

# Veria Central Public Library

- Northern Greece
- The CITY of VERIA: 55.000 people
  - 46% of them are registered members of our library
  - Prefecture of Imathia: 130.000 people



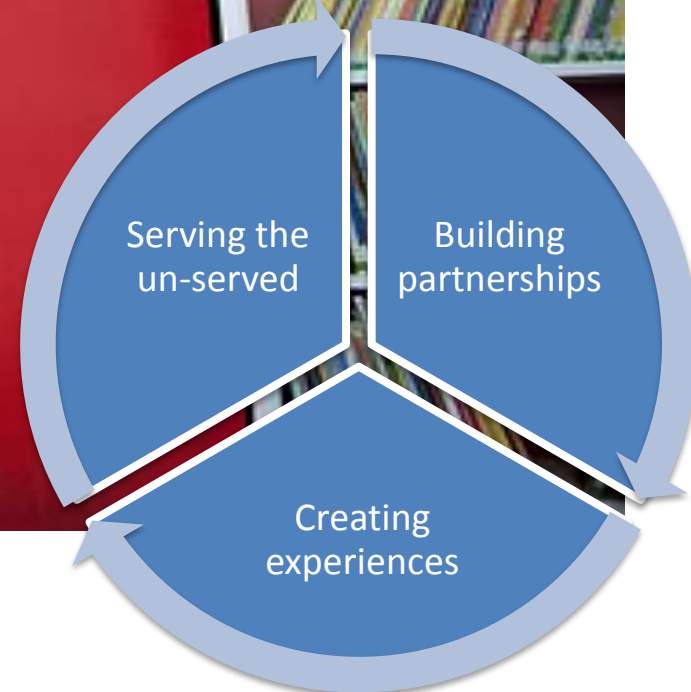
WE BELIEVE  
IN LIBRARIES

as centers for

CREATIVITY,  
INNOVATION,  
LEARNING



# ATLA 2010: A small library creates big impact



# Magic Boxes: Objectives

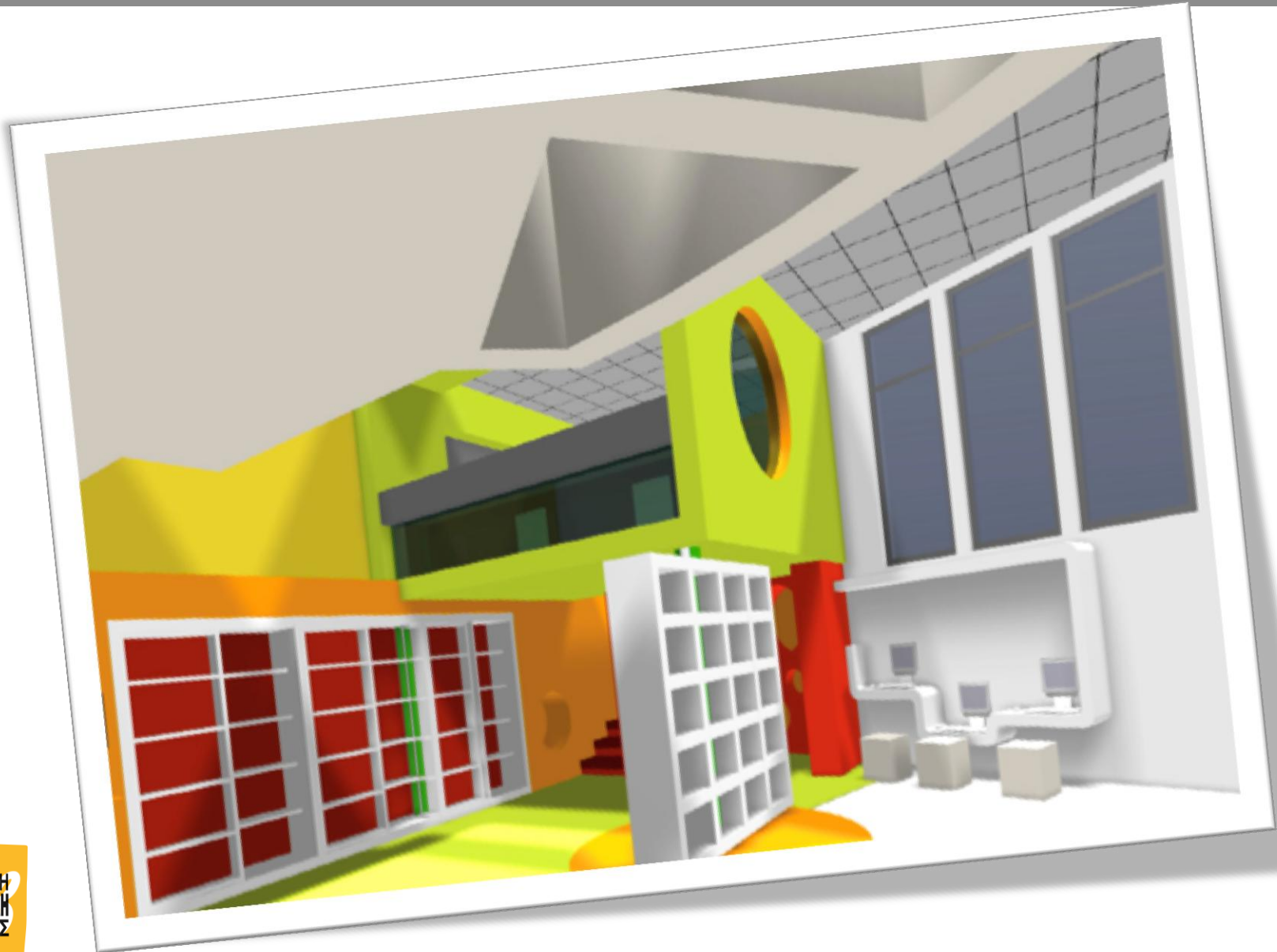
- A children-centric environment
  - Open and accessible to all
  - Aesthetically children-friendly
  - Provides the means to express creativity and curiosity



