

THE LIBRARY as a **PLATFORM**



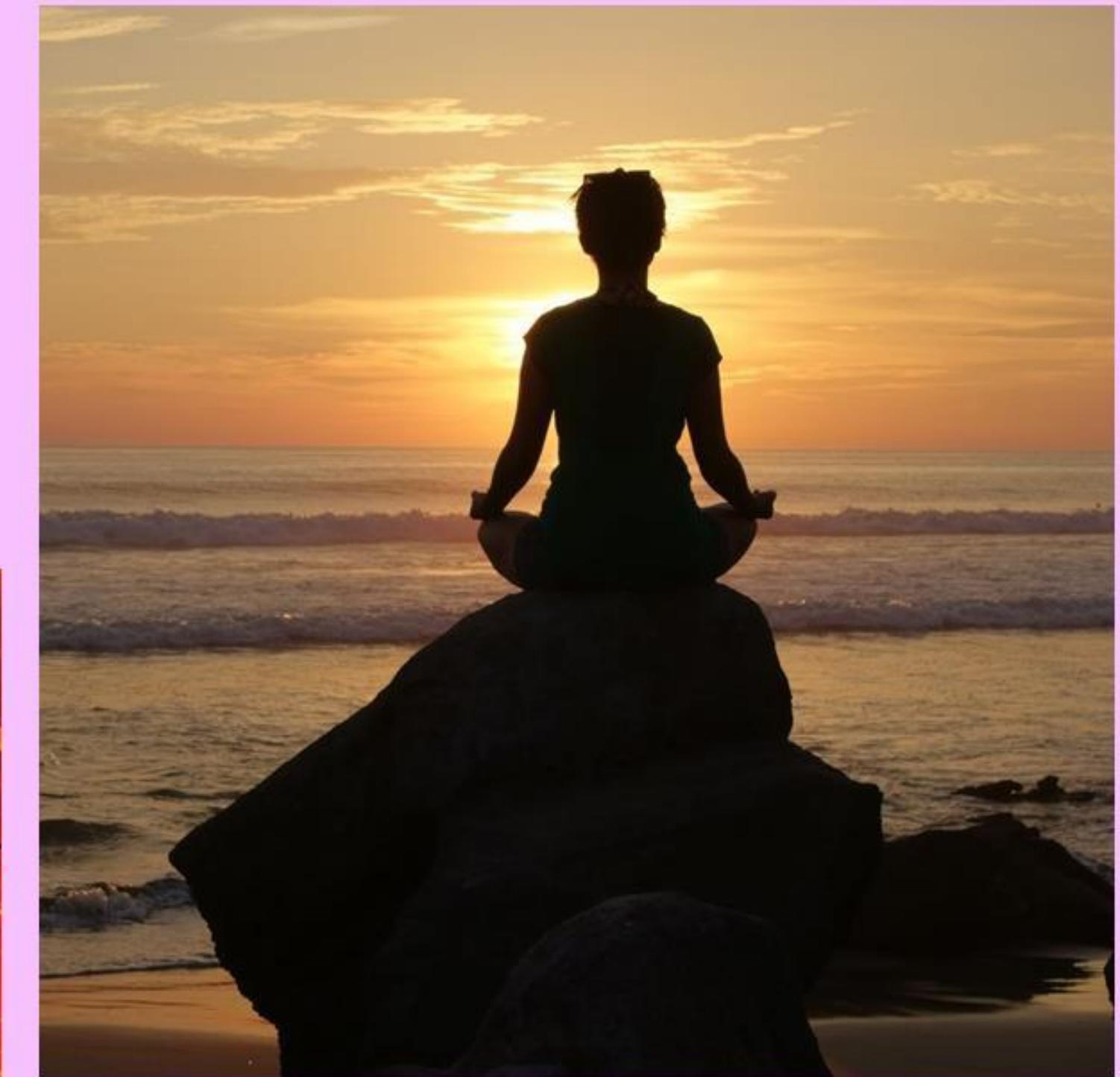
Roel van den Sigtendorst

CEO Muntpunkt Brussels

Knihovny současnosti 2024

Let's land....

(Pojďme
přistát...)

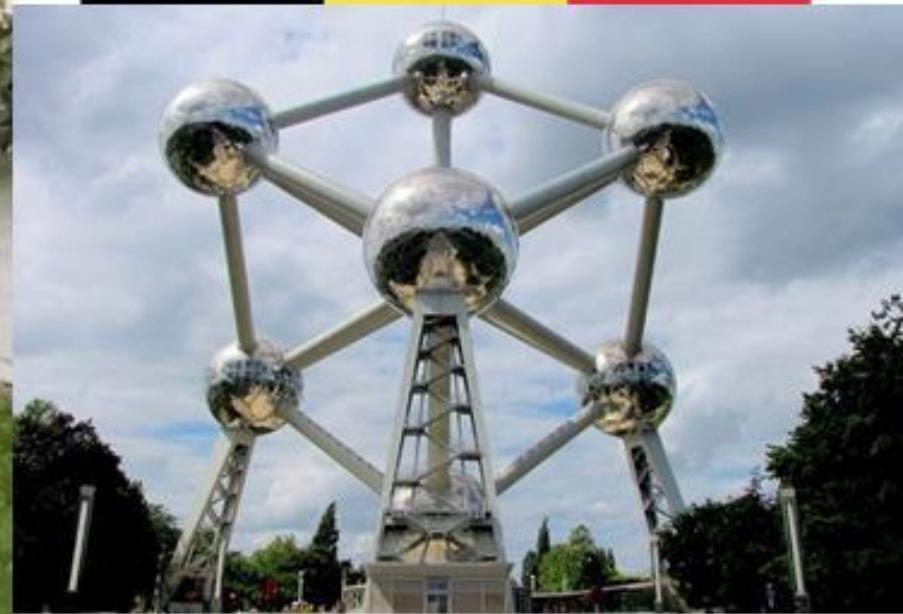


question:

