Welcome

- Third Axiell Symposium

First of all a big thank you

- To you all for coming
- To Judith St John, and LLC for hosting the conference

Third in a row

2007 in Turku, Finland
The Theme: *"Citizens libraries – libraries for citizens:"*

2009 in Nacka, *Sweden*
The Theme: "The entrepreneurial library"

RE?THINKING LIBRARIES 2011
AXIELL SYMPOSIUM

2011 in London, UK
This year's Theme: Rethinking Libraries?

It is all about a journey

RE?THINKING LIBRARIES 2011
AXIELL SYMPOSIUM

RETHINK TOGETHER
GUIDED BY AXIELL

Why ?

We are at the start of the digital revolution

- Yes, this is just the beginning
- The whole world is becoming digital
- The Public Libraries have to follow, but we are far behind

What is the digital revolution?

	Physical	Digital	Everywhere / Mobile
Room			
Media			
Service			

A PARALLEL - THE BANK

A service to the community / citizens

Challenges of local offices or not – the closeness to the citizens

Trustworthy (or was at least)

- The bank is not only a building but service and business
- The ATM (machines) for money transactions (in/out)
- Early adapter of the digital era
- The digital transaction. Higher service with everyday digital access from everywhere.
- The physical meeting. Acting advisors - relationship building

Will this be a tech nerd session?

No I will not fix your computer!

Why not tech-talk?

- The digital revolution is not only about technology
- We need to see the whole picture - different possibilities and problems
- Other types of crisis can be met with the help of technology

The journey we are taking these two days:

- The Library of today and tomorrow
- The digital Library
- The Library as a space
- The Library as a business
- Partnerships in libraries

plus
Real life

If the digital revolution is so overwhelming...
...do we really need public libraries?

The traditional book is
NOT dying out

The internet is not for free!
Trustworthy information costs
money - in some way or another

The commercial global suppliers (Amazon, Google) are global with a local touch

Public Libraries are local with a global touch

The global suppliers are internet based only

Public Libraries are both, in facilities **and** media

Quality! Information and entertainment – for free

Defender of democracy, equality and opinions

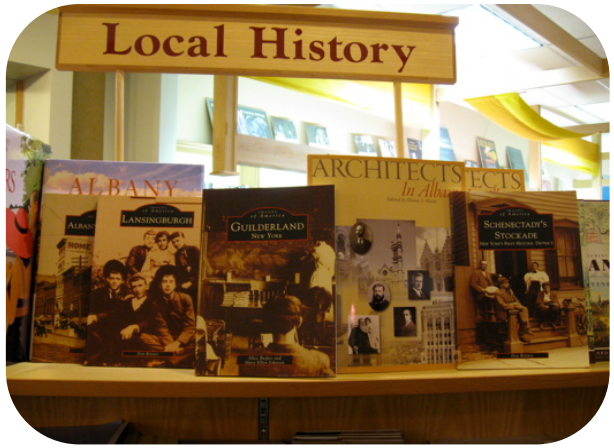
Gatherer and keeper of local (and global) material

The library - in a world where **everything** is available

Strengthens weaker groups in society

Support lifelong learning and children's lust for reading

Bring the past and the present into the future...



All the reasons why we once started the public libraries!

Conclusion?
Back to basics

Let us not forget
Libraries are not about books

Libraries are about reading,
knowledge and culture

Once again welcome. Let the journey begin!

Now over to our moderator Inger Eide-Jensen