

# The library as a developer of people

Repositioning  
de Bibliotheek Eindhoven

# **The library as a developer of people**

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de Bibliotheek Eindhoven

Libraries are an indispensable part of our society. We help people find their way in an ever-changing world, a world that places high demands on us all. We can't do this if we just stand still. That's why we've done extensive research into the needs of our target audiences and of the city and, together with our partners, charted a new course. In this book you can read about how we're making a valuable contribution to the development of Eindhoven and its citizens.

One thing is certain: our biggest plans won't succeed without courage, flexibility and help from others. So, see this book as an invitation to work together and to develop alongside us.

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## 1. OUR VISION

**WE ARE  
REINVENTING  
OURSELVES**



**“We are here for anyone seeking to advance their own development.”**

## **We enable everyone to share in the success of the city**

Eindhoven, our home, is in a process of transformation. The city brings together technology, knowledge, innovation and design. Here, the world is at your feet. This is attracting new people, making Eindhoven a city full of smart minds, innovators and hard workers. From families who've lived in Eindhoven for generations to the newcomers from all four corners of the globe: they all help Eindhoven to evolve and flourish. And to make its name as one of the smartest regions in the world.

We are proud of Eindhoven's success. But we also believe that this success will only grow if all of Eindhoven's citizens can contribute towards and share in it. We are here for anyone seeking to advance their own development. With our help, everyone can benefit from the extraordinary energy of Eindhoven.

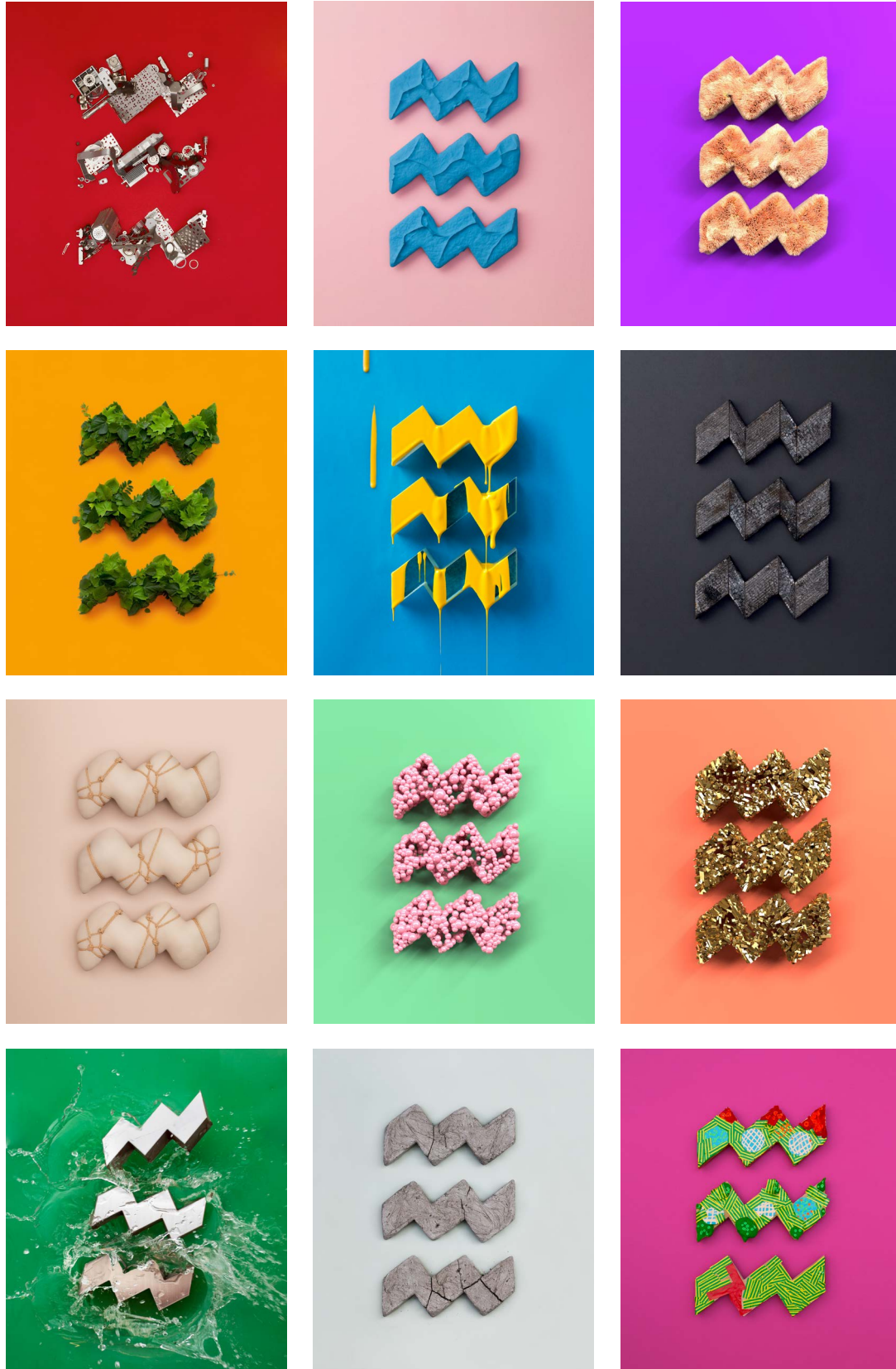
**“We continue to evolve into an open organization at the heart of the community.”**

## **Redefining an age-old role**

Libraries have always been more than just rooms full of books. For centuries we've played a central role in the gathering, safeguarding and sharing of knowledge. With this, libraries make an important contribution to people's wisdom and autonomy. Although this role remains fundamentally unchanged, the way in which it can best be fulfilled is constantly evolving.

To preserve our appeal and our raison d'être in this digital information society, we need to keep on innovating. We want to build connections with old and new audiences by adapting our products and services to their wishes and needs.

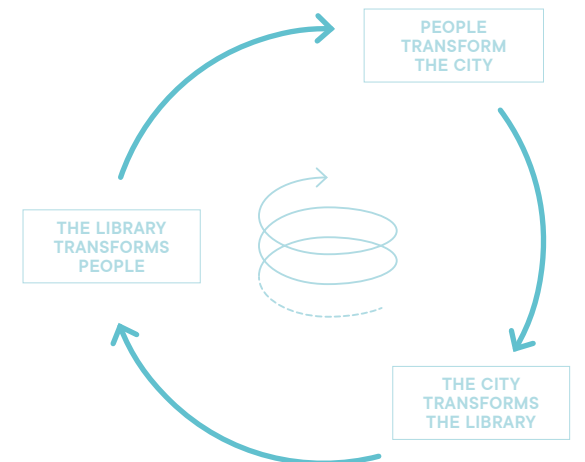




# In the heart of the city

Our physical locations are also set to undergo a metamorphosis. The library in the city centre will be revitalized and we'll be branching out into the neighbourhoods where people need us. We'll be doing this in various ways, including through collaboration with partners. With this, we're rooting ourselves – literally and figuratively – in the heart of the city.

In short: we continue to evolve into an open organization at the heart of the community.



## 2. OUR MISSION

# THE LIBRARY AS A DEVELOPER OF PEOPLE

We don't just want to provide information, we want to help people to filter, evaluate and understand that information and to convert it into practical knowledge and insight. First, we help people to become self-reliant, so that they can then progress and flourish. We are more than just a building full of books, we are a developer of people.

THE FOLLOWING MISSION FITS  
PERFECTLY WITH THIS CONVICTION:

**We give people  
the opportunities  
to advance and to  
grow. In doing so,  
we cultivate  
self-reliance and  
self-development.**

**“Libraries are seen as the visible face of the belief in education, equality and good citizenship.”**

**Hanna Harris, director Archinfo Finland**

Of course, development is a very broad concept. As a library, we have a clear focus. We help people within the following domains:

**Language**

The ability to speak, read and write a language to a good level.

**Digital**

Basic ICT skills, media literacy, information skills and understanding computational thinking.

**People & society**

The capacity for self-development, to participate in society and to help to shape it.

# Our core values

Our new mission is closely aligned with our core values. Our people identify with these values and propagate them. Each and every day, we stand for:

## **Development**

You can't help others to develop themselves if you don't strive to become the best version of yourself. We are aware of our talents and qualities, and we're continually developing these. With this, we help ourselves, our visitors, and ultimately the city, to advance and to grow.

