

CONNECT WITH YOUR CORE, IN THE HEART OF THE CITY

repositioning
de Bibliotheek Eindhoven

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The publication of this bid book is another major step in our quest for a meaningful role for the library for the city of Eindhoven. A search in the spirit of Eindhoven: a city which has repeatedly reinvented itself and which has always created a new future, reached further, ventured further, and never failed to get there. Our quest has not always been an easy task; even today, the reality is that a library is all too often seen as a building full of books.

Over the next 10 years, Eindhoven will undergo a huge transformation. In parallel with this transformation, the library will be given a bigger, meaningful role for the city. We plan to realize this together with the people of our city. Through collaboration and shared experimentation. We invite you to get involved.

This book sets out our course.
Harnessing the wind, riding the wave.

Albert Kivits

Director, de Bibliotheek Eindhoven

The library is an indispensable part of our society. Yet, given the speed and dynamism with which the world and our society are changing, institutions like the library are having to reconsider themselves and their reason for existence. This calls for a clear vision, flexibility and courage.


From a detailed analysis of the many trend reports, our current zeitgeist can be summarized in four major developments:

DEVELOPMENT 1:

INFORMATION APOCALYPSE

We live in an era in which, partly due to the advent of the Internet and digitalization, huge amounts of information are accessible to everyone. A veritable tsunami of information that no one is able to process. The wave of information grows by the day; we need to find a way to manage the advantages and disadvantages of this development.

 **Donald J. Trump** 
@realDonaldTrump Following

 **Donald J. Trump** 
@realDonaldTrump Follow

We can't let this happen. We should march on Washington and stop this travesty. Our nation is totally divided!

RETWEETS 10,769 LIKES 4,337



8:29 PM - 6 Nov 2012

  11K  4.3K 

Des

5:06 AM - 31

30K

nonest vote count is no longer possible-ballots massively infected. Must go with Election Night!

 109K 1:44 PM - Nov 12, 2018

 79.5K people are talking about this

DEVELOPMENT 2:

HYPER- REFLEXIVITY

With the emergence of mobile applications, nowadays anyone can give their opinion about anything. Any time, any place, anywhere. And, whatever you do, you can expect a reaction. Sometimes personally, sometimes publicly, sometimes anonymously. With good or not-so-good intentions. This demands a lot from our resilience and our ability to put things into perspective. It makes our world more transparent, but also more complex.

DEVELOPMENT 3:

DEVALUATION OF KNOWLEDGE AND TRUTH

With the democratization of information, it has become difficult to verify sources. What is genuine, what has been manipulated? Objectivity is under pressure due to underlying interests. The consequence is that we are faced with unreliable information, which is increasingly hard to substantiate. This makes it more difficult to differentiate fact from fiction.

DEVELOPMENT 4:

EXPLOSION IN COMMUNICATION TECHNOLOGY

People are connected with one another more than ever before, via increasing numbers of channels. This influences our social behaviour, both online and offline. How can we manage this in a responsible way, both for ourselves and for those around us?

Democratization of information and knowledge.

'Explosion' of information.

'Internet of Things':
Everyday objects become an entity on the Internet. They can communicate with people and other objects, and make autonomous decisions on the basis of this communication.

Knowledge is increasingly generated within online communities, leading to distortion of reality.

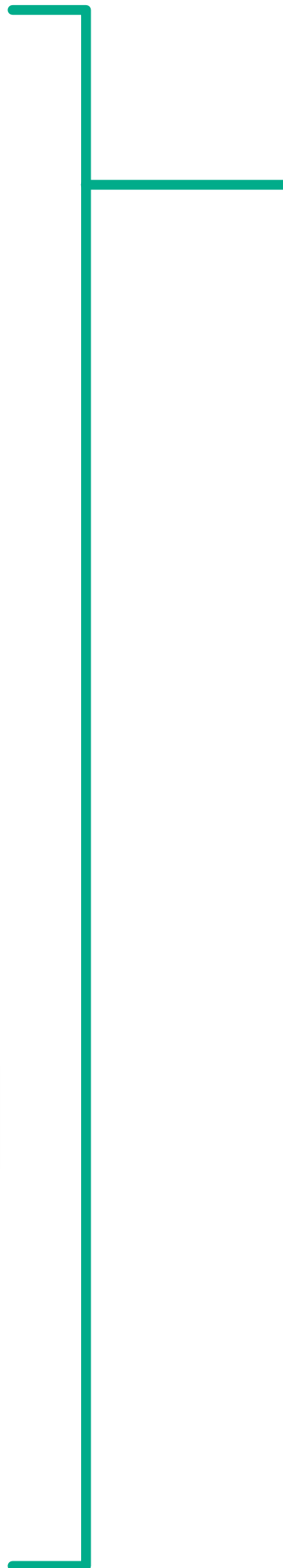
De-institutionalization of knowledge and wisdom: absence of custodians of information and wisdom.

Acceleration in communication technology: many people get left behind.

Social media leads to tunnel vision.

Hyper-reflexivity: everyone reacts to one another.

'Fake news'



FINDING 1:

**— KNOWLEDGE
WITHOUT
WISDOM***

*** WISDOM**

The ability to make the right judgement
and take the right action, in all
circumstances of life.

Ageing population:
large groups of older people at
risk of being left behind in an
information society.

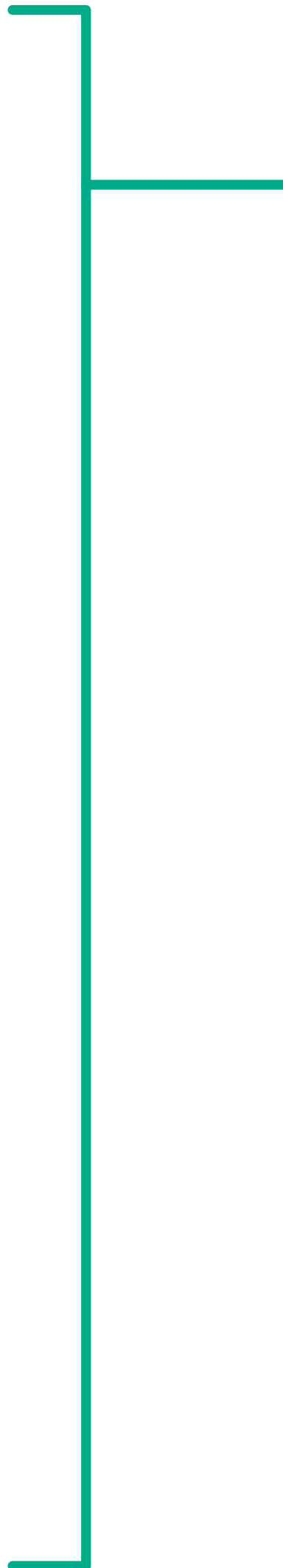
In the current knowledge economy,
information/ knowledge determines
whether or not people participate.

'Survival of the fittest' in a hyper-materialistic,
individualistic and competitive society.

Ever-increasing
individualization.

Society of self-reliance:
'hands-off' approach by
government.

A person's ability to engage on a social/
intellectual level determines whether or not
they participate in society.



