boulevard of the town centre that is currently under construction. While its general shape and façade are similar to the Albury LibraryMuseum, they were actually inspired by the local geology.

[Slide: Caroline Springs Library Civic Centre – two interior shots]

On the inside the Library has a youthful look and feel, in keeping with the youthfulness of the suburb and its population. There's an emphasis on multimedia and relaxation. The Library includes a Council Customer Service Centre as well as e-learning facilities for the secondary school next door. It is in fact a new model of the joint-use school/public library that was popular in the 1970s and 80s, and another example of the trend away from traditional stand alone public library buildings.

[Slide: Melbourne tram]

The last library that I'm going to talk about is another central city public library, like the Brisbane Square Library. This one's in Melbourne, capital of Victoria, Australia's second largest city, with a population of just over three million, and a city famous for its trams. However, unlike the Brisbane Square Library and the other libraries I have shown you, this library is not a lending library and it is not a municipal library. Nonetheless it is a library with vast general collections, as well as heritage collections, which provides free access to its collections to all citizens. It is my library, the State Library of Victoria. It is an outstanding example of an older library that has faced the challenges of an online society and has reinvented its physical spaces to make them more interesting to its citizens. Our citizens in recent years have embraced the State Library of Victoria like never before.

[Slide: Graph showing SLV's increased online usage]

As the State Library has made more and more of its content available digitally, and has expanded its online services, the number of visitors to the physical library and use of its physical collections have grown. Over the last three years the number of online visitors to the library annually has risen by about 60% ...

[Slide: Graph showing SLV's increased onsite usage]

... while the number of people actually visiting the physical site has almost doubled. A two hundred million dollar redevelopment of the Library site was completed in 2005 and has contributed significantly to its ability to welcome and serve approximately 1.6 visitors per year (and growing).

The State Library of Victoria originally occupied a corner of a Melbourne city block that also provided homes for Victoria's Gallery and Museum. It now occupies the entire block and provides 15,000 square metres of public library space in the heart of the city. It is brilliantly located on a landmark site adjacent to one of the busiest train stations and shopping precincts and one of our biggest universities.

The following slides show how we have tried to make that physical space more interesting to the citizens of Victoria.

[Slide: SLV Forecourt]

The forecourt is very important and was part of the redevelopment. It is the only patch of grass in the heart of the city. When the weather is fine it is invariably covered during lunch hours with people relaxing and enjoying the sunshine, occasionally with a band playing in the background. It is a focal point for much community activity. On Sunday afternoons it hosts Speaker's Corner, where anyone can step up to the microphone to have their say about any topic of concern to them. It is a rallying point for the occasional protest march ..

[Slide: Medieval Faire on SLV Forecourt]

... And from time to time it is a venue for Library events, such as the medieval faire that was organised to coincide with the Library's exhibition on 'The Medieval Imagination'.

The State Library actually consists of 22 separate buildings, most of which were not designed as library buildings and were not constructed to be interlinked. The first buildings date back to the 1850s. Many are heritage listed and cannot be greatly altered. These were key challenges of the re-development. The façade of the Library is one of the heritage-listed elements.

[Slide: Looking up in the Domed Reading Room]

At the centre of the site is the great domed reading room constructed between 1910 and 1913 and completely restored during the re-development. To use a 'technical' term that I have recently learnt from Inga Lunden, it is a *wow* building by anyone's standards and one of the largest domed buildings in the world. Arnold Zable, a well-known Australian writer who uses it as his writing room, has described it thus: 'The Dome and its ascending galleries seemed like a giant brain vaulting towards the heavens'. These words are inscribed on a ribbon of quotations about the power of books and libraries that encircles the inner wall of the room. It is a room that fills Victoria's citizens of all ages, and many visitors to Melbourne, with wonder and joy.

[Slide: Looking down into the Domed Reading Room]

Around the edges of the domed reading room there are small offices that have been set aside for use by 'creative fellows'. The Library runs an annual program offering Victorian citizens the opportunity to apply for a grant to undertake a creative project drawing on the Library's rich heritage collections. It's about unpacking the stories hidden in the collections to help make the Library more interesting and accessible to citizens.

[Slide: Ned Kelly's armour]

In the upper galleries around the domed reading room the Library showcases items from its collections. One exhibition tells the story of Victoria's history. You are looking at an image of an Australian icon –

the armour of a nineteenth century bushranger (or outlaw) called Ned Kelly. Ned was a hot headed young Irishman of convict stock who became a symbol of Irish rebellion against English authority.

