



MEDIASPACE

- knowledge, pulse and roots

www.multimediehuset.dk/mediaspace

The Municipality of Aarhus

Citizens' Services and Libraries



The Multimedia House

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Further Information

www.multimediahouse.dk
see also page 15

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The vision of MEDIASPACE

MEDIASPACE should be a flexible and dynamic sanctuary for everyone in search of knowledge, inspiration and personal development. An open and accessible learning environment supporting democracy and unity. MEDIASPACE provides space for contemplation, knowledge and just plain being. An attractive, intelligent and interactive building that supports the users' desire to learn and to perceive through a diversity of media.

The library is the core of the building

MEDIASPACE will be a relocation, an expansion and development of the Main Library in Aarhus. MEDIASPACE will furthermore house Citizens' Services and a number of networks and partners. All of whom will contribute to the creativity and innovation that will strengthen MEDIASPACE as a natural 'melting pot' for knowledge, growth and development. Centred on the users, MEDIASPACE should be the city's heart for knowledge and culture – a unique place for cooperation.

The Multimedia House is

- an open and informal learning centre
- a special place for children stimulating play, experiencing and learning
- a building that offers state-of-the-art information technology
- the main library of the Aarhus-region with free and equal access to knowledge and culture
- a place for dialogue, information, ideas and inspiration

MEDIASPACE prioritizes networking and cooperation. In the planning and building processes as well as in future activities of the building. A variety of institutions and companies are involved in the network organisation of MEDIASPACE and contribute knowledge and inspiration. Citizens and users will be involved throughout the process, and further knowledge and know-how will be gathered from international cultural and knowledge institutions.

Citizens' Services and Libraries

The new administration for Citizens' Services and Libraries in Aarhus Municipality is a result of the municipal reform that came into force on 1 January 2006. The merger of citizens' services and libraries in one administration will ensure the best possible service for the citizens. This will be achieved through joint service points, cooperation on the development of digital self-service and through the sharing of knowledge regarding citizens' needs.

Citizens' Services in Aarhus Municipality will have a service point in MEDIASPACE.



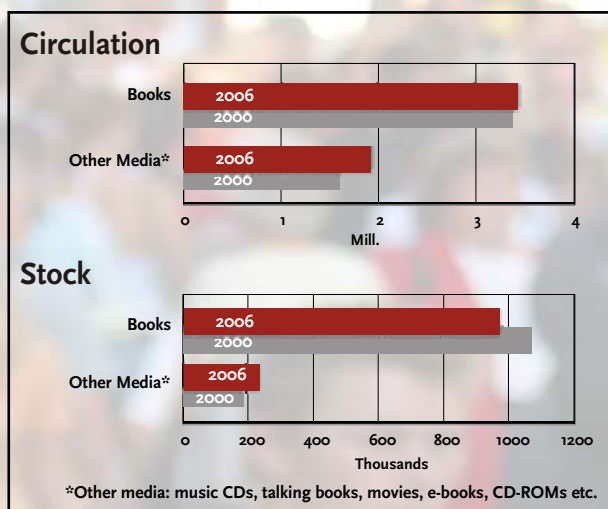
MEDIASPACE – that's why

With the City Council resolutions in 2003 and 2004 on the realisation and siting of MEDIASPACE, Aarhus Municipality has staked much on Aarhus as a city of knowledge. The City Council resolution on realisation of MEDIASPACE is based partly on the economic development plan 'Growth in Aarhus II', partly on a variety of prior analyses and research that unanimously demonstrated the need for a new main library.