## **Entrepreneurship**

To develop you have to keep on moving, to venture into uncharted territory and broaden your world. This calls for an enterprising spirit. We recognize opportunities and we dare to tap into them. We strive for success and we're continually improving our services and our organization.

## **Collaboration**

Development and entrepreneurship can't be achieved in isolation. We open our doors and invite others to collaborate and think along with us. We go out into the community and seek out others. Challenging issues are solved by engaging the help of others. And in collaborative partnerships, we encourage every individual to take on the role that suits them best. With this, we strive for the best result, together.

## **Hospitality**

Not only are we an open organization for our partners; we also want everyone to feel at home with us. Nobody can flourish if they don't feel at ease. That's why we want the library to feel like a safe and comfortable haven with no obligations, where people have ample space to develop and to relax.

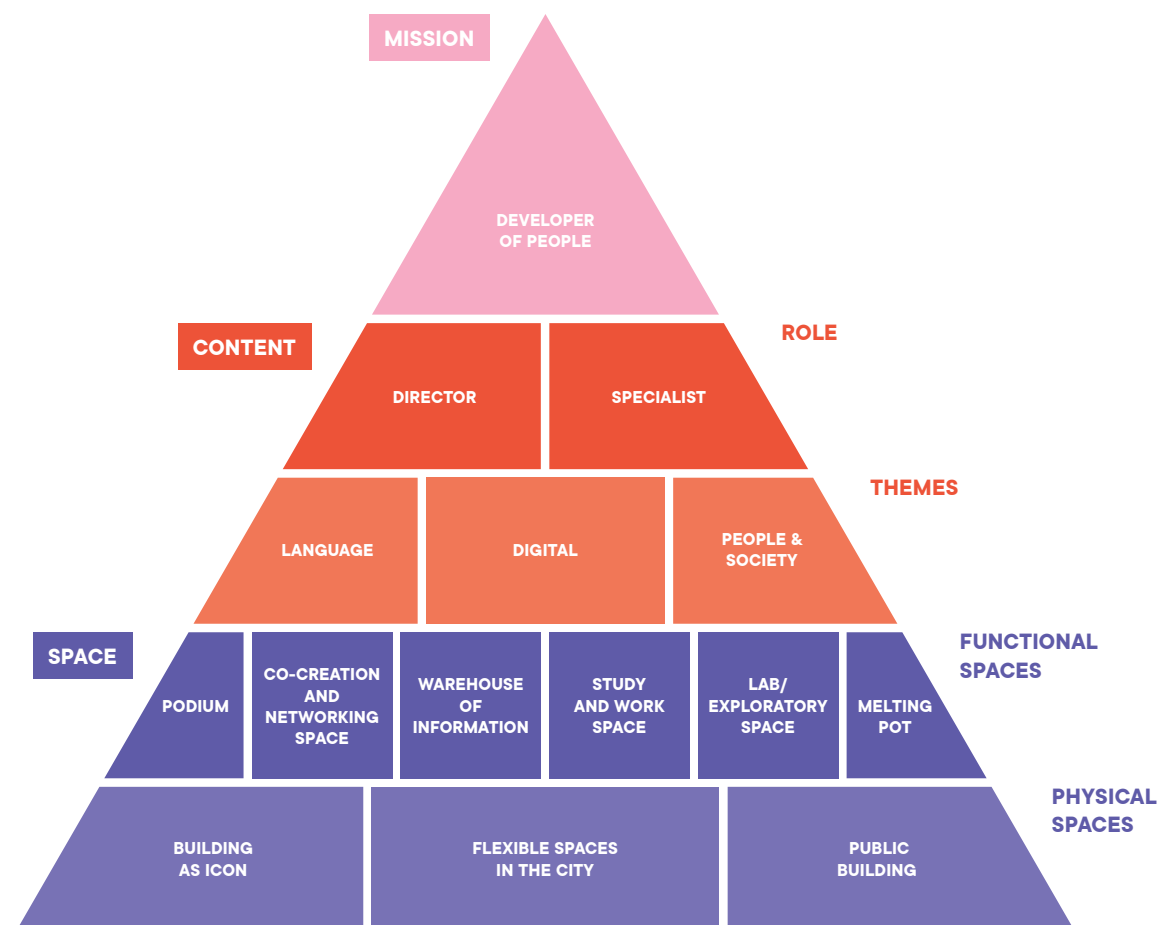
### 3. OUR FOUNDATION

# THE BUILDING BLOCKS OF OUR MISSION

Developing people is a vast and abstract goal. To identify what it actually entails, we devised a variant of Maslow's hierarchy of needs. Our highest goal is the development of people. In the pyramid you can see which building blocks are necessary to accomplish our mission.



## Our physical and functional spaces



Where once there were only bookshelves, today the library is a great place to study, to meet other people, to attend talks and courses and to participate in workshops. We've mapped out an ideal picture of our physical and functional spaces, and in the next 10 years we'll be working towards realizing that dream.

Our goal is to occupy an even more central position in Eindhoven, Literally and figuratively. We want to transform the library into an icon of the city. A place that everyone knows where to find and that offers something for everyone. But in our fast-changing society, we also want to be close to people. That's why we're keen to locate ourselves in different areas of Eindhoven - sometimes for longer periods and sometimes short term.

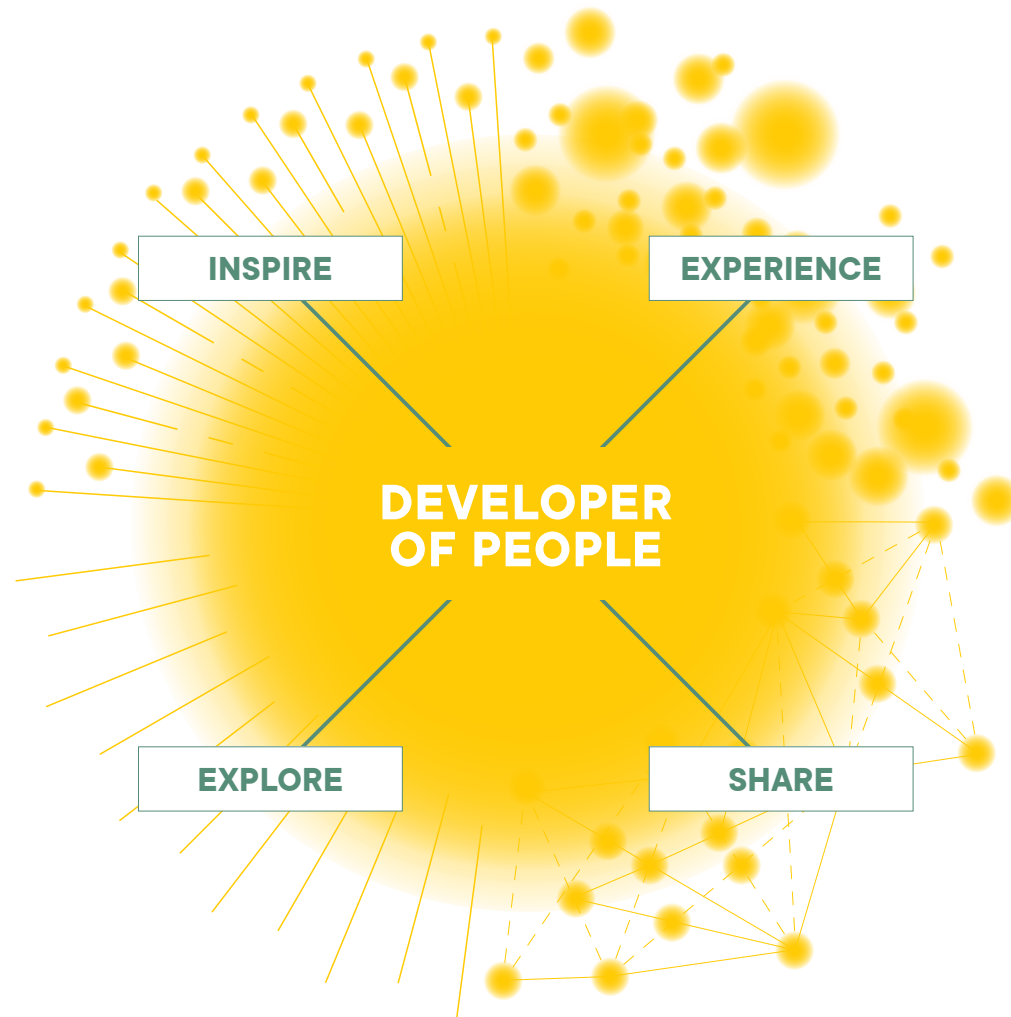
**“We want to transform the library into an icon of the city.”**

## Our roles and themes

As already mentioned, our focus is on three themes: language, digital and people & society. Within these themes we envisage our role as twofold: that of content specialist and of content director. As specialist, we share our knowledge and experience, as director we bring the right parties together in order to accomplish our mission.