FINDING 2:

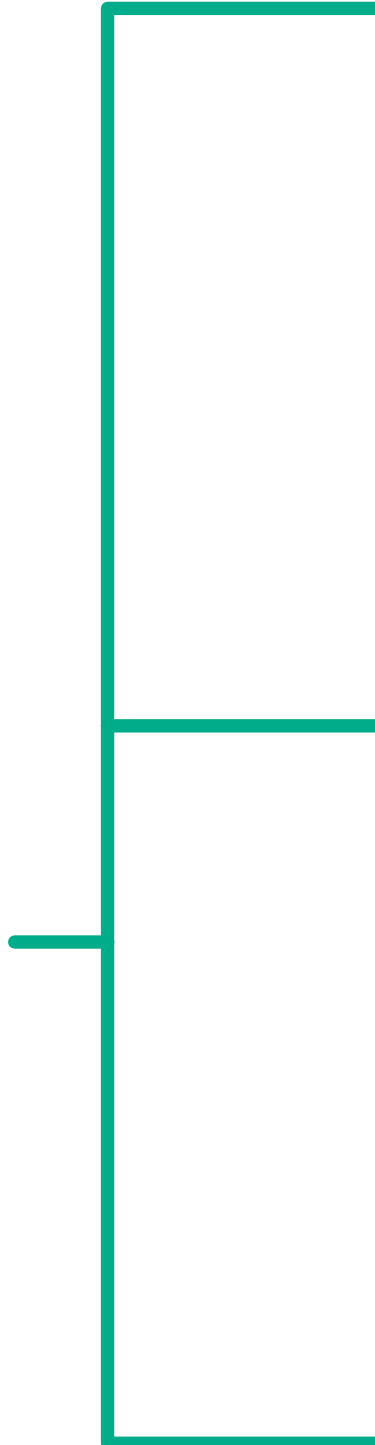
— **SELF-RELIANCE
IS ESSENTIAL IN
THE INDIVIDU-
ALIZED SOCIETY**

IN CONCLUSION:

In this information society, people can run into difficulties because they are overwhelmed with information, some of it conflicting, that is hard to verify.

For some people, this actually leads to less self-reliance, while this is so essential to be able to keep up with the rapid developments.

In response to this, libraries are reformulating their mission and positioning.



SHIFT IN ROLE

From the collection of knowledge to the unlocking and sharing of knowledge.



Dokk1 in Aarhus (DK): library, city hall and office combined.

CHANGE IN ETHOS

From a reactive institution to an inspiring institution.



De Krook in Gent (BE): a largescale urban regeneration project which combines knowledge, culture and innovative entrepreneurship.

BROADENING OF THE MISSION

Development of human potential and preservation of knowledge.



LocHal in Tilburg (NL): a place for all the citizens of Tilburg, where they can discover and develop their talents.

BUILT

BOOKS

PEOPLE

FOR

S

PLE

DEVELOPMENTS IN EINDHOVEN:

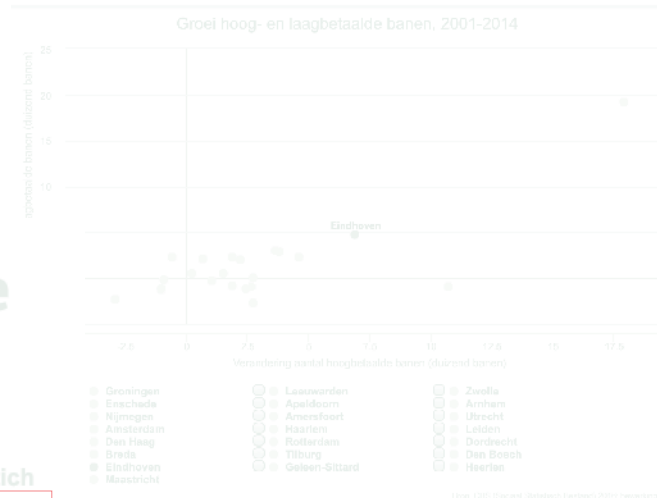
VDMA-terrein Eindhoven gaat in de verkoop

VIDEO | EINDHOVEN - Het Van der Meulen-Ansems-terrein aan de Vestdijk in Eindhoven gaat in de verkoop. Vanaf 20 februari kunnen projectontwikkelaars zich melden met plannen voor de bouw van maximaal 100 woningen. Het terrein is 1,5 hectare groot en zal worden ontwikkeld tot een woonwijk met een mix van woningtypen, waaronder appartementen, townhouses en huizen met twee verdiepingen. Het terrein is gelegen aan de Vestdijk, een van de belangrijkste verkeersaders van Eindhoven. Het terrein is nu in gebruik als openbaar gebied en wordt gebruikt voor recreatieve activiteiten. Het terrein is nu in gebruik als openbaar gebied en wordt gebruikt voor recreatieve activiteiten.

Michel Theeuwes 09-

THE IDENTITY OF THE CITY IS CONTINUALLY EVOLVING

- Due to its young, industrial character the city feels extremely mouldable, dynamic and raw.
- New area developments such as Strijp S and VDMA.



s van het loonniveau zijn alle banen in loondienst in Nederland d in vier gelijke groepen, waarbij de bovenste 25 procent de taalde banen zijn en de onderste 25 procent de laagbetaalde banen.

Huizenprijzen stijgen in Brabant hardst in Eindhoven

BRABANT - De huizenprijzen in Eindhoven zijn het hardst geslagen van heel Brabant. In het eerste kwartaal van 2018 steeg de gemiddelde prijs van een woning met 10,1 procent ten opzichte van het eerste kwartaal van 2017. De huizenprijzen stegen in vrijwel heel Nederland. De duurste huizen staan in Den Bosch.

Tijdschrift Algemeen 17-04-18, 14:03 Laatste update: 22:30

39 2 Reacties

In Brabant stegen de huizenprijzen in vrijwel alle regio's. De stijging lag tussen de 10,1 procent. Breda en Eindhoven kende de grootste toename met respectievelijk 10,1 procent en 10,1 procent.

Drunen, Waalwijk en de regio Gorinchem springen er uit op het gebied van huizenprijzen.

THE CITY IS BECOMING INCREASINGLY INTERNATIONAL

- Growth in the number of international knowledge workers and students.
- Wider variety of international education.

Eindhoven steeds internationaler, duizenden nieuwe inwoners uit het buitenland



November 12, 2018

The Inception Of A New SALTO International School In 2019

VEN - Eindhoven wordt in rap tempo internationaler. Het aandeel van internationale werknemers groeide sinds 2009 van acht naar ruim dertien procent. Met name de werknemers uit India en China is explosief.



THE ECONOMY OF EINDHOVEN IS GROWING FASTER THAN THE NATIONAL ECONOMY

- Unemployment in the municipality has fallen.
- Higher average disposable income.



Eindhoven hoort bij de grote jongens

De economie van Eindhoven groeit sneller dan die van Amsterdam, maar de stad in Brabant krijgt veel minder geld. Burgemeester John Jorritsma vindt dat dit snel anders moet. 'Wij lopen hier vast.'

De stad is nu momenteel de snelst groeiende gemeente van Nederland. Volgens de gemeente zijn er in 2018 2850 extra inwoners bijgekomen. Dat aantal is Amsterdam 434.

Economische kraankamer
Eindhoven is geen kroonjuweel, maar een economische kraankamer. 'Maar daar staat te veel tegenover', zegt burgemeester Jorritsma. 'Kijk naar de bijdragen van het vrb via het gemeentebestuur. Amsterdam krijgt twee keer zoveel middelen voor dezelfde problemen. 170 euro per inwoner tegen ons van 100. Eindhoven moet 1,7 euro per persoon. Dat is te veel voor ons. Wij lopen hier vast.'

2850

In Eindhoven zijn in 2018 2850 extra inwoners bijgekomen. Dat aantal is Amsterdam 434.



In de jaren negentig vielden de ontslagbrieven hier als reclamefolders op de mat'

Daar komt ook van de meer technologische gemeenten uit de regio. Eindhoven is nu de vijfde grootste gemeente van Nederland, achter Amsterdam, Rotterdam, Utrecht en Den Haag. Die vier gemeenten krijgen bij elkaar 1,7 miljard euro meer geld bij elkaar vanwege de gemeenteproblematiek en de vesteringen, die hier regionaal en vaak ook internationaal belang zijn - denk bijvoorbeeld aan omroep en sportverenigingen.

Buitenlandse delegaties
Eindhoven heeft volgens de burgemeester meer gasten met de 14 dan met de rest van Nederland. 'Wij spelen voor Champions League', zegt hij. 'Maar we hebben meer vesteringen wereldwijd in stad landen. Onze investeerders krijgen geld van een andere, een andere. Maar onze economie blijft een klein beetje, dat is de belangrijkste reden. Eindhoven is nu de vijfde grootste gemeente van Nederland, achter Amsterdam, Rotterdam, Utrecht en Den Haag. Die vier gemeenten krijgen bij elkaar 1,7 miljard euro meer geld bij elkaar vanwege de gemeenteproblematiek en de vesteringen, die hier regionaal en vaak ook internationaal belang zijn - denk bijvoorbeeld aan omroep en sportverenigingen.'