[Slide: Mirror of the World exhibition]

The other exhibition, unique in Australia, presents a history of books and ideas.

[Slide: Cowen Gallery]

There is another exhibition hall dedicated to showing the Library's picture collection, and another for a program of temporary exhibitions.

The domed reading room and the galleries are places of inspiration, creativity, reflection and contemplation.

Other spaces in the State Library of Victoria are hives of activity.

[Slide: Redmond Barry Reading Room / Genealogy Centre]

The Library has one thousand seats and two hundred PCs with internet access. Wireless access is provided for another 400 internet users. While some users prefer private study spaces, younger users increasingly prefer to work in groups around tables. Very often the library is at capacity.

[Slide: Trescowthick Information Centre]

[Slide: People participating in educational programs – 1]

Conference facilities and classrooms support a strong and growing range of educational programs for citizens of all ages. There is a special emphasis on reader development programs – important, as Melbourne has recently been named a UNESCO City of Literature, one of only two such cities in the world (the other is Edinburgh).

[Slide: people participating in educational programs – 2]

[Slide: Experimedia – wide view]

Experimedia is a flexible space for Library events of all kinds and offers a more relaxed, lounge-like Library experience, the opportunity for citizens to play with technology and a special play pod for young children.

[Slide: Children and youth – relaxing in Experimedia]

[Slide: Mr Tulk]

Finally, the State Library offers a number of dining options. The cafés Mr Tulk and Tulk Junior are always busy.

[Slide: SLV Portico and banners]

As you have seen, the State Library of Victoria is a place of information, ideas and inspiration for everyone.

That brings to an end a whirlwind tour of some of the most interesting newer and redeveloped public library physical spaces around Australia. I hope it has given you a sense of how our public libraries are redefining themselves in the online society as centres of interactivity, learning, culture, creativity and relaxation. In so doing they seem to be becoming even more important and more dynamic than ever before.

[Slide: Sculpture of library sticking up out of ground]

Thank you.

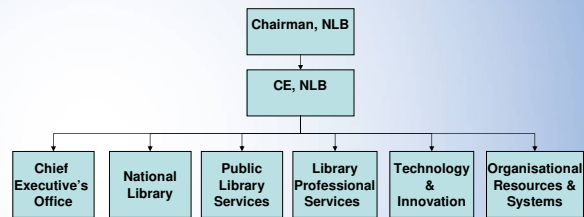


The National Library Board

Ms Tay Ai Cheng
Senior Director, Public Library Services

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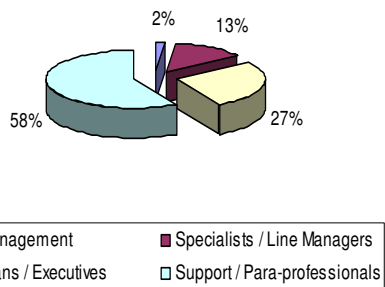
NLB Organisation Chart



2

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NLB Staff Strength

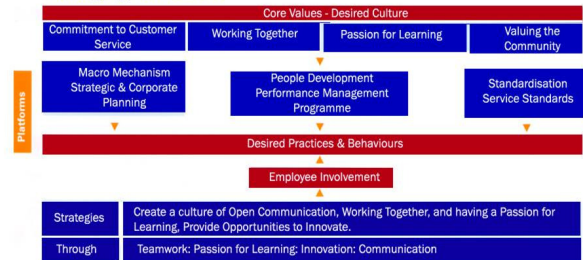


3

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insideoutstrategy staffmakeover

Managing For Results



Linking Employee Participation to Organisational Goals

TNAPMPTTP



4

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Key Facts and Figures on Singapore/NLB (FY07)

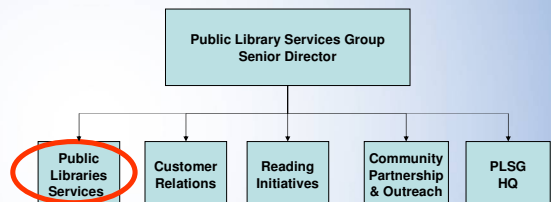
Singapore Population (Census 2000): 4.58 m
Loans: 28.63 m
Membership: 1.96 m
Visitorship: 37.8 m
Enquiries: 2.6 m
E-retrievals: 71.9 m
Log-ons: 7.1 m
Customer Satisfaction Index: 4.29
Number of Programmes/Participants: 7,272/7.4m
Collection size: 9.0 m