## 4. OUR APPROACH

# ENERGY TO DEVELOP



Self-development is easier said than done. Many people would like to become smarter or wiser or to increase their skillset, but they don't know where to start. And sometimes, they're hesitant about the effort it requires. They need a little nudge. Something to get them moving.

In scientific terms, energy is the potential of a system to change. The more energy there is, the greater the transformation. We give people the energy to take action and to make smart use of all the opportunities that we offer them. And, to develop themselves in a way that suits them as individuals. We do this in four key ways: we share, we inspire, we offer the opportunity to explore topics in depth and we enable people to experience new things. These are what we call our energies.

# Inspire

**We motivate, arouse  
curiosity and lead  
people to new insights.**

# Explore

**We give people the  
opportunity to learn  
more about a topic.**

## Share

**We bring people  
together, so that they  
can learn and develop  
with one another.**

# Experience

**We enable people  
to discover and  
experience for  
themselves.**



**“We give  
people the  
energy to  
take action.”**

## Taking action

One of the most important qualities of energy is that it can change from one form to another. A wind turbine converts motion into electricity, a light bulb converts that electricity into light.

The same principle applies to our energies. If something inspires you, you want to share that with others. If you experience something new, you want to explore it further. We believe that each of our four energies can be an access point to the other three.

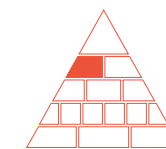
With our energies, we continue to build on the positioning of Eindhoven. We can summarize this positioning as ‘energy leads to transformation’, or rather, the change from one form to the other. Our energies offer people the opportunity to transform into the best version of themselves, so they can make an even more valuable contribution to society.

## 5. OUR ROLES

# THE LIBRARY AS CONTENT SPECIALIST AND CONTENT DIRECTOR

As you saw in our pyramid:  
we distinguish two specific roles for  
ourselves as a library. On the one hand  
we're a specialist: we have the knowledge,  
information and experience to contribute  
to the development of people. On the other  
hand, we're a director: we connect people,  
expertise and organizations in order to  
accomplish our mission.

# The library as content specialist

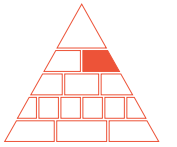


**We add layers of depth to information and knowledge, for example by:**

- **sharing our specialist knowledge;**
- **applying our expertise in learning processes;**
- **offering advice on learning and development;**
- **following and presenting trends and developments with societal impact.**



# The library as content director



**As director, we work with others to pool knowledge and to connect with the issues and societal initiatives at play within the city. We bring the right parties together in order to support as many people as possible with their development.**



**“We connect people, expertise and organizations in order to accomplish our mission.”**

When it comes to how we interpret our role as director, we base this on following principles:

- We stand for our mission. It is our belief that everyone has the right to advance themselves and to grow. We do everything we can to facilitate this. For instance, by putting the importance of self-development on the political agenda, or bringing it to the fore in the media.
- We are here for everyone, irrespective of age, background, nationality or ethnic origin, income level or phase in life.
- We encourage reflection, critical thinking and conscious action. Not only among our target audiences, but also on the part of our partners.
- We remain impartial on sensitive topics, but we stand firmly behind what we regard as fundamental human rights.

Within our dual role as content specialist and content director, we focus on development within three themes: language, digital and people & society. We will elaborate on this in the next chapter.

## 6. OUR THEMES

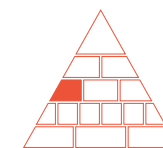
# LANGUAGE, DIGITAL AND PEOPLE & SOCIETY

Our mission – to facilitate people in their self-development – can be interpreted very broadly. To bring it into focus, we work with three themes: language, digital and people & society. This is where we make the difference.



## Theme 1

# Language



**Language is the foundation of every person's development. It allows us to understand one another and to transfer and receive information. Language and reading help to broaden our world. Language connects and helps people feel at home in new surroundings. Above all, it stimulates the imagination. That's why we support people with their active language skills: speaking and writing, as well as their passive skills: reading and listening.**

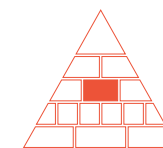
**“Language stimulates the imagination.”**

In our view, it's vital that language development is enjoyable. If you experience pleasure in language, for instance when you learn new words or lose yourself in a great story, you will learn the language far better and far faster. Our weekly Language Café contributes to this enjoyment of language. Here, people come together to chat and play games, so they practise the Dutch language in a fun way.

We focus on Dutch and English, and also on other languages. After all, Eindhoven is a city of many nationalities. Because children's language development is enhanced when they're spoken and read to in their native language, we offer children's books and language games in a variety of languages, from Mandarin Chinese to Italian. We're also looking to expand our foreign language collections for adults.

**Theme 2**

# Digital



In our digital information society, digital skills are essential. We focus on the development of:

**Basic ICT skills**

The skills you need to understand and use computers and digital networks. We have various approaches to this, from lessons in PowerPoint and Word to the course Digisterker, where you learn things like how to create a DigiD and to use it securely.

**Media literacy**

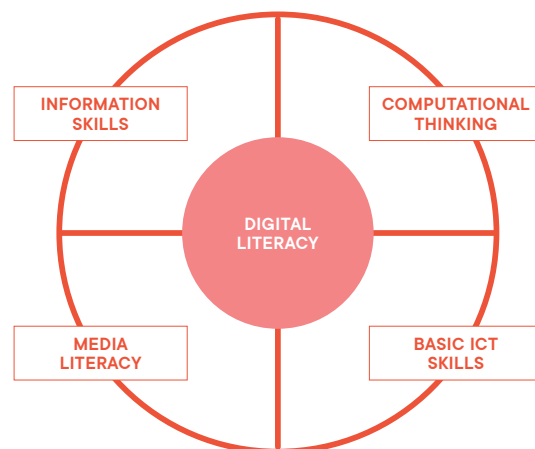
The critically aware and active use of media, so that people can distinguish fact from fiction and acquire new knowledge. Examples of topics covered include how to recognize fake news and how to cultivate media awareness in children.

### Information skills

Skills that help people to search for, find, evaluate and process information. A person with these skills can formulate their question and find a reliable answer to it. They can also process and use that information. To assist people in this, we provide, among others, workshops in schools.

### Computational thinking

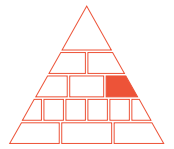
Here, we teach people to break down a problem into small parts, so that the solution immediately becomes clearer. Computational thinking is about recognizing patterns and simplifying information by depicting it schematically: all highly useful skills, also outside the digital world.





### Theme 3

# People & society



**Information and knowledge are essential for self-development. There are certain areas that we find especially important, topics that enhance people's welfare and well-being and their ability to participate actively in society.**

### **Learning and parenting**

Learning is an important skill. We don't only mean studying, but also a higher form of learning: the ability to transform experiences into life lessons. We help people to study more effectively, enabling them to maintain their knowledge or – even better – to keep on expanding it.

We also offer parents tools to stimulate the development of their child(ren). For instance, we explain how to increase their love of language, or how parents can create a pleasant learning environment. With this, we contribute towards the learning capacities of the next generation.

We also support parents in other aspects of raising their children. From media awareness to information

about gaming addiction. And from information about bullying – and what to do if your child is on the receiving end – to insights into how children develop in the first year of life, especially for young parents.

### **Health**

Good health means a healthy body and a healthy mind. The foundation for self-development is good mental and emotional well-being. We work together with organizations such as the GGZ (Mental Health Service) to support the mental health of Eindhoven's citizens.

