

Module #1

Feeling



TEAM #5.
MARTY NEUMEIER'S
METASKILLS CHALLENGE



The public library

A curated collection of information made accessible to a community - typically for reference or borrowing, often in an environment conducive to study.

Libraries are as old as human history - some date back to 2600 BC.

In the classical period and middle-ages they developed to contain parchment scrolls used to document human philosophies, art and science¹.

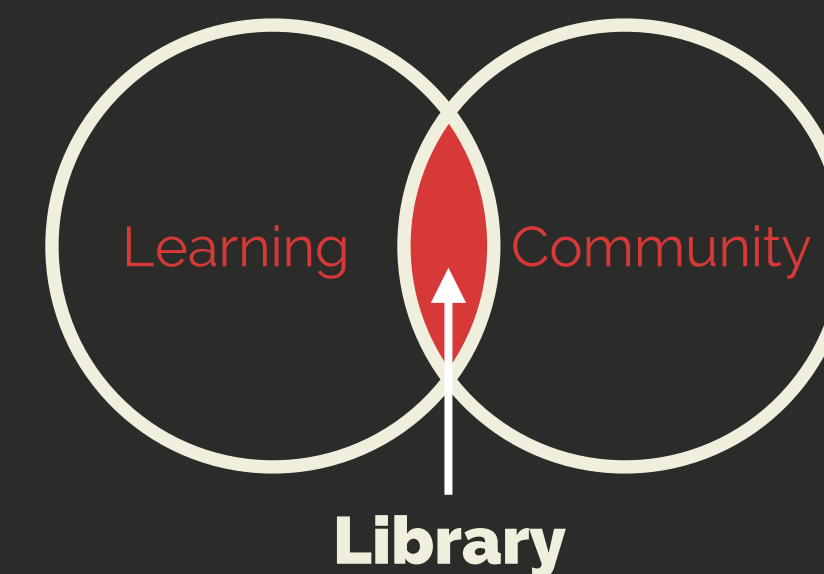
In the industrial era, as printing became widespread, libraries became public institutions lending books to their local communities.

The 17th and 18th centuries include what is known as the "golden age of libraries" where they contributed to the "democratization of reading"².

Valued as a highly important social construct, in Britain a law giving local authorities a legal obligation to provide free public libraries was created in 1850³.

In America, philanthropist Andrew Carnegie helped build a total of 2,509 "Carnegie libraries" between 1883 and 1929⁴.

At this time, libraries around the world began to spring up helping to add educated fuel to the industrial-era⁵.



They brought communities together around the joy of learning. They connected people to art and science.

But they have since lost their way...

¹ www.oldest.org/culture/libraries/

² Foster (2001). A history of information storage and retrieval. McFarland

³ Hamby & Najowitz (2008), The Public Libraries Act of 1850, Taylor & Francis

⁴ Van Slyck (1995), Free to All - Carnegie Libraries & American Culture, University of Chicago Press