5

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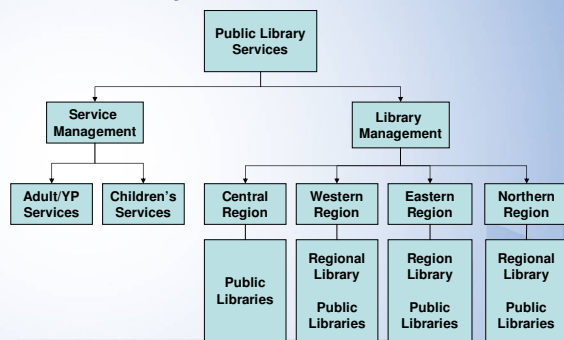
NLB Organisation Chart



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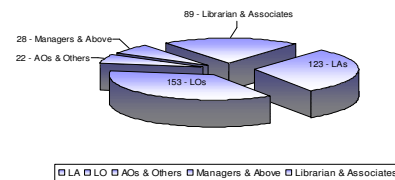
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Public Library Structure

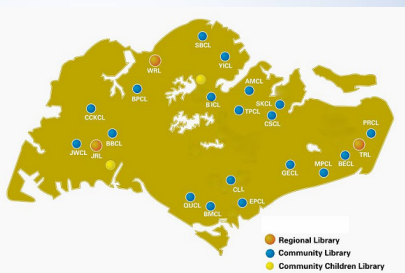


Staff Strength

Total No. of staff in PLSG : 455
No of staff in PLS : 415

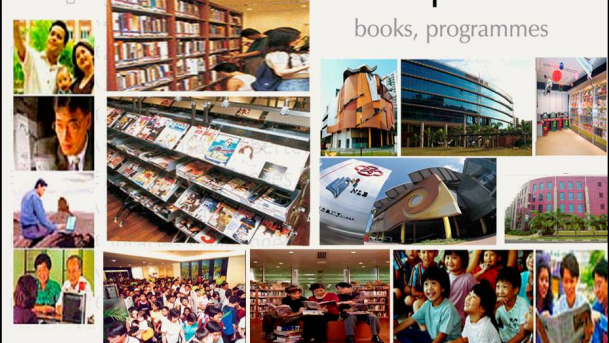


The Library : Quick Facts



Regional Libraries	3
Public Libraries	19
Children Community Libraries	2
National Library	1
School Libraries	3
Govt Libraries	12

A Place for the People



The Library : Quick Facts

	Regional Library	Public Library	Community Children's Library
Gross Floor Area	Av 10,000 sq m	Av 3-5,000 sq m (1.2-1.8 mall library)	Av 200-250 sq m
Collection size	av 400-500 K	Av 250 K (stand alone) Av 150 K (mall)	Av 10K
Loans	Av 2M	Av 1.2 M (standalone) Av 0.9 M (mall)	Av 44.9K
Visitorship	Av 2-3 M	Av 1.6m M (standalone) Av 1.1 M (mall)	Av 46 K
Enquiries	Av 130-300K	Av 100 K (standalone) Av 90 K (mall)	Av 9 K

Membership : 1.9 M Active Membership 1.2 M

Services Offered at Public Libraries

- Loan of Library materials
- Reader Advisory and Enquiry Service
- Programmes – Thematic, Lifestyle, Info Literacy, User Education, Reading Campaigns
- Outreach – class/school visits, roadshows etc



Importance of Libraries

Embracing Diversity

LENDING BY THE BOOK

Ang Mo Kio Community Library
TAMIL LIBRARY SERVICES

Tampines Regional Library
CHINESE LIBRARY SERVICES

Bedok Community Library
MALAY LIBRARY SERVICES

NLB

13

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Importance of Libraries

A Place for the People

Bringing Libraries to the People

Library with @ttitude

Libraries in Shopping Malls

Westgate, VivoCity, Suntec City, Raffles City, Marina Bay Sands, Esplanade, etc.