To find the energy to work on your self-development, physical health is also important. That's why we also encourage people to adopt a healthy lifestyle that fits into their lives. We sometimes do this in collaboration with the GGD (Municipal Health Service), for example.

### **Philosophy, purpose & meaning**

Purpose & meaning is about the significance we give to the events in our lives. What is the purpose of our lives? What does it all mean? Philosophy helps with this. We offer various perspectives in the area of religion and spirituality, to help people in their quest for meaning.

### **Art & culture**

We believe that creative development is an important part of personal advancement and growth. We also

enjoy introducing people to art and culture, from the visual arts to theatre, from dance to music. For instance, with a 'living room concert' with background information about the musical genre, a talk about art history or a poetry reading.

Just as important is the ability to live together with awareness and to collectively shape our culture. We promote this by bringing together people from different cultures, in our Language Café for instance. This is where language and culture converge. To kindle children's enthusiasm for art, we challenge them to create things themselves. For instance, during workshops in our 'Makersplaats'.

### **People & nature**

Here, the focus lies on the relationship between people and nature. Humankind is intrinsically connected to nature; without nature there would be no food, no oxygen, no raw materials. We support people who are interested in nature or who would like to adopt more sustainable lifestyles. We're also keen to introduce people to the many wonders of the natural world.

### **Science & technology**

Eindhoven is renowned as a city of science, technology, design and innovation. We update and inspire people with the latest discoveries, innovations and scientific insights.

We also target our attention towards ‘design thinking’: the user-focussed design of products and services, and the solving of societal challenges. In all topics relating to science and technology, the emphasis is firmly on interactivity and self-discovery. In our ‘Makersplaats’, for instance, children can make things to their heart’s content. For example, they can create objects with our 3D printers, or repair a switch at a soldering station.

### **Politics & democracy**

This is all about citizenship, about how, as a citizen of the Netherlands, you can actively participate in our democratic society. We explain and discuss the basic principles and values of a democratic constitutional state. What are your rights and obligations as a citizen? What are the power dynamics in the Netherlands and in Europe? What are the different political movements? We never emphasize a specific political preference: we share different perspectives so that people can make up their own minds.

### **Work & economy**

This involves promoting financial self-reliance and participation in the labour market. Both are important for well-being and prosperity. We provide information in the areas of study choice, applying for jobs and smart money management, among others. For this,

we work together with organizations such as the UWV (Employee Insurance Agency), the municipality of Eindhoven and educational institutions.

### **Social identity**

Everyone needs to feel that they belong somewhere. We all belong in a particular social group, with people who share the same values. That sense of belonging to a group is our social identity. For personal development it’s important to expand our social worlds. That’s why we provide the opportunity for people to mix with those outside their own familiar group: people from different cultures and social backgrounds or with different values and political beliefs. This fosters positive social interaction and helps remove prejudice and preconceptions.

### **Cultural heritage**

Eindhoven has a creative and innovative history. This is reflected in the many remarkable buildings in our city, from the former factories of Strijp S to iconic buildings like the Evoluon and De Witte Dame. But it also suffuses our culture. We want to preserve our social-cultural heritage and share it with newcomers to Eindhoven and with future generations.

## 7. OUR NEW SPACES

**WELCOME TO  
THE LIBRARY OF  
THE FUTURE**



**“We are evolving from a building full of books to an open organization at the heart of the community.”**

When thinking about the physical premises of the library of the future, there are several key questions:

- What kinds of spaces do people need?
- What type of building does this necessitate?
- What is a logical location for that building and those spaces?

We've contemplated all kinds of options, from a single large central building to a network of small locations. From libraries in other buildings to temporary locations in unexpected places. We eventually decided on a combination of these ideas: we want an iconic, public building in the heart of the city. A place that symbolizes the belief in innovation and development. Besides this, where possible we also want to reach out to people directly, for instance with mixed-use locations or pop-up libraries in different neighbourhoods. In this chapter we explain our thoughts behind the decision-making process.

# Functional spaces

Our vision to become a developer of people calls for spaces with multiple functions. From quiet study areas to spaces to meet one another or to discover new things. Together with research unit Bauhütte (linked with the TU/e) and our own innovation team Expeditie Anton, we explored how we could translate the diverse needs of our target audiences into functional spaces.

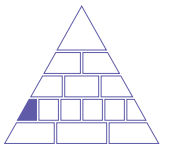
In our preliminary research, we arrived at six different types of spaces:

1. A podium, for interaction with a large audience.
2. A co-creation and networking space, where people can connect and work together.
3. A 'warehouse of information', where people are assisted in finding the information they're looking for.
4. A quiet study and work area.
5. A lab or exploratory space, where people can experiment, research and experience.
6. A melting pot or meeting place, where people can come together and learn from one another.

To design these functional spaces, Bauhütte took inspiration from buildings that have historically been used for a similar function. The functional design of the podium, for instance, is based on the ancient amphitheatres, and that of our lab inspired by traditional markets: empty spaces that are filled up each day.

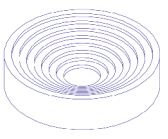


# Podium



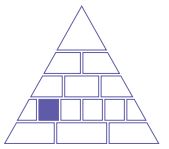
We want to literally provide a platform for the stories from, about and for the city. This central space is a place where discussions are held, stories told, objects exhibited and ideas exchanged.

Anyone can get involved, which is why we make our podium available to other organizations. If there's no 'performance' taking place, the podium can be used as a public space. It's a unique place to talk with one another, work together or have a quick catch up.

OUR INSPIRATION: THE THEATRE		SPECIFICATIONS
<p>The idea behind a circular theatre is that spectators have a good view of the podium, no matter where they sit. This creates a connection between the audience and the presenter.</p>		<p>Various configurations possible <b>100 - 500 people</b></p>

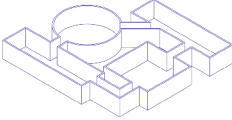


# Co-creation and networking space



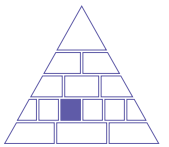
We facilitate regular networking and co-creation sessions in order to bring people together, but we also give people the space to get to know each other and collaborate independently.

This requires a space that encourages large groups of people to network, but that also accommodates people who want to work together in smaller groups, undisturbed.

OUR INSPIRATION: THE SOUQ		SPECIFICATIONS
<p>A souq is a marketplace or commercial quarter in Western Asian, North African and some Horn African cities, composed of a labyrinth of spaces and passageways of various sizes. Just like a European market, a souq is extremely flexible in how it can be laid out. Each section has its own ambience, depending on what it's being used for at any one moment. This makes the souq highly diverse, and the perfect place for chance encounters.</p>		<p>Flexible spaces <b>20 – 50 people</b></p>

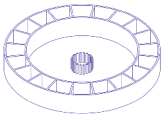


# Warehouse of information



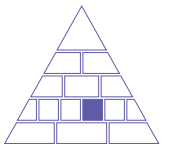
The warehouse of information reflects the traditional role of the library, but tailored to the needs of today. This is where you can find information in the broadest sense of the word. From physical and digital books, to databanks and audio-visual works about local history.

Just as in today's warehouses, our warehouse of information revolves around service and experience. We assist people in their search for information and offer them a pleasant, quiet environment in which to absorb that information.

OUR INSPIRATION: THE PANOPTICON		SPECIFICATIONS
<p>A panopticon is a circular building. The centre of the building is completely open, right up to the ceiling, while all around the edge are lots of small rooms. With this design, the centre offers a perfect overview of everything going on in the surrounding space. From the centre of our warehouse of information, we assist people in their search for information. And at the edge, visitors will find pleasant spaces where they can browse and absorb the information they have found.</p>		<p>Current collection <b>100.000 books</b></p> <p>Future collection <b>expanding physical and digital</b></p>

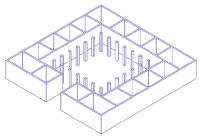


# Study and work space



**A pleasant environment in which to work or study is crucial in a growing knowledge economy like that of Eindhoven.**

A place to go from early in the morning till late in the evening, and where you can relax or have a bite to eat between work. Sometimes you want to work alone, other times in a group. This calls for a study and work space that has something for everyone.