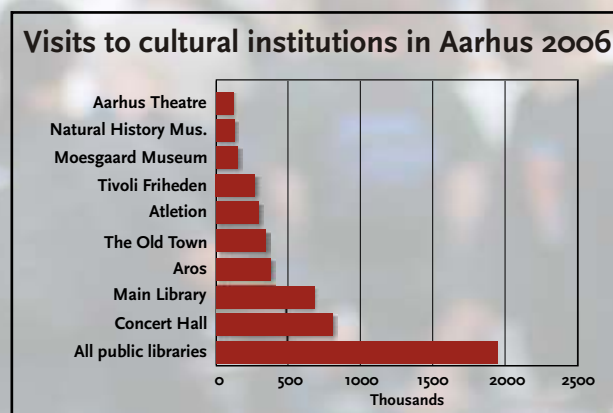
The present Main Library in Aarhus has for years been underdimensioned in relation to the present level of activities. Books were the dominant media when the house was built in 1934. Since then the world of media has changed drastically. Circulation and number of printed publications have increased dramatically, and the time spent on movies, TV and multimedia has risen sharply. Citizens' needs for lifelong learning in the knowledge society make new demands on the building.

Not only should the building provide the framework for the lending of media, it must also support learning and experience. MEDIASPACE must give the users options for contemplation and concentration as well as for interaction and the sharing of knowledge. Space for new types of media and spaces where citizens can meet, study and experience events become a necessity. A necessity that cannot be met in the present physical framework of the main library.

As MEDIASPACE must be built with the future in mind, it is a known condition that an even more explosive development within media and information technology will take place. The building must therefore have an inbuilt flexibility towards technology, media and culture patterns. Future technologies are only, at best, known to us a few years before they are marketed. For this reason, people and not technology must be the main focal point in the development of the building.



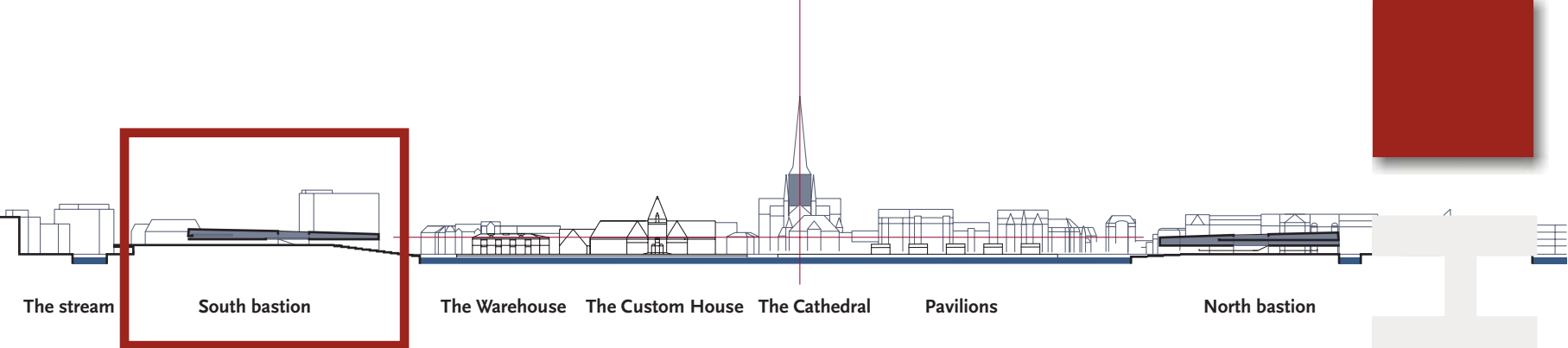
'Other media' constitutes an increasing part of the libraries' circulation. From 2000 to 2006 the increase was 22 %, and 'other media' now make up 36 % of all borrowed materials. Correspondingly, the libraries' stock of 'other media' has increased by 18 % from 2000 to 2006.



2 mill. people visit the libraries in Aarhus each year, 700,000 of which visit the Main Library. In all, users borrow upwards of 5.3 mill. books and other materials. Users thus carry approximately 3,000-4,000 tons of materials in and out of the libraries every year.

WHY





Architecture

The new buildings (on the waterfront) are intended to be distinctive/sculptural structures with special architectural qualities and – together with the existing buildings on the waterfront – form the city's new profile from the bay.