NLB

14

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The Irresistible Mall Attraction

having a library was more important to the residents (than having a cinema)... it was an either-or situation

The Library Won Out

Straits Times 26 July 2000

It's not just a mall, it's a learning centre

Library Loans - Cinema attendance

NLB

15

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THE PLACE

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16

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Remaking the Library:

Colourful & Vibrant Spaces

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17

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Niche Libraries : library@Esplanade

NLB

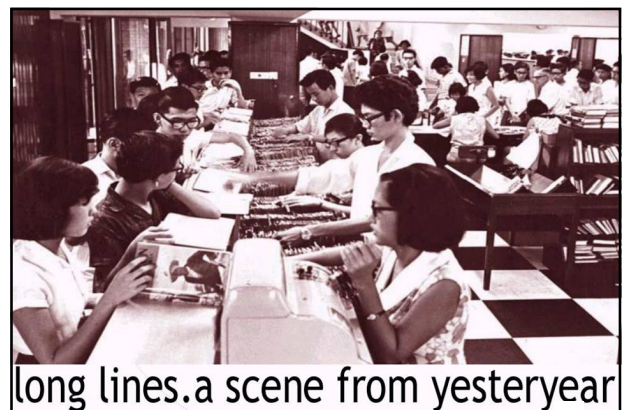
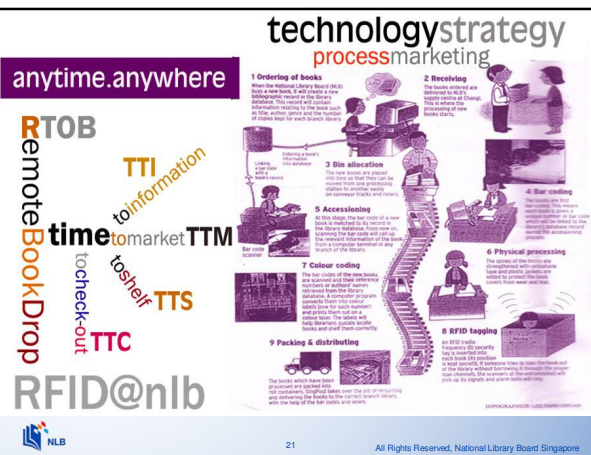
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Niche Libraries : library@Orchard



THE PROCESS



Easy-to-Use Services: Borrowing and Returning



Becoming a Library Member.....



- ❖ Free registration and free lifetime library membership for all Singapore citizens
- ❖ One-time registration fee and free lifetime library membership for Permanent Residents
- ❖ Low joining fees for Foreigners:
 - ❑ Registration Fee - S\$10.50
 - ❑ Annual Subscription Fee - S\$10.50
- ❖ Self-service Membership Registration Kiosk: Become a library member in less than 5 minutes!

Easy-to-Use Services: Checking Library Records & Payment



All-in-One Kiosk replacing Three Self-Service Machines



Easy-to-Use Services: Cybrarian (enquiry) Service



- Prototyped in 1998 with video cameras
- Customers did not want faces on screen
- 2002 version – made use of browsing software to provide real-time online demonstration

THE PROGRAMMES

Library Programmes

- Reach out to the "heartlanders", the unserved, the uninitiated
- Thematic Programmes
- FY2007 : 7,273 Programmes/Exhibits
- Attendance: 7,435,319



Programmes For All



we didn't stop with orchard
hip hop rulez!



rap elementz for 300 teens. library@orchard.mar 2003

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Born To Read. Read to Born

READING HABITS
NEVER TOO YOUNG



Since the Born To Read, Read To Bond programme was launched, 12,000 infants have been registered as library members

23 July 2002
The Straits Times

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KidsREAD

Objectives

- Create a reading programme for children between ages of 4 to 8 in Singapore
- Promote love of reading amongst young Singaporeans
- Enhance the quality of life of the children and their families





"Children have unlimited imaginations. Reading helps them discover new horizons. It sharpens yet blurs their boundaries for what is real and the impossible. It helps children to dream. I believe we need to encourage that in the young."
- PM Lee Hsien Loong speaking at the launch, Woodlands Regional Library, 2004

- Collaborative efforts by the National Library Board with People's Association and 5 self-help groups
- Supported and sponsored by the Singapore Totalisator Board and Ministry of Finance.