⁵ Kaestle (1985), The History of Literacy and the History of Readers, JSTOR

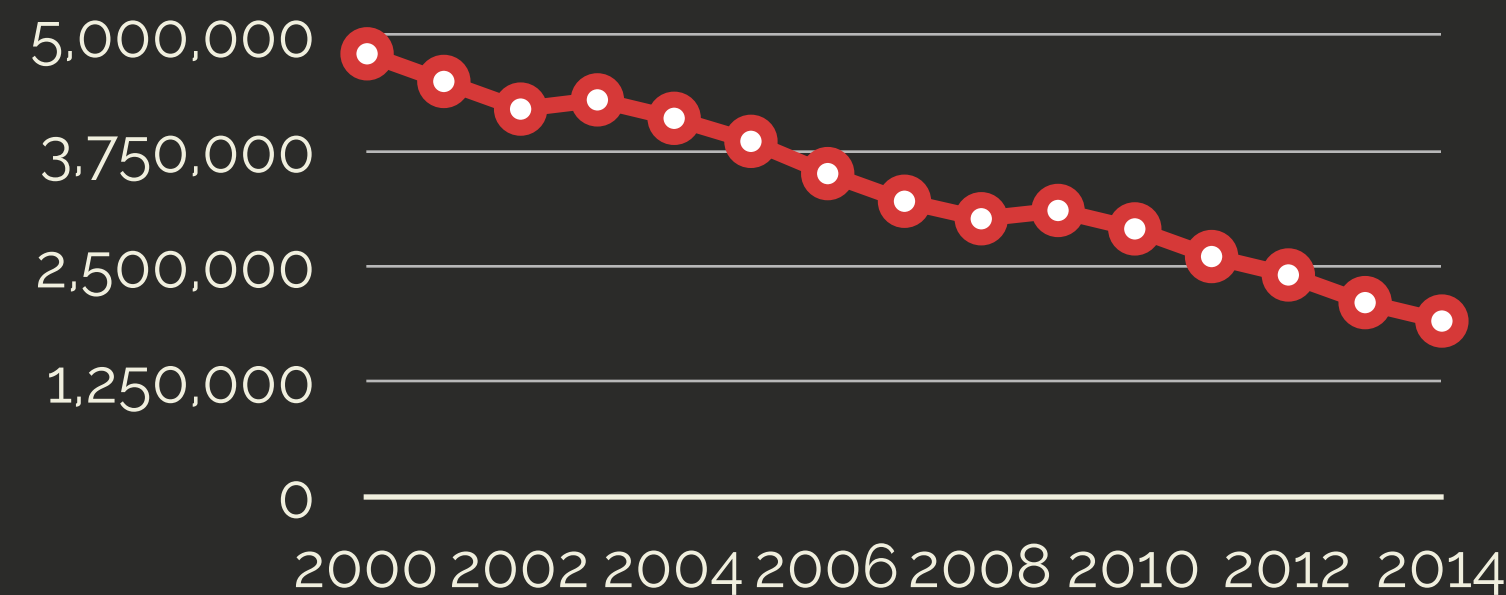
The library in decline

"Staying relevant is hard. Our users are mostly students and people over the age of 55. The reason why people come to us is mainly finance and the fact that they do not have to buy books that are expensive."

Martina Wolny, Library Manager, Třinec, Czech Republic

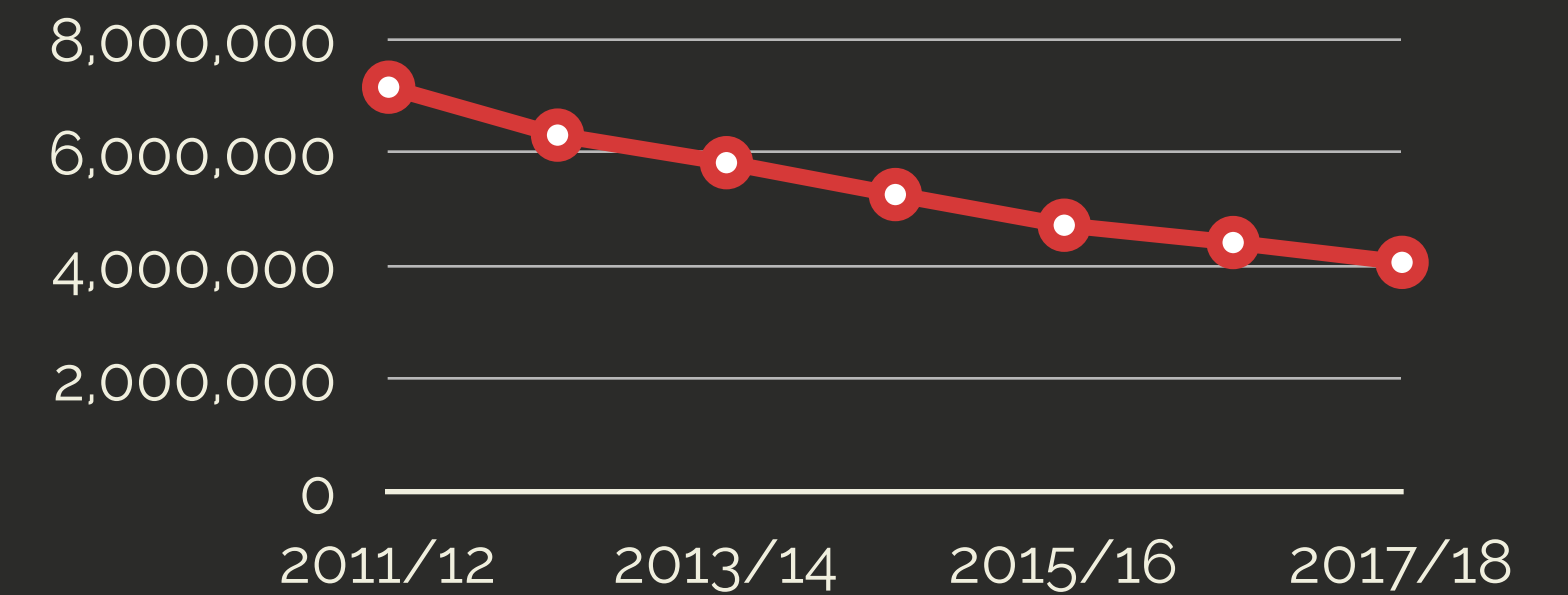
Across the world public libraries are seeing a downward turn in usage:

University of Toronto Library, Canada



Source: <https://onsearch.library.utoronto.ca/annual-statistics>

Libraries in Essex, UK



Source: <https://libraries.essex.gov.uk/>

Nearly 130 public libraries closed across Britain in the last year

7 Dec 2018 **The Guardian**

Nearly 800 public libraries closed since austerity launched in 2010

6 December 2019 **INDEPENDENT**

Latest CIPFA figures reveal 'catastrophic' scale of library closures

December 8, 2017 **THE BOOKSELLER**

Fewer Americans Are Visiting Local Libraries

The Atlantic APRIL 14, 2016

World Library Congress – Closing Libraries is 'short-sighted'

 Open Knowledge Foundation

August 26, 2019

Public Libraries – our new report shows urgent need to boost funding

October 16, 2019 **THE BIG ISSUE**

Why the fall in popularity?

Libraries have struggled to innovate and keep up with consumer habits. They have failed to connect people as emotionally as they once did. They have lost touch with the 'human feeling' and joy of learning. They have lost their beauty.

Library challenges

Availability of information

Information is online - people can "Google" to find out snippets of what they need to know almost instantly - helping their 'Confirmation biases'

Availability of books

People do not need to visit a library to access books - they obtain them cheaply and conveniently at home via the internet

Poor customer experience

The library experience is often faceless and containing a lack of joy or feeling in the experience. Libraries who have tried to modernise have done it poorly not considering consumer needs..

Lack of funding

Libraries are costly to maintain by public bodies. Lack of funds lead to unmotivated staff and old unwelcoming buildings and environments in need of care.

However, there is still a need for the inspiring feelings of joy, excitement, and human connection with local communities around learning. We believe libraries need to be reimagined to keep relevant - both now and into the robotic era. After Corona & beyond.

Libraries need their beauty back

"Beauty is a quality of wholeness or harmony that generates pleasure, meaning or satisfaction... The qualities of surprise, rightness and elegance are not discrete but overlapping components of beauty..."

Marty Neumeier, Metaskills

We believe libraries need to be more human. By imagining the library experience we can bring back their beauty & ensure they remain relevant in the future.

What if, instead of:

Housing loads of books
Limited human interaction

All about books
Based on efficiency

Simply lending books

Individual and autonomous
Silent and cold

Future libraries:

➔ Had no books
➔ Built on a human and emotional experience

➔ All about learning
➔ Based on human joy

➔ Discussion of thinking, exchanging of ideas & joy

➔ Globally connected
➔ Energetic and vibrant

Category of beauty:

Surprise

Rightness

Rightness

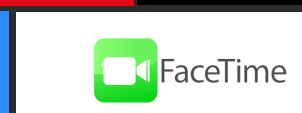
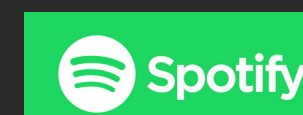
Elegance

Rightness

Surprise

Surprise

What if libraries
were more like:



...What might
this look like?

Introducing our reimagined:

Library of tomorrow

OUR VISION

LoTs are hubs of learning, connecting people locally and globally using real human interaction to invite personal development.

Learning. A LoT.