Handbook of Quality for the Waterfront, January 2006

MEDIASPACE must be a distinctive and attractive building on an international scale. The building must be an icon for Aarhus as the city of knowledge, pulse and roots. Placed on the waterfront, MEDIASPACE will be part of the extension of the city and should create bustle and activity in the area. The basic principles of the architecture and the lay-out of MEDIASPACE must be changeability and versatility. The building must thus be able to change, on the outside as well as on the inside, to play an active part in the pulse of the city. MEDIASPACE must be a flexible, intelligent and dynamic structure, capable of changing and developing in keeping with the changing needs of society.

The building will be on the waterfront a hundred years from now, probably even longer. It is therefore important that it is based on the human needs for networking, experiencing, learning, contemplation, safety, perception and communication.



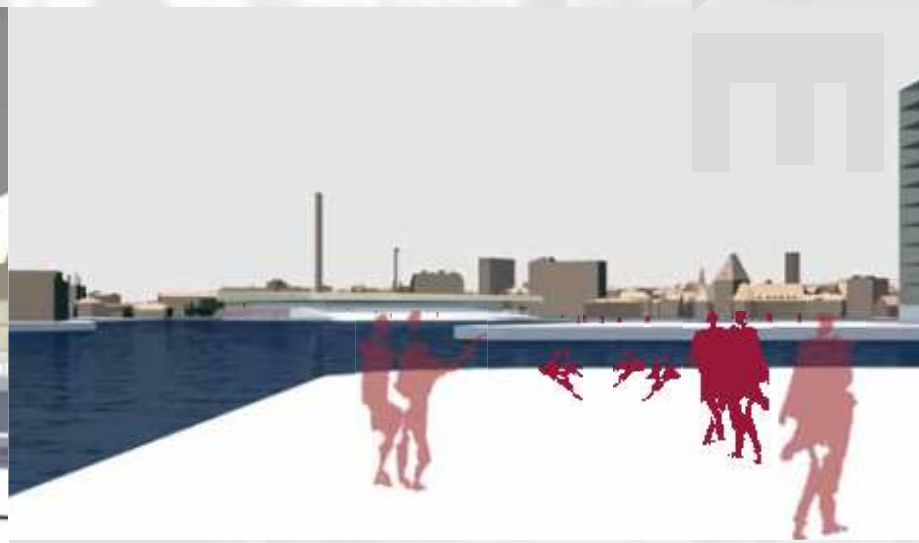
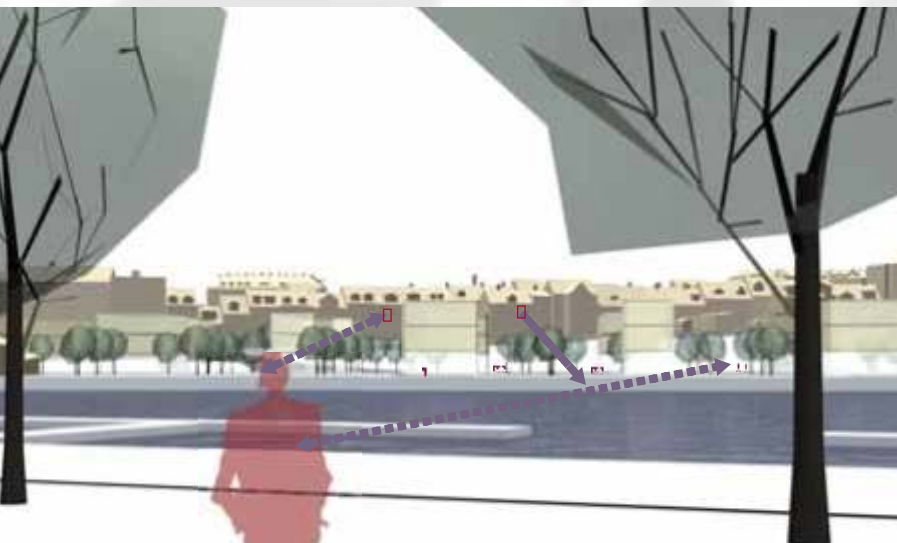
Siting