- Top-3 Nederlandse economie
1. Eindhoven +3,4%
 2. Amsterdam +3,2%
 3. Gooi- en Vechtstreek +2,9%

E52 @e52nl
ING weet het nu zeker: Econ nergens beter dan in regio #e52.nl/economie-draai...

Nederlandse steden vertegenwoordigd op Smart City Expo

13 november 2018 09:47 | Suzanna Martens

Topic Overheid

Een delegatie van zes Nederlandse steden zijn van 13 tot en met 15 november 2018 vertegenwoordigd op de Smart City Expo World Congress in Barcelona. Zij tonen tijdens deze beurs hoe datagedreven technologie wordt ingezet om de stad efficiënter, veiliger, gezonder, duurzamer en leefbaarder te maken. De zes steden zijn: Amsterdam, Rotterdam, Den Haag, Utrecht, Eindhoven en 's-Gravenhage.

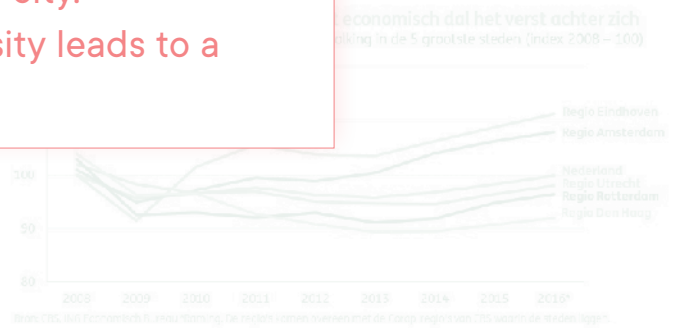
ONGOING DEVELOPMENT OF BRAINPORT

- More companies with focus on technology.
- 'Smart City'

ASML wil groeien. Nu nog talent dat naar Brabant wil

EINDHOVEN IS A GROWING CITY

- Increasing number of inhabitants and visitors from outside the city.
- A rising population density leads to a busier and busier city.



Opnieuw minder mensen uit Eindhoven in bijstand

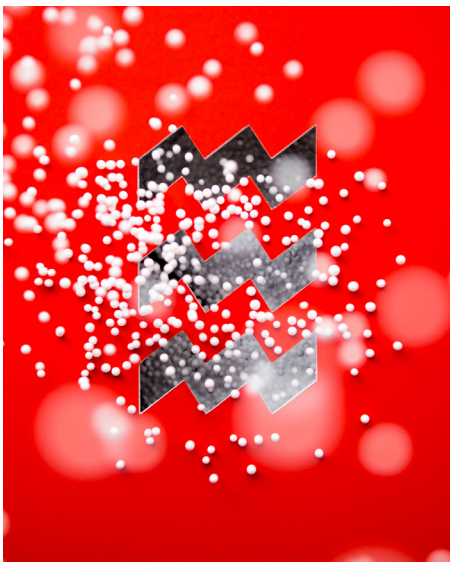
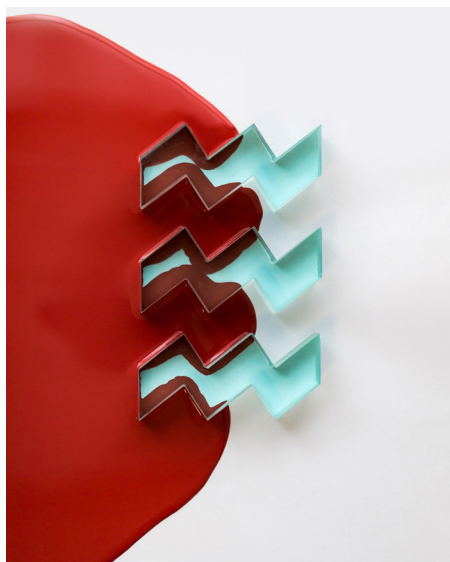
EINDHOVEN - Het aantal Eindhovenaren in de bijstand blijft afnemen. Per 1 januari ligt hun aantal op 6.869. Dat zijn er 302 minder dan per 1 juni. In een benchmark met 20 grote steden is Eindhoven in een jaar tijd gestegen van 20 naar nummer 4.

In response to these developments, the library must claim a proactive role in the city, thereby becoming a driving force in the development of its citizens.

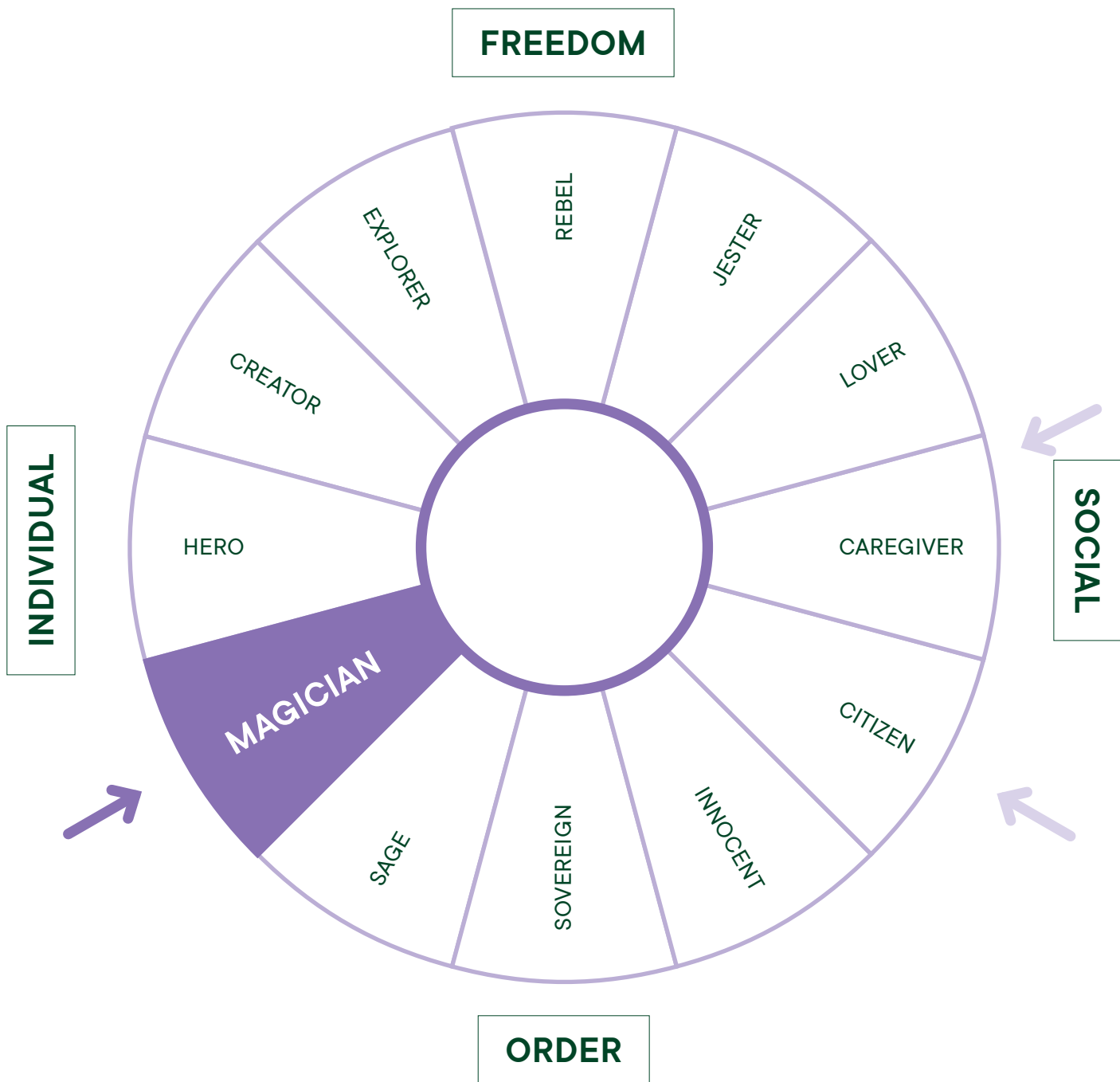
“Libraries are seen as the visible face of the belief in education, equality and good citizenship. There’s strong belief in education for all. There is an appreciation of active citizenship – the idea that it is something that everyone is entitled to. Libraries embody that strongly.”