OUR INSPIRATION: THE MONASTERY		SPECIFICATIONS
Monasteries often have individual bedrooms situated around a courtyard or garden, as well as spaces for collective activities. Our study and work space will have around 200 work stations in a quiet zone, 10 quiet study/work booths and 140 work stations in a lively area. There will be 30 fixed computer stations.		Total work stations <b>around 350</b>

MEDIALAB WITH GREEN SCREEN AND STUDIO

SOUNDPROOFING

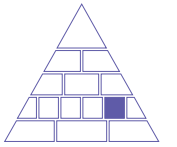
LARGE WHITEBOARDS, DIGITAL SCREENS, FULL-WALL PINBOARDS

FLEXIBLE CONFIGURATION OF WORK SPACES

EMANATES CREATIVITY

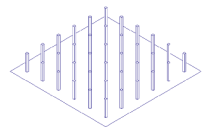


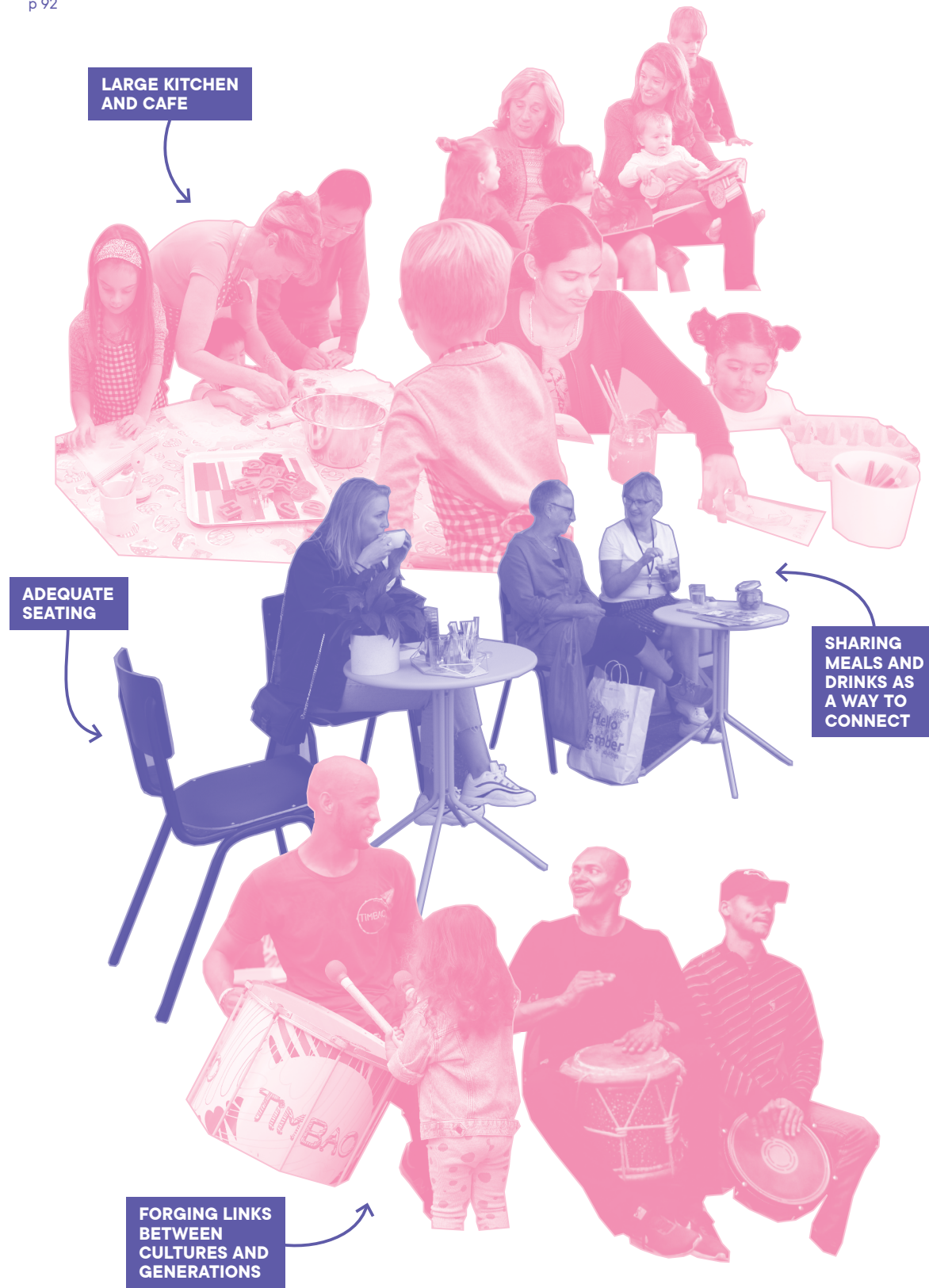
# Lab/exploratory space



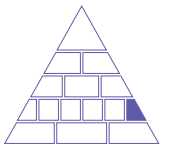
The best way to learn is through experimentation, experience and discovery. In our lab, people can explore all kinds of themes in a playful way. Here, people witness the vast potential of Brainport Eindhoven with all its knowledge and creativity.

The lab isn't only used by visitors, but also by staff and partners of the library. With this, we showcase relevant themes and staff and visitors can share ideas and inspiration. The space emanates creativity and invites people to experiment.

OUR INSPIRATION: THE MARKET HALL		SPECIFICATIONS
<p>An important feature of a market hall is that, each morning, a virtually empty space is transformed into an environment full of scents, sounds and colours. From a fish market to a flea market and everything in between: there's always something new to discover. We want to create that playful flexibility in our lab, to generate inspiration each and every day.</p>		<p>Total surface area <b>around 500 m<sup>2</sup></b> Enclosed work/meeting rooms <b>3</b></p>

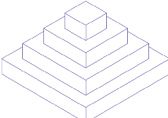


# Melting pot



We see our melting pot as the beating heart of Eindhoven. A place for all its diverse inhabitants and visitors from every corner of the globe. A place for people to meet and to get to know one another better. Not only a great way to learn about different countries and cultures, but also good for the language development of newly naturalized Dutch citizens and internationals, for instance.

