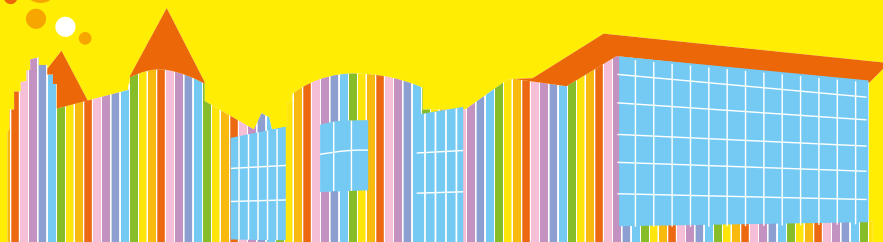
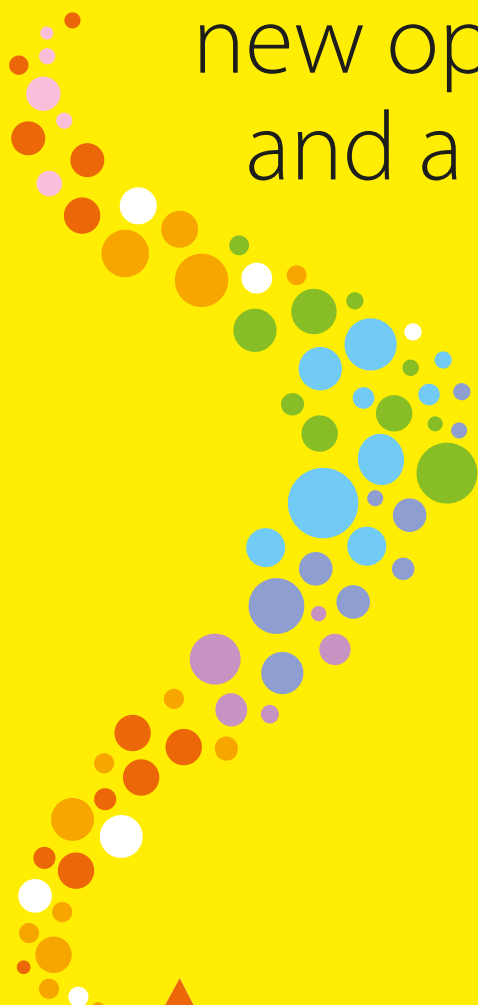


A new era,
new opportunities
and a new library



Stadsbiblioteket



Times change – and so do we

We live in a changing world. It may seem obvious, but never before have changes taken place with such speed, nor had so great an impact on us as they do today. Modern information technology is revolutionising daily life, our lifestyles – even the way we think. Yet these changes are hardly perceptible: what we dreamed of as a utopia yesterday, we simply take for granted today.

Do you want to know how tall the Eiffel Tower is? Twenty years ago, you would probably have looked it up in an encyclopaedia. Today you turn to Wikipedia, using your mobile phone! If you were following a TV series in the 1980s on one of Sweden's two state-funded television channels, you had to make sure you were at home by eight o'clock when the programme started. Today you can choose from hundreds of

channels and watch programmes when you want. Not so long ago, you phoned your friends for a chat; today you keep in touch with everyone you know – and some you don't – via Facebook.

And when it comes to literature, e-book readers are starting to make inroads in Sweden – an innovation that will change both the way we read and our attitude to books.

New technology shrinks distances and expands our options, creating new needs and new ways of behaving – and a host of new opportunities for us all, not least for those of us in libraries. Using the present as a springboard to the future, we are creating the library of tomorrow, a library without boundaries that touches and means something in many people's lives. The library of the next decade.







A democratic meeting place that inspires and develops

It's not easy to summarise the mission of a library in just a few words but, as we see it, Malmö City Library exists to inspire people and help them develop. Better still, perhaps, to inspire them to develop. This is the task we have been charged with by the City of Malmö, a task we are proud to undertake.

We want the library to be a place where all the residents of Malmö can find inspiration and develop as active citizens, companions and individuals by expanding their creativity and deepening their knowledge. We want to motivate people to read and to learn, to listen and to take part. We want to promote democracy and equality, encourage critical thinking, set current agendas and provoke debate. Malmö City Library must be a democratic

forum, a place for everyone. Not merely a place where everyone is welcome, but a place that everyone visits. Young and old, male and female. Those pursuing a career and those who are out of work. People from the suburbs and the inner city, too. Pensioners, young parents and students. People who have recently moved to the area and long-time residents. Only when people from all walks of life choose to visit us can we create a vibrant, democratic meeting place.