**in a world of unlimited, free
& public information, what
is the role of The Library?**



**personal
introduction**



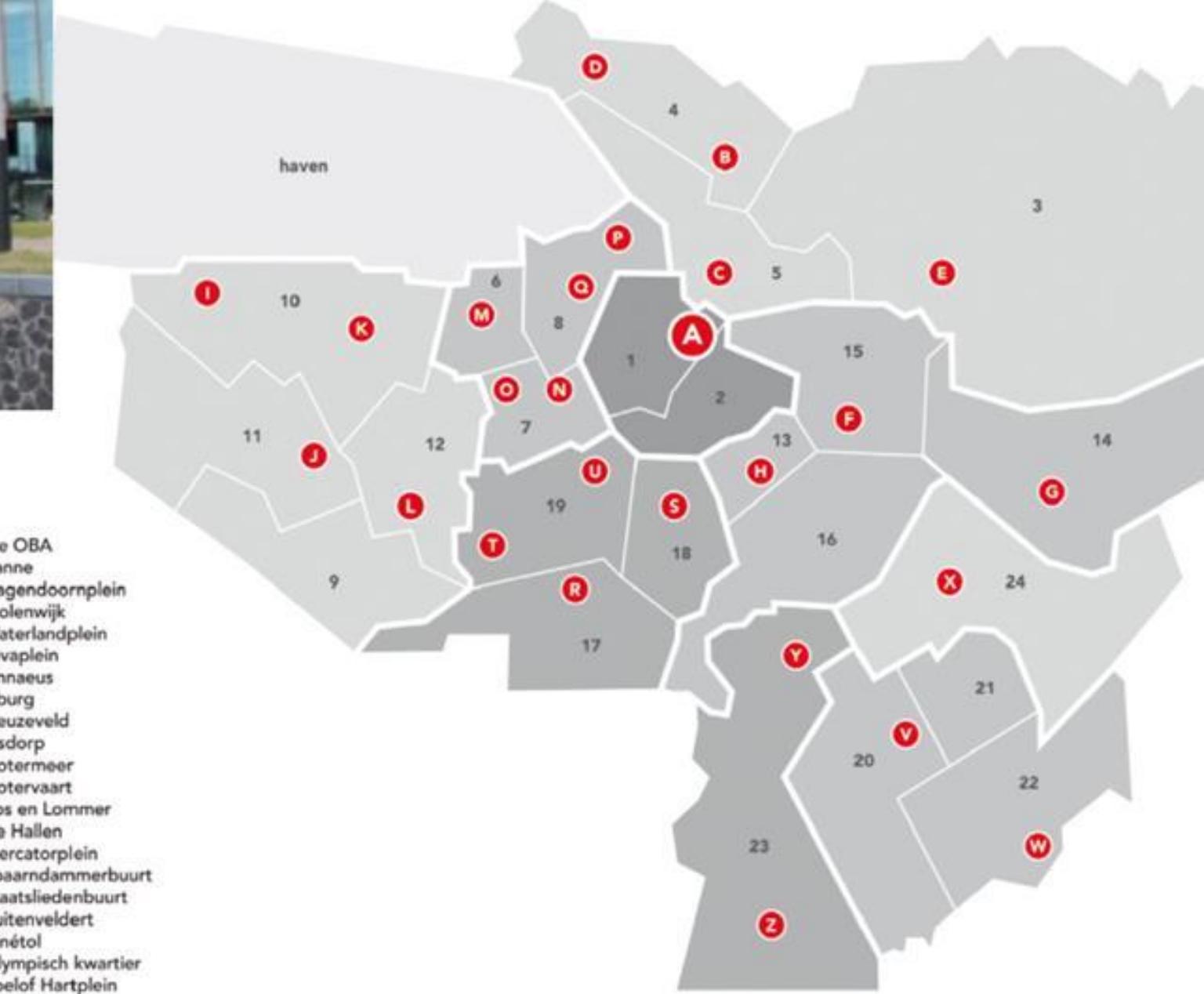
Amsterdam



obr



- A Centrale OBA
- B OBA Banne
- C OBA Hagendoornplein
- D OBA Molenwijk
- E OBA Waterlandplein
- F OBA Javaplein
- G OBA Linnaeus
- H OBA IJburg
- I OBA Geuzeveld
- J OBA Osdorp
- K OBA Slotermeer
- L OBA Slotervaart
- M OBA Bos en Lommer
- N OBA De Hallen
- O OBA Mercatorplein
- P OBA Spaarndammerbuurt
- Q OBA Staatsliedenbuurt
- R OBA Buitenveldert
- S OBA Cinépolis
- T OBA Olympisch kwartier
- U OBA Roelof Hartplein
- V OBA Bijlmer
- W OBA Reigersbos
- X OBA Diemen
- Y OBA Duivendrecht
- Z OBA Ouderkerk



The Library *as a* strategic & Platform-Organization partnerships

THE LIBRARY

as a

PLATFORM

why?



