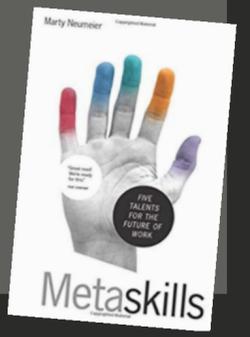




TEAM #5.
MARTY NEUMEIER'S
METASKILLS CHALLENGE



Module #1

Feeling

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

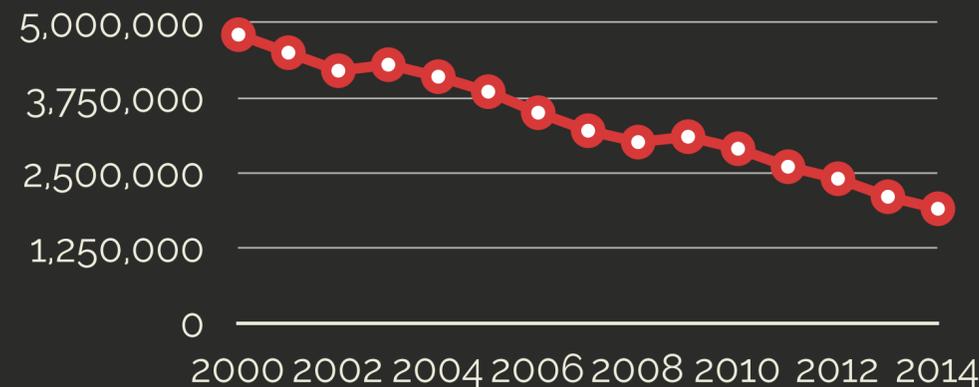
The library in decline

"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

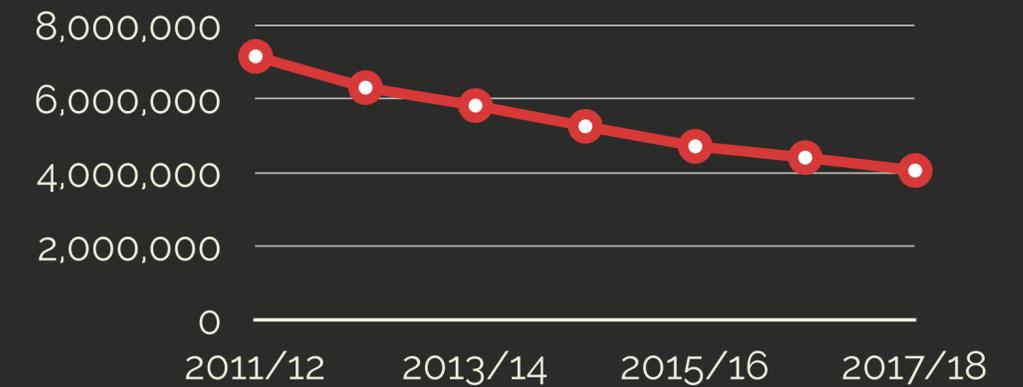
Across the world public libraries are seeing a downward turn in usage:

University of Toronto Library, Canada



Source: <https://onesearch.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

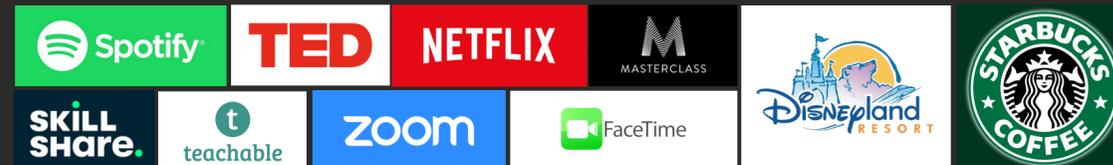
Future libraries:

→ 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

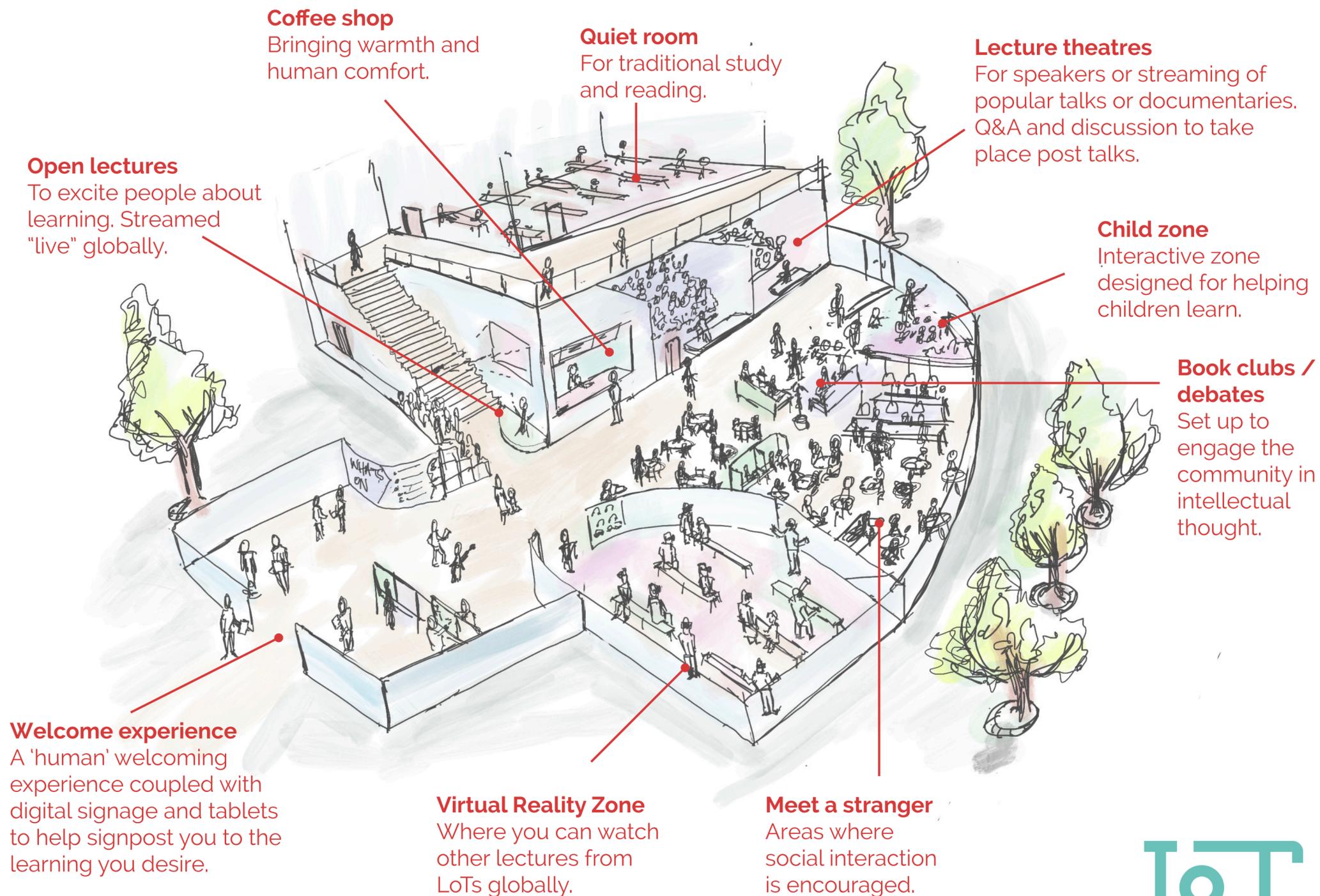
'Libraries of Tomorrow' Brand Identity

"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.