Amsterdam



Hong Kong



New York



Milan



Dubai



Tel Aviv

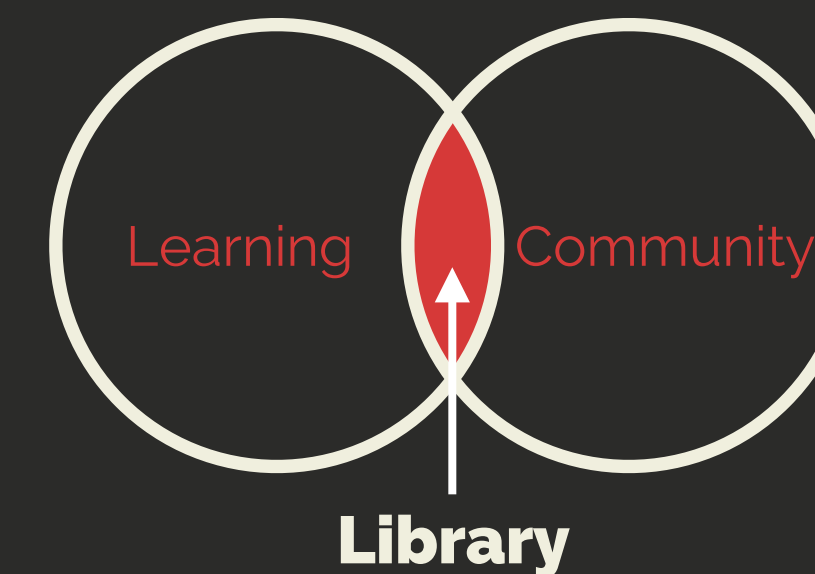
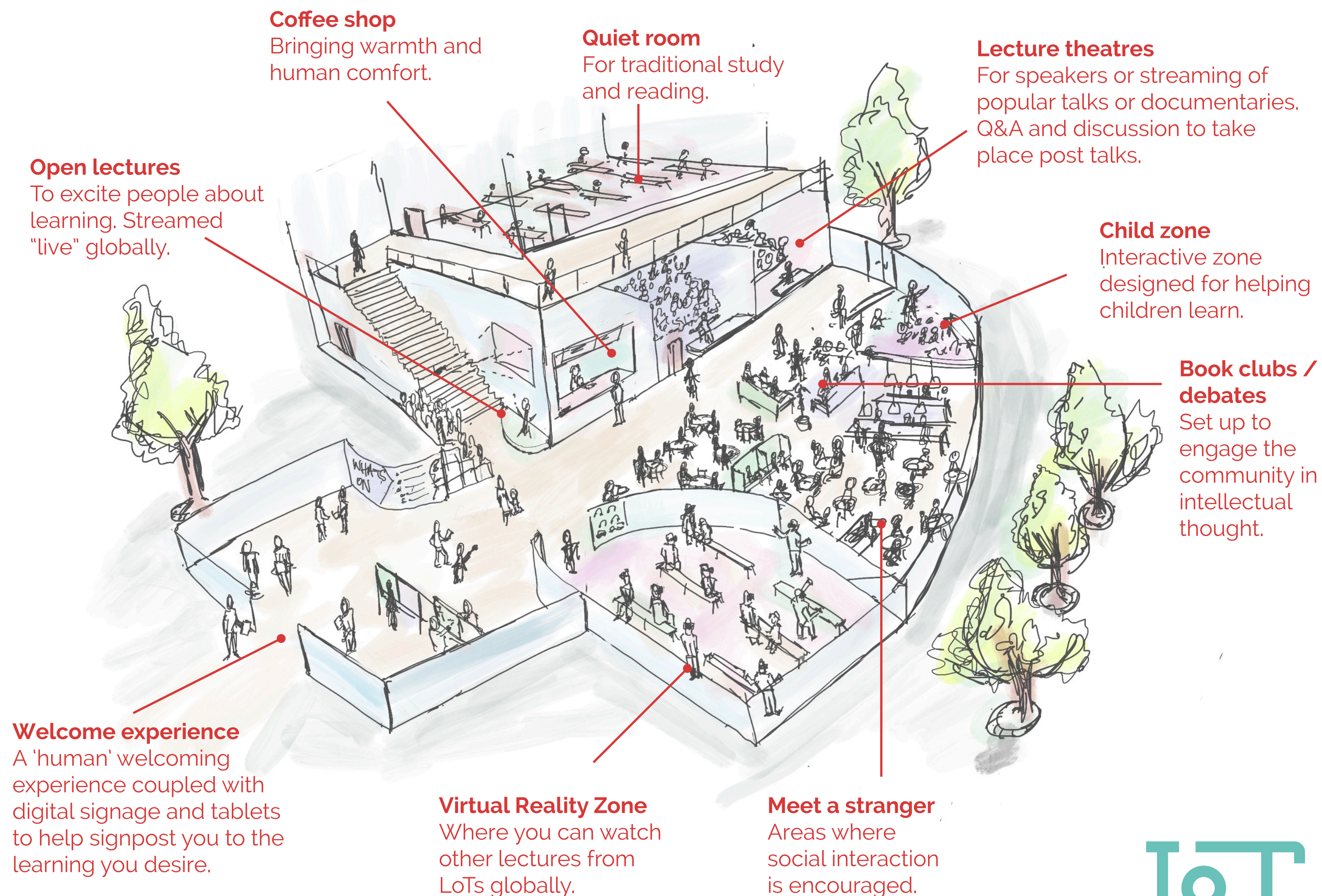
'Libraries of Tomorrow' Brand Identity

"LoT" is a recognisable logo which is used along with each communities' location. The logo is unique, fun, quirky and friendly and begins to help to communicate the ideas of human connection.