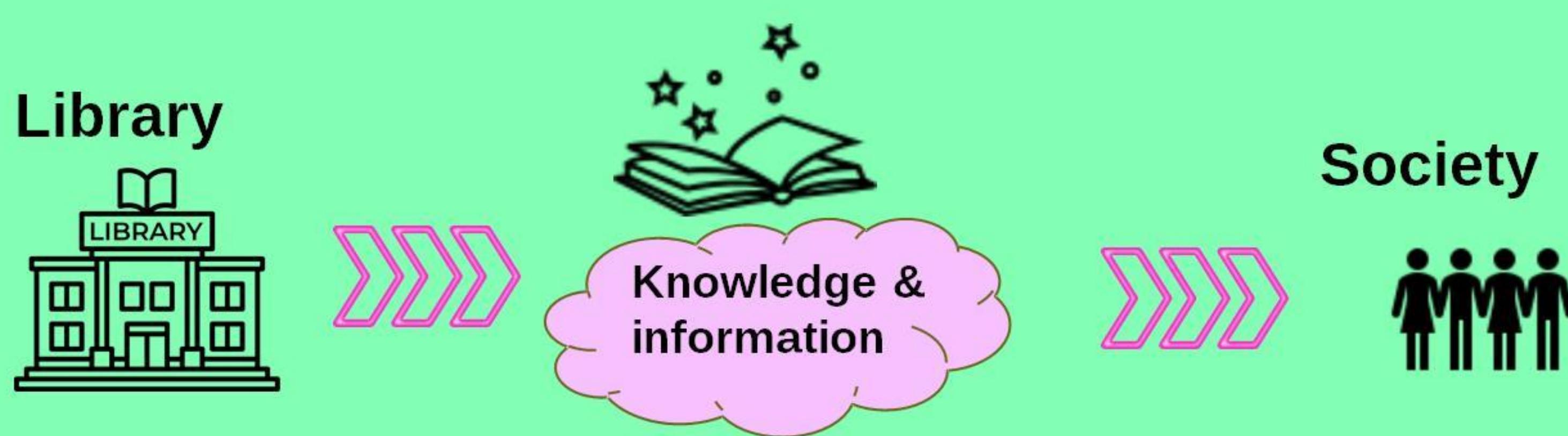
The Library *as a*

...why?

Platform-Organization

The Library 1.0, a +100 year monopoly

- Free, public information
- Centrally organized, linear process
- The Book as (it's primary) medium



The Library ...why?