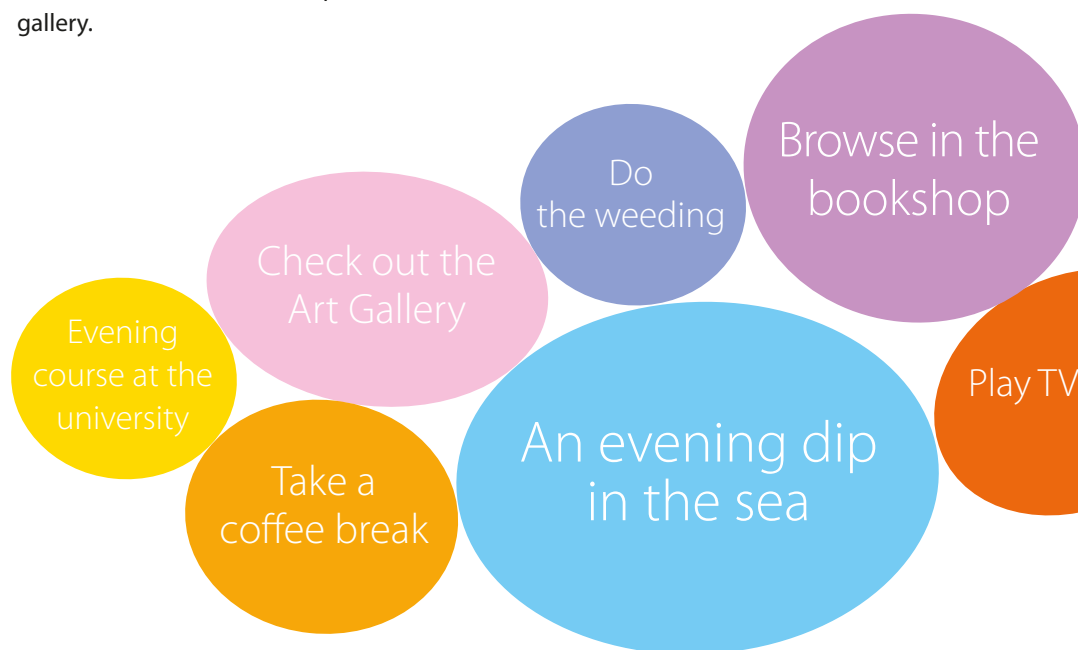
Right now, we are focusing especially on two target groups: children/young people and new Malmö residents. It's a reflection of the city's demographic make-up: 50 % of residents are under 36 and almost 40 % were born outside Sweden or have parents who were born abroad.

We're competing for hours and minutes

Time is in short supply in today's society. There's more choice more readily available – but the time at our disposal remains constant. And it is frequently far too little.

As a library we are competing for people's time. In practice, this means competing with all sorts of activities and events: a family excursion in the countryside, an hour at the gym, a visit to the book shop, to Mobilia or IKEA, time spent in front of the computer, the TV or out in the garden, a coffee break in town or a trip to the art gallery.

To fulfil our role as Malmö's most democratic forum we must attract different types of people. That means fighting for their attention, for their time. It means getting them to visit us and, once they're here, giving them what it takes to extend their stay and make their experience more profound. That's why we're reviewing the way we work and the jobs we do, changing, innovating, thinking in new ways. Daring to be different.



Cheer on MFF

Pick up
the kids

Have a beer
in town

See
the new
Harry Potter
film

Shop at IKEA

Mingle on
Facebook

Chill out

Do the weekend
shopping

Work late

Go for a walk
in the woods

Play TV games

he
o





It's simple. To reach more people, we need to extend a welcome to more people. That means issuing the kinds of invitation that appeal to them and making it easy for them to make use of what we have to offer. That's where digital technology comes in: a digital library enables people to use our services whenever it suits them, 24/7. And there is plenty on offer. Users can search for information in various databases, borrow e-books, play games, listen to audiobooks and music, and take part in various events, both in real time and afterwards. And these are still only early days ...

Within a short time we aim to increase the number of our digital visitors from

1.2 to 1.4 million a year. To do that we need to create a digital library that can compete successfully with other internet attractions. That means improving technical skills – our own and those of our users – and developing content and presentation, with interfaces that are easily navigated and fun to use. We mustn't limit ourselves to seeing the digital library as a web-based version of our physical library; instead we need to explore the unique potential of this medium. Digitalisation enables us to offer unique, local material to the entire world. Information from all sorts of sources can be recompiled and distributed via new channels. By using mobile phones, e-readers and other

The digital library helps us reach out



information channels, users will be able to run our programs and contribute their own input.