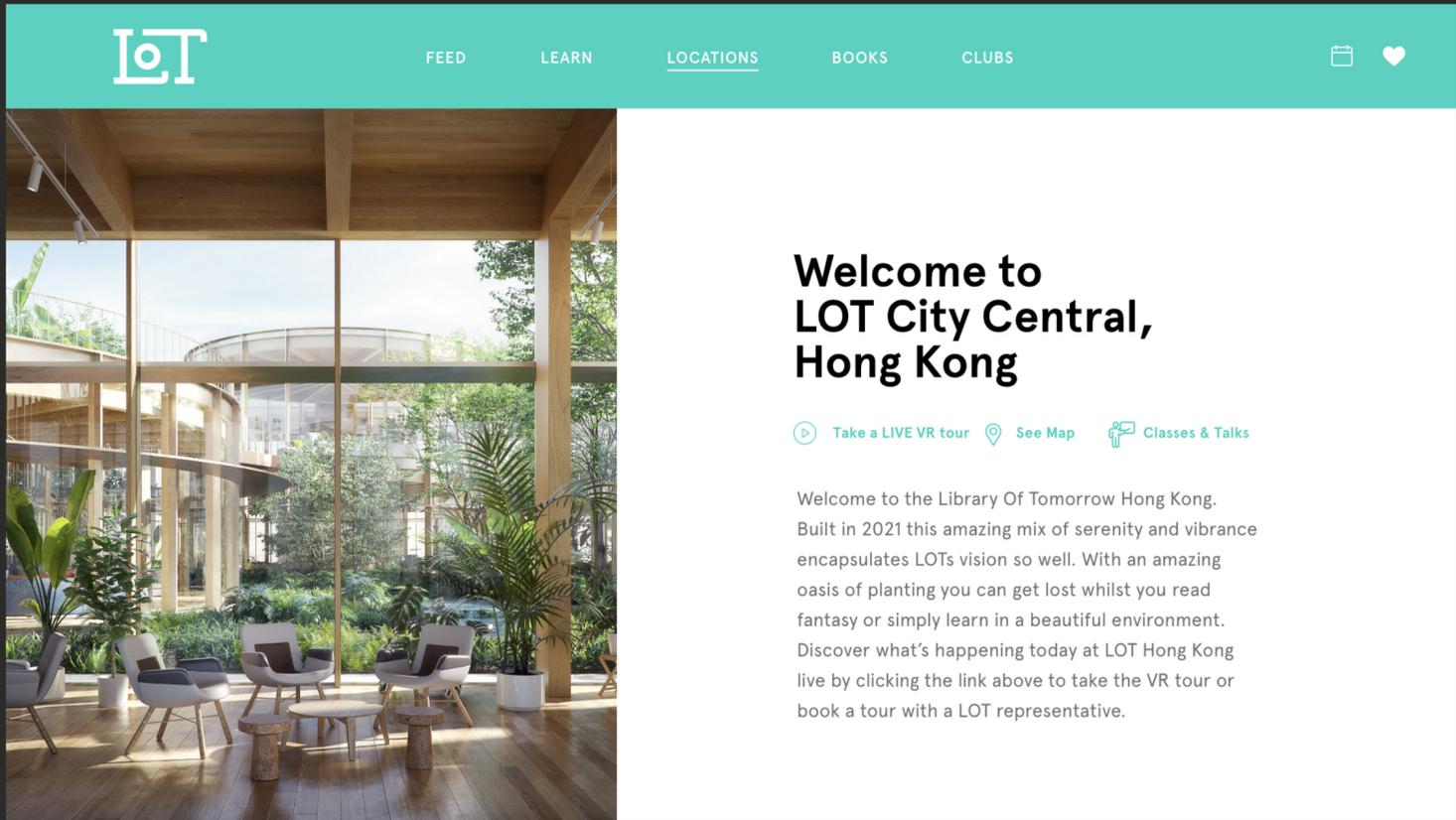
LoTs are reimagined libraries, relevant in the robotic era with a vibrant, feeling & human experience.

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:

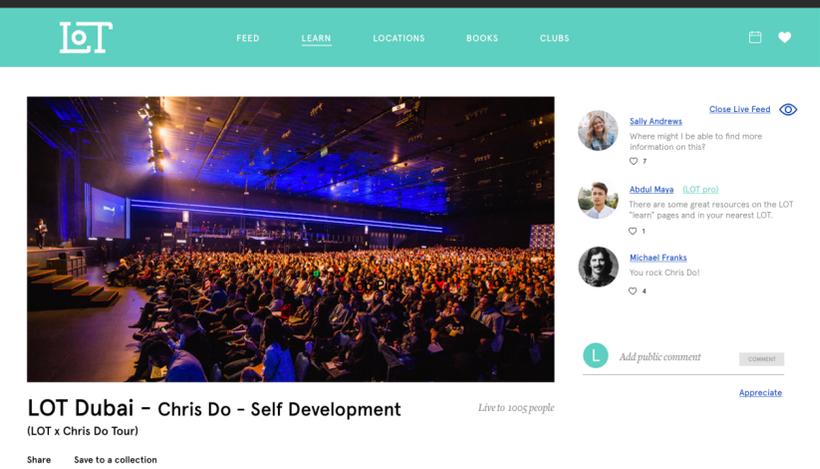
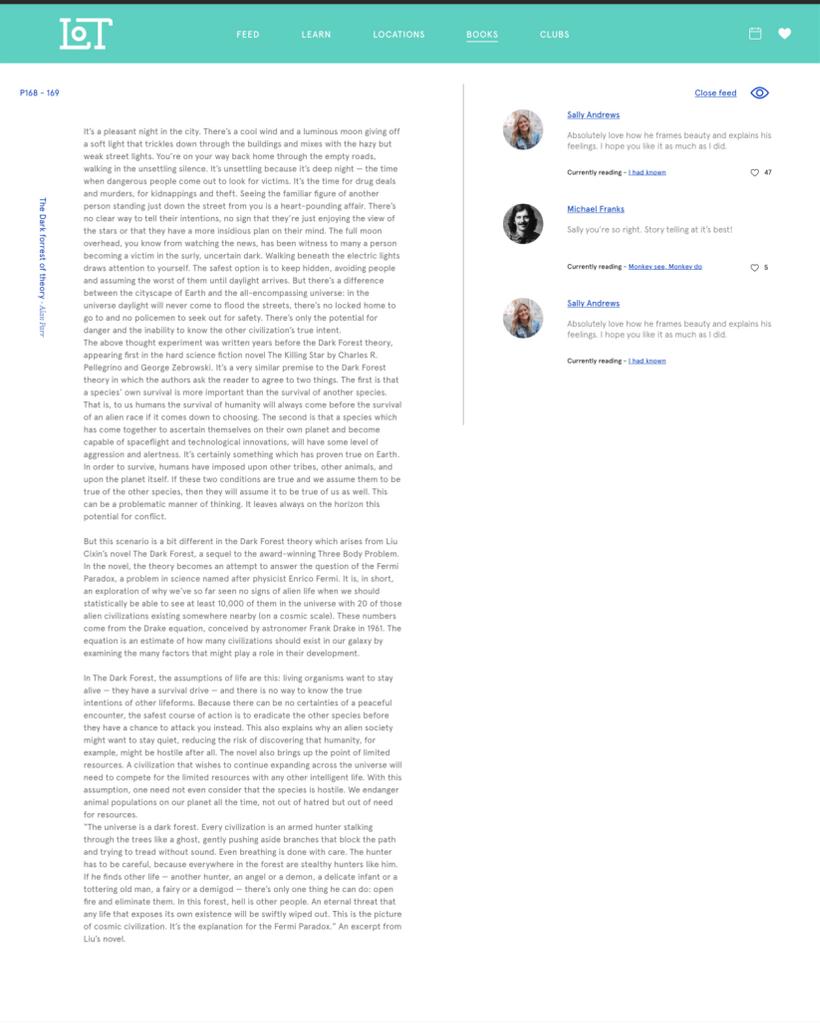
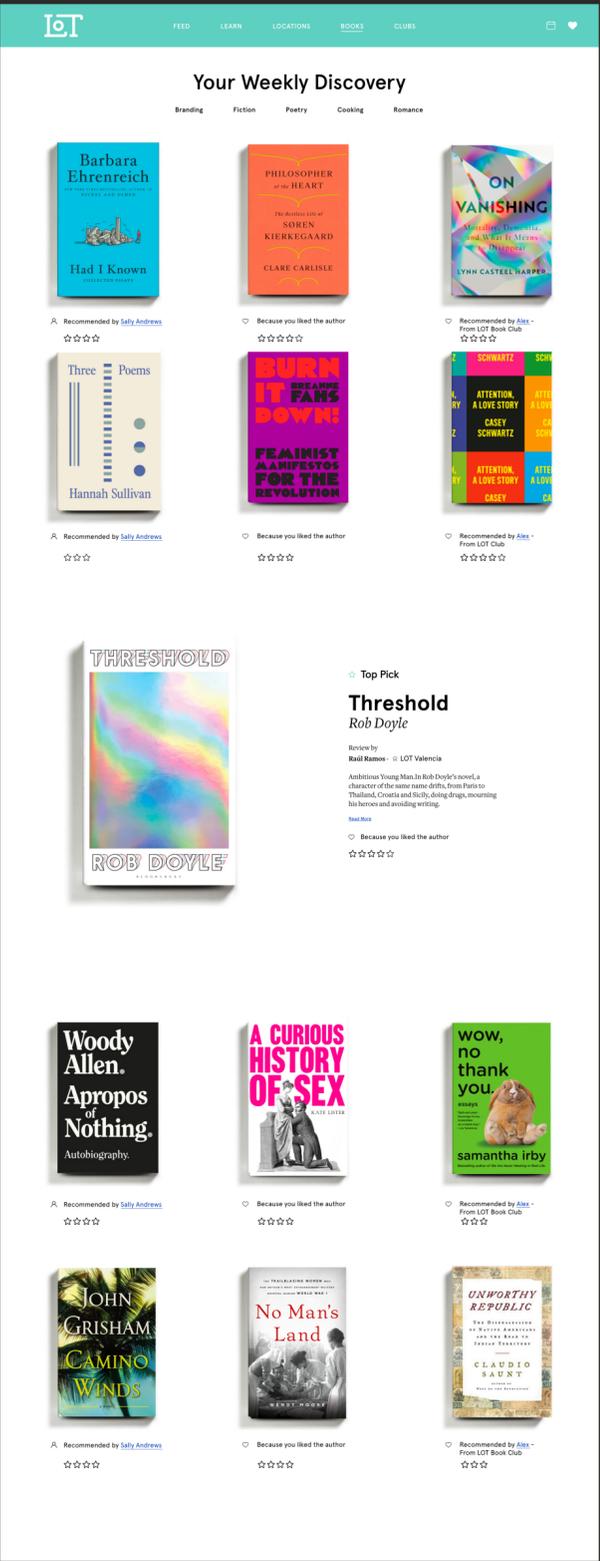
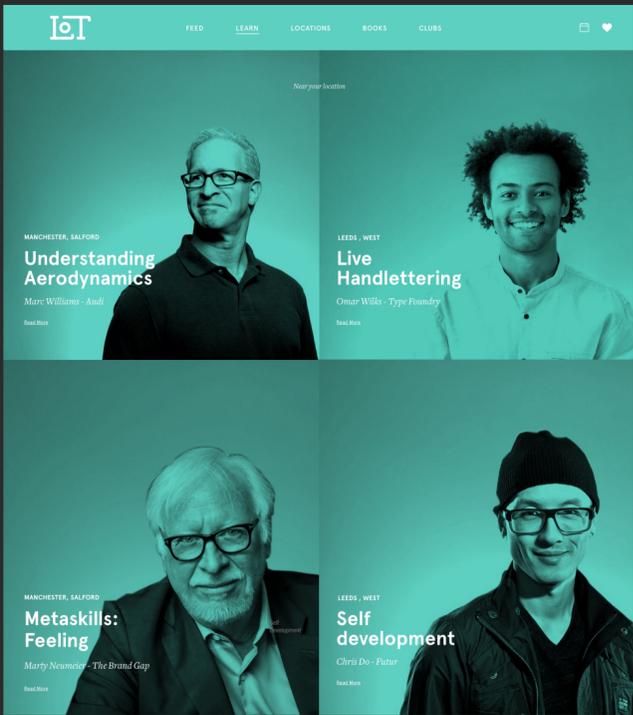
- **First level** - read the books you want (available to everyone like Netflix) - Low price
- **Second level** - Books and online talks - Midrange price
- **Third level** - Books, online talks & workshops bonus programs in the LoT global venues - High price





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>



**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
METASKILLS CHALLENGE



MATT DAVIES

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