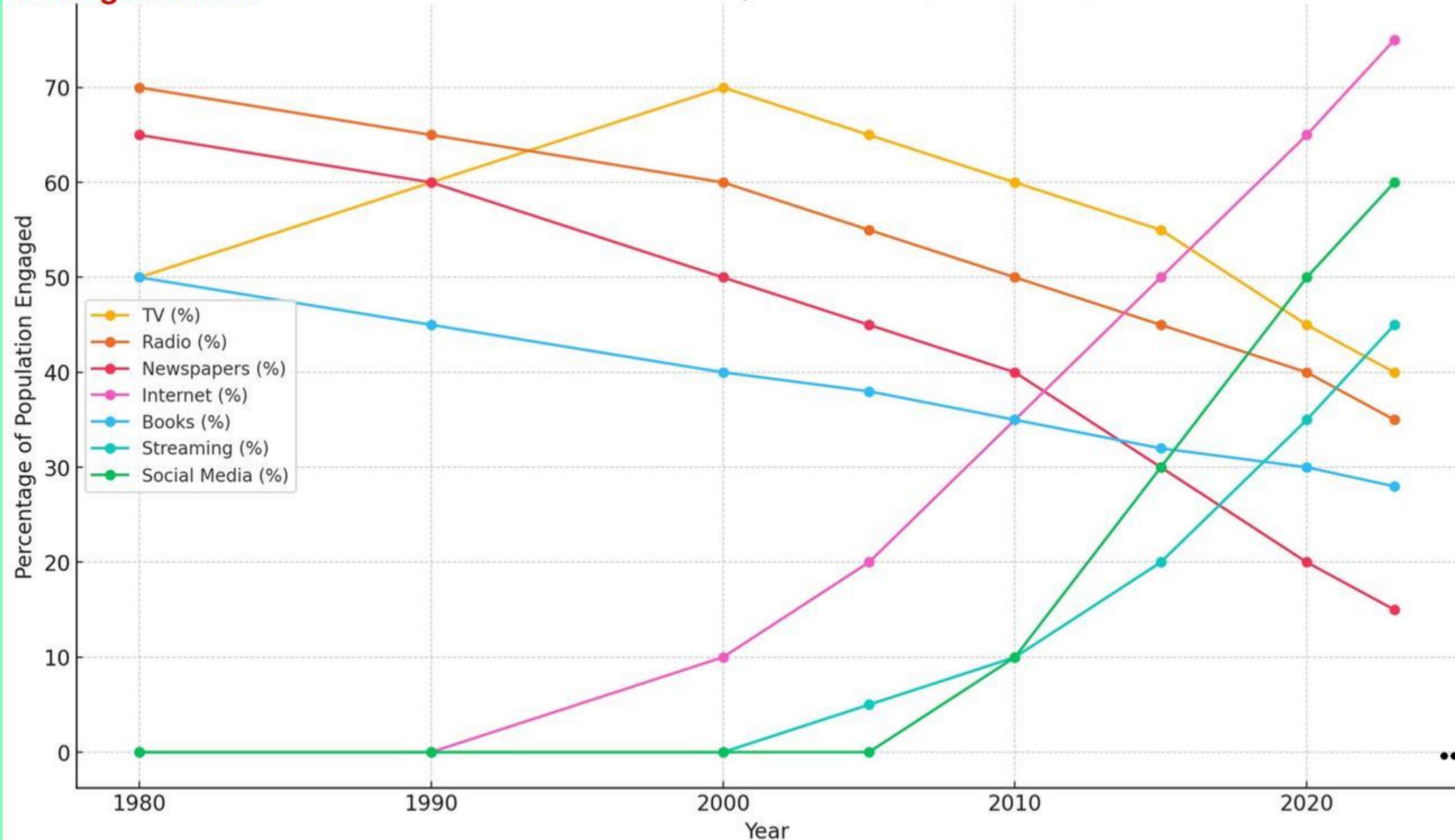
as a

Platform-Organization

*generated with a.i. - combined datasets

Knihovny současnosti 2024

Global Media Consumption Trends (1980-2023)



....a.i.?

The Library *as a*

...why?

Platform-Organization

the
internet

=

The Library 1.0



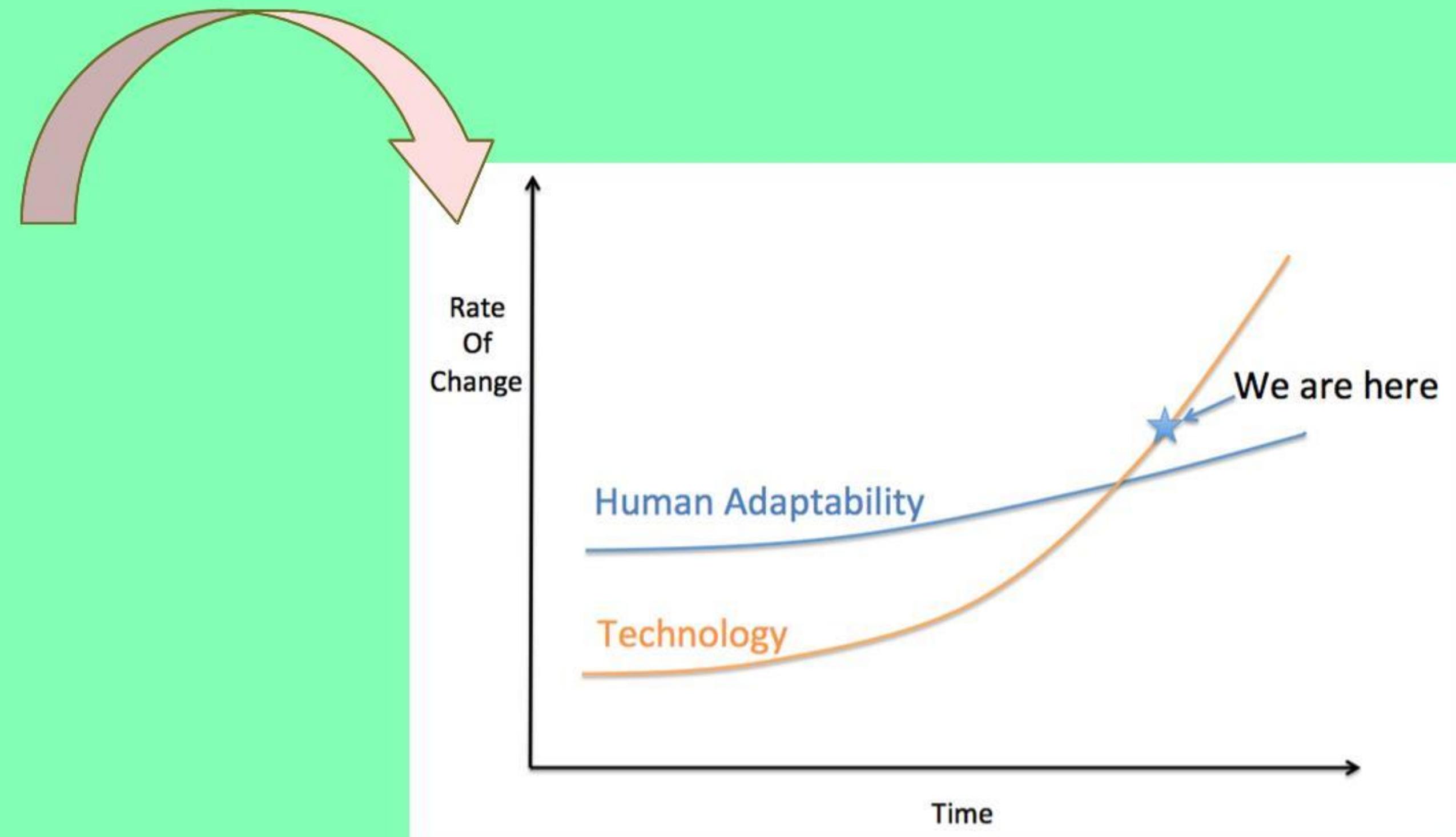
~~monopoly~~

The Library *as a*

...why?

Platform-Organization

**the
internet**



CRISIS!