Librarians

At the heart of our idea is people. Our librarians will be friendly and engaging, keen to help their communities learn.





Our re-imagined 'LoT' does not stray from the core focus of what a library began for: to bring communities together around learning.

LoTs are reimagined libraries, relevant in the robotic era with a vibrant, feeling & human experience.


They could be online subscription based ensuring that funding was not compromised - this would allow people to connect outside the library as well as inside.

We imagine a three level membership model:

- **First level** - read the books you want (available to everyone like Netflix) - Low price
- **Second level** - Books and online talks - Midrange price
- **Third level** - Books, online talks & workshops bonus programs in the LoT global venues - High price

LOT

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Welcome to LOT City Central, Hong Kong

Take a LIVE VR tourSee MapClasses & Talks

Welcome to the Library Of Tomorrow Hong Kong. Built in 2021 this amazing mix of serenity and vibrance encapsulates LOTs vision so well. With an amazing oasis of planting you can get lost whilst you read fantasy or simply learn in a beautiful environment. Discover what's happening today at LOT Hong Kong live by clicking the link above to take the VR tour or book a tour with a LOT representative.

Our website and positioning would be that of a knowledge giver and content connector around the themes the consumer wanted to understand better.

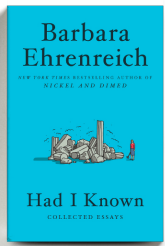
For a full low fidelity prototype visit: <https://bit.ly/3f1ShZa>

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Your Weekly Discovery

BrandingFictionPoetryCookingRomance



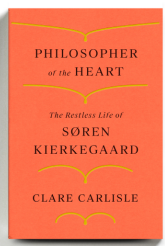
Recommended by Sally Andrews

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Recommended by Sally Andrews

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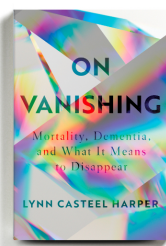
Because you liked the author

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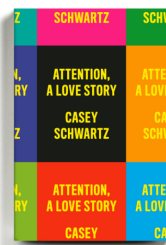
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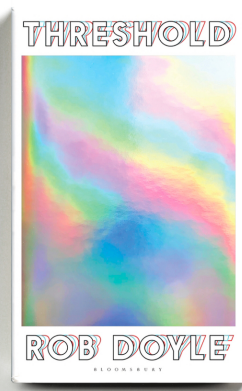
Recommended by Alex - From LOT Book Club

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Top Pick

Threshold

Rob Doyle

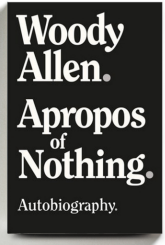
Review by Read Ramos · LOT Valencia

Ambitious Young Man. In Rob Doyle's novel, a character of the same name drifts, from Paris to Thailand, Croatia and Sicily, along drugs, romance, his heroines and avoiding writing.

Read More

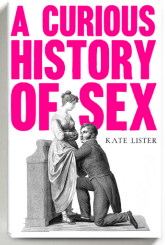
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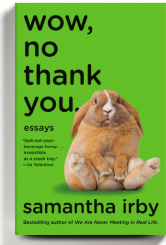
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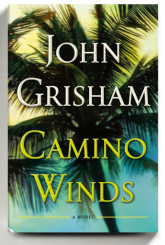
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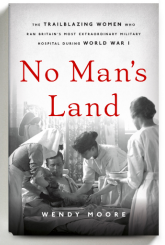
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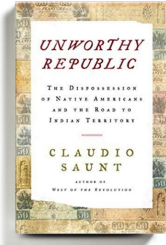
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Close feed


