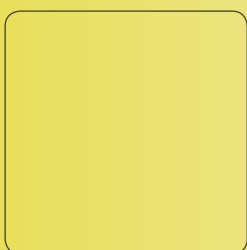
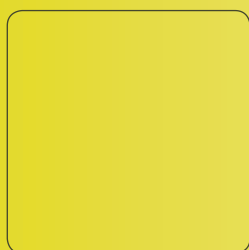
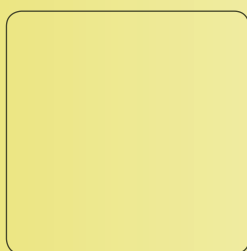
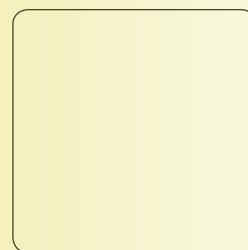




Concept Folder

MEDIASPACE





Content

Publisher

The MEDIASPACE Secretariat,
Citizens' Services and Libraries,
Aarhus Municipality, December 2007

Layout and translation

ITC Communications, Citizens' Services
and Libraries, Aarhus Municipality

Print

Chronografisk

Copies

2,000

1. The Citizen as Key Factor 4

2. Lifelong Learning and Community 6

3. Diversity, Cooperation and Network 8

4. Culture and Experiences 10

5. Bridging Citizens, Technology and Knowledge 12

6. Flexible and Professional Organisation 14

7. Sustainable Icon for Aarhus 16

Your ideas 18





Introduction

By the end of 2014, the new main library in Aarhus – MEDIASPACE – will be finished and ready for use. It will be situated at the waterfront.

Apart from a new library, MEDIASPACE also contains Citizens' Services and various tenants that strengthen the visions for MEDIASPACE:

- an open and informal learning space
- a special place for children which inspires play, experience and learning
- a building that offers the latest information technology
- the Main Library of the Aarhus region and
- a place for dialogue, information, ideas and inspiration.

Based on MEDIASPACE's seven values, the staff at Citizens' Services and Libraries has developed ideas for content in MEDIASPACE. Ideas large and small, realistic and unrealistic. But ideas that reflect the thrilling opportunities in the future MEDIASPACE.

Hopefully, the ideas in this booklet will serve as inspiration for other people's ideas and opinions about future activities and content of MEDIASPACE.

How can MEDIASPACE become a place for all citizens and players of Aarhus? What goes on in the building, and what activities are carried out in networks and in cooperation with others?





OPENNESS



USER-DRIVEN INNOVATION



INDIVIDUAL



CONFERENCE FACILITIES



VARIETY OF USER GROUPS



INDIVIDUAL

1. The Citizen as Key Factor

The first value of MEDIASPACE has the citizen as starting point, where 'the citizen is key factor' in shaping the building, the content and facilities in the future MEDIASPACE.

The key word is involvement of citizens in the development of the house with special focus on children and families.

MEDIASPACE must be able to change concurrently with citizens' changing needs, which demands flexible learning environments and open spaces in the building.

On the Internet, I have established contact with a couple of other citizens in Aarhus who share my passion for Norwegian forest cats. We have decided to found an association for Norwegian forest cat-enthusiasts in Aarhus. In MEDIASPACE we are able to meet once a month and it is really nice. We can make coffee and sit in the small room that almost resembles a dining room.
Anne, user of MEDIASPACE



LEARNING STYLES

A SPECIAL PLACE FOR CHILDREN AND FAMILIES



FLEXIBLE INTERIOR AND IT



TARGETED SPARRING AND COUNSELLING

INDIVIDUAL NEEDS



USER TO USER

PICK-UP AND DELIVERY OF MATERIALS AROUND THE CLOCK

I put my little son on the floor and sit down at the café table in the corner of the library. Take out the jar of baby food and walk to the microwave to heat it. Back at the table, I lift up little Oliver. He is flapping his arms and drools at the sight of the hot food.

