Concepts Middle Brabant Library

Goals

1. Connect Tilburgers through knowledge
2. Provide Tilburgers with the skills and knowledge to continue to develop themselves into a fully functional member of society
3. Discover and nurture new/young talents and stimulate their development
4. Educate young children in media safety and encourage critical thinking towards social influencing and "fake news"

Concepts

These concepts focus on the perspective and role that the library takes on in society and serve as an all-encompassing story that bind ideas, media, resources and events into a greater whole.

Crystal ball

- Offering people new perspectives and insight
- Broadening your horizon
- Looking to the future, keeping you aware and focussed.
- Searching and finding, guide people to knowledge

Core values: Insight, enlightenment, awareness
Concept (in one sentence): Creating a way to offer (people) (new) perspectives and insights.
Payoff:
Substantiation:
Examples:
- Think tank
- User test groups
- Find whatever you need easily
- Interact
- ive question board
- Crystal ball, like an actual literal one
- Holograms
- History / culture classes
- Language sessions
- Hand reading
- Future predictions
- Future technologies / trends
- Search & find
- Live peer review
- Question board
- Speed dating

Community centre

- Serve as centre of the community
- A place where connections are built
- A place where people are encouraged to come together
- Exchanging services as a community, benefiting as a whole

Core values: Community building, connecting
Concept (in one sentence): The library is at the heart of the community, where connections are made and knowledge is shared.
Payoff:
Substantiation:
Examples:
- Pitch platform
- Help for help / Just ask
- (home)work support groups
- Team Building exercises
- Meet and greet
- Collab sessions
- Open source platforms
- Citizen participation
- Book tinder
- FRND proximity based tag
- Student meetings
- Find each other
- Network borrels / community lunch
- Speed dates
- Psychologists
- Life coaches
- Cooking groups
- Social media
- Buddies
- Competitions/contests
- Team Building
- Think tank

Greenhouse

- Growth and development
- Creating a fruitful and productive environment
- Focus on a natural way of learning, respecting differences between individuals
- Developing an **ecosystem** of knowledge, within each individual has a role and a natural balance is maintained.

Core values: Personal growth and development
Concept (in one sentence): The library as a nurturing environment to stimulate learning in a natural manner and the development of a knowledge ecosystem.
Payoff: Natural growth together
Substantiation:
The library transforms itself into a natural learning environment, where every individual's learning curve contributes to the greater whole of the library. It transcends its role as a knowledge institution to become a knowledge ecosystem. A balanced and self sustaining organic and dynamic collective where each learning curve is of equal importance and deserves individual focus.

By allowing people to grow and learn in an environment that feels natural to them, gaining knowledge becomes a more comfortable and motivating experience. The concept of an knowledge ecosystem places the individual development in a communal/societal context and allows people to connect with one another and shape their environment.

Within this concept balance is key and participation within the collective is essential to fully thrive and blossom. Whilst focussing on one's own development, the ecosystem requires a contribution to the development of others to maintain stability.

Literal Idea
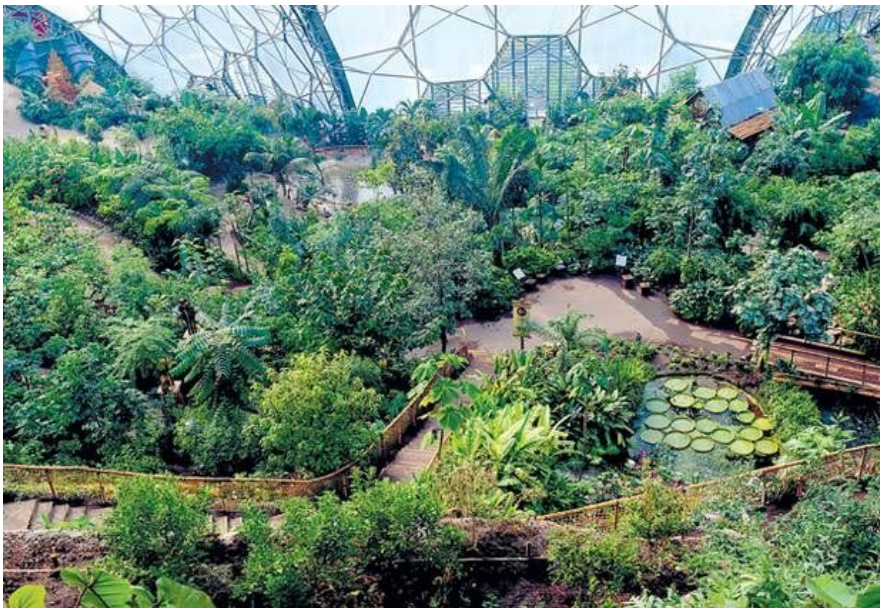Community garden where people come together to study, share knowledge and contribute to the garden.