SOURCE

Hanna Harris – director Archinfo Finland and Mind-building’s commissioner. ‘The Borrowers: Why Finland’s Cities are Havens for Library Lovers’, The Guardian, May 15th 2018.



Eindhoven is by definition a city of transformation. It is a young city in constant flux, which is not afraid to reinvent itself. Collaboration is the norm here and occurs at lightning speed. Creativity and logic are the two poles which continually attract, stimulate and strengthen one another. Through this, a process of continuous renewal takes place.



POSITIONING OF CITY AND LIBRARY:

The positioning and identity of Eindhoven is based on the archetype of the Magician. The Magician brings about transformation by forging unique connections, for example between technology, design and knowledge.

In the new vision* of de Bibliotheek Eindhoven, alignment is sought with the positioning and the archetype of Eindhoven, whereby the library and the city reinforce one another.

*

In the past, too much emphasis was placed on the archetypes Caregiver and Citizen, where the love of reading and social support are key. These principles are not being abandoned, but in the new positioning they are given a different meaning and value.

EINDHOVEN



ENERGY T

LEADS TO

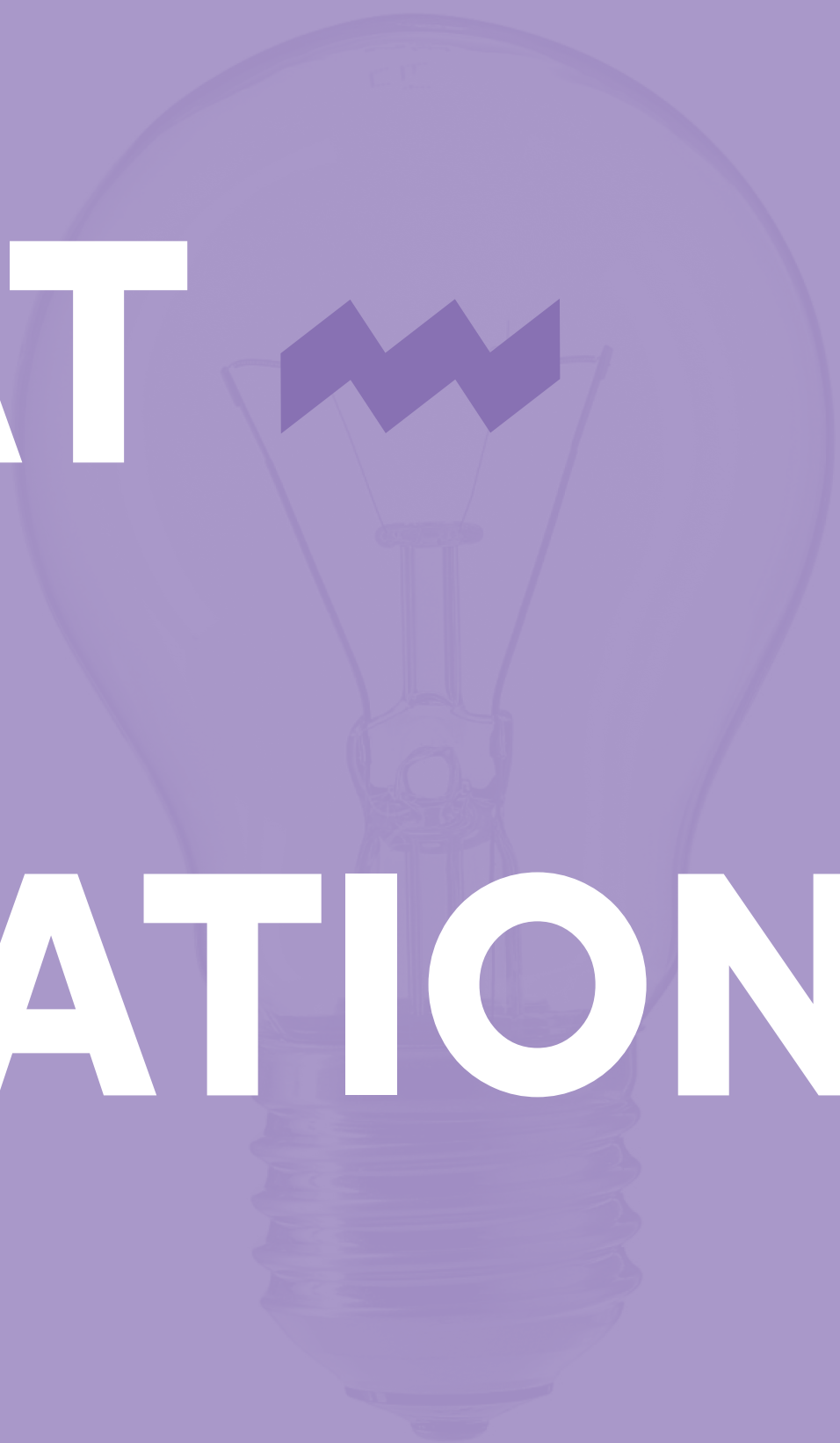
TRANSFOR

EN

HAT



RMATION



MAGICIAN → TRANSFORMATION



**EINDHOVEN → ENERGY THAT
LEADS TO TRANSFORMATION**



MISSION

People transform into
autonomous individuals,
who think for themselves
and know what they want.