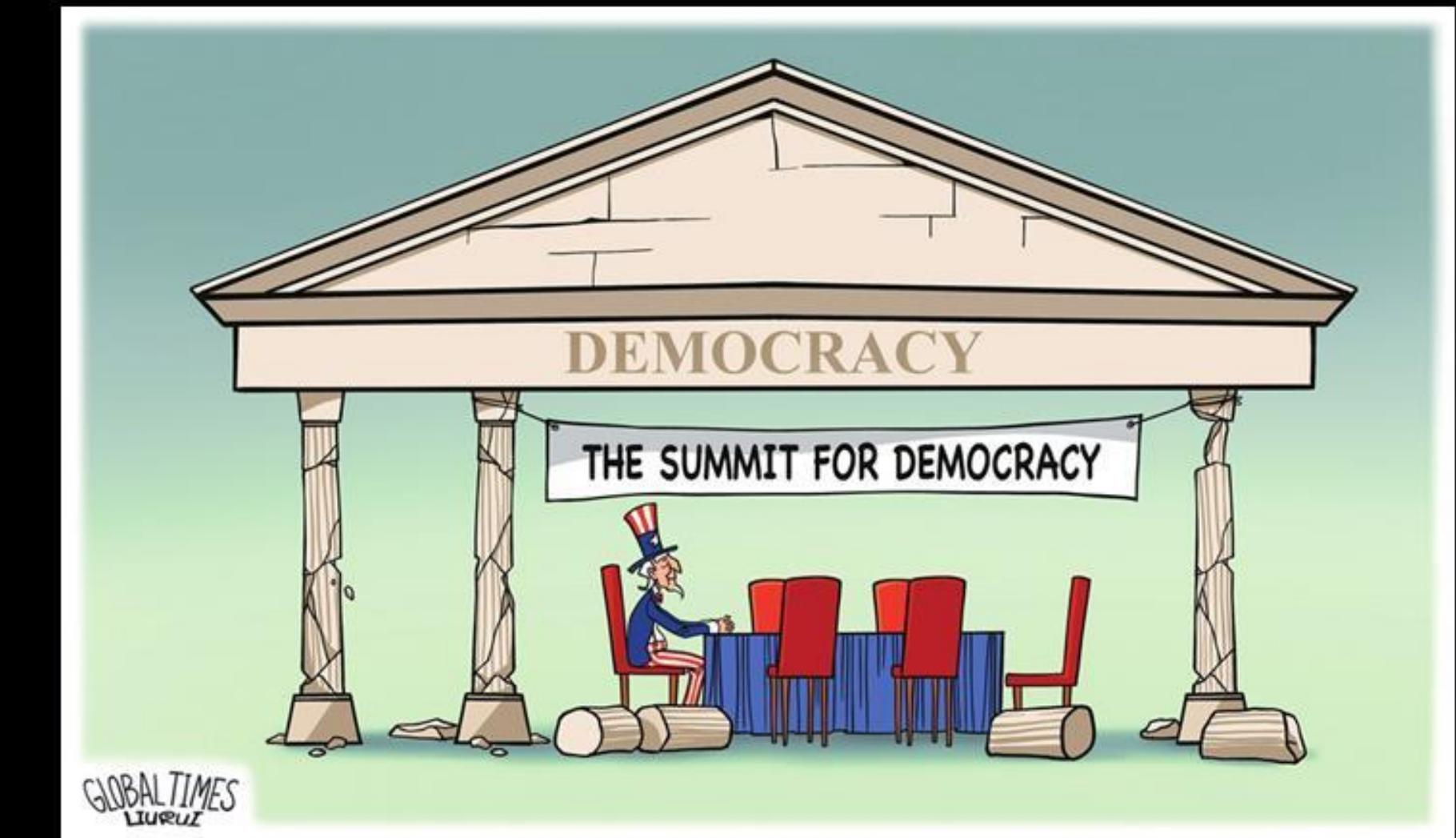
#1. the digital crisis

- **hyperconnectivity**
- **inequality in:**
 - knowledge**
 - acces (to technology)**
 - networks**
- **a.i.**
- **fake news**
- **media decentralization**
- **quality of life?**



#2. the institutional crisis

- declining trust
- civil unrest
- centralization
- censorship
- debt - inflation
- inequality
- climate



#3. the spiritual crisis

- **well-being**
 - loneliness**
 - depression**
 - anxiety**
- **community & social fabric**
- **divorces**
- **faith in the future**
- **physical**
 - birthrates**
 - obesity**
 - illness**



question:

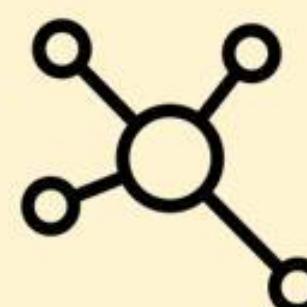
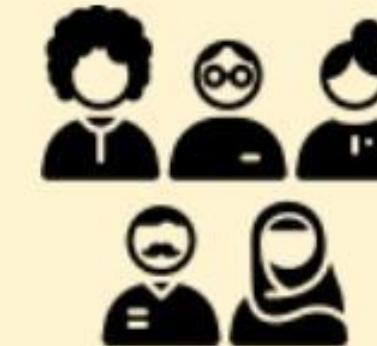
*fast changing,
crisis filled,*

**in a world of unlimited free
& public information, what
is the role of The Library ?**

The Library *as a* uniquely positioned

Platform-Organization

- **(safe, high quality) public spaces**
- **diverse audiences**
- **`trusted brand`**
- **strong government relationships**
- **network of branches**

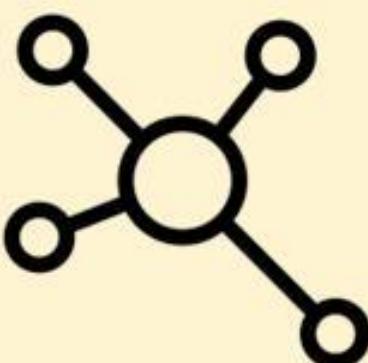


The Library as a Platform-Organization

uniquely positioned

**there is no (public) organization
better positioned to take on
todays (local) societal challenges
then the librarie**

.....(but we can't do it alone!)