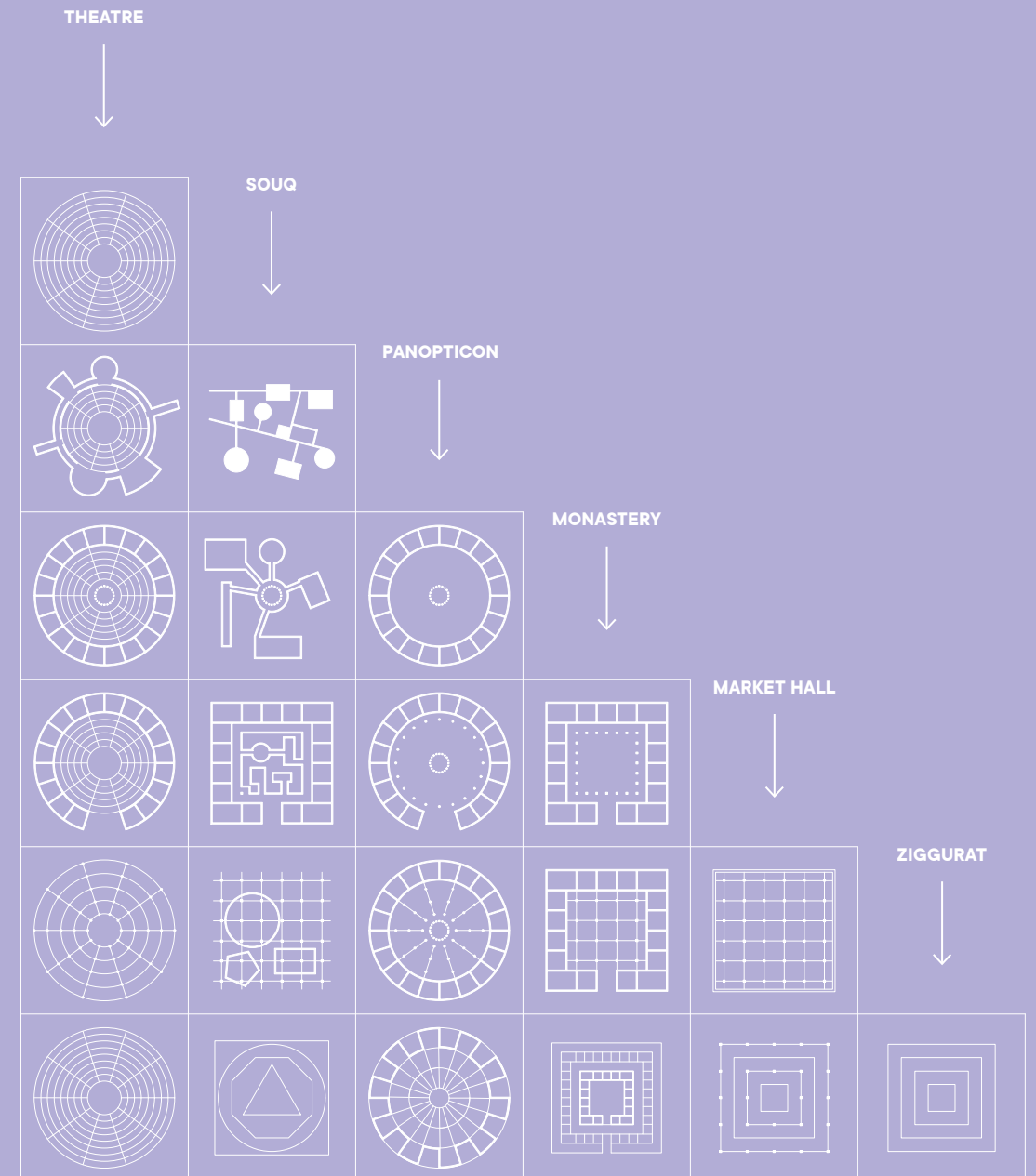
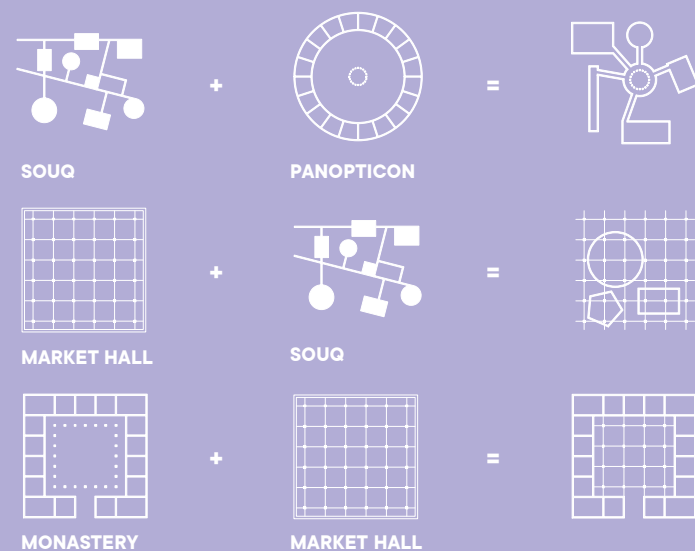
We foster this interaction in our melting pot through initiatives like cooking together and sharing a meal, or chatting over a coffee.

OUR INSPIRATION: THE ZIGGURAT		SPECIFICATIONS
<p>A ziggurat is a terraced pyramid construction built in ancient Mesopotamia. The casual, whimsical form creates plenty of fun spaces where people can meet. The inspiration of the ziggurat for our melting pot is also symbolic. We want to advance the city and its inhabitants towards the highest level of development and maturity, as you also saw in our pyramid. The ziggurat represents this both literally and figuratively. People at various stages of their life's journey come together here in one single space. Each with their own talents, experiences and knowledge. You find your own niche, but you're still part of a group. So you can learn from and inspire one another.</p>		<p>Catering function <b>minimum 30 seats and kitchen</b></p>



# A combination of archetypal construction designs

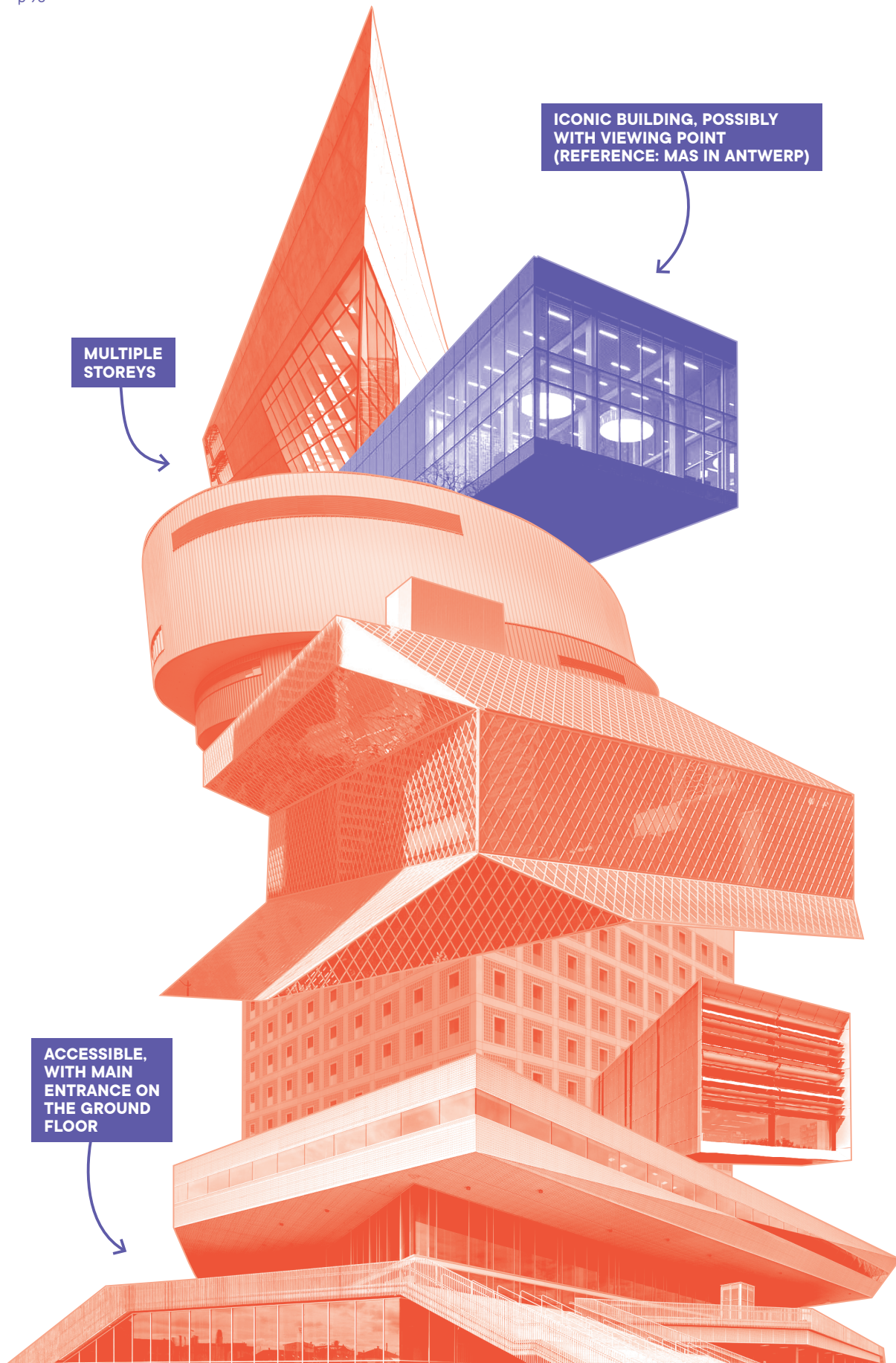
The sources of inspiration for our six functional spaces each have their own unique look and character. We believe that exceptional spaces can be created by combining these different types. For instance, a panopticon surrounded by the network of passages of a souq. Or a space with the individual rooms of a monastery on the outside, and the flexible space of a market hall on the inside.



# Physical spaces

As explained earlier when discussing our building blocks: we envisage our building as an icon of the city. In concrete terms this means an eye-catching and recognizable principal location which provides space diverse public functions. From a lively café to work stations, from a place to borrow books to exhibition space.

We also want to be flexible. That means being present – sometimes temporarily and sometimes long-term – in other neighbourhoods in the city. For instance, with a pop-up location in a park or a bus, or with Expeditie E in Woensel, a location that we opened to meet the needs of the neighbourhood.