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READ! Singapore

读吧! 新加坡
BACA! Singapura
Vaasippom! Singapoore

Objectives

- Promote fiction reading culture
- Re-discover joy of reading
- Create common topics for group discussions
- Develop Singaporeans' critical thinking, creative expression, imagination skills through activities such as story dramatizations and book discussions

Framework

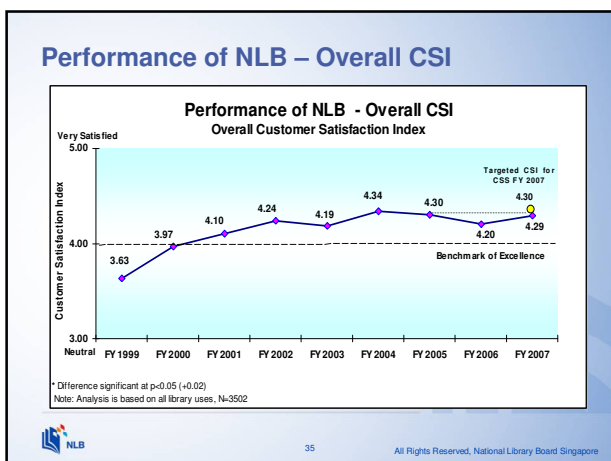
- 8 books & 8 short stories in 4 languages
- Audio books in 4 languages

Activities

- Book Discussion, Reading Marathon, Recommend a Book, Reading Carnivals, Dramatization and Reading Project Competitions.



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THANK YOU

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Sello Library Leppävaara District Library

Leppävaarankatu 9, 02600 Espoo



Terhi Nikulainen

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ESPOO



ESPOO CITY LIBRARY

- 14 libraries
 - 3 regional libraries
- IN SHOPPING CENTRES**
4th coming 2009
5th coming 2010
- 2 mobile libraries



Shopping Centre Sello



Sello in a nutshell

- completed in 2005
- over 160 shops
- total area 97,000 square metres
- 2,500 customer parking spaces

- second largest shopping centre in Scandinavia

Architectural design:
Helin & Co. Architects

www.sello.fi



SERVICE MIXTURE



1. Daily consumption 14%
2. Clothing 33%
3. Home and leisure time 30%
4. Personal services 6%
5. Restaurants and entertainment services 6%
6. Learning, culture, entertainment 11%



Sello Library, the Top Library

1,3 million loans
800.000 visitors



Leppävaara District Library

Leppävaarankatu 9, 02600 Espoo



Permit to stay,
but no pressure to borrow

Opened 11th of August 2003

- 5846 square metres
- 1,3 million loans (4000/day)
- 825 000 customers (3000-4000/day)
- Budget: 3,5 million euros
- Rent: ca 1,5 million € per year
- Employees: 50-80
- 20-30 % from input and output



FACTS & FICTION

- AREA: 5 800 m²
- CUSTOMERS: 3 000 / day
- LOANS: 4 500 / day
- 225 000 DOCUMENTS
- BOOKS: 180 000
- MUSIC: 40 000 recordings
- MAGAZINES: 800 volumes
- VIDEOS: 6 000 VHS - and DVD-recordings



IT Facilities



Customer computers	over 100
Computer classroom	10 + 1 computers
Akseli	ca 50 persons
Reading room	30 seats
Check out -automats	12 (70%)
Check in -automats	2 (80%)
Music studio	used 650 times
2 soundproof music rooms	piano and the grand piano (800 + 1200 times)

The library:

Learning centre: <ul style="list-style-type: none"> ✓ Supports learning among all ages and new ways of learning Books, videos, CDs etc. ✓ Computers, computer classroom and IT-zone ✓ Reading room and workshops 	Municipal centre: <ul style="list-style-type: none"> ✓ All equal access to information ✓ Knowledge and guidance for the citizens ✓ Social responsibility ✓ Forum for municipal activities
24/7/365 <ul style="list-style-type: none"> ✓ Virtual-/mobile- and district services ✓ New logistic solutions (Hatch for returning of books or reserved material) 	Cultural Café <ul style="list-style-type: none"> ✓ Experiences, events, esthetical environment ✓ multicultural ✓ Several partners in cooperation ✓ Cultural and other events, exhibitions, events for children ✓ Magazines, newspapers, computers

Library as a community centre

- information and culture



Courses in Internet- and information retrieval for adults	ca 300 times ca 2000 participants
Collaboration with schools e.g. school classes visit the library	ca 100 times ca 4000 participants
Art exhibitions	ca 10/year
Literature evenings and Other happenings	ca 40-60 per year