The Library
as a
Platform-Organization

...why?

UNIQUE EXPERIENCES!

**reflection
&
meaning**



**connections
& networks**

**information,
knowledge
& skills**



The Library *as a*

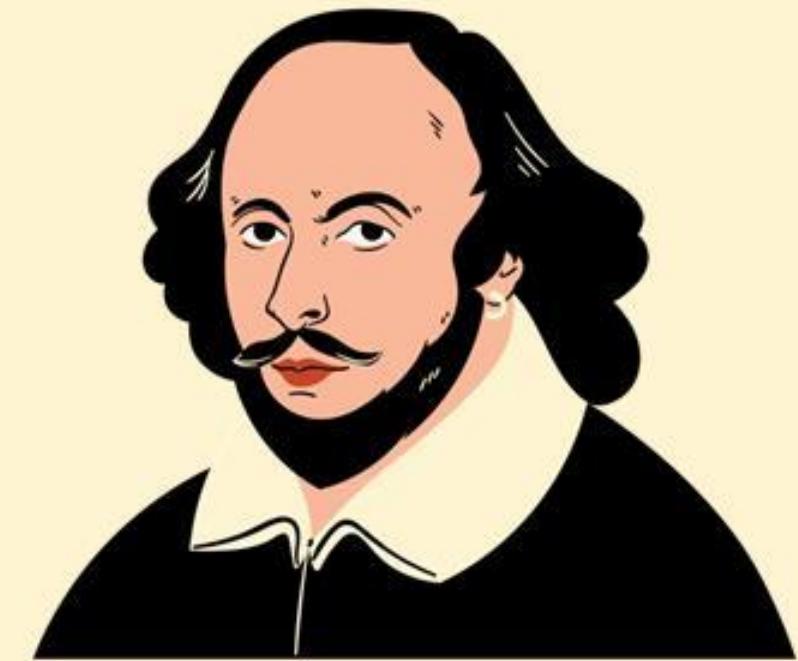
...why?

Platform-Organization

THE LIBRARY 20

The strategic question:

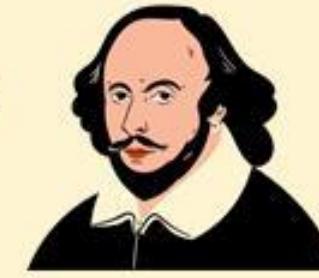
to specialize, or not to specialize?



The Library as a

... to specialize, or not to specialize?

Platform-Organization



option #1: to specialize

library (or librarian):

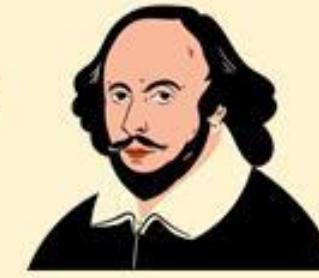
- **becomes the expert**
- **develops the content**
(activities, experiences)
- **clear focus, deep dive**
- **depth over width**



The Library as a

... to specialize, or not to specialize?

Platform-Organization



option #1: to specialize
unique selling points:

- **Reading promotion**
- **Reading skills development**
- **Reading experiences**
- **Collection development**
- **Curation**
- **Collaboration with education systems**

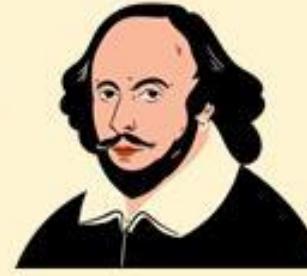
reading



The Library *as a*

... to specialize, or not to specialize?

Platform-Organization



option #1: to specialize



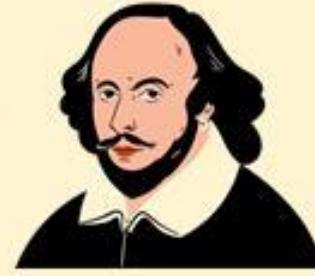
the risk:

*a fast changing,
crisis filled,* **world**

The Library *as a*

... to specialize, or not to specialize?

Platform-Organization

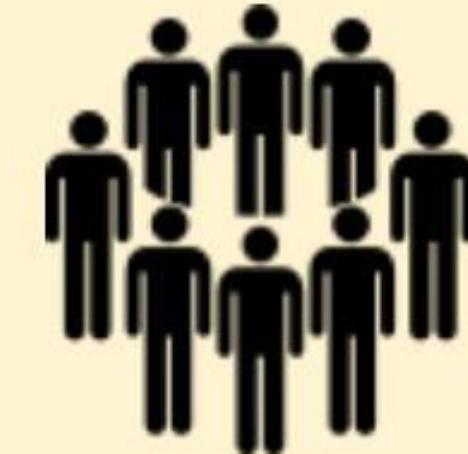


option #2:

**the library as a
platform organization**

The Library as a

Platform-Organization

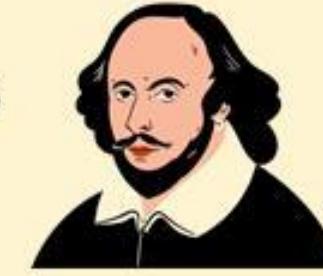


- facilitates communities and organizations in the presentation and development of their content.
- works with the creative energy already present in the community.