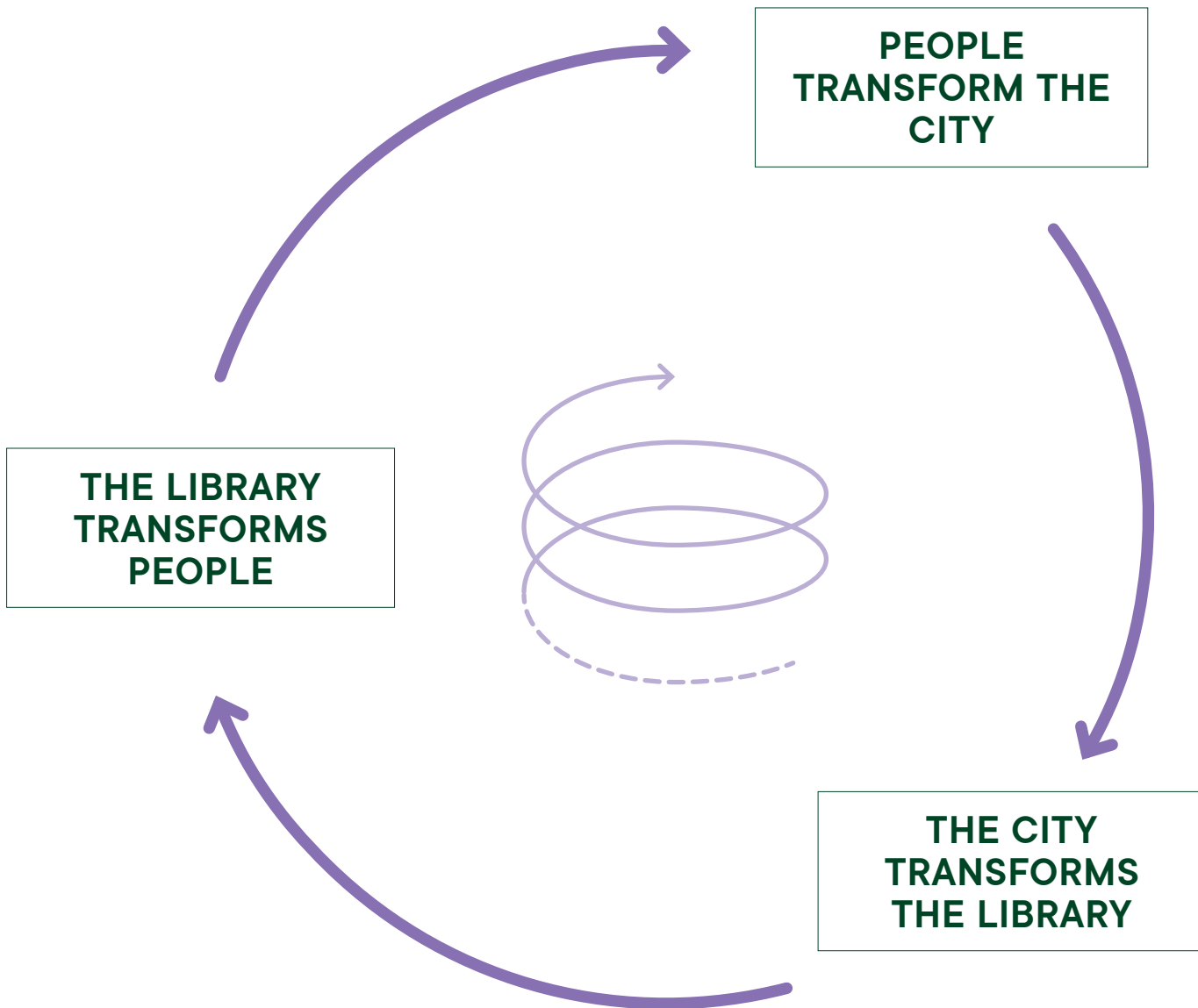


**PEOPLE WHO
CONNECT WITH
THEIR CORE**

POSITIONING STATEMENT:

CONNECTED
WITH YOU
CORE, IN
HEART OF
THE CITY

CT
OUR
N THE
OF
Y



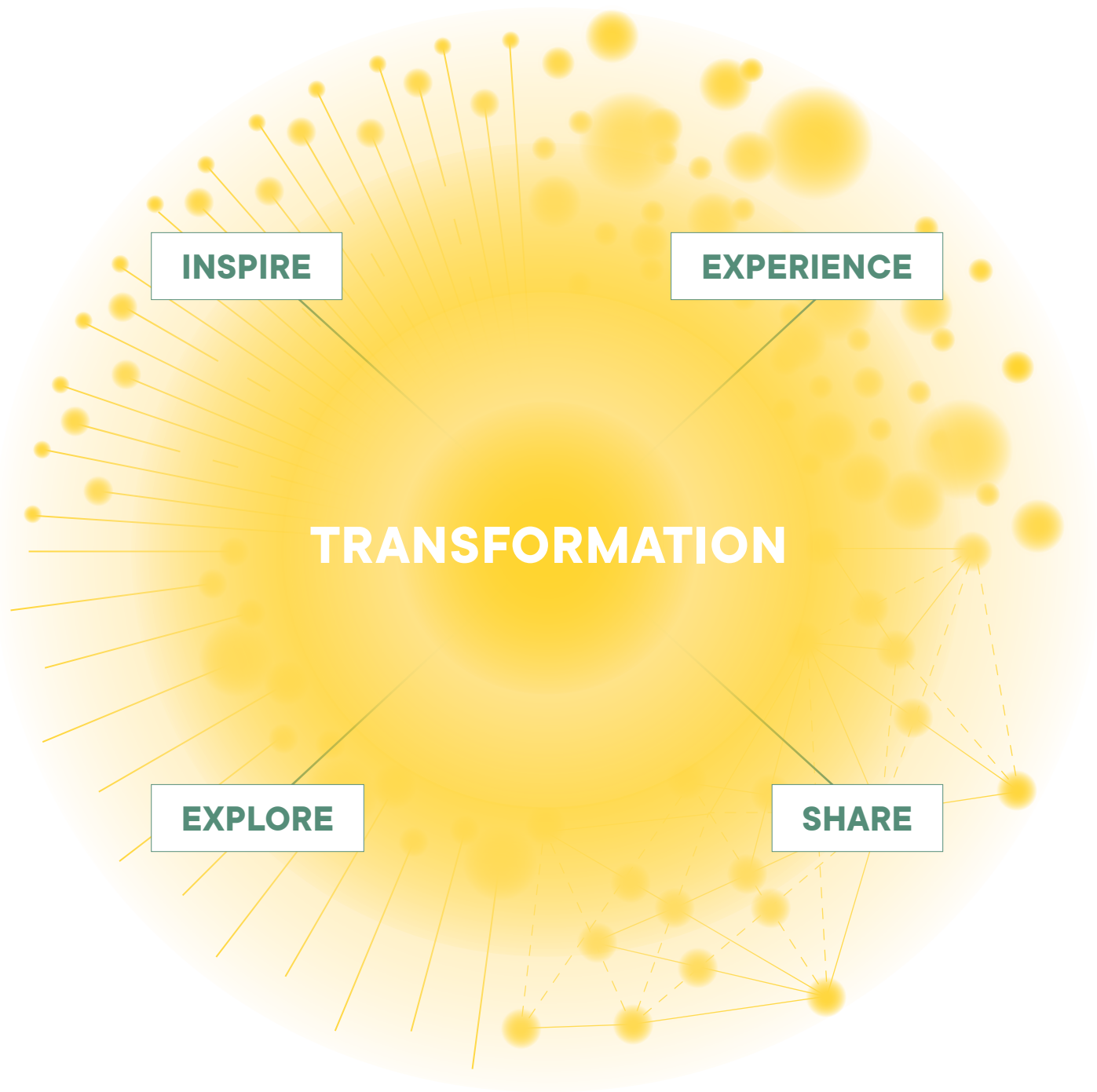
As a citizen, you influence the city in various ways, consciously and unconsciously, for instance by living, working and enjoying your leisure time there. The city moulds itself to the people and responds by providing public functions. All initiatives, big or small, enrich the city and its citizens.

CONCEPT:

DIREC ENERC

TING GIES

The library connects energies within the city, enriches and gives direction to new energies. With a central and prominent place in the city.



The library transfers the progress and resilience of Eindhoven to the city's citizens. This new role is put into effect by linking it with four defining energies that are central to the new programme and setup: inspire, experience, explore and share.

When you visit the library for one of the four energies, the other three will be assimilated automatically.