The digital library enables us to establish a creative arena for interaction and meaningful dialogue. All our users can become co-producers in the process: through blogs and communities we can penetrate deeper into the subjects that interest us and create links between various sub-cultures. Via the Internet we can invite the rest of the world to Malmö and take Malmö to the rest of the world, transforming Malmö City Library into a voice in the international debate.

New ideas – inside and out

This new approach will also be evident in the library's physical home. We will exploit the flexibility of the premises to make room for everyone – the talkative and the taciturn, those looking for new contacts and those in search of peace and quiet. The library will accommodate fun activities that combine learning and play to appeal to every conceivable target group: children, pensioners and students, but also single dads, whodunit fans, technology freaks, poets, hydrangea growers, Middle East experts ...

To make best use of the building, we'll follow the original plans for the layout, with non-fiction in *Slottet* and fiction, music and film in *Ljusets kalender*. In the open areas within the building we will create different settings to reflect activities related to the collections and invite visitors to experience something new. The new library will give children pride of place. Younger children will have their own room on Floor 1 in *Ljusets kalender*, while Floor 2 will

provide a more open environment for older children, close to areas for young people and adults. On the ground floor of *Slottet*, a bistro will replace the former Children's Section.

But we won't stop there. Our vision is to remove the boundaries between the library and the world beyond, erase the physical and mental borders for what a library is expected to be, and explore instead what a library can become. We will extend our opening hours and open more entrances into the building. We will integrate the public spaces outside the library with our own activities and blur the boundaries between inside and out. We will search for new arenas and make our own guest appearances in local life – in the park, at the swimming baths, in the playgrounds and on the streets and squares. By bringing the library to the people, rather than the other way around, we will pave the way for unexpected new meetings and provide opportunities for working in a totally new way.



From a conventional library to “a great good place”

Every society needs meeting places that are open to all, places where people can come together, exchange information and experiences, build relationships, discuss and debate. In days gone by there were natural forums for this: everything from the local pub to the church porch. Today's urbanised world cries out for informal meeting places, the “great good places” that help to unite people and communities. Places that provide a gateway into society for newcomers, places where you can get to know people and keep yourself informed about what's happening around you.

Places where you can meet kindred spirits, but also people from other cultures with other experiences. Truly democratic forums that are open, welcoming, accessible, where relations are formed and

where no one is excluded. Places like the library.

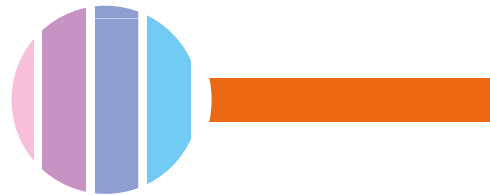
As part of our ambition to shoulder the role as a democratic rendezvous point – “a great good place” – we will improve opportunities for visitors to take part and interact through debates and discussions, workshops, study circles and communities. We will pave the way for formal and informal meetings that transcend boundaries and barriers, and foster relations.

And we ourselves will invite new contributors – everything from other cultural institutions to companies and organisations – to help us achieve our objectives. There is a natural limit for what we can achieve on our own. But by opening our doors and creating new partnerships, we significantly increase the potential for what we can achieve together.





Creating the new library – together



We have the know-how. We have the tools. We have the vision. In other words, together we have the potential to create a brand new library, a vibrant meeting place where everyone is welcome and where people are inspired to develop. A place for all of Malmö's residents.

We have already taken the first steps on what will be an exciting and instructive journey. But change requires work and commitment from all those involved. The library for the new decade is a new kind of library. Some of the changes have already taken place naturally, and the process of change itself has inspired new thoughts and provided new insights. So what's next?

Everyone who works at the library will develop new skills. We will broaden and deepen our knowledge by recruiting people with other educational and professional backgrounds. We will reassess all that we do, scrutinise our professional roles with new eyes. We will take stock and learn new things. And to support this process, over the next few years we will implement a comprehensive programme of skills development. To acquire new knowledge – and share it with others – we have entered partnerships with various outside experts: when we launch our skills development programme, we will be working with universities and big city



libraries in Sweden and Denmark. When we stage events on our International Authors' Stage, we will do so in collaboration with Stockholm's Kulturhuset, Copenhagen's "Black Diamond", or publishers. And when we open Malmö Learning Centre, we will work closely with the City of Malmö Education Department.

On a national level all of Sweden's libraries are working on an extensive

programme of change. As a city library with impressive resources and experience of assignments of national significance, Malmö City Library is playing an active part in contributing to this development process. Together we are creating the new library in Malmö, in Sweden and in the world.



*The information in this folder is based on the Strategy for Malmö City Library 2009 – 2012:
“The Darling Library – you life, your dreams, your library”.*