The Library as a

... to specialize, or not to specialize?

Platform-Organization



option #2: not to specialize (to generalize)

the library as a platform:

- **becomes the generalist**
- **understands the challenges, finds the experts**
- **network organization, partnerships**
- **facilitates the content (activities, experiences)**
- **broad scope, well informed**
- **width over depth**

The Library

as a

Platform-Organization

...the benefits

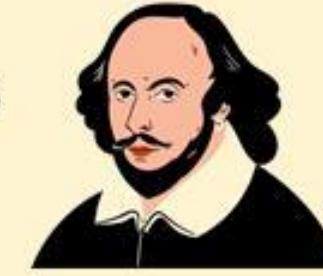
- **flexibility:** 'move with' changing issues in society
- **quality:** becoming excellent in service by taking a clear role
- **inclusiveness:** being able to serve a wide range of communities & target groups appropriately
- **democratization:** giving space, participation and a stage to its city's communities
- **scale & efficiency:** channeling the “creative energy” already available in society, scalable
- **stability:** generating more (own) income, by exploiting facilities via the platform role

The Library *as a*

... to specialize, or not to specialize?

Platform-Organization

option #2:



**various forms of
platform thinking**

The Library as a

...various forms of platform thinking

Platform-Organization



- **sharing spaces:**

- sharing your (public) spaces fulltime with relevant partnerorganizations (rent, co-housing etc.)**
- sharing your public space parttime with relevant partnerorganizations (i.e. 1 day a week)**
- conference role**

- **collection, programming & activities:**

- facilitating partnerorganizations in presenting (or co-creating) their activities**
- curating with partnerorganizations for collection development**

- **information platforms:**

- using the library as an (online and onsite) platform for relevant, applicable information for and from society**