**INSPIRE:
WE MOTIVATE, AROUSE
CURIOSITY AND LEAD
PEOPLE TO NEW
INSIGHTS.**



**EXPERIENCE:
WE ENABLE PEOPLE
TO DISCOVER AND
EXPERIENCE FOR
THEMSELVES.**



**SHARE:
WE CONNECT PEOPLE,
IN ORDER TO SHARE
INFORMATION, INSIGHTS
AND EXPERIENCES.
TOGETHER, WE KNOW
MORE.**



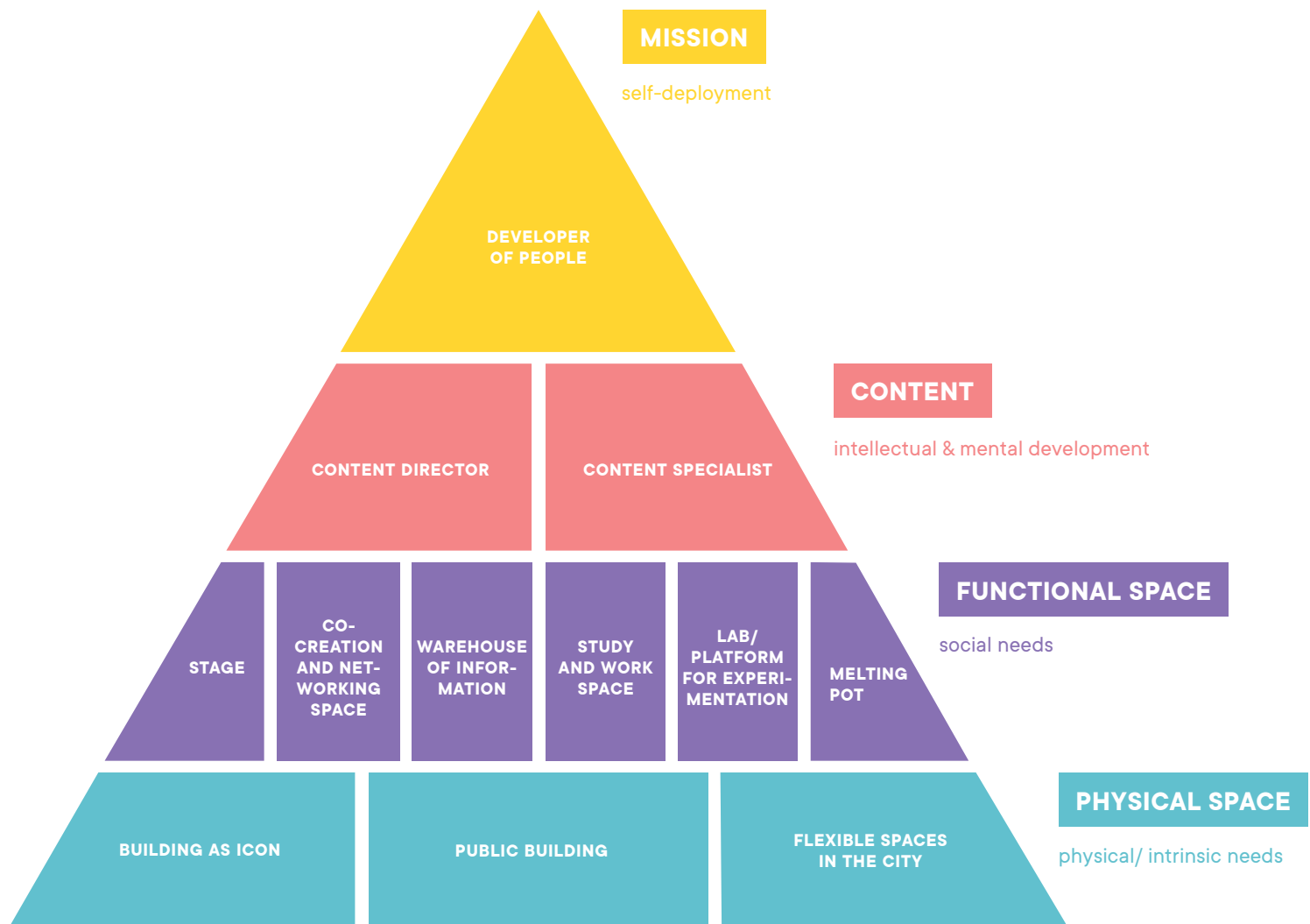


EXPLORE: WE OFFER FOCUS AND SPECIALIZATION

The page features a solid yellow background. In the lower-left quadrant, there are four thin, white diagonal lines that extend from the left edge towards the center, creating a sense of movement and depth.

Whatever your reason for visiting, in the library your thoughts, questions and insights gain direction. The four different energies contribute towards transformation and bring you closer to your core. You receive answers to your questions and are motivated to ask new ones. Here you are given every opportunity to enrich yourself socially, intellectually, emotionally and societally.

The library is accessible to everyone. It is a house with open doors, located in the heart of the city.



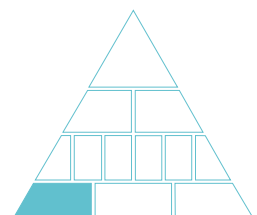
The structuring of the preliminary research, the interviews and the trend reports resulted in twelve building blocks. Divided across four levels of development, these are the functions that the library must provide if it wants to meet the needs of the citizens of and visitors to Eindhoven.

These building blocks are central to everything that the library undertakes and provides.



BUILDING AS ICON:

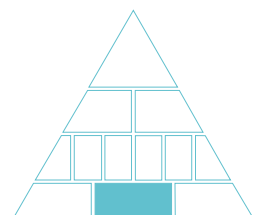
**THE BUILDING
ITSELF EMANATES,
RIGHT DOWN TO THE
DETAIL, THE BELIEF
IN TRANSFORMATION.
A BEACON OF FAITH
IN AUTONOMY AND
SELF-RELIANCE.**

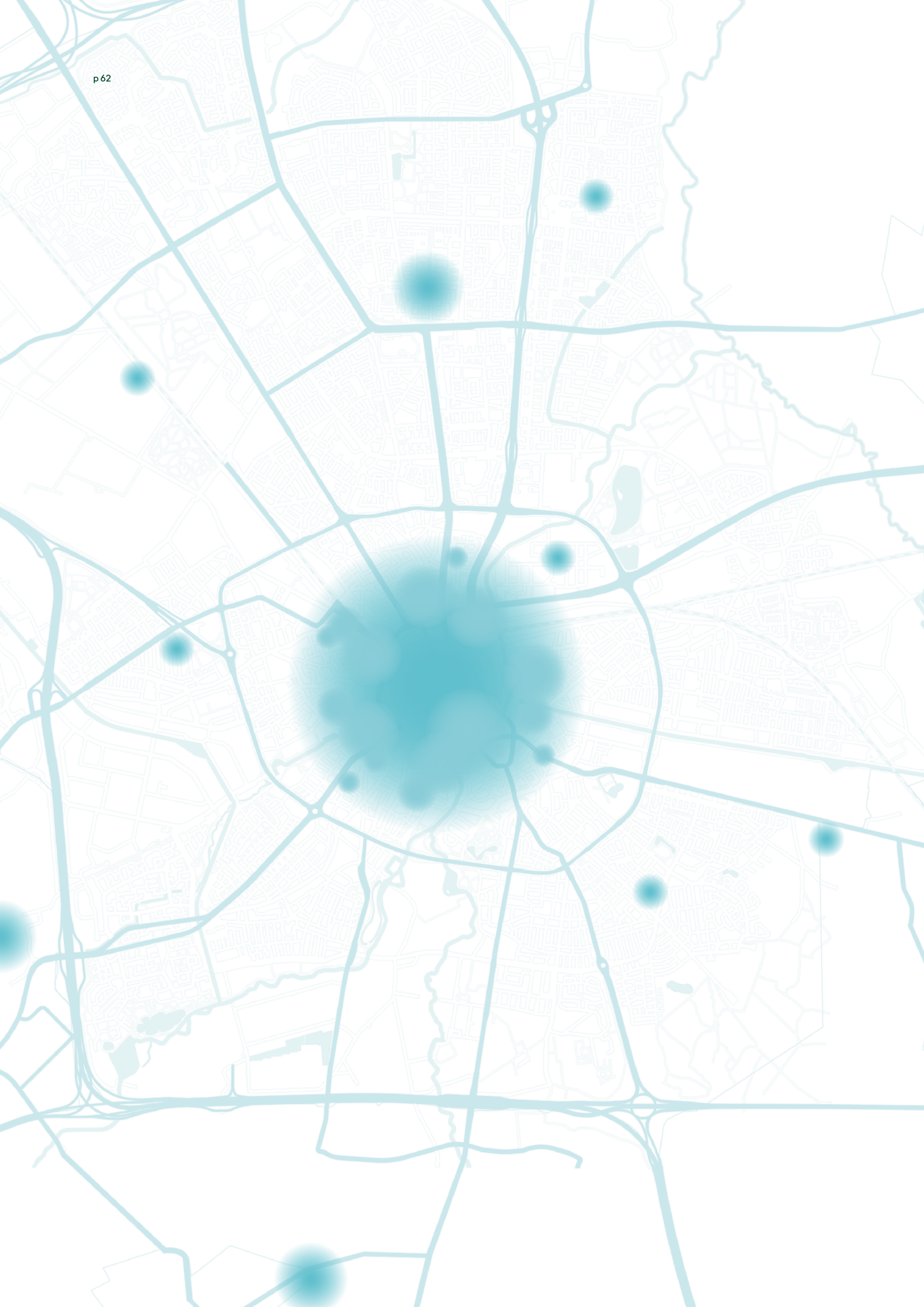




PUBLIC BUILDING:

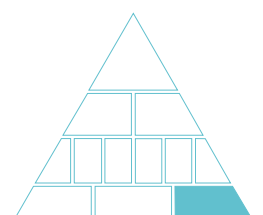
THE BUILDING IS OPEN TO EVERYONE, AND EVERYONE IS EAGER TO VISIT. THE MANY FUNCTIONS AND FACILITIES ATTRACT A DIVERSE RANGE OF PEOPLE, WHO WILL GET TO KNOW ONE ANOTHER IN A SPONTANEOUS WAY.