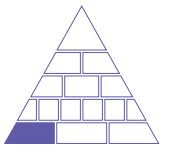


ICONIC BUILDING, POSSIBLY WITH VIEWING POINT (REFERENCE: MAS IN ANTWERP)

MULTIPLE STOREYS

ACCESSIBLE, WITH MAIN ENTRANCE ON THE GROUND FLOOR

# An iconic building for de Bibliotheek Eindhoven



As a library, we are an extension of the community and of the public space. That's why we want to base ourselves in a prominent and central location. Our home in the city must be an iconic building that everyone recognizes and knows how to find. A building that symbolizes our belief in development.

Besides design and location, the scale is also important. If we want to create all our functional spaces, we need more space. That's why we've explored the potential locations for achieving our dream, together with others.

SPECIFICATIONS	
Desired gross floor area (with partners): <b>circa 13.000 m<sup>2</sup></b>	For the library function required: <b>circa 7.500 m<sup>2</sup></b>

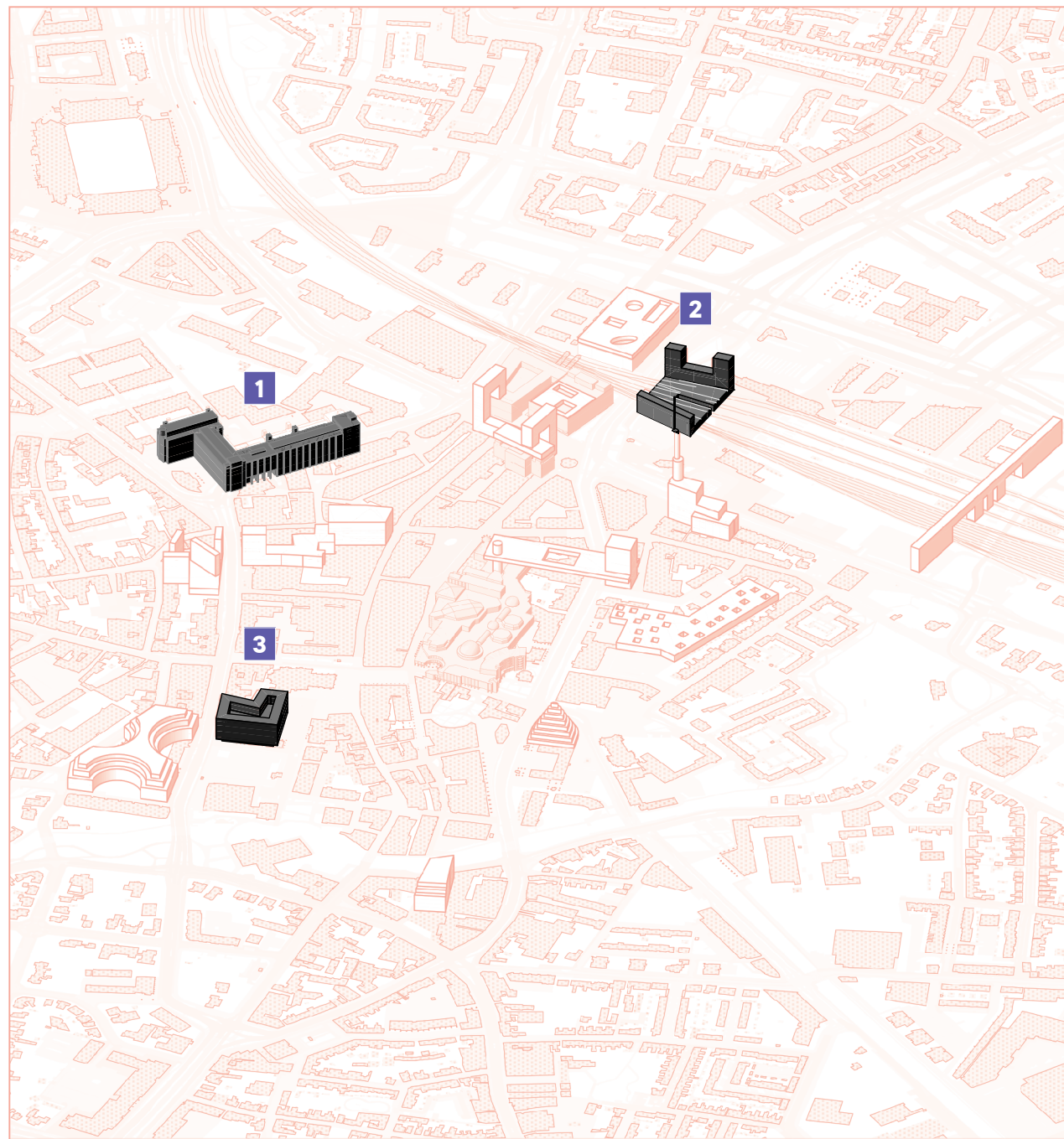
# Our inspiration

When exploring ideas for our physical and functional spaces, we turned to our northerly neighbours for inspiration. In Scandinavia a great many libraries have reinvented themselves. But the Netherlands, too, now has several inspiring examples: Spijkernisse, Deventer, Tilburg, Groningen. And Amsterdam and Rotterdam are currently in the planning stage.



An example: Dokk1 in Aarhus, Denmark, which opened in 2015. This award-winning library has raised the concept of the ‘library’ to an entirely new level. It describes itself as a flexible and dynamic sanctuary for anyone seeking knowledge, inspiration and personal development: an open and accessible learning environment that promotes democracy and community. Dokk1 provides ample space for the accumulation of knowledge, for creativity and reflection. It’s an attractive, intelligent and interactive building, with a diversity of functional spaces: a café, play area and study rooms, but also a citizens’ reception point where people can arrange things like replacing their ID card or registering in the municipality.

With some 17,5000 m<sup>2</sup> of floor space, Dokk1 has all the room it needs to fulfil its mission. As a comparison: we have approximately 3,650 m<sup>2</sup> of floor space. A library with the mission and vision outlined in this book needs a bigger space, as does the growing population and the rising demand for the services we offer.



# The perfect location

Our ideal building emanates the belief in innovation and (self)development. The architectural design is iconic and will make the building a defining feature of Eindhoven. Besides the design, a location in the heart of the city is also key. With this in mind, Bauhütte visited ten locations. These were eventually narrowed down to three potential sites.

## 1. De Witte Dame

De Witte Dame is our familiar home. The former light bulb factory is an icon in itself. What's more, the area around De Witte Dame is undergoing huge transformation, with new shops, cafés and restaurants, office buildings full of innovative companies and plenty of green space. The library fits here perfectly. If we can acquire more space in De Witte Dame, especially on the ground floor, this will increase the chance that our new library will remain in its trusted location. We envisage a building in which our six types of functional spaces are given a prominent place. The remaining space around them will be arranged flexibly, enabling us to experiment and to adapt to the wishes of our visitors. De Witte Dame and the surrounding area certainly have the potential to be transformed into that iconic place that emanates the belief in growth and development.