The Library *as a* Platform-Organization

**examples:
platform thinking**

The Library

as a

Platform-Organization

oba



...various forms of platform thinking

sharing spaces: examples

oba amsterdam X
local broadcasting station



The Library

as a

Platform-Organization

oba



OXVILLE
CINEMA

FUNX



...various forms of platform thinking
sharing spaces: examples

oba amsterdam X
arabic cultural centre X
youth radio station X
arthouse cinema

The Library

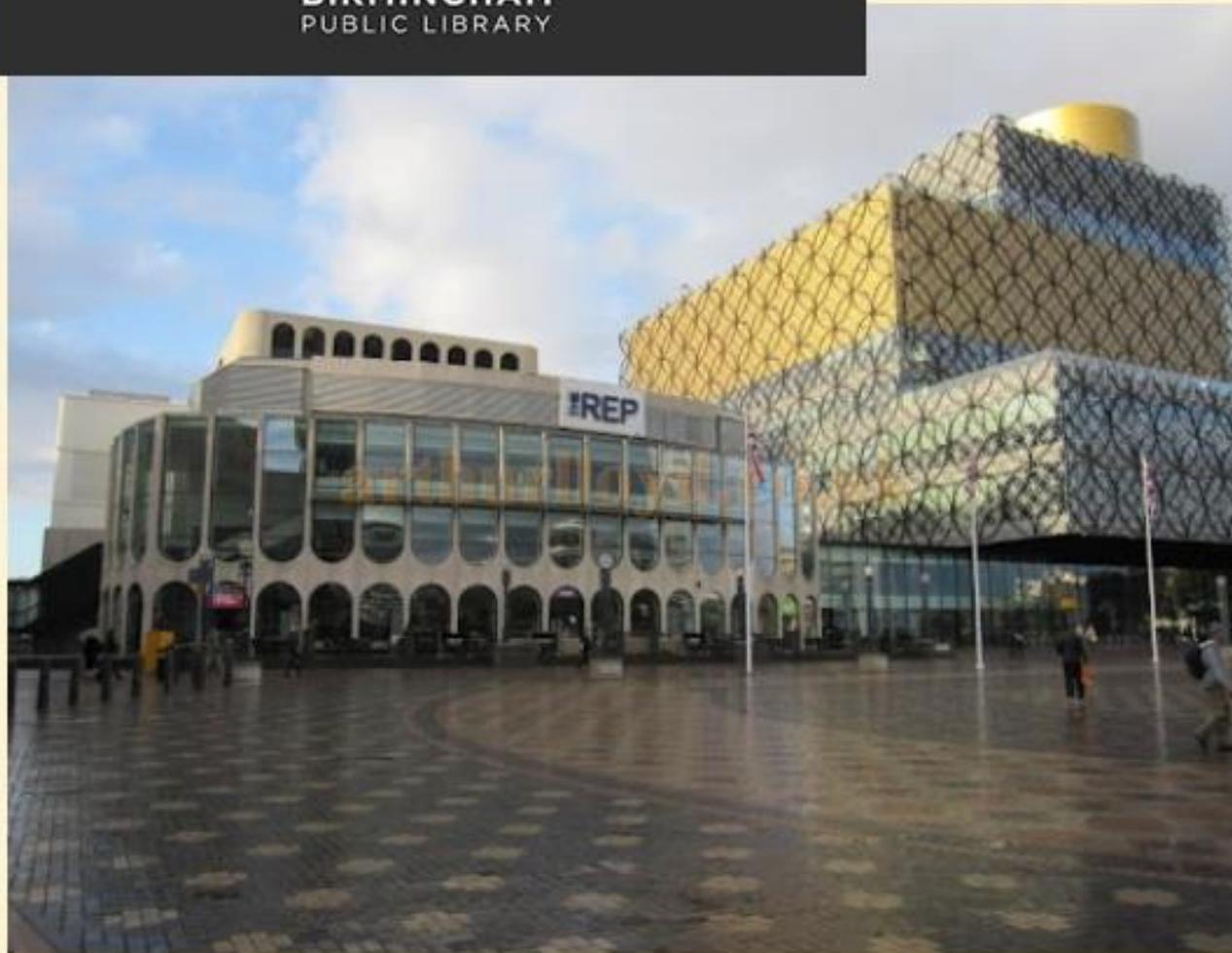
as a

Platform-Organization

...various forms of platform thinking

sharing spaces: examples

birmingham public library X
birmingham repertory
theatre



The Library

as a

Platform-Organization

...various forms of platform thinking

sharing spaces & information: examples



de krook (ghent) X
research centre
university of ghent



The Library

as a

Platform-Organization

...various forms of platform thinking

sharing spaces & information: examples

DOKK1



dokk1 arhus X
local municipality
(citizen service)



The Library

as a

Platform-Organization

...various forms of platform thinking

sharing spaces: examples



munt punt brussels X
digipoint
public libraries 2030
cultuurconnect
learning shop
volunteer shop

.....

The Library

as a

Platform-Organization

...various forms of platform thinking

information platform: info-point

- information on flemish institutions, organizations, facilities and events

- urban information on living in brussels (living, work, housing, culturel, education, social etc.)

specific focus on vulnerable target groups (single parents, socio-economic status, physical or mental disabilities, migration background, etc.)



MUNTPUNT



The Library *as a* Platform-Organization

examples:
platform thinking
societal challenges

The Library #1. the digital crisis

as a

Platform-Organization

media-labs, fab-lab & pc-rooms:

- **dedicated digital spaces**
 - acces to hard- & software**
- **education partnerships**
- **target groups:**
 - digital basic skills**
 - higher lever creatives**
- **public (partner)programs on digital topics (i.e.):**
 - a.i.**
 - privacy**
 - digital inclusivity**



The Library #2. the institutional crisis

as a

Platform-Organization

the library as a town square:

- partnerships with societal organizations
- formal or informal public debates
- deep dives with specific community's on local challenges & needs
- educational partnerships on:
 - citizenship & citizen engagement
 - debating & presentation skills
 - democracy
- research partnerships & societal topics & needs



The Library #3. the spiritual crisis

as a

Platform-Organization

the library as third place:

- **high quality, safe (shared) public facilities**
- **research on visitors needs**
- **partnerships with societal organizations**
 - on wellbeing**
 - integration or re-integration**
 - jobcoaching**
- **educational partnerships**
 - resilience & wellbeing**
- **safe spaces**
- **community projects**
 - social cohesion & exchange**
 - bottom up creation**

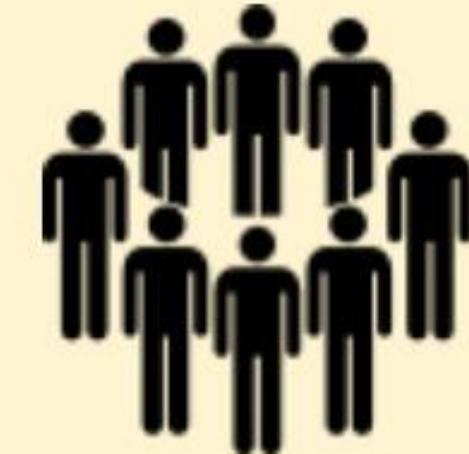


The Library *as a* Platform-Organization

....is a way of thinking

The Library as a

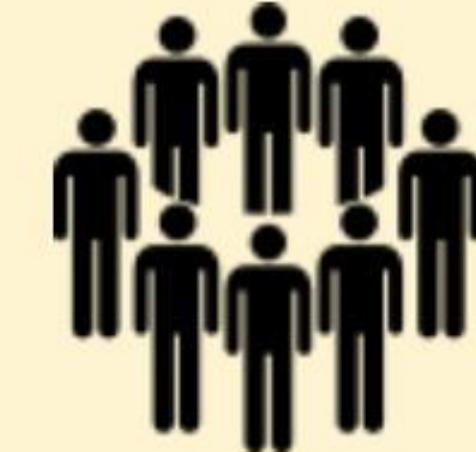
Platform-Organization



- facilitates communities and organizations in the presentation and development of their content.
- works with the creative energy already present in the community.

The Library *as a*

Platform-Organization



- **find local relevance**
- **listen (sincerely)**
- **share responsibility**
- **fail, experiment (and evaluate)**
- **create a framework**
 - both directionaly and operationaly**
- **have fun**

The Library *as a* Platform-Organization



thank you

děkuju

let's connect