# The Children area before



# The design



# Design recommendations

- Distinct and impressive constructions
  - Differentiate children's area from the rest of the library
- Colours and materials that engage emotionally in creativity
- Flexible and multi-purpose
  - furniture, constructions and
  - interactive technology spaces
- Continuously altered



# Magic Boxes



## The official opening

- The Magic Boxes has officially opened
  - on April 26, 2009
- By his Excellency the **President of the Hellenic Democracy**

*Dr. Karolos Papoulias*





# Magic Boxes



Interaction, social skills

Creating Experiences

The concept

## Magic Boxes

Curiosity, surprise, excitement

Promoting creativity, reading, innovation

With the support of the Stavros Niarchos Foundation



# Magic Boxes

Discover knowledge, socialise

Promoting creativity, reading, innovation

With the support of the Stavros Niarchos Foundation



# Magic Boxes

Interaction, social skills

Promoting creativity, reading, innovation

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# Numbers



- Weekdays: 300 visitors per day
- Saturdays: 800 visitors per day
- 55.000 Veria's total population
  - 46% of the population are library members
  - 25.355 members
- Annually:
  - 215.965 lendings of books, journals, dvd, cd
  - 240 seminars on creativity, reading and digital skills
  - 36.000 loans during summer
- 15.000 photos on flickr – sharing life in the library

People love interactive libraries

# THE FUTURE

## From the Magic Boxes towards the Media Lab

Reshaping our library: Creating experiences for **Generation Y**



# Our user: Generation Y



A dark stage with a single spotlight shining down from above, creating a bright circle on the floor.

## STAGE FOR PERFORMERS

THEATRE

MUSIC

DANCE

PROJECTIONS

A horizontal bar composed of six colored squares: yellow, light blue, green, dark red, red, and blue.

## USAGE SCENARIO I: EVENTS AREA

A dark stage with a red curtain in the background. A director's chair with a red backrest is positioned on the right side, illuminated by a spotlight.

## AUDIENCE

SEMINARS

WORKSHOPS

MEETINGS





## USAGE SCENARIO II: SOCIALISING AREA

SOCIALISING:  
MEET PEOPLE  
EXHIBITIONS



## USAGE SCENARIO III: DIGITAL ARTIST LAB

### MINI STUDIO

EXPERIMENT WITH DIGITAL MEDIA  
PLAY WITH TECHNOLOGY  
TRAINING WORKSHOPS



# Architecture - Renovation



**The present situation**

**Our  
challenges  
from day 0**

# Civic engagement

Does the **community need** this Media Lab?

**Demographics:**  
6'500 youngsters  
age 15 - 24

**Common perception:** *"Why do I need a library when I've got a computer?"*

Can we mix the **offline** with the **online social networks**?

Our  
challenges  
from day 0



That's us

That's you

designers people teachers  
architects marketing-people technologists  
actors. communication-people volunteers  
artists community-advocates young  
librarians psychologists  
directors musicians

... heading towards our media library

# Thank you!

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