Citizens' Services and Libraries Aarhus
Aarhus Public Libraries
The Main Library

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Abstract

The Transformation Lab project took place over a three-year period, from 2004 to February 2007. The project was sponsored by the Danish National Library Authority’s Development Pool for Public and School Libraries and the Bill & Melinda Gates Foundation.

The vision was to iteratively generate and test knowledge on how the physical library space can support present and future user needs. The project was to examine and test how interactive elements, flexible physical settings and pervasive computing could be used and developed in order to support dissemination and activities in the physical library.

The project was carried out in a physical “Model Lab” in the foyer of the main library. In the Model Lab, five traditional library services were supported by technology, alternative physical settings and interactivity. The five subsidiary projects were the Literature Lab, the News Lab, the Music Lab, the Exhibition Lab and the Square.

By placing the Model Lab in the foyer of the library, the library users were continuously presented with physical, concrete and useful new interpretations of the library. The project changed the users’ conception of the library’s brand and thereby also their expectations for the library.

Furthermore, the project was to establish forms of co-operation with the construction of a project network with untraditional partners, with formal and informal organizations, and with user groups in the library.

Another focus point has been to collect the learning resulting from a project with many partners and changing sub projects. This learning accumulation has been structured and disseminated in the form of useful evaluation results.

Two reports and a CD-ROM disseminating the project and the individual labs have been completed. One of the reports evaluates the project process.

This report gives an account of the fulfilment of the targets and success criteria drawn up in the project applications. Moreover, it summarizes the project so that it can be read as a catalogue of ideas for inspiration. The complete reporting is available on www.aakb.dk/transformationlab.
General Recommendations

The description in this report is in the nature of a catalogue of ideas. The following section states a number of conclusions and more general recommendations. In the section “8 Experiences, 16 Examples”, concrete experiences are passed on and may hopefully serve as fruitful inspiration. Recommendations to the project process are in the external evaluation report on the project process, which is only available in Danish: “Forvandlingsrum – den interne proces” (“Transformation Lab as internal process”).

Herewith follow our principal conclusions on the space, librarian’s guidance, materials, the external co-operation and the implementation of project experiences.

The Space

- Make room for an open space in the library that is never fully designed and thus may be changed on short notice. Here it is possible to experiment with the dissemination of specific subjects as well as the physical settings, which may be continuously adjusted according to user inputs.

- Experiment with flexible spaces and create space within the space by means of lighting (spotlights can work miracles), signs and symbols on the floor, fabric banners serving as partitions, multi-functional furniture such as room dividers, etc.

- Use all surfaces within a space. Expose on walls, floor, ceiling and within the space on banners, room dividers, displays, etc.

- Consider what is to be disseminated and furnish the space to make it precisely support the subject of dissemination.

- Use zones. Working with zonal division of the space enables us to furnish spaces which support different user needs. E.g. furnish spaces for comfort and inspiration with soft furniture or other informal seating, cosy lighting, popular magazines, interesting exhibitions and music listening.

- Move events and arrangements from the closed hall out into the open library space. Establish a stage by the use of light and symbols on the floor. This creates life and experience in the library and captures users who had not realized that the talk or event in question was of interest to them.

- Work consciously towards a change of the library brand by changing the visual expression.
➢ Hand over the library to the users and change the professional roles towards facilitating and sustaining the ownership of the users.

Librarian’s Guidance

At present, many libraries are working on renewing and vitalising the role and self-image of librarians. The role of the librarian is changing from a focus on providing a piece of information for the user to a focus on re-thinking the library and establishing a learning dialogue with the user. But ingrained self-knowledge is difficult to change!

In the last lab, the Square, guidance was defined as four separate “roles”: the role of disseminator, the role of hostess, the role of facilitator and the role of adviser. The project has created consciousness of the necessity of developing the guidance competence, but it has also created consciousness of the difficulty of this process since guidance is a personal expression.

➢ Experiment with the librarian role. Test new forms of user contact and develop a new professional role together with the users.

➢ Remove the service point or remove the librarian from the service point. The librarian should be in the space among the users.

➢ Create an inviting atmosphere in the library throughout the day. Make it tasty and attractive for the users. This is also dissemination.

➢ The librarian should make additional sale. Remember to give the user information on upcoming events at the library, another good novel, a web service of interest to the user, a periodical covering the user’s fields of interest, etc.

➢ The librarian should develop her sales talent and sell her library. She should not be afraid to contact the users instead of sitting at her service point and wait for them to contact her.

➢ Be proud of your library and show it to the users.

Materials

There should be more focus on the integration of materials and the synergy between the different materials, physical as well as digital, in order to make the users experience an enrichment and an extension of the individual material.
There is great and amazingly unused potential in disseminating different materials with different angles on the same subject.

- Place all materials on the same subject together. Enrich the user’s experience of a novel with a sign with some information on the author, a big screen with pictures from the period, display recommendations and reviews of the novel from the internet\(^1\) or on signs or screens, compare with other novels and non-fiction. Tell the users about connections.

- Render digital resources visible in the physical library. A lot of information and experiences take on a life of their own in the digital space while being invisible in the physical library. Expose digital resources on small and larger screens, the walls and the floor, preferably in connection with topically related physical materials.

- Use sound and pictures in the dissemination of the materials.

- Buy or make displays disseminating the materials.

**External Co-operation**

External partners are the Alpha and Omega in the development of the library. The library should define itself as an organization with relations to public and private companies and to formal and informal networks.

- Create networks and bring the competence from external actors into the library.

- The network of the partners may become the network of the library.

- Partners become ambassadors for the library.

- Partners move the mental images of the librarian.

- External co-operation creates strong development processes.

- External co-operation creates competence development on all levels.

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\(^1\) This could be taken from Litteratursiden.dk, which is the libraries’ Internet magazine on literature in Denmark. Its purpose is to provide information on new and old voices in the universe of literature in a down-to-earth manner and to invite the readers on eventful and absorbing literary voyages of discovery. www.litteratursiden.dk (The website is only in Danish.)
Implementation of Project Experiences

Implementation of project experiences in the daily running is necessary in order to develop the library as an organization. To render implementation possible, a direct focus and communication on the project experiences are needed.

- Allocate separate resources to a continuous and systematic accumulation of learning derived from projects. During the concrete project process, it is difficult for a project manager and a project team to focus sufficiently on learning accumulation.

- Name the employees in the organization who are responsible for the implementation of the project experiences in the running of the library. This contributes to the securing of the experiences in the organization, and it counteracts a division between the project organization and the organization. Establish in the project organization that it is the job of the project participants to contribute to the implementation, also when the project is finished.

- Conceptualize and turn the project experiences into products in order to make a faster transfer of knowledge to the rest of the organization.
The Strategic Purpose

In recent years, the introduction of new digital technologies has caused radical changes in central library functions – just consider the leap from the catalogue cards to bibliotek.dk². The digital revolution has brought about completely new possibilities of disseminating library resources, but at the same time it puts a serious question to the physical library: When everything is available online – why do the users need to come to the library?

The library’s physical space is in need of innovation. According to space analyst Lise Bek, the design of a space designates a functional pattern that tells us which activities that space can be the framework of. The functional pattern of a cathedral is hence essentially different from that of a gymnasium – or for that matter a library.

Transformation Lab took as its starting point the processes of change induced by the digital revolution, and already at the beginning of the project came the notion of a change in the library’s functional pattern and activities.