Alexandra, new mother

I walk through the mall and continue through to the railway station hall. I need to pick up a train ticket. I cross the room to read MEDIASPACE's information monitor, where I can see what's on the programme today.

There's a discussion meeting tonight.

Maybe I should go.....

Johnny, train traveller





CAMPUS FOR LEARNING

SOUND AND MUSIC WORKSHOP

LEARNING AND RECREATIONAL SPACES



'SCRIPTORIUM' FOR CONTEMPLATION

MANY LEARNING STYLES AND AGES

READING CAFÉ

LITERATURE AND WRITING WORKSHOP

2. Lifelong Learning and Community

The value 'Lifelong learning and community' describes the visions of a physical sanctuary for ideas and learning, where all citizens with their many different needs and qualifications are both challenged and given an opportunity to learn – the essence of Aarhus as a city of knowledge.

MEDIASPACE must play a central role as a democratic space, where all citizens have access to a broad range of offers and knowledge. Social inclusion and communities play a central role in this democratic process.

*I drop my son Peter off at the art club. He has been really happy about the small classes with an artist and a teacher. He has a completely new take on pictures and he's already talking about joining the audio club next year. The great attraction is probably the huge loudspeakers.
Thomas, father of a teenage son*





OPINION ARENA

MEDIASPACE'S CENTRAL SQUARE

GRAPHICS AND PHOTO WORKSHOP

DRAMA AND ACTING WORKSHOP

*In the beginning, we felt it was a little strange that all other users of MEDIASPACE could watch our every move in our study cell because of the big glass panels. But on a number of occasions, other students – and once an engineer from Grundfoss – have popped in with new ideas and critique, so now we are actually quite happy about the open style in MEDIASPACE. We have also volunteered to give a small lecture in the house for anyone interested. **Sarah & David, students***

Tania comes from Flyweight – an association for overeaters and she would like to draw more public attention to this problem. Together with the staff at MEDIASPACE, she has therefore established an exhibition at The Square, where she can display her folders and posters. She offers tea and coffee to curious visitors.

*I use the photo workshop every Wednesday evening. I work with photos and animations. Every time, the tutor shows us new techniques and gives us great tips. I print my photos on poster-size canvases as gifts for friends and family. **Mark, hobby artist***

*I am rather frustrated about the deportation of some Jordanian refugees. I taught the family's eldest daughter in school and knows how tormented the family is, but the politicians are just not listening. Originally, I was just coming to MEDIASPACE to coordinate some events arranged by my school with the Experience Team, but since I was there anyway, I wanted to vent my frustrations at The Square. When I entered Speaker's Corner there weren't much of an audience, but more people joined during my speech. **Michael, teacher***



MEETING OF DIFFERENT COMPETENCES

DEMOCRATIC PEEPHOLE

DEBATE AND CONFERENCES

HEARINGS AND REFERENDUMS

STAFF TO USER

VOICE OF THE PEOPLE

INVOLVEMENT OF VOLUNTEERS

WORKSHOPS, LECTURES



3. Diversity, Cooperation and Network

MEDIASPACE's third value 'Diversity, cooperation and network' sets the framework for a MEDIASPACE that must enter into a broad range of cooperative relations and networks. The basic idea is that these national and international relations must contribute to positive synergies and added value in both the building and the activities in MEDIASPACE.

Activities in MEDIASPACE are dependent on knowledge – external as well as internal. Thus, interdisciplinary cooperation and multiplicity – between professionals as well as ordinary citizens – must be the key words in establishing a fruitful environment for development and innovation.

The engineering firm Byg-flex has borrowed MEDIASPACE's 3D room to present their various plans and considerations for a new project to a new client. Technical facilities in the room allow elements to be moved around and details to be changed. The client is enthusiastic and new ideas are entered into play.





PEOPLE AT CITY COURT

LECTURES, DISCUSSION MEETINGS, SHORT/LONG-TERM COURSES ETC.