**“A building that symbolizes the belief in development.”**

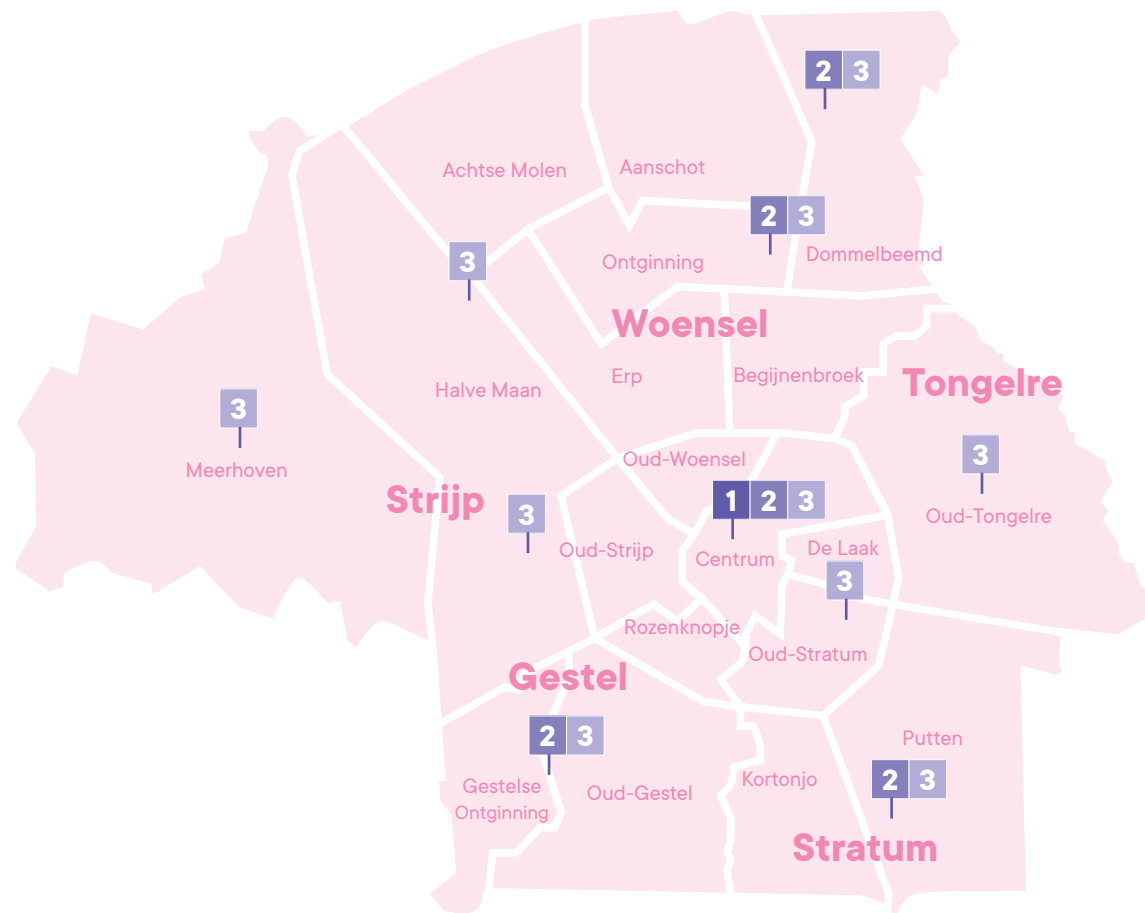
## **2. Station zone**

In the next few years, the station zone in Eindhoven will metamorphose into a central hub for the region, where technology, design and knowledge – the heart of Eindhoven’s identity – converge.

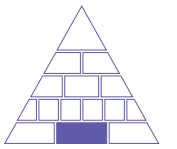
Eindhoven Internationale Knoop XL will be the showpiece for Brainport Eindhoven. We envisage a place for the library in the station zone: the underpass that links Fellenoord to the city centre. If this becomes a car-free zone, we’ll be able to use this space in a unique way. Perhaps we could even create a direct link to the platform, so people can access the library straight from the station.

## **3. Stadhuisplein 6**

The former ABN AMRO office on the Stadhuisplein has been vacant for many years. As a result, this site is often overlooked, but it’s actually a place with great potential. For people living in the south of Eindhoven, this is their route into the city. Residents frequently come here when they visit the city hall; as a public space with a public function, the library would fit here perfectly. And because it’s situated on a large square, an iconic building on this site would attract all the attention it deserves. In the future, Eindhoven’s newly renovated city hall will also be a good impetus to redesign this location.



# Flexible spaces in the city



We have detailed three scenarios for our physical locations in the city.

**OPTION 1 Central:** We have a principal site in a central location in the city. People will have to travel from their neighbourhoods to use the library.

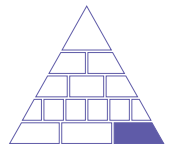
**OPTION 2 Central, plus additional sites where needed:** We will be close to the people who need us the most, for instance neighbourhoods with low literacy levels or poor digital literacy. In this scenario we will also have locations in those neighbourhoods, as we do now in Woensel with Expeditie E.

**OPTION 3 Central, plus additional sites where needed and always close by:** The third scenario is the most comprehensive option. In this scenario we will never be far away, thanks to multiple locations throughout the city. These could be in our own buildings or in those of our partners. Some locations will be permanent, some temporary, and the form that they take will vary. For instance, we could be present in the form of a party or festival that we organize together with others. This third scenario offers the most flexibility, and best suits our need for flexible spaces in the city.

COMPARATIVE STUDY						
	Tilburg	Eindhoven	Utrecht	Rotterdam	Amsterdam	Barcelona
Inhabitants	217 K	223 K	358 K	645 K	863 K	1.615 K
Locations	6	2	15	15	28	14



# A public space: everyone is welcome



Whatever form the library takes and wherever we shape our dream, one thing is certain: we want people to know where we are, to be able to access us easily, and to feel welcome, whoever they are. We want the library to be an extension of the outside public space, and vice versa. It is one of the few places where you can come just to ‘be’, with no obligations. You don’t have to buy anything, eat or drink anything and you don’t have to be a member. You can stay as long as you want, and drop by as often as you like. As a true public space, we are there for every person who needs us.

In the library, people can relax. They can meet up with one another, study, work or read a good book. In short: we have many functions to fulfil. And it’s up to us to make sure our spaces suit this. As you’ve seen, we already have lots of ideas. In the next few years we’ll be developing these ideas further, together with others.

FLOOR AREA REFERENCE LIBRARY: 5,762 M <sup>2</sup>					
Office 245 m <sup>2</sup>	Library 3.172 m <sup>2</sup>	Warehouse 27 m <sup>2</sup>	Expo space 540 m <sup>2</sup>	Assembly space 337 m <sup>2</sup>	Toilets 23 m <sup>2</sup>
Labs 294 m <sup>2</sup>	Catering 46 m <sup>2</sup>	Podium 88 m <sup>2</sup>	Workspace 286 m <sup>2</sup>	Meeting space 245 m <sup>2</sup>	Other 676 m <sup>2</sup>



## 8. OUR INVITATION

# JOIN US ON OUR JOURNEY

## “Together we can achieve more.”

The library of the future isn't a clearly defined end point. It isn't a destination that you'll automatically reach if you just keep going straight on for long enough. On the contrary. We know where we want to go, but we also know we'll have to regularly adjust our goals. We believe in the power of the journey, and in keeping in step with the world around us.

In this book we've talked a lot about our journey and how we see it unfolding. It's taken us a while for us to plot our course. But in the meantime, we certainly haven't been standing still. In fact, we already have several initiatives in place that are helping us towards our goals. Expeditie E and Expeditie Anton, for instance.

These names aren't a coincidence: these expeditions are proof of our entrepreneurship and of our desire to journey forwards. Expeditie Anton is the innovation team of de Bibliotheek Eindhoven, the team that's working towards the library of tomorrow, with a fresh perspective. And Expeditie E is our base in Woensel-Noord, one of our initiatives to get closer to the people of Eindhoven.

We're working with the Brainport libraries to set up a free basic membership, we're in discussions with The Hub, the Expat Center and Eindhoven365/Brandstore about a shared initiative, we're collaborating with the cultural 'BIS' (Basic Cultural Infrastructure) institutions on marketing and planning and with Summa College, primary and secondary schools in the area of language (promoting reading and the motivation to read).

If we have the opportunity, we'd love to go on many more expeditions in the future. We want to invest energy in this city and in the development of its citizens. And we want to do so with our partners. We cordially invite you to join us. Or, are you involved in an interesting expedition that we could contribute towards? Then we'd love to hear from you!

In any case, we sincerely hope this book inspires you to follow our journey. Keep an eye on our website and discover how we're truly evolving from a building full of books into a developer of people.

**Albert Kivits**  
Director / Manager  
[a.kivits@bibliotheekeindhoven.nl](mailto:a.kivits@bibliotheekeindhoven.nl)

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**REPOSITIONING  
DE BIBLIOTHEEK EINDHOVEN**

Developed by:  
de Bibliotheek Eindhoven  
Emmasingel 22  
5611 AZ Eindhoven  
040 260 4260

Concept  
Architects of Identity (Edhv)

Project leader  
Cilia Groothuis

Consultancy  
Edhv, Sixfingers en Bauhütte (TU/e)

Design  
Architects of Identity (Edhv)

Photography  
Powerpictures en stockbeeld

Text  
Sander Videler, Cilia Groothuis en Albert Kivits

Final editing  
Kyra Keuken

Printing  
Drukkerij Hendrix (BE)

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Questions or comments: [c.groothuis@bibliotheekeindhoven.nl](mailto:c.groothuis@bibliotheekeindhoven.nl)

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