Insider Trading – Use **specialist knowledge** for own gain.

“**ServiceScapes**” - places where the service is provided and consumed

When the Service is provided and consumed within the premises, **the premises become part of the service**” (Bitner 1990)
Importance of Good Interior Design

| Success or failure still **cost money** | **Good for Business** / Raises Profile, aids Marketing | **Creative solutions**, new products /material |
| Helps rationalizes visual information and variety of services / spaces | **Maximise resources**, money, staff, materials, time, etc | **Enhances way finding** and self sufficiency |

External Influences

- Mix Between Entertainment and information
- Recognition of Library space as resource
  - Need for social interaction & re-awakening of community spirit
  - Long life learning, more students = more space
- Competing for customers -
  - Quality retail and hospitality interiors
  - Raised consumer expectations (24/7 - variety - entertainment value - service levels)
  - Changing Business Models and Marketing
  - Changes in Technology
Insider Knowledge to improve stock exchange

- Fist Impressions
- Connections & Transparency
- Simplicity, clarity & definition
- Variety / Comfort / Flexibility & Identity
- Hierarchy / zoning / group and personal space
- Domestic scale

Fist Impressions............
Connection & Transparency

Randwick Library

Recommendations

• Relocate ECC to rear of tenancy
• Relocate letter boxes
• Take over Triangular tenancy and second corridor to letter boxes
• Glaze as much as possible wall between library and corridor
• Install skylights at least to central area

Benefits to ECC

• Private entrance (not shared) and automatic door
• Easier access from lift open into large corridor
• Wet area within. Own kitchenette & shared toilet.
• Access to large Meeting Room

Benefits to the Library:

• Larger shopfront
• Possibility to open up area
• Possibility to glaze area adjacent to corridor – exposure to all patrons walking by.
• Bring entrance door forward – more visible from mall
corridor

Simplicity, clarity & definition

- Old and uninviting interior
- Congested entrance and compromised security
- Interior appearance does not match level of service
entrance
meeting rooms
Identity –
Iconic & Dynamic

Use visual language that relates in a subtle way to the equine theme and our vision of libraries that are both dynamic as well as relaxing community spaces. The multiple diagonal lines are stylised versions of the legs and necks of galloping horses, whilst many of the rounded rectangles used in the wall recesses are similar to aerial views of racetracks. The more regular diamond shapes surrounding the orange internet access pods are taken from common diamond patterns of jockey shirts.
Screen Evolution -help desk
before_ children’s area
children's area

current_ children’s area
current children's area
before_ lounging areas

seniors
current lounging areas
current_the spot: lounging under the skylight at night
Australian Institute of Management
Insider Trading
Interior Design Influences on Library Services

Questions