CONNECTING LINK

READING ROOM FOR COOPERATION AND DIALOGUE

POLITICAL ARCADE

USER TO USER

ASSOCIATIONS

In MEDIASPACE's City Court, 200 citizens have today participated in a debate about and vote on the new motorway project. 150 citizens voted for a layout that takes the motorway through the city, 50 citizens voted against. How do you vote?

19-year-old Martin is volunteering at MEDIASPACE. He stages game-events for 'the boys'. He meets up with Karen who is a game-librarian. They agree to meet to write a recommendation of the new network game Drastic Measures for the international online game magazine.

I am waiting for two 17-year-old girls in the MEDIASPACE living room area. The girls would like to know something about my job and education. The library called me last week and set up contact. I am thinking about how best to give the girls a realistic description of the job without scaring them away. It is, after all, a tough job.
Maria, stewardess





AUTHENTIC THEATRE

PROFESSIONAL SERVICE

FREE EVENTS

PERSONALIZED ROOMS

NEW ANGELS

LIVE MUSIC

MAINSTREAM ENTERTAINMENT

READING ALOUD, POETRY

4. Culture and Experiences

The value 'Culture and experiences' is central in the profile of MEDIASPACE. Children and adults must experience, experiment and play with various forms of media, technology and culture. Essential key words are fascination, reflection, surprise and wonder, resulting from individual as well as shared cultural experiences.

It was a pleasure to be the MEDIASPACE representative and welcome Playhouse theatre. The small stage, which they used during the day, was perfect for creating intimacy. At the same time it allows users walking to and from, stopping or sitting down, without disturbing the actors and without the background noise playing a part in the play.
Jacob, MEDIASPACE volunteer





