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SETTING TRENDS:

LIBRARY AS RETAIL SPACE IN A CONTEMPORARY URBAN SITUATION

Oslo is one of the cities in Norway with the smallest number of libraries per capita¹. Even though the Deichmanske Master Library will be renovated for several billion NOK and is moving to a an up-and-coming part of Oslo in 2017 ², the Norwegian Ministry of Culture has suggested closing down several libraries in order to meet strict budget demands – to loud objections from citizens³. Students studying creative subjects in Oslo find it difficult to gather information about trend-based topics. Literature is not updated often, the range is not wide and workspaces for schoolwork are limited.

Therefore my topic question is: *From a retail perspective, how can one create a trend-oriented multipurpose library in Oslo?*

Research

After reading about a seminar for the Norwegian Library Association from november 2013 about digitilization of libraries⁴, I decided to conduct a series of qualitative interviews with librarians or employees at different "creative institutions" in Oslo. I also completed a survey among students in creative subjects about how these students gathered information for their academic work. The research uncovering various strenghts and weaknesses both with traditional library solutions and with the way information and design is presented in design centers such as DogA (Norwegian Design & Architecture Center). Whereas the digital age demands more information to be available as e-publications, in design-related subjects, paper-based information can be important for the physical design itself. My own solution became a combination of features from DogA and traditional libraries.

1 NTB.Oslo og Bergen på bunn i bibliotekdekning i Norden. NRK. 23.10.2013. URL: <http://www.nrk.no/norge/oslo-og-bergen-pa-bibliotekbunnen-1.11313560>.

2 Kjersti Nipen and Veslemøy Hedvig Østrem. Nye Deichmanske blir ikke en billigutgave. Date read: 01.05.2014. URL: <http://www.osloby.no/Nye-Deichmanske-blir-ikke-en-billigutgave-7112221.html#.U3Iyol5q4-R>

3 Olav Juven and Elin Martinsen. – Det blir nedleggelse av bibliotek. NRK. 06.11.2013. URL: http://www.nrk.no/ostlandssendingen/_-det-blir-nedleggelse-av-bibliotek-1.11341554

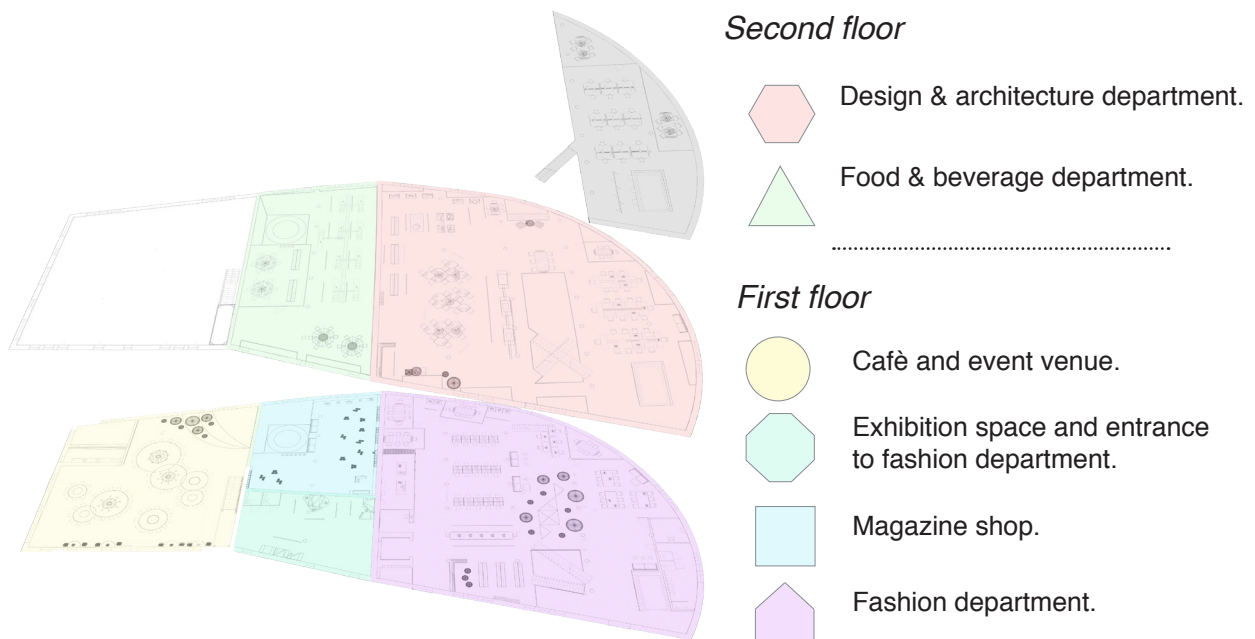
4 Dagmar Langedgen. Nye trender I biblioteket. Date read: 03.05.2014 URL: <http://www.bibsys.no/nye-trender-i-biblioteket/>

Result

My solution attempts to reinterpret the library as a space that offers information but also inspiration and experiences about design-oriented subjects. In this project, I chose to emphasize three categories: design & architecture, fashion and food & beverage. To find a solution combining these three categories in a trend-oriented library, the basis is for it to be private/commercial and be created on a retail basis. Retail tools used included experience economy, design by narrative, and “shop-in-shop” solutions, making the space a multipurpose library.

The building consists of two parts, one that is open for all the public, where you can visit the café and magazine shop, as well as the exhibition space. The second part consists of the fashion department along with design & architecture and food & beverage department that all offer a digital library as well as other services to inspire, incorporate, entertain and educate visitors.

My solution is mainly presented through renderings, below you can see the floor plan of the building and a selection of the renderings. More visualization and explanations are presented in the poster.



Rererences

Juven Olav and Martinsen, Elin.– Det blir nedleggelse av bibliotek. NRK. 06.11.2013.

Langeggen, Dagmar. Nye trender I biblioteket. Date read: 03.05.2014

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