Adam Rozan

Director of Audience Engagement / Worcester Art Museum

Friday, May 3, 2013
“a library should be ‘like home room for your community.’”

Pew Research Center 2013
Describe your ideal library

“a comfortable place where you could focus and get work done, but also feel like a part of their community”

“where even if you’re by yourself, you don’t feel like you’re by yourself”

“a sort of ‘coffee shop’ feel or living room atmosphere”

“a safe and affordable hangout location”
Renewed Focus

• Specialization of activities + services
• Amenities
• Comfort

Audience Driven

Libraries are moving from being “libraries” to “Learning Commons”
Major Trends

• Off Site Storage
• Bookless Libraries
Specialization of libraries

Seed Library (Hardwick, MA) / Tools (Oakland, CA)
YOUmedia Lab (Chicago, IL) / Street Press (Sacramento, CA)

REdesign: Libraries / / / Worcester Art Museum / / / worcesterart.org
A hog butchering demonstration at the Overland Park, Kan.

< Blind date with a book, Multiple Libraries

< A hog butchering demonstration at the Overland Park, Kan.
Artists interpret libraries

REdesign: Libraries /// Worcester Art Museum /// worcesterart.org
Librarians, describe your ideal library:

“Sometimes people just need a place to go to escape from their hectic lives. What if we could melt together Starbucks, Barnes & Noble, Amazon, Red box, and the gym together? A place where the majority of the population could say they use on a weekly, if not daily, basis.”

Pew Research Center 2013
“If you want to shift the paradigm, you have to be willing to do bold things…it will be controversial, but it will also be catalytic.”

– John Mackey, Whole Foods Founder & President
Thank you