The role of the library as a passive framework for physical collections of materials is now being phased out and replaced by a new intelligent space – a cross field between the digital and the physical where library space can become an interactive interface for the users’ access to both digital and physical resources. Transformation Lab experiments with this new library space – and explores the interaction between user, space and material.

With Transformation Lab we have experimented publicly – in the so-called Model Lab in the foyer of the Main Library. This space has functioned as a flexible physical setting in which all the subsidiary projects have been able to test ideas and tangible models for the library of the future in close interaction with both staff and users.

The users’ own stories and interpretations have always existed in the library through their use and acquisition of the library’s possibilities. These stories have lived a hidden life of their own. Is it possible to satisfy the demands of a new era with a strong focus on the individual by rendering the users’ own stories visible in the library space? This question is among the things that Transformation Lab has tested.

² Bibliotek.dk is a database on materials available at Danish public libraries. The users can order materials via bibliotek.dk regardless of which library owns the material. The user decides at which library he or she wants to collect the material. www.bibliotek.dk (English version: http://bibliotek.dk/?lingo=eng)
Due to its location, the Model Lab is inevitable to all users of the main library and functions as a display window to the world for the Transformation Lab. It thereby forms the basis of a dialogue on the library’s future functional pattern and activities with daily users as well as visiting library people of different nationalities.
8 Experiences, 16 Examples

It may be difficult to summarize the experiences from a three-year development project in a number of recommendations to libraries that also work in the tension field between space, user and material. The recommendations easily become very abstract and not easily transferable to a concrete project or the daily running of the library.

To the Main Library, it is essential to not only pass on our experiences, but also to make sure that the experiences may be of use to other libraries. Therefore we have arrived at 8 central experiences, which we present with 16 concrete examples. We pass on the good experiences along with the not so good since they have all been educational and valuable. It is our hope that the experiences may function as inspiration and a buffet of good, accessible and realizable ideas.

Experience No. 1: No Idea is Too Wild!

Example:
The Exhibition Lab had “An Interactive Exhibition Space” as its subtitle. During the second half of the project, the lab focused on the relationship between freedom and technology through the exhibition “Technomorphosis”, which was characterized by having a strong concept, being a technological challenge and being realized within a brief period of time – less than three months from idea to realization. The strong concept, a good and involved external partner and a project team with drive made this possible.

The Exhibition Lab realized the exhibition Technomorphosis within a brief period of time. The Lab comprised a number of interactive installations – among other things the Gobelin Tapestry on the back wall and the Clapping Screen on the left.
Example:
The News Lab was to open with a splash, but how do you create the perfect opening for a project about news, news coverage and news media? The project team contacted familiar faces from the news world, among whom the TV reporters Jeppe Nybroe and Steffen Jensen sent video letters with greetings to the News Lab from Basra and Jerusalem respectively. The project team had the courage to ask the journalists for contributions – and got positive responses. The vast majority of people contacted by the Transformation Lab have reacted positively; a lot of them have said yes – and the worst that can happen by asking is that you get a no.

The News Lab got two familiar faces from the news world to send video letters with greetings to the lab in connection with its opening. Here Jeppe Nybroe’s greeting from Basra is shown on the News Lab screens.

Experience No. 2: Networks Are Worth Their Weight in Gold!

Example:
The first half of the Exhibition Lab focused on the question: “What does freedom mean to you?” The project’s exhibition and activities involving users were developed in co-operation with the Snapshots Photo Association. The co-operation comprised joint development and implementation of ideas, and Snapshots put in many hours of volunteer work. The project team acquired fruitful inputs for the project and experienced that the network of Snapshots became the network of the project, e.g. in connection with a web log for which Snapshots engaged writers – among others Brian Mikkelsen, the Minister of Culture. Snapshots also got a share in the network of the Exhibition Lab, inter alia through participation in the inspiration team of the Exhibition Lab.
Example:
The **Square’s** project team got in contact with Strong Bright Hearts, a network in Aarhus which is rooted in the cultural growth layers of the city and wishes to make Aarhus a more dynamic city. In co-operation with Strong Bright Hearts, the Square arranged a number of project workshops with the title “Village Square”. A Village Square is a three hour session that gives the participants the opportunity to present their own unfinished projects and use each other as sparring partners. A Village Square is open to everyone. The Village Squares taking place at the Square provided the library with the interesting discovery that the city is full of “invisible” resources and thus potential partners. As far as the participants of these Village Squares were concerned, a lot of them came to see the library in a new light - as an active contributor to the cultural life of the city and hence an attractive partner. Such experiences create good ambassadors for the library.

Experience No. 3: Sound and Moving Pictures Create Attention!

Example:
In the **News Lab**, the project team created a wall of screens with large and small screens and monitors tuned into news broadcasts from all over the world. The wall of screens was one of the first things meeting users in the foyer of the library. The moving pictures presented the users with an unexpected experience when entering the library – a positive distraction giving the impression of the library being a lively place with new things going on all the time. This provides
users with new expectations for the library, and at the same time it may contribute to changing the users’ behaviour and in-grown habits when using library space and resources.

The wall of screens was tuned into news broadcasts from all over the world. The moving pictures presented the users with an unexpected experience when entering the library - a positive distraction which also gave impression of the library as a lively place.

**Example:**
The **Music Lab** turned the library into a place where the users could experience music in a new way. Music was not only presented through the physical materials and digital resources of the library. In the Music Lab, music was ever present – in the lab’s “listening UFO”, at listening posts for MTV and CDs, and in the shape of instruments available to users. Furthermore, the Music Lab provided the setting for a number of concerts – and jam sessions with user performances. Suddenly the library was no longer a quiet place, but a place with sound and sometimes noise. Many users had an unexpected experience, and the library sent out new signals.
The Music Lab was a place where the users could experience music in a new way. They had the facilities for listening and playing music themselves. The lab was also used to show MTV and other visual dissemination of music on walls, big screens and the floor.

**Experience No. 4: Things Do Not Disseminate Themselves!**

**Example:**

The Literature Lab worked deliberately with new forms of dissemination, e.g. by using the floor to disseminate a message. Working with dissemination publicly is difficult. Signs and announcements often escape the notice of the people addressed. Hence it is important to try to put oneself in the users’ place and closely consider which information they need and in what way they need the information. Often the users are busy or come to the library with a different purpose, and therefore the dissemination must be precise, visually accessible and preferably surprising.

The Literature Lab made use of the floor to disseminate a message. In this way, the project team worked on making the dissemination precise, visually accessible and surprising.
Example:
The Exhibition Lab was for a period of time the framework for “The City’s Voices” - a project involving citizens, which was created in co-operation with the Multimedia House Secretariat and the architectural bureau Kollision. The project comprised two interactive tables, which were placed at the Main Library and the Aarhus Art Building. The tables had storage space for user comments, and they were connected to a website. The installation demanded quite a lot of explanation as to the purpose of the project and the functioning of the table. Consequently a number of posters with information were displayed. However, the ponderous information of the posters induced only few of the users to stop and study the project. Correspondingly, very few users started interacting with the table on their own initiative. The Exhibition Lab experience is that information should come in moderate doses – too much and too little dissemination is equally bad.

“The City’s Voices” was a project involving citizens. The project comprised two interactive tables with storage space for user comments recorded through the table microphone.

