Creative Spaces in Public Libraries

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PROBLEM: The majority of our branches were built in the 1970s.
This was the height of technology.

**WATCH WHATEVER WHENEVER.**

With Sony's Betamax SL-600 video recorder, you can see any TV show you want to see anytime you want to see it. Because Betamax, which plugs into any TV set and is easy to operate, can videotape a show up to three hours long (with half 270 video speeds) while you're doing something else—even while you're out of the house, by setting the electronic timer. It can also videotape something off one channel while you're watching another channel.

And remember, Sony has more experience in video recorders than anyone (over 30 years). In fact, we've sold more videorecorders to broadcasters and studios than any other consumer manufacturer. We even made our own tapes.

For years you've watched TV shows at the times you've had to. Now you can watch them at the times you want to.
Over the years, cosmetic upgrades were made such as new carpet and paint.
But even if you put lipstick on a pig...

it’s still a pig.
21st century customers want services from us that our 1970s-era libraries were never designed to deliver.
What do our customers want?

- A comfortable and inviting space
- Access to electricity for their portable devices
- A place to eat and drink
- Study spaces
- Fun children’s spaces
- Distinct teen spaces
- A destination
QUESTION: What is the #1 most requested item that we cannot always give our customers?

HINT: It’s not a public PC
Spaces for laptops & portable devices
Decorating on the cheap

Brodart stool: $110 (plus $23 shipping each)

Walmart stool: $45
Free shipping
Spaces for laptops & portable devices
Spaces for laptops & portable devices
Café spaces
Café spaces
Study spaces
Study spaces
Study spaces
Study spaces
Study spaces
Along with study space, customers are looking for basic business services – like a fax.
Teen Zones
Teen Zones
Teen Zones
Fun kids’ spaces
Fun kids’ spaces
Fun kids’ spaces
Cute & cheap stools from Wal-Mart: $35 each.
Fun kids’ spaces
Fun kids’ spaces
Fun kids’ spaces
Another cute & cheap idea

- Burgeon Group: $8,000
- PGCMLS Maintenance Dept.: $575
Fun kids’ spaces
A destination...not a prison.
Thanks and enjoy your library, but not too much!

"Head librarian? Hello. I plan on being cremated & I want my um in the library so I can always be near books. What was that click? Are you still there?"

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