It's a pleasant night in the city. There's a cool wind and a luminous moon giving off a soft light that trickles down through the buildings and mixes with the hazy but weak street lights. You're on your way back home through the empty roads, walking in the unsettling silence. It's unsettling because it's deep night – the time when dangerous people come out to look for victims. It's the time for drug deals and murders, for kidnappings and theft. Seeing the familiar figure of another person standing just down the street from you is a heart-pounding affair. There's no clear way to tell their intentions, no sign that they're just enjoying the view of the stars or that they have a more insidious plan on their mind. The full moon overhead, you know from watching the news, has been witness to many a person becoming a victim in the surly, uncertain dark. Walking beneath the electric lights draws attention to yourself. The safest option is to keep hidden, avoiding people and assuming the worst of them until daylight arrives. But there's a difference between the cityscape of Earth and the all-encompassing universe: in the universe daylight will never come to flood the streets, there's no locked home to go to and no policemen to seek out for safety. There's only the potential for danger and the inability to know the other civilization's true intent. The above thought experiment was written years before the Dark Forest theory, appearing first in the hard science fiction novel The Killing Star by Charles R. Pellegrino and George Zebrowski. It's a very similar premise to the Dark Forest theory in which the authors ask the reader to agree to two things. The first is that a species' own survival is more important than the survival of another species. That is, to us humans the survival of humanity will always come before the survival of an alien race if it comes down to choosing. The second is that a species which has come together to ascertain themselves on their own planet and become capable of spaceflight and technological innovations, will have some level of aggression and alertness. It's certainly something which has proven true on Earth. In order to survive, humans have imposed upon other tribes, other animals, and upon the planet itself. If these two conditions are true and we assume them to be true of the other species, then they will assume it to be true of us as well. This can be a problematic manner of thinking. It leaves always on the horizon this potential for conflict.

But this scenario is a bit different in the Dark Forest theory which arises from Liu Cixin's novel The Dark Forest, a sequel to the award-winning Three Body Problem. In the novel, the theory becomes an attempt to answer the question of the Fermi Paradox, a problem in science named after physicist Enrico Fermi. It is, in short, an exploration of why we've so far seen no signs of alien life when we should statistically be able to see at least 10,000 of them in the universe with 20 of those alien civilizations existing somewhere nearby (on a cosmic scale). These numbers come from the Drake equation, conceived by astronomer Frank Drake in 1961. The equation is an estimate of how many civilizations should exist in our galaxy by examining the many factors that might play a role in their development.

In The Dark Forest, the assumptions of life are this: living organisms want to stay alive – they have a survival drive – and there is no way to know the true intentions of other lifeforms. Because there can be no certainties of a peaceful encounter, the safest course of action is to eradicate the other species before they have a chance to attack you instead. This also explains why an alien society might want to stay quiet, reducing the risk of discovering that humanity, for example, might be hostile after all. The novel also brings up the point of limited resources. A civilization that wishes to continue expanding across the universe will need to compete for the limited resources with any other intelligent life. With this assumption, one need not even consider that the species is hostile. We endanger animal populations on our planet all the time, not out of hatred but out of need for resources. "The universe is a dark forest. Every civilization is an armed hunter stalking through the trees like a ghost, gently pushing aside branches that block the path and trying to tread without sound. Even breathing is done with care. The hunter has to be careful, because everywhere in the forest are stealthy hunters like him. If he finds other life – another hunter, an angel or a demon, a delicate infant or a tottering old man, a fairy or a demigod – there's only one thing he can do: open fire and eliminate them. In this forest, hell is other people. An eternal threat that any life that exposes its own existence will be swiftly wiped out. This is the picture of cosmic civilization. It's the explanation for the Fermi Paradox." An excerpt from Liu's novel.

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Sally Andrews

Where might I be able to find more information on this?

7

Abdul Maya (LOT pro)

There are some great resources on the LOT "learn" pages and in your nearest LOT.

1

Michael Franks

You rock Chris Do!

4

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Add public comment

COMMENT

Appreciate

LOT Dubai – Chris Do – Self Development

(LOT x Chris Do Tour)

Live to 1005 people

Share

Save to a collection

THE METASKILLS CHALLENGE

Module #1

Feeling

Team #5

We Are Not Robots

**The LoT solution would
make libraries stay
relevant in the robotic era
using the power of
emotion and feeling.**

**Because we are not robots.
We're human.**





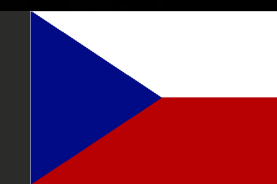
JOLANDE VAN STRAATEN

www.daidaidesign.nl

Thank you!

JAKUB KANTOR

www.kantorgraphics.cz



**WE ARE NOT
ROBOTS**



NATHAN HOLLOWAY

www.workbyground.com

TEAM #5.

MARTY NEUMEIER'S
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MATT DAVIES

www.mrmattdavies.me