RE AND SMALL EVENTS

ADULTS AS WELL AS CHILDREN

OASES

S, SOUND, GAMES AND 3D

SLAM, DEBATES, CONCERTS AND RECITALS



MOVIES

SMALL AND LARGE STAGES

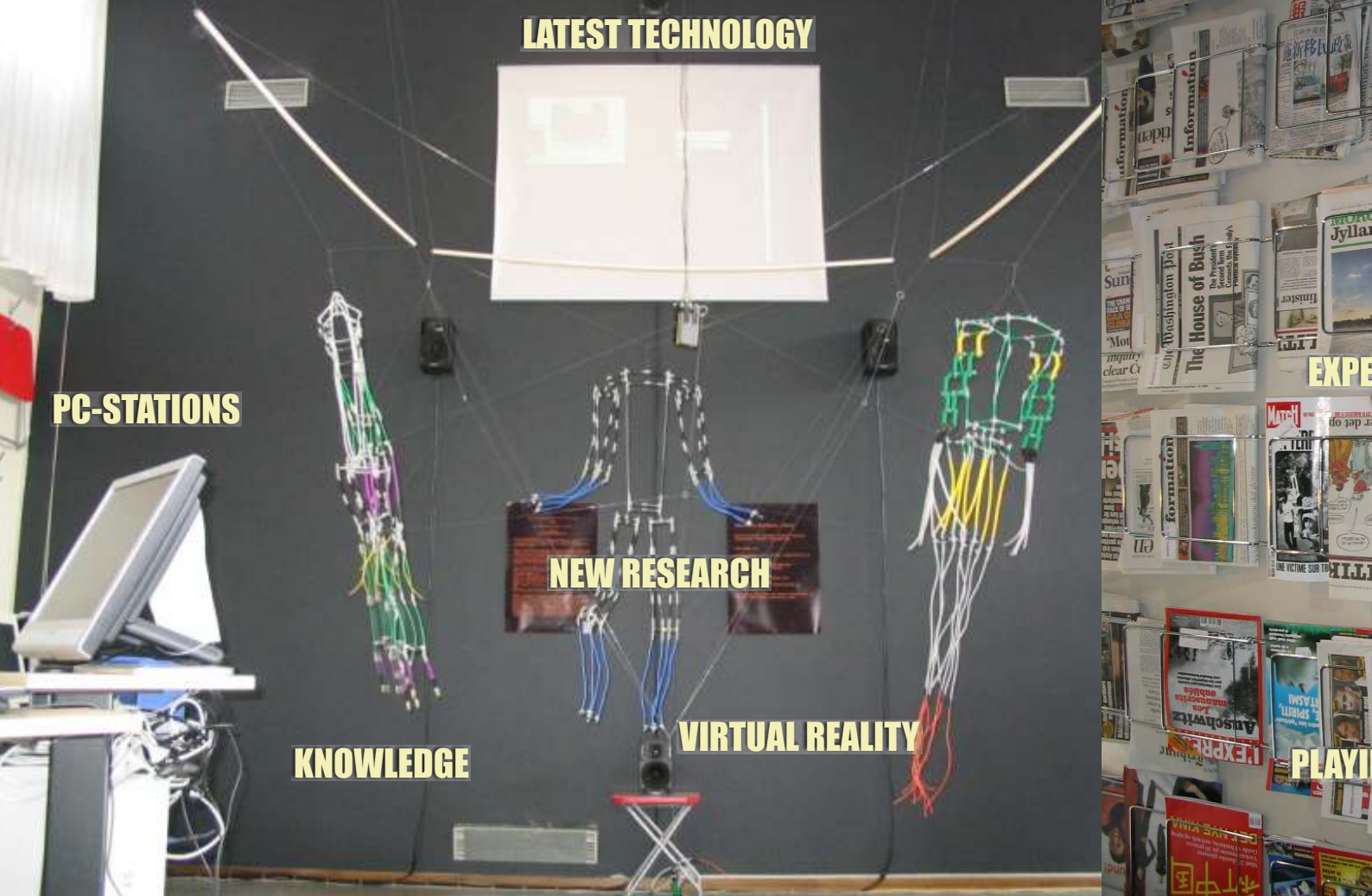
STREAMING, LOANS AND PRESENTATIONS

VERSATILE CULTURAL EVENTS

At night, they show movies at MEDIASPACE – both in the large hall and on the building's façade to lure passers-by inside. I watch the movies shown during the day at my PC at home through MEDIASPACE's streaming service. Incidentally, this service also allows me to upload my own movies.

Charlotte, MEDIASPACE employee





5. Bridging Citizens, Technology and Knowledge

MEDIASPACE must build bridges between citizens, media and knowledge. MEDIASPACE must create an environment enabling contact between citizens and professional as well as non-professional disseminators of knowledge. The house must at the same time physically and virtually provide a versatile range of knowledge sources – combined with a personal and differentiated guidance of a high quality.

The floor in MEDIASPACE's room for children tells stories. When my youngest son crawls over the floor, text and pictures change as does the story that is being told. It also includes stories written or told by the children themselves.
Emma, mother of three





EXPERIMENTS

TEACHING AND LEARNING



GAMING ARCADE

PERVASIVE COMPUTING

TECHNOLOGY COMPETENCES

FOR NERDS AND NOVICES

Via my mobile phone, I can easily find the book I am looking for. By scanning the book, the room shows a portrait of the author, I can hear the author read passages from books, I can view recommendations, ratings and comments from other users, and I can write my own comments.
Mary, pensioner

I have found my newest best friend through Users' Book Shelf at MEDIASPACE's website. Like me, he loves Russian authors from the 19th century, and I just have to read the book he recommended yesterday.
Sebastian, schoolboy

Together with Phillip, I am finishing touches on our dissertation on hydraulics. Twice a week, we meet in MEDIASPACE's conference rooms. Here there is room for activity. Using a 3D modelling table, we can screen all details of our newly developed pump – way cool! We can also project the most essential models of our dissertation onto the walls, so being in the room feels like crawling inside the pump.
John, Student





SUPPORTING USERS' NEEDS

DYNAMIC AND LIFE

FLEXIBILITY

PROFESSIONAL STAFF

FRUITFUL ALLIANCES



PHYSIC

STRONG NETWORKING

DEB

COMMUNITIES

FLEXIB

6. Flexible and Professional Organisation

MEDIASPACE is an outreaching organisation and an active cooperation partner for cultural, educational and business environments – both in and outside MEDIASPACE. MEDIASPACE can pick up on new needs while they are still developing – and is flexible in order for the house to quickly and undramatically reflect and meet these needs.

The staff is highly qualified and dynamic and has a professional service-minded approach which helps create optimal frames and opportunities for citizens.

Each morning, I enjoy the view from my office. I work in the department that handles all MEDIASPACE's events. Today we have a meeting about next year's Pulse-festival during which MEDIASPACE will hold all digital music events.
Susan, event coordinator



AL SPACE

NG COMPETENCES

BATE AND TOPICALITY

LE HALLS



NETWORKS

INTERACTION

THE LEARNING ORGANISATION

STAFF, USERS AND COOPERATION PARTNERS

CITIZENS, ASSOCIATIONS AND ORGANISATIONS



**Der skal
ske noget på
honnørkajen**

www.multimediehuset.dk

**- hvis du
vil være
med**



INTEGRATING SURROUNDINGS

VIBRANT URBAN SPACES

INTERCONNECTEDNESS



ACTIVITIES ON THE FAÇADE

7. Sustainable Icon for Aarhus

Being a sustainable icon for Aarhus involves a number of factors. Architecturally, MEDIASPACE must be an open, ambitious and inspiring structure. The touchstone of the building must be human beings and their needs for imagination, security, curiosity and joy. The choice of materials as well as technology must reflect a fundamental respect for the environment and awareness of resource and energy consumption.

MEDIASPACE must bring together the surrounding areas and make an attractive rallying ground for citizens of and visitors to Aarhus. Changeability and versatility are central principles – but not to the detriment of originality in architecture.

To me, Aarhus has always been closely connected with water: lakes, stream and harbour. This is exactly the feeling I experience, when I enter MEDIASPACE where the floor in the foyer consists of thick glass plates. Beneath, you can see the stream run into the bay.

Louise, architect





EXCITING OUTDOOR SPACES



SPORTS FACILITIES

LOCAL HISTORY

PHYSICAL ACTIVITIES

It is as if MEDIASPACE is stretching to the outside as well. There's the interactive playground, where children are having fun learning the alphabet and numbers; there's the quiz-café and the huge chess game which attracts many people during the summer.

Victoria, neighbour of MEDIASPACE

Casper and Laura have just become sweethearts. While they are waiting for the bus, Casper is whispering the sweetest things in Laura's ear. It is pure poetry and Laura is listening; fascinated. Her boyfriend is absolutely the most romantic man she has ever met. She never notices that Casper is cheating; the words, he is whispering in her ear, are copied from MEDIASPACE's wall where they are 'Poem of the day'.



Your Ideas

- do you have a photo that could act as inspiration for MEDIASPACE? Or do you have a photo of a mood or an atmosphere; a place or an item that you feel should be part of MEDIASPACE? Send us your photo or upload your own photos on Flickr tagged with 'Multimediehuset'– it will then be included on MEDIASPACE's website. See more on www.multimediehuset.dk/mediaspace.

MEDIAS

About MEDIA

Why?

Vision and val

The puzzle

Ideas from the

[Frontpage](#)



the process:
from users

Ideas from the users

Do you have an image that may help inspire the process towards MEDIASPACE? Or do you have an image of an atmosphere, a place, or a thing that you think should be a part of MEDIASPACE? Then upload the image to Flickr and give it the following tag: [multimediehuset](#)

You can also send your image to: multimediehuset@aarhus.dk

Inspiration and ideas from the users:



[See all the images of inspiration and ideas from the users](#)