Digital Idea
Digital knowledge ecosystem. Monitor the diversity of the library, your personal growth/development and the growth of the library.
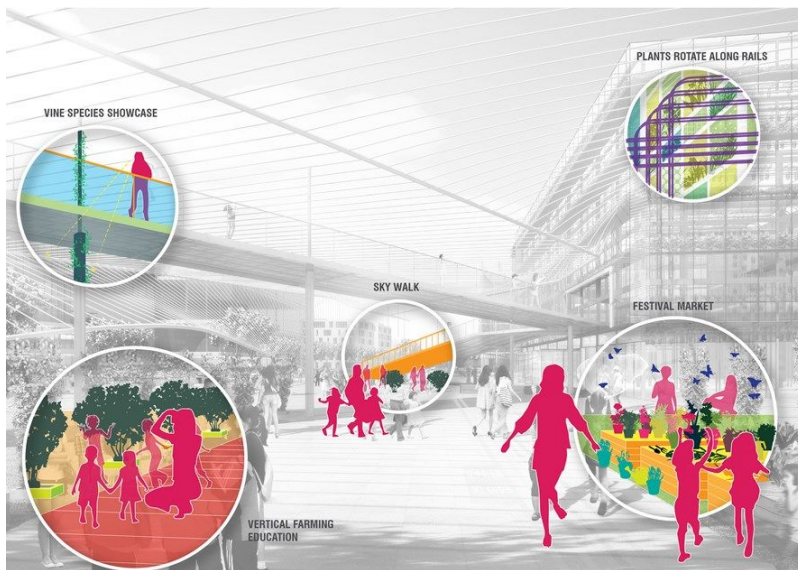
Examples:
- Growing plants / flowers / vegetables / fruit / herbs (community garden)
- Elements of Nature
- Zen garden / Botanical garden
- Yoga classes
- Spiritual music
- Spiritual classes
- Ceiling plants
- Tea house / Coffee house

- Sharing knowledge of nature
- Feng Shui
- Ying and yang square
- Fishing ponds
- Self care / taking care of yourself (nurturing)
- De-stressing
- Personal learning
- Hypnosis
- Ayahuasca
- Voodoo doll (daan idea)
- Share the joy
- Personal growth
- Customisable environments colour, sound, visuals
- Growth guide, what are your personal needs
- Digitally supported ecosystem, find peers and experts
- Mood areas: calm zone, active zone, study zone, zen zone
- Growth garden/community garden, a place where people come together to grow as a whole
- Vertical farms/gardens
- Knowledge trees - Fruits of knowledge
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Research

https://en.wikipedia.org/wiki/Green_library

Green libraries:
Environmentally friendly
Recyclable materials
Low energy use
Low impact on the environment
Greenery
Natural light

Adventure

- Make learning fun and challenging
- Stepping outside your comfort zone
- Challenge personal obstacles

Core values: Fun, challenging, experience
Concept (in one sentence): Discovering the thrill of learning through experience.
Payoff: Motivating people, make learning enjoyable
Substantiation:
Examples:

- Zip lining
- Meet new people
- Suggested new books
- Book matchmaking
- Backpacking
- Escape room
- Survival classes
- How to build a raft
- Book clubs - read a book a week (challenge)
- Bongo classes
- Experience classes - learn a new skill every week
- Scavenger hunts
- Road trip
- Slide
- Hiking
- Culture classes
- Physical bridges
- Drone drop books
- Scavenger hunts
- Real out of the box
- Trips
- Team exercises
- AR/VR world
- Pop-up store in the middle of Tilburg