FLEXIBLE SPACES IN THE CITY:

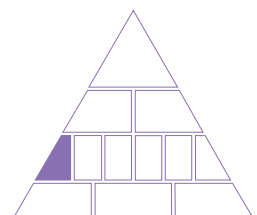
**SOCIETY IS CHANGING
AT AN EVER-INCREASING
PACE. THE LIBRARY MUST
RESPOND TO THIS, ALSO
GEOGRAPHICALLY. IF IT
IS NEEDED SOMEWHERE,
IT SHOULD BE THERE.
NOT ONLY DIGITALLY,
BUT ALSO PHYSICALLY.**





STAGE:

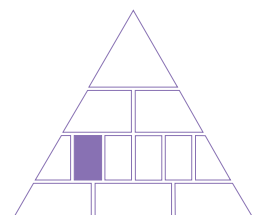
**STORIES FROM, ABOUT
AND FOR THE CITY ARE
INTERPRETED HERE
IN NUMEROUS WAYS.
DISCUSSIONS ARE
HELD AND VISIONS AND
OPINIONS EXCHANGED.
EVERYONE CAN AND MAY
PARTICIPATE.**





CO-CREATION AND NETWORKING SPACE:

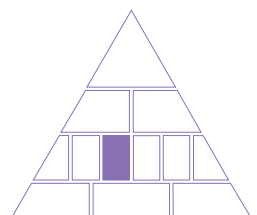
**HERE YOU CAN
STRENGTHEN YOUR
NETWORK AND WORK
TOGETHER ON SOLUTIONS.
A DIVERSE RANGE OF
FACILITIES ENCOURAGES
MUTUAL COLLABORATION.**





WAREHOUSE OF INFORMATION:

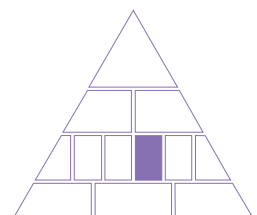
HERE YOU CAN FIND ALL KINDS OF INFORMATION, PHYSICALLY AND DIGITALLY, WITH THE ACCOMPANYING SERVICE. THE TRADITIONAL ROLE OF THE LIBRARY, TARGETED TOWARDS THE NEEDS OF TODAY.





STUDY AND WORK SPACE:

**AN INDISPENSABLE
ELEMENT IN THE GROWING
KNOWLEDGE ECONOMY
AND AN IMPORTANT
SERVICE FOR THE MANY
FREELANCERS, STUDENTS
AND TEACHERS; A
KNOWLEDGE HUB FOR
EINDHOVEN.**



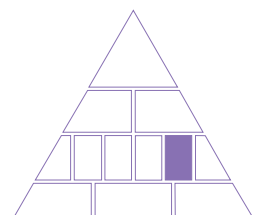


#MIJNBIEB040

de Bibliotheek Eindhoven took to the streets with a campaign team, to ask the citizens of Eindhoven what their ideal library would look like. Take a look at the results on mijnbieb040.nl.

LAB/ PLATFORM FOR EXPERIMENTATION:

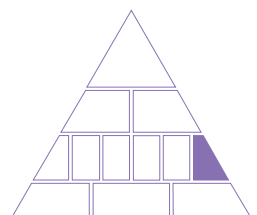
**AMPLE SPACE
FOR RESEARCH,
EXPERIMENTATION
AND EXPERIENCE.
HERE YOU CAN ENRICH
YOUR KNOWLEDGE BY
EXPLORING A VARIETY
OF TOPICS IN A FUN AND
INNOVATIVE WAY.**





MELTING POT:

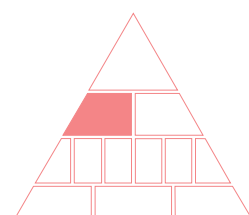
**THE BEATING HEART OF
EINDHOVEN – FOR ITS
MANY DIVERSE CITIZENS
AND VISITORS FROM
EVERY CORNER OF THE
WORLD. HERE PEOPLE
MEET AND GET TO KNOW
ONE ANOTHER (BETTER).**





CONTENT DIRECTOR:

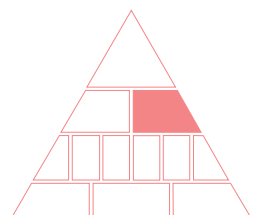
**WE BRING AREAS OF
EXPERTISE TOGETHER
TO MAKE THEMES
ACCESSIBLE. FOR THIS,
WE WORK TOGETHER
WITH OTHERS.**

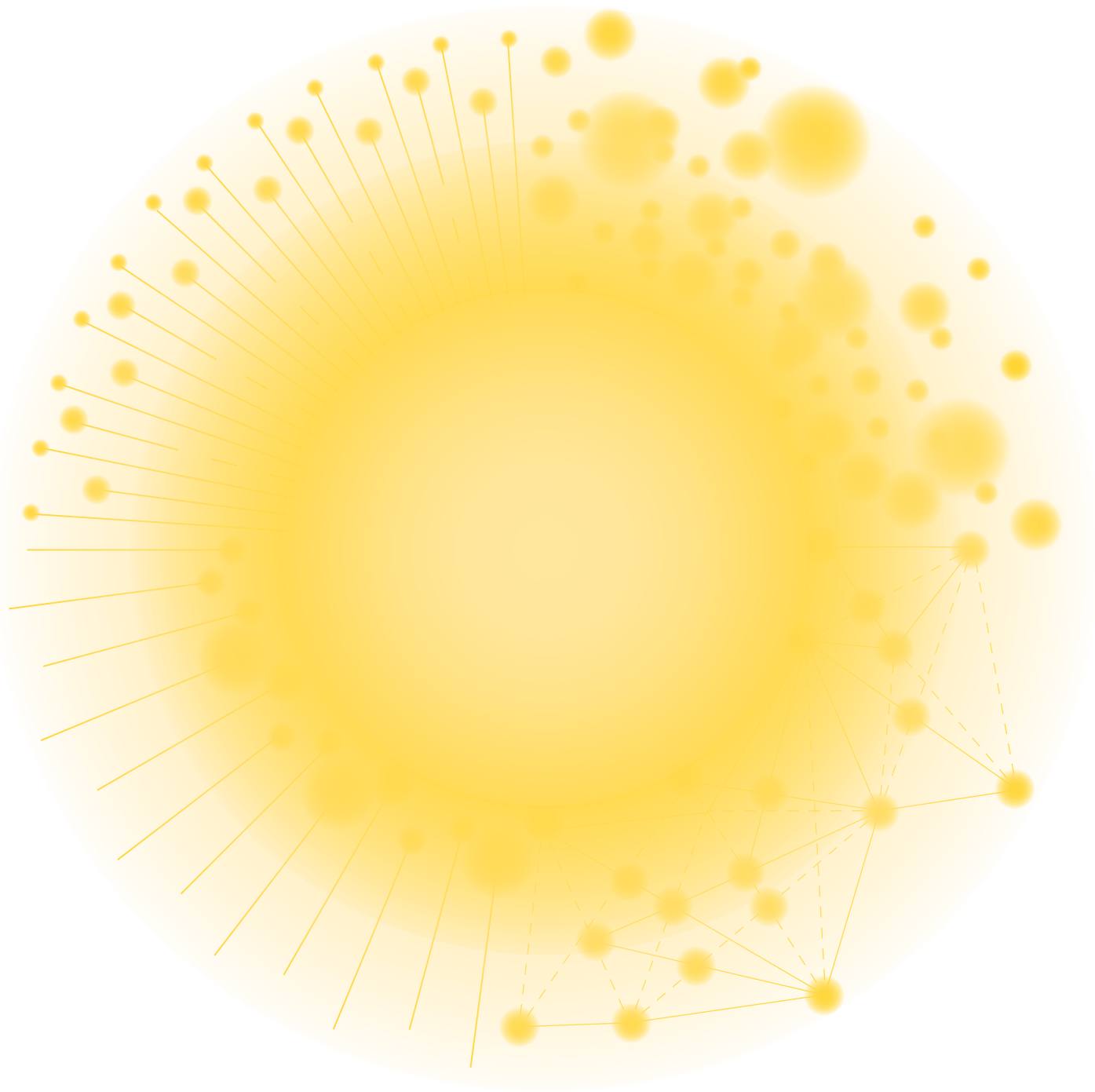




CONTENT SPECIALIST:

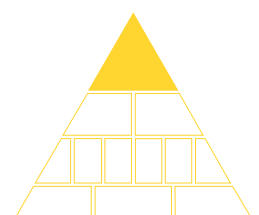
**WE OFFER DEPTH
OF KNOWLEDGE AND
INFORMATION.**





MISSION: DEVELOPER OF PEOPLE

**WE GIVE PEOPLE
THE OPPORTUNITY
FOR CONTINUOUS
SELF-DEVELOPMENT,
THEREBY FOSTERING
SELF-RELIANCE AND
SELF-ACTUALIZATION.**



IN CONCLUSION:

**THE FOUR ENERGIES
REALIZE A TRANS-
FORMATION AMONG THE
CITY'S CITIZENS AND,
TOGETHER WITH THE
TWELVE FUNCTIONS,
ARE CENTRAL TO THE
PROGRAMME AND DESIGN.**

INSPIRE

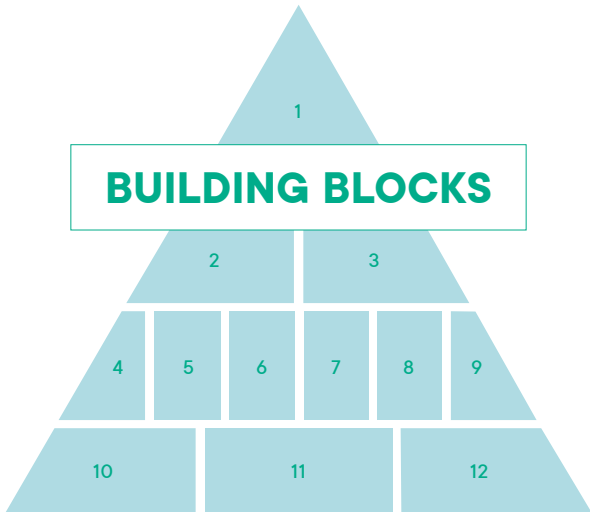
EXPERIENCE



ENERGIES

SHARE

EXPLORE



BUILDING BLOCKS

- 1 DEVELOPER OF PEOPLE
- 2 CONTENT DIRECTOR
- 3 CONTENT SPECIALIST
- 4 STAGE
- 5 CO-CREATION AND NETWORKING SPACE
- 6 WAREHOUSE OF INFORMATION
- 7 STUDY AND WORK SPACE
- 8 LAB/ PLATFORM FOR EXPERIMENTATION
- 9 MELTING POT
- 10 BUILDING AS ICON
- 11 PUBLIC BUILDING
- 12 FLEXIBLE SPACES IN THE CITY



**CONNECT WITH
YOUR CORE,
IN THE HEART OF
THE CITY**

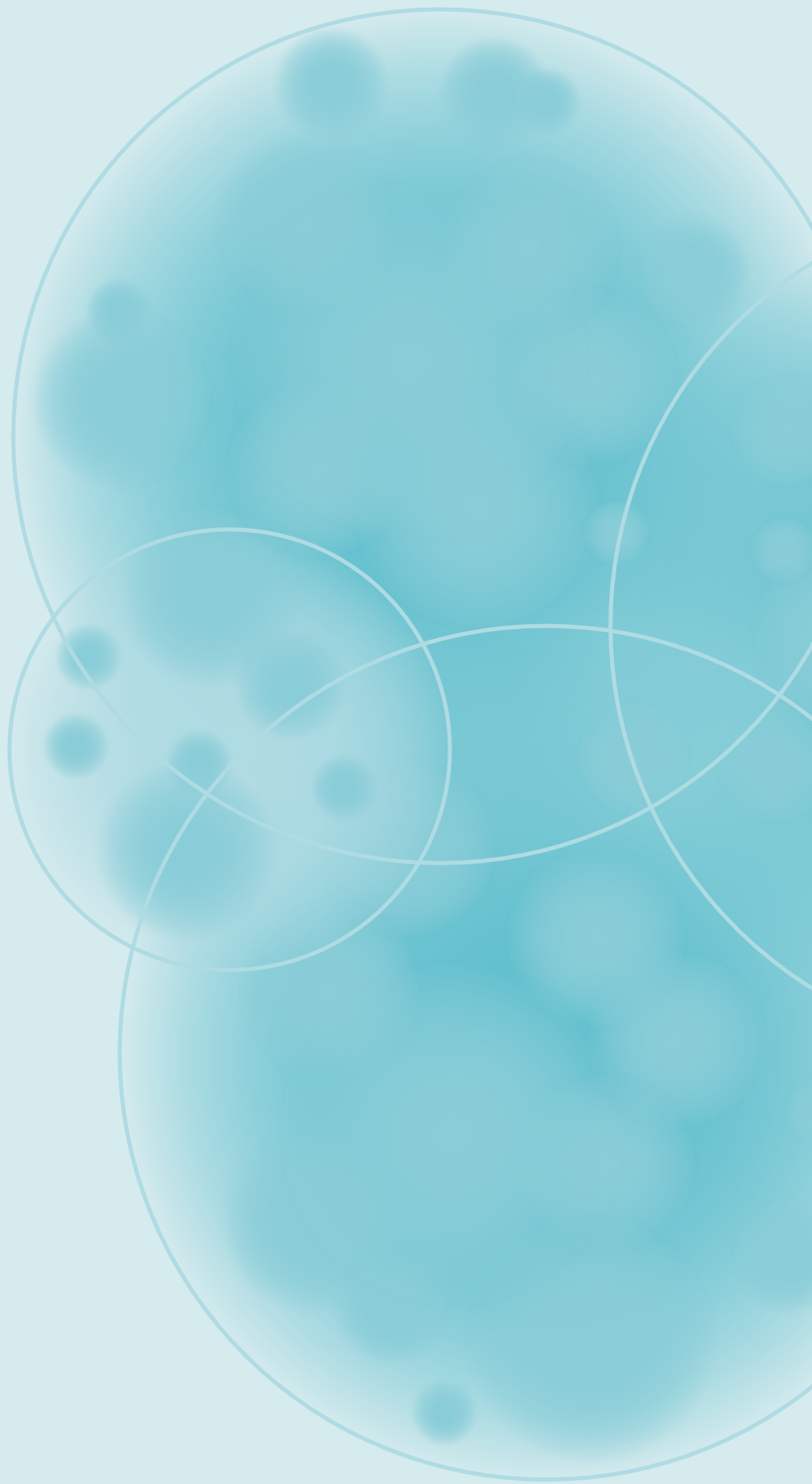
The insights and conclusions in this document are based on extensive research:

PUBLIC CAMPAIGN
#MIJNBIEBO40

DESK RESEARCH

Trend reports

Vision documents from other libraries



INTERVIEWS WITH OPINION LEADERS

THOM AUSSEMS
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PETER TIJS
Director SKPO, Eindhoven

INTERVIEWS WITH TARGET GROUPS

Parents with children of primary school age (0 –13 years old)

Representatives of specific target groups to be empowered

Internationals, expats

Traditional clients

Students

ADVISORY BOARD

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