Experience No. 5: Furnishings and Technology Matter!

Example:
One of the most interesting elements in the Literature Lab was an interactive floor, called the “iFloor”, developed by the project partner ISIS Katrinebjerg. Via SMS and e-mail, the users could send questions to the iFloor for other users and library staff to answer via SMS and e-mail. The answers appeared simultaneously on the iFloor and the mobile phone or e-mail from which the question had been sent. The library’s physical space played an important role. In order to see and answer the questions, the users would have to be present at the iFloor, be physically active and co-operate with other users to achieve the optimal experi-
ence. The technology of the interactive floor gave both users and staff new opportunities for experiencing, communicating and being in the physical space of the library.

The interactive floor, the iFloor, in the Literature Lab. Via SMS and e-mail, the users could ask questions to the iFloor for other users to answer via SMS and e-mail. In order to see and answer the questions, the users would have to be present at the iFloor, be physically active and co-operate with other users to achieve the optimal experience.

**Example:**

When furnishing the **Music Lab**, six bean bag chairs were purchased. The bean bag chairs were meant as a supplement to the lab’s other furnishings and seating (ordinary chairs, standing chairs and Info mobiles) and were thus to contribute to the accommodation of various user needs. The bean bag chairs were a great and unexpected hit. They were frequently used for recreational purposes during music listening, and soon users began to move them around to accommodate their own personal needs. The bean bag chairs were not just new pieces of furniture, they also clearly signalled cosiness, relaxation and perhaps homeliness, and this caused the users to embrace them and include them actively in their use of the Music Lab’s facilities.

**Experience No 6: The Users Should be Allowed to Act!**

**Example:**

One of the central elements of the **Music Lab** was a practice and production area with musical instruments connected to the Garage Band software. Garage Band enables both experienced and inexperienced users, as well as users unable to play from music, to play and compose their own music. This software also
facilitates recording the music and hence producing your own CD. With a couple of computers and musical instruments, the Music Lab thus created a small but very popular workshop in which the users were not merely passive recipients. Instead they were active contributors who produced their own music and shared their knowledge with other users in the workshop.

Example:
During the second part of the Exhibition Lab project, the focus was on interactive technologies with the intention of giving the users the opportunity to experience with their senses. One of the interactive installations was the Clapping Screen. Whenever a person would clap his or her hands before the screen, it would freeze in a digital impression of that person. This impression would last until another person would come to the screen and clap. The Clapping Screen made it very simple for the users to influence the physical space of the library. The experience from the Exhibition Lab was that often it is these simple techniques that produce the greatest impact. The users like to have something to do, and they like to contribute with something, but it should not be too troublesome, and it should bring about an instant result.
The Clapping Screen in the Exhibition Lab made it very simple for the users to affect the physical space of the library. The users like to have something to do, and they like to contribute with something, but it should not be too troublesome, and it should bring about an instant result.

Experience No. 7: The Users Do What They Want!

Example:
In the Music Lab, two computers were designated for music on the Internet, the purpose of this being to popularize net resources like The Libraries’ Net Music and SheetMusicNow. However, the project team experienced that a computer with Internet access made available to the users is not always used for the intended purpose. In the Music Lab, the computers with Internet access were to a considerable extent used for net surfing and gaming and to a lesser extent for the professional music resources available. In other words, we can make the resources available, but we cannot predict how the users decide to use them.

Example:
The Exhibition Lab’s project team initiated the making of an interactive staircase, which consisted of modules and could be assembled in many different ways. The intention behind the staircase was to create a piece of furniture with exhibition, experiencing and seating purposes. The staircase was intended to make the user want to look at the objects exhibited in the staircase, use the built-in listening posts and PC, and simply sit or walk on the staircase. That was the intention, but it was also necessary that the users were to understand the message and would want to act in accordance with the expectations. The lesson learned from the staircase is that very few users actually used it for seating purposes. When the project team asked the users about their experience of the staircase, they learned that many users found it much too neat for sitting or walking on. The addition of a little mess on the staircase somewhat changed the
users’ behaviour. The experience with the staircase is that it is a good idea to simply ask the users – instead of guessing why they act the way they do.

The interactive staircase in the Exhibition Lab, which the users did not want to sit on at first. Interviews with the users showed that they found the staircase much too neat for seating purposes. The solution was therefore to add a little mess to the staircase, which somewhat changed the users’ behaviour.

Experience No. 8: Library Space Becomes User Space!

Example:
During the first half of the Exhibition Lab, the project team offered the users different opportunities for expressing themselves on the concept of freedom. E.g. a digital wall of quotes was made and projected on a banner which gave the users the possibility to freely answer the question “What does freedom mean to you?” by means of a keyboard and mouse. It was a simple and non-committal way for the users to contribute with a fast comment. Obviously, the fear was that this possibility could be misused. However, the users put this fear to rest; there were very few cases of misuse, and the experience is that the users predominantly respect legal boundaries.
Example:
A signature activity at the Square was “The Square is Yours!”, where citizens and associations in Aarhus could borrow the Square for two hours every Tuesday afternoon. The Square provided the framework, and the people borrowing the Square decided on the contents; e.g. an exhibition, a lecture or a workshop presenting the borrower’s interests, view of life, talents, etc. Handing over the library space is a difficult exercise. We lose control of what is going on in the space, and hence general guidelines on how to use the space are needed. However, it was also difficult to get citizens and associations to “take possession of” the space. Many users prefer to watch rather than act themselves, and it takes time to establish a tradition and an awareness of this opportunity among potential borrowers. However, when it proves to be a success, it also presents a very interesting chance to experience new voices in the library and to witness knowledge sharing among the users.
One of the events with the title “The Square is Yours!” where citizens and associations in Aarhus could borrow the Square. The Square provided the framework, and the people borrowing the Square decided on the contents; e.g. an exhibition, a lecture or a workshop presenting the borrower’s interests, view of life, talents, etc.
Targets and Results

Herewith follows a list of the success criteria and targets drawn up in the project application to the Danish National Library Authority. Subsequently follows a description of the targets achievement.

Success Criteria/Targets

1. The Model Lab functions as an innovative and often provocative exploratorium of high quality for citizens, libraries and other interested parties.

2. A minimum of five environments will be established in the Model Lab.

3. The combination of interactivity, flexible spaces and furnishings supports the changing library contents and dissemination of the Model Lab.

4. Learning transferred from one subsidiary project will become visible in the next project.

5. Websites with knowledge sharing and news will be established for the individual subsidiary projects.

6. The accumulation and spreading of knowledge from evaluation results are disseminated in co-operation with the partners involved.

7. In co-operation with partners and an external evaluator, seminars/workshops will be held for library staff, other libraries and interested parties after each subsidiary project, including a final seminar/workshop.

8. The final evaluation is made by an external evaluator and published on the main website of the project.

Targets Achievement

The remaining sections of this report describe the targets achievement. Points 1 to 5 are described in the section “Five Subsidiary Projects in Transformation Lab”. Points 6 and 7 are described in the sections “Partners” and “Seminars, Workshops and Final Seminar”. The final process evaluation (point 8) is collected in a separate report, which is only available in Danish: “Forvandlingsrum – den interne process” (“Transformation Lab as internal process”. An External Process Evaluation of Project Transformation Lab). The report is available on www.aakb.dk/transformationlab.
In addition to the targets achievement, the rest of this report also has a summary of the project’s user surveys as well as a description of the project method and organization.
Five Subsidiary Projects in Transformation Lab

Establishing Five Environments in the Model Lab

Five different environments were established in the Model Lab:

- The Literature Lab
- The News Lab
- The Music Lab
- The Exhibition Lab
- The Square

The five labs take traditional dissemination fields of the library as their starting point. The movement of the five fields to a separate space opened up to experimentation with technological support and new services in continuation of the more traditional materials.
The Literature Lab

*Events in the Library Space*

June-December 2004

The Literature Lab was the first lab of the project, and hence the project team behind it was the first team to systematically start exploring the possibilities for new and different forms of dissemination in the library space.

An intensive dissemination of literature took place, and the methods largely consisted in the collocation of different materials, physical as well as digital, which were mutually to enrich the user’s experience of the literary works. Furthermore, a large network of partners was created, and they filled the space with literary events and a multitude of installations. It was characteristic of both the Literature Lab and the succeeding labs that the events mainly took place in the open Model Lab.
The Literature Lab was repeatedly re-designed in order to support different themes: poetry, science fiction, etc. Each theme brought together all types of media and focused on websites of relevance to the theme. Litteratursiden.dk\(^3\) was greatly used, but other relevant websites and visual expressions were also exposed on the surfaces of the room and on computers and big screens. A space within the space was created by a forest of steel cables on which the users could hang their own poems and short texts. The lab was visited by authors, and there was a panel discussion with Nordic authors and a journalist from the newspaper Politiken as chairperson. In connection with a pools coupon with questions on Nordic literature, the winners received prizes. There was focus on the interplay between literature and other art forms - music, pictures, sound and installations – with inter alia the author T. S. Høeg visiting the lab with full blast. In addition, a number of photo exhibitions were held.

Furthermore, there were many installations and events taking place which often involved the users directly. Below are listed just a few of these:

- **Poetry Slam.** In co-operation with Huset (cultural association) and Poetklub Århus (poetry association), a number of poets competed in front of an enthusiastic audience.

- **Poetry Bingo.** Poets read their own poems aloud, and the bingo player with most of the words on his or her bingo card was the winner.

- **The Friday Poets.** On the basis of the decimal classification system\(^4\), poetry readings were held on a number of Fridays. The first Friday concerned the groups 00-07.

- **Robots-in-Residence.** A co-operation with CAVI and the artist Mark Polishook resulted in a robot installation to be experienced in the space as well as online. The audience could communicate with the robots via e-mail, and the robots responded in the form of a robot dance, a robot voice or a written dialogue on the attached computer.

- **iFloor.** An interactive floor prototype was designed in co-operation with Interactive Spaces, a research centre under ISIS Katrinebjerg, which creates new concepts for the interactive spaces and buildings of the future. The iFloor concept won an award from the Danish Design Centre in 2004 and has since then been put into production. In the Literature Lab, the floor was an interface for a science fiction quiz that the users could participate in via SMS or e-mails to the floor.

\(^3\) Litteratursiden.dk is the libraries’ Internet magazine on literature in Denmark. Its purpose is to provide information on new and old voices in the universe of literature in a down-to-earth manner and to invite the readers on eventful and absorbing literary voyages of discovery. www.litteratursiden.dk (The website is only in Danish.)

\(^4\) The decimal classification system is a way of classifying materials. The library uses it for the systematic arrangement of materials.
For a scheme design in the Model Lab the architect Vibe Kragholm Knudsen designed a piece of multi furniture, an Info mobile, which was put into production. In several of the labs, the five Info mobiles have functioned as seating devices, notice boards and room dividers. It has been possible to equip the pieces of furniture with light, sound and computers and to arrange them as a piece of furniture for one user or group them together as conversation furniture.

An idea was developed regarding literature tips for the users’ mobile phones. The users should register for the service on the library’s website and tick off which genres they were interested in. A sender/receiver would then register when users with mobile phones with Bluetooth technology were at the library, and they would then receive an SMS with a tip on a new novel within the requested genre. However, the technology could not at that time support the service, but it has subsequently been established in the Department of Literature and Music.
The project team established a general success criterion: “We want people in the lab”. Consequently, intensive work was done in order to create an inviting and attractive space that departed from the notion of the writing-orientated library by means of sound and pictures. The concept became a venue in the shape of a News Square, which was created in co-operation with the artist Niels Rahbek. The square setting was furnished with benches borrowed from the city park service, “cobbles”, square sounds and bird song, an advertising pillar, a hotspot cafe environment, etc. The Wall of Screens became the eye catcher and brand of the News Lab. The TVs were tuned into news broadcasts from all over the world; often the same piece of news could be watched on Al-Jazira and an American TV channel simultaneously. An electric newspaper filling up the back wall of the lab also emphasized the fact that the focus was on news coverage by means of new and “old” technology. The news coverage was also debated through events and exhibitions.

Like the other labs, the News Lab worked with different themes. Partly, the themes were to re-create the users’ interest in the lab continuously, and partly did changing themes help the project team when re-assessing the methods of
dissemination. The themes were: “Global News”, “General Election 2005”, “National and Local News”, “Profiles” and “Press Photos”.

The News Lab examined ways to support the notion of the library as an informal meeting place, and that activated the users’ reflection on the media-shaped reality. Finally, the News Lab signalled the library’s focus on topical events. Examples of activities and installations are:

- The electric newspaper and the Wall of Screens as untraditional and spectacular eye catchers attracting the library users.

- A space that was quickly alterable and hence able to disseminate events of the day. An example of this is when the Prime Minister, Anders Fogh Rasmussen, appeared on TV calling a general election and the users were immediately able to follow the event on the Wall of Screens. The project team promptly changed the theme of the lab to an election theme with an election meeting attended by eight of the ten parties running for Parliament. A ballot booth was lent by the city hall, and the results of a test ballot were projected on the back wall. Incidentally, the project team considered the fact that the election was called while the News Lab occupied the space yet another substantiation of the team motto: “Always in luck”.

- At the opening of the News Lab, the entertainer Viggo Sommer (also known as Finn Nissen from Canal Wild Card) presented the News Lab with greetings from the TV journalists Steffen Jensen and Jeppe Nybroe from Jerusalem and Basra respectively. This sustained another slogan of the project team: “Everyone we ask agree to co-operate”.

- A multitude of gossip magazines and photographer Steen Brogaard’s beautiful portrait series of Princess Alexandra focused on how close we want to be to the celebrities.

- The photo report “Living at a Pub”, made by photojournalist students from the Danish School of Journalism, depicted the harsh life of the underprivileged and gave rise to many user comments.

- Innovation Lab’s exhibitions and lecture on the subject of nanotechnology (“Trousers You Never Need to Wash”) and useful everyday inventions demystified new technology.

- TV journalist Jeppe Søe captured and spellbound users with his talk on the media-shaped reality. Afterwards, one of the listeners said: “Watching the news will never be the same again”.

A multitude of gossip magazines focused on how close we want to be to the celebrities.

The News Lab aimed at examining the effects of the news media.
The Music Lab
*Production and Jam Sessions*
August 2005 – January 2006

The Music Lab showed that a modern music library can support all music needs by means of the newest technologies and an aggressive but more traditional dissemination of music. The space was divided into zones whose functions were signalled via furnishings, musical instruments, sound, light and visual signs. The five zones were: the practice zone, the listening zone, the exposure zone, the inspiration zone and the production zone (the musician’s workshop). The zones sustained music’s path from idea and creation to listening. Intensive work was done in order to create light and sound that supported the moods of the different zones. When it was time for various types of concerts in the open space, the project team explored the possibilities for directional sound. However, after consulting with acousticians and Innovation Lab, the lab was equipped with more familiar sound facilities since the sound quality of directional loudspeakers was not good enough. Exploring the possibility of creating space within the space resulted, among other things, in the creation of a scene which was only bounded by light and marking on the floor.

A multitude of large and small concerts took place, from a rock concert with Figurines to cello concerts and a concert played on crystal bowls. The many con-
certs and events, especially during the last part of the Music Lab, caused fierce discussions among users as well as library staff. Many young people changed their view on the library being a quiet place, a view a lot of them had from their school years “when we were forced to come to the library”. Among the library staff, “the noise in the foyer” resulted in a, at best, fruitful dialogue about offering the users a new view on the library.

The project team was successful in constructing a great number of external cooperation relations, especially with the local musical life, which is still beneficial to the library today. Characteristically, the two coordinators of the Friday Jam Sessions were Music Lab users and volunteered for the task as coordinators. An external idea team composed of representatives of the musical life in Aarhus also generated ideas and events.

One of the zones, the musician’s workshop, had the Garage Band software connected to a keyboard and guitar. Here the users could compose and have their own music burnt, and the project started to explore the library’s potential as a place for creation and production.

Herewith follows a list of highlights, many of which are now implemented in the daily running of the library:

- **Music listening.** Both the users’ own choices on the jukebox and the project team’s choices with displayed playlists were very popular. We got the impression that a lot of (young) people used the listening UFO as their venue.

- **The open library space as stage.** Like the other labs, the Music Lab learned that activities in the library space create (unexpected) experiences for the users.

- **Cosy surroundings are hard to come by in a typical library environment.** An arrangement with red bean bag chairs was always occupied, and the user created new cosy surroundings themselves by moving the chairs around.

- **Friday Jam Sessions.** A number of Fridays were made available to users who wanted to jam with others. However, we learned that these sessions did not take off until two young people volunteered as coordinators.

- **The library as venue.** Workshops supporting communities of interests work! A songwriter’s workshop with Annette Bjergfeldt, the author of “Køgebog for sangskrivere” (“Cookbook for Songwriters”), was well-attended and created contacts between the participants.

- **Public rehearsals in the library space.**
There was great interest attached to the users’ own top ten lists, various quizzes, and MTV on a big screen.

The weekly jam-session

The Music Lab set up zones whose functions were signalled via furnishings, sound and visual signs. This is the lab’s “listening UFO”.
The intention behind the Exhibition Lab was to create an interactive exhibition space and to examine how libraries can work with a new format for holding exhibitions, which must be interactive to a much larger extent to give the users the chance to leave their own traces behind in the library space. In order to have a framework within which exhibitions could be disseminated to an audience, the project team decided on the concept of freedom as its theme. The team believed that this concept would be a topical theme in the social debate also in 2006. The theme covered freedom as man’s existential choice, freedom in a political and social light, freedom of speech, freedom of assembly, freedom of the press and human rights. It turned out to be a powerful theme that called attention to the basic potential of libraries as space for democratic debate. The Mohammed crisis and the Danish government’s new anti-terrorism laws ensured the continuous contemporaneity of the theme throughout the spring of 2006.

Within the general theme, the project team worked with two subsidiary targets. In the first months of the lab, the focus was on disseminating the library as an institution that generates debates. During the second half of the project, the focus was on the library as an experience space; an exhibition space for modern
interaction technology. The fact that the lab was changed radically halfway through the project gave the project team the basis for reflection; inter alia it was a lesson learned that it is of fundamental importance to know the purpose of an exhibition. Is the purpose to lend materials, to change the users’ notion of what constitutes a library, to be educative, to be an aesthetic addition to the users’ experience of the library, or is it to give the users the chance to express themselves?

In all of its phases, the Exhibition Lab examined the possibilities of dissemination through more senses and kinds of intelligence than the verbal-linguistic, which is typically dominant in the library space.

Characteristically, the lab co-operated closely with an external inspiration team, artists, IT experts, and both voluntary and paid partners and users. Questionnaires and user focus groups and user interviews after events were continuously used to adjust the concepts.

During the first part of the Exhibition Lab, which was to sustain a democratic debate, the theme was "What does freedom mean to you?". Below is a selection of the elements and activities:

- **The Wall of Quotes.** The users’ statements on the concept of freedom were projected on a banner at the front of the room. The wall was not made use of to an overwhelming extent.

- **The concept Monday University was an overwhelming success.** Six Mondays of lectures with different angles on freedom, e.g. a personal, a philosophical and a sociological angle. Among other things, there was a debate on the fight against terror versus freedom of the individual. The number of participants varied from 20 to 100 depending on the theme and lecturer. The style was informal, and the emphasis was on questions and contributions from the participants. A series of lectures in the open space creates continuity, recognisability and depth. However, a concept like this demands that the lecturers can abstract from the audience’s coming and going and the noise from the everyday use of the library.

- **The Staircase.** Flexible Spaces was one of the matrix points (cf. the section “Project Method”) with which the project team worked continuously. A staircase consisting of 32 elements, inspired by the Spanish Steps in Rome, was created as a flexible piece of multi furniture. It functioned as a piece of furniture with seating, exhibition and dissemination purposes, and it was possible to attach light and electronics to it. Staircase elements are now subsequently used as flexible exhibition modules for the library’s exhibitions.

- **Web log and mob log where the citizens’ pictures and statements about freedom were exposed on big screens.** In spite of contributions from e.g. the Minister of Culture and various musicians and other artists, the library
users did not have much inclination to express themselves. User evaluations showed that it takes a lot more dissemination than just exposing the blogs in the lab.

- The Snapshots Photo Association made a very popular exhibition with famous and common people’s individual definitions of freedom.

The second part of the project worked with the interactive exhibition space and used the exhibition Technomorphosis as its framework. Technomorphosis showed how information technology and space can merge. The concept was developed in co-operation with interaction designer Signe Klejs. The elements were:

- The Clapping Screen installation, which was subsequently exhibited at the IT Forum. A projection screen, a projector and a webcam presented the users with a digital mirror which would freeze in digital impressions of the users when they clapped or made other noises. The Clapping Screen was part of the experiment of letting the users leave their own traces behind in the lab.

- The Gobelin Tapestry consisted of a giant photo mosaic depicting the library’s users and worked as a visual magnet on all users entering the library. The users sent in 700 portrait photos and 60 videos which formed part of the mosaic on the large back wall of the lab. Moreover, when stepping closer, the users were able to influence the wall by means of tracking.

- Sound installations in the shape of old telephones that gave speeches and statements on freedom when the receiver was picked up.

- Spot Your Bug. A radar spotted a user approaching the Exhibition Lab. A big screen assigned an identity to the user in the shape of a bug that led the user to a blinking cross and thus the centre of the Exhibition Lab.
Monday University in the Exhibition Lab. There were six Mondays of lectures with different angles on freedom, e.g. a personal, a philosophical and a sociological angle.

The Exhibition Lab aimed to develop a different concept for library exhibitions. Here users could go exploring and express themselves while looking at the contributions of previous users. This is the *Gobelin Tapestry* - a giant photo mosaic depicting the library’s users.
The Square

*The Library as Venue*

August 2006 – February 2007

The purpose of the Square was to create a space that could support formal and informal meetings between people and at the same time sustain inspiration and dialogue. The Square was designed so it came out more soft and organically shaped than the other project labs. In co-operation with the project team, the space design firm Futastic Structures - whose architects had designed large sail spaces for the Aarhus Festival – designed the ceiling and walls in soft, organic shapes as a frame for the Square. Café tables and different gaming facilities (a giant floor chess board, a digital golf game and more traditional board games in the Gambling Den) in conjunction with the red bean bag chairs created the basis for the Square activities.

Like all the other labs, the Square was officially opened by the library’s alderman. At the opening, the users had the chance to borrow a prejudice represented by nine people; e.g. you could borrow a gay man, a tabloid journalist, a police officer, a female Muslim and an evangelical minister. The talk spread at
the tables and created the informal venue atmosphere that the Square represented throughout the period.

There was alternation between workshops (from digital photos to Christmas decorations) and music events such as choir-singing, rap and two Baby Boogie Woogie events where 65 toddlers and their adults had fun with teachers from the Popular Educational Association.

In addition, the following activities involving users should be mentioned:

- The project team developed the concept “The Square is Yours!”. Every Tuesday, individuals, hobby groups or organizations could borrow the Square for two hours. One person talked about personal experiences with children placed outside the home, a rap group rapped about being an immigrant in Denmark, etc. The concept required a lot of marketing and a long period of time before the citizens of Aarhus knew about it. The concept is now carried on in the Department of Literature and Music as “The Stage is Yours”.

- A simple and immensely popular vox pop column consisting of two plastic tubes by means of which the users could vote on the question of the day by dropping a red or green ball in one of the two tubes. The vox pop showed that many people find it significantly important to have the opportunity to express their opinion in the public space. People came to the library staff asking for help to move a ball from one tube to the other because they “had accidentally voted wrongly”. One user walked away visibly satisfied after having voted for or against the death penalty. Parents carefully instructed their children to only drop one ball in a tube. Many users have subsequently asked for the column to return to the library.

- The Sky above the Square was an interactive wall with drifting clouds, created by interaction designer Signe Klejs. The users could affect the Sky by moving around at the Square, or they could write their opinions, and comment on the remarks of others, at the sky by means of a keyboard.

- An electronic notice board for the users’ notices on house hunting, search for band members, etc.

- The big floor chess board turned out to be incredibly popular. For one thing it was the cause of a lot of talk and contact among the users and between the project team’s chess expert and the users, and for another thing the chess tournaments held were popular.

- A co-operation with Strong Bright Hearts, a group of innovative young people, resulted in two Village Square events. The concept Village Square is a kind of square itself, which invites citizens in Aarhus to assist young project ideas in making Aarhus a place for everyone. 45 creative and active citizens attended the evening events at the Square.
The Square, and hence Transformation Lab, ended with two weeks full of activities. In co-operation with the Free Education Association in Aarhus, an Activity Week and a Senior Week with activities all day were created. A total of 37 activities took place, such as dancing, gymnastics and lectures, and a total of about 670 users participated.

The Square formed a setting for spontaneous as well as planned meetings between people.

The daily vox pop.
Summary of the Five Subsidiary Projects

The five subsidiary projects of Transformation Lab have given new visions to the physical library space of the future. The project ideas and concrete models were tested in close interaction with both library staff and users. We have forced the users to think of the library brand as more than books, and the users have accepted this challenge and been co-creators of a new library space. Experiments have been carried out publicly in the foyer of the Main Library in Aarhus.

The Model Lab Became an Exploratorium

The target was that the Model Lab was to function as an innovative and often provocative exploratorium of high quality for citizens, libraries and other interested parties. In the focus group interview of the Exhibition Lab, one of the users confirmed that this was indeed the case:

"...many of these things work well. And we are talking about an experimental state where the library would like to find a new anchorage... as citizens we must contribute to the experiments... the library is our institution too. It is a learning process."

During the project period, the flexibility of the Model Lab also made it serve as a place for exhibitions and other uses for the project the Interactive Children’s Library and for the process on involving citizens in the Multimedia House.

Interactivity, Flexible Spaces and Furnishings

One of the targets was that interactivity and flexible spaces and furnishings were to support the varying library contents and dissemination of the Model Lab. As described in this report, these elements are present in all five labs. The CD-ROM "Transformation Lab – Prototyping the Future" demonstrates through pictures and sound how the elements have been part of and have supported the activities.

The individual project teams have emphasized the importance of the lab designs being inviting, and they have co-operated with competent professionals such as architects and designers. Often the labs have given rise to dialogues with the users, many of which have been enthusiastic. Others have felt that “the library is books and not all sorts of other nonsense”, and others again that there was too much noise. Peace for absorption and concentration is of course a legitimate demand, and users with this need have been directed to other places at the library. However, Transformation Lab has also experimented with more contemplative zones.

Learning Accumulation Was Made Visible

The vision was that each sub project was to continue the development of the learning generated from the preceding sub projects and that the accumulation of
learning should be visible in the next sub projects. Most of the sub projects had one or two repetitions from the preceding sub project. Moreover, the further development was supported by a Core Team consisting of all project managers, who shared experiences on both the project process and developed products. Experiences with good partners, e.g. Signe Klejs, were thus passed along to other sub projects with new project-relevant installations as the result. Similarly, development and refinement of e.g. exposures on floors, walls and within the lab took place.

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5 The transfer of learning is described in greater detail in the process evaluation report, which is only available in Danish. It is available on www.aakb.dk/transformationlab
Focus Groups and User Surveys

Focus groups have been part of the product evaluation in the Exhibition Lab and the Square. The focus groups have consisted of users who have signed up for the interview on the website of Aarhus Public Libraries, or they have been asked directly. Wherever possible, the focus groups have been made up of a broad segment of users.

In addition to the two focus group surveys, the project teams of the Music Lab, the Exhibition Lab and the Square have done minor user surveys in the form of questionnaires and short individual interviews. These user surveys have been made in connection with events, e.g. lectures and concerts, where many users have been present. It is the project participants themselves who have spoken to the users.

Both user surveys and focus groups should be considered with some caution since the participants often have not – or only to a limited extent – used the products of the individual sub project, and many users looked at the services of the Main Library in general or made suggestions for new initiatives such as concerts, etc. Hence it is difficult to propose unambiguous conclusions.

However, several relevant and interesting statements have been made in connection with focus group meetings:
Regarding guidance and librarian functions, some users want greater explicitness, but the statements also cover the everyday experiences of the users: “They should contact the users more”. Another user says: “But it must not be overdone. They should be good at reading people.” Another characteristic statement: “The librarians look unapproachable if they are sitting and staring at a screen. If they are walking around it seems easier to ask them questions”. Several users centre on anonymity during the library visit. Some of them feel too exposed when doing something in the Model Lab which to them is the crossing of a personal boundary. When asked whether one feels exposed when using the things (at the Square), one user says: “I would not like it if others saw me write that”. Another user agrees with this statement, whereas yet another says: “I do not care if people see that this is my opinion”. In the focus group interview of the Exhibition Lab, one user declares that “the first thing you think about when you see the Gobelin Tapestry is whether there is someone there you know. However, to be put on display like that myself would be to cross my boundaries, but it is very catchy”. Furthermore, she believes that the Gobelin Tapestry pinpoints a current tendency: “the desire to be in the spotlight, to be “star for a day””. 
Some users talk about the fact that the Music Lab, the Exhibition Lab and the Square give the users a different experience of what constitutes a library. In the user surveys of the Exhibition Lab, one user states: “The Exhibition (Technomorphosis) has in many ways revolutionized my notion of a library.” Some users also talk about the fact that e.g. the Staircase and the Clapping Screen “destroy some prejudices concerning how to act at a library”.

It seems that Transformation Lab has helped change the users’ notion of “what a library is”. One user in the survey from the Music Lab wrote: “I did not know what it was for (the Music Lab)... usually you are not supposed to make noise at a library, and then there was suddenly a piano!?!” However, another user believed that “it is nonsense.”
**Project Method**

The main focus in Transformation Lab has been to examine the interaction between space, user and material, while the individual subsidiary projects have attempted to explore six specific elements:

- Flexible Spaces
- Man Meeting Idea
- Interactive Technologies
- Integrating Materials
- Formats for Guidance
- Knowledge Dissemination – user-to-user and user-to-library

For methodical structuring of this process, the project has made use of a project matrix, which collocates sub projects/themes and specific elements:

<table>
<thead>
<tr>
<th>MATRIX</th>
<th>Flexible Spaces</th>
<th>Man Meeting Idea</th>
<th>Interactive Technologies</th>
<th>Integrating Materials</th>
<th>Formats for Guidance</th>
<th>Knowledge Dissemination</th>
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<td>X</td>
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</tr>
</tbody>
</table>

* The specific focal points of each lab are indicated by an X in the matrix.

The purpose of employing a project matrix has been to establish coherence within the project and secure a structured accumulation of experiences and knowledge sharing between the sub projects. This was to ensure that learning on a matrix point of a sub project was transferable to succeeding sub projects and could contribute to a cumulative rise in quality of the projects.

The matrix has served as a management tool for the project process. Similarly the matrix has functioned as an evaluation tool during the project. All sub projects have thus evaluated the project products by jointly – in connection with the
evaluation process with the external evaluators – categorizing the products under the respective matrix points.

This process has given rise to productive discussions; partly because some products have been difficult to categorise under just one matrix point, partly because some of the matrix points have had to be further specified during the process. An example of this is the point “Interactive Technologies”, which was originally termed “Interactive Techniques”. However, this caused confusion in the project teams since the word “Techniques” was also understood as simple interhuman interaction. Therefore the matrix point was revised and specified with a more precise term.

During the project, the matrix has been a useful tool for the structuring and focusing of the project teams.

**The Project Work Method**

Transformation Lab has functioned as a test of the project work method as a potential work method in the library of the future. The project work method has been a platform of learning to the participants. It is conceived as a work method that differs from the work with the running of the library in the team organisation of the Main Library, inter alia by being more intense and by the fact that the participants are to define the tasks themselves.

It is a tendency that the hesitant experiences of the first project teams are gradually replaced by more “professional” approaches to the running of meetings, decision reports and a number of other tools necessary for project work. The experiences entail a more frequent use of planning instruments in the project work along with a focus more targeted at project management. At the conclusion of the project, it is a tendency that there is a greater awareness of tools and planning instruments than there was at the beginning of the project. However, there should still be focus on using the tools consistently.

During the Transformation Lab project, a project handbook has been developed which works as an accumulation of experiences. It has advice and tips, suggestions for procedures, e.g. in connection with the use of project tools, external contact and arrangements, co-operation with partners and networks, internal arrangements, etc. This has contributed to a strengthening of knowledge transfer from one sub project to the next.

Brainstorming and reflection on the general target and the means by which to achieve this are important in order to ensure the drive and success of the project
work. This is especially true of the start-up of the individual sub projects, but it is also important to have meetings during the projects with the time and space for critical reflection and the establishment of a collective view from above on the project progress.

**Competence Development**

As previously mentioned, the Transformation Lab project is a learning space for the project participants. The new forms of dissemination arising from the constellation Space – User – Material demand a new kind of library staff competence. Therefore competence development becomes one of the focus points of the project. There may be shifts in roles for the library staff when performing certain tasks, and in any case the project experiments with new aspects of the professional identity and competence of the staff.

The project has clearly furthered the ideas and thoughts on the library of the future and what is necessary in order to realize it. The same can be said for the considerations on own competence development. To the project participants, the project has worked as a catalyst for the mental preparations for the future library and the future demands for competence development of the staff.

Previous sections of this report have described the work concerning dissemination. Herewith follows a number of the competences that have been necessary in relation to dissemination practice in Transformation Lab: talent for written dissemination, understanding for and work with PR activities, dissemination competence and IT and web competence. The project participants have presented new knowledge to the users, and where the physical elements in the model labs have not been sufficiently self-explanatory, the project participants have had to contribute to the dissemination of the connection between ideas and vision. The dissemination has concerned library-to-user themes, but in some cases the project participants have also been the connecting link in the user-to-user dissemination.
Project Organization

The project has been organized with overlapping project teams in an iterative process, and hence it has been possible to utilize experiences during the project. Each subsidiary project established a lab, and the succeeding project team worked with the new lab. Most project teams had one or two repetitions from one of the preceding project teams in order to sustain the transfer of knowledge between the individual sub projects. In the organization were a so-called Core Team and networks of users and partners as co-designers of the innovation process.

A total of 24 staff members have been part of the project teams; the majority of them being librarians, but assistants have also participated.

Participants from the Main Library in Aarhus:

**Literature Lab**
Project Manager: Jette S. F. Holst
Project Team: Merete Aaby Nielsen, Gitte Buur Rasmussen, Ove Lading, Margit Fischer and Lisbeth Larsen

**News Lab**
Project Manager: Anne Stæger
Project Team: Mette K. Jensen, Ove Lading, Gitte Buur Rasmussen, Inge Svold and Karen-Marie Kjærgaard

**Music Lab**
Project Manager: Erling Lykke Jensen
Project Team: Mette K. Jensen, Merete Aaby Nielsen, Anita Drasbæk Jørgensen, Birgit Østberg and Peter Andersen

**Exhibition Lab**
Project Manager: Jane Kunze
Project Team: Annie Christensen, Monica Bruun, Gitte Højfeldt, Michael Høyer-Nielsen, Ove Lading and Inge Svold

**The Square**
Project Manager: Mette K. Jensen
Project Team: Ellen Aggerholm, Lisbeth Mærkedal, Gitte Buur Rasmussen, Karen-Marie Kjærgaard, Bjørn Sand and Merete Aaby Nielsen

**Project Owner:** Winni Thorup
Project Manager: Anne K. Sloth/Marie Østergård/Malene Leerberg

Project Consultant: Marie Østergård/Sidsel Bech-Petersen

Other Consultants: Jannik Mulvad, Jesper Andersen, Søren Holm and Vibe Kragholm Knudsen

Project teams and partners are creating new labs.
Partners

During the Transformation Lab project, it has become clear that good experiences, a lot of learning and successes are the results when working closely and continuously together with external partners. It is thus our recommendation that the future dissemination of library services and projects are developed in close co-operation with users, user groups and other potential external partners.

Many of the project concepts and experiments were results of the co-operation with users, research institutions, private companies or other public institutions. The development of several of the interactive installations, e.g., took place in co-operation with users, IT specialists, researchers and architects, with the library staff taking part in the design process from beginning to end.

**Following is a list of the partners of Transformation Lab:**

Architect students: Thor R. Larsen and Line Krogh, the Aarhus School of Architecture

Art on Stage, Kulturhus Aarhus (cultural association): www.aronstage.dk

CAVI – The Centre for Advanced Visualization and Interaction, the IT Park Katrinebjerg, Aarhus: www.cavi.dk

Free Education Association, Aarhus: www.fo.dk
Frontrunners: www.frontrunners.net

Futastic Structures: www.futastic.com

Gaffa: www.gaffa.dk

Geiger: www.geiger.dk

InfoGallery: www.infogalleri.net

Innovation Lab, the IT Park Katrinebjerg, Aarhus: www.innovationlab.dk

Interactive Spaces – ISIS, the IT Park Katrinebjerg, Aarhus: www.interactivespaces.net

International Art Festival, Pappagallo: www.pappagallo.dk

IT students from the multimedia programme at the Institute of Information and Media Studies, the University of Aarhus: www.imv.au.dk

Klejs, Signe – interaction designer: www.cygne.dk

Kulturcenter HUSET (cultural association): www.huset-aarhus.dk

Litteratursiden.dk (the libraries’ Internet magazine about fiction): www.litteratursiden.dk

Musikskolen LAURA (music school for children and their parents): www.musikskolenlaura.dk

P & P Radio, Aarhus

Poetklub Aarhus (poetry association): www.poetklub.dk

Polishook, Mark – new media artist

Popular Educational Association: www.fof.dk

Rahbæk, Niels – painter

Snapshots Photo Association: www.snap-shots.dk

Strong Bright Hearts: www.strongbrighthearts.com
Sund Sound: www.sundsound.dk

The Danish Technological Institute: www.teknologisk.dk

The Jutland Academy of Fine Arts: www.djk.dk

Århus Musikskole (music school): www.aarhusmusikskole.dk

Århus Symfoniorkester (the Aarhus Symphony Orchestra): www.aarhussymfon.dk
Seminars and Workshops

Seminars have been held for all interested parties at the termination of each subsidiary project. However, the last sub project, the Square, was disseminated at Transformation Lab’s final seminar in January 2007.

The following took place:

- The Literature Lab – Dissemination Undergoing a Transformation.

- The theme day was repeated.

- Between High-Speed Trains and Brake Blocks.

- The theme day was repeated.
  6th October 2005. Participants: 34.


- Library 2.0 in the Physical Library.

- Transformation Lab Going Towards the Library of the Future.

The Exhibition Lab’s seminar “Library 2.0 in the Physical Library” brought 112 participants to the Main Library.

The theme day websites are:

- The Literature Lab: http://www.aakb.dk/sw45937.asp
- The News Lab: http://www.aakb.dk/lyntog
- The Music Lab: http://www.aakb.dk/musikforvandling
- The Exhibition Lab: http://www.aakb.dk/brugernekommer
- Transformation Lab’s final theme day: http://www.aakb.dk/fremtidsbib

In addition to this, more than 100 presentations of the project have been held for visiting groups and at other libraries.
Documentation

Online documentation
http://www.aakb.dk/transformationlab
Here it is possible to download the project evaluation reports and to find pictures and other visual material.

Publications
Books


Articles about the project


http://www.bs.dk/publikationer/aarbog/2004/html/chapter06.htm#Section6.13


“Godt gået Århus!” by: Hellen Niegaard, in: Danmarks biblioteker, 2004, no. 6
The Pilot Project:
“Indblik i fremtidens bibliotek”, in: Jyllandsposten, 24/4 2004
“Fremtidens bibliotek”, in: Århus Stiftstidende 26/4 2004
“Frivillige rådgiver om kræft ugen ud”, by: Lone Dybdal, in: JP Århus 30/3 2004
“Brugere hjælper brugere”, in: JP Århus 27/4 2004
“Stil spørgsmål til gulvet”, by: Lone Dybdal, in: Jyllandsposten 4/5 2004

Litteraturredetet:
“Nyt litteratur-rum på Hovedbiblioteket”, in: Jyllandsposten, p. 3 15/6 2004
Bibliotek: Litteratur i gulvhøjde, by: Anne Reinholdt Nielsen, in: Jyllandsposten, p. 16, 16/6 2004
“Bluetooth på biblioteket”, in: Søndag aften, July 2004
“På litterær rejse i Norden”, in: Jyllandsposten p. 11, 19/11 2004
“Et ord med på ruten”, in: JP Århus, 5/10 2004
“Spørg det interaktive gulv i Århus”, by: Sidse K. Ibsen, in: Politiken, 30/4 2004
“Spot på litteraturen”, in: Århus Stiftstidende, 15/6 2004
“Oplevelsesrum på Biblioteket”, in: Søndagsavisen, Region 17, 20/6 2004

Nyhedsrummet:
“Nyhedsrum på biblioteket”, in: JPÅrhus, 30/1 2005
“CWC på pletten”, in: Århus Stiftstidende, 29/1 2005

Musikrummet:
“Lang hård vej til vellyd”, by: Jørgen Hansen, in: JP Århus, 13/12 2005
“Multimediehuse: Biblioteket øver sig på fremtiden”, by: Jørgen Hansen, in: Jyllandsposten, p. 4, 19/12 2005
“Koncert med elever fra musikskolen”, in: Århus Onsdag, 11/1 2006
“Musikskole giver nytårskoncert”, in: Århus Stiftstidende, 9/1 2006
“Figurines på biblioteket”, in: JP Århus, 28/1 2006
“Figurines blandt bøger”, in: Århus Onsdag, 25/1 2006
“Kom og spil på biblioteket”, in: Århus Onsdag, 5/1 2006
“Fredagsjam flytter ugedag”, in: Århus Stiftstidende, 3/1 2006
“Lyden af Århus”, in: Århus Stiftstidende, 3/1 2006
“Lyden af tre byer”, in: Jyllandsposten p. 19, 11/1 2006
“Kanondebat”, in: JP Århus, 29/1 2006

**Frirummet:**
“Frihed i en terrortid”, by: Erling Bastrup, in: Cityposten, 8/3 2006
“Ytringsfrihed – jura eller natur…?”, by: Erling Bastrup, in: Cityposten, 29/3 2006
“Debat om terror”, in: Jyllandsposten, p. 6, 18/3 2006

**Torvet:**
“Fordomme sættes til udlån”, in: Århus Stiftstidende, p. 12, 6/8 2006

**Forvandlingsrums slutkonference:**
“Multimediehus med plads til bøger og fordybning”, in: JP Århus, 31/1 2007

**Process Evaluation of Transformation Lab:**
Websites for the Individual Subsidiary Projects

Each subsidiary project has a website (only in Danish):

- The Literature Lab: http://www.aakb.dk/litteraturrummet
- The News Lab: http://www.aakb.dk/nyhedsrummet
- The Music Lab: http://www.aakb.dk/musikrummet
- The Exhibition Lab: http://www.aakb.dk/frirummet
- The Square: http://www.aakb.dk/torvet

Website in english

- Transformation Lab: www.aakb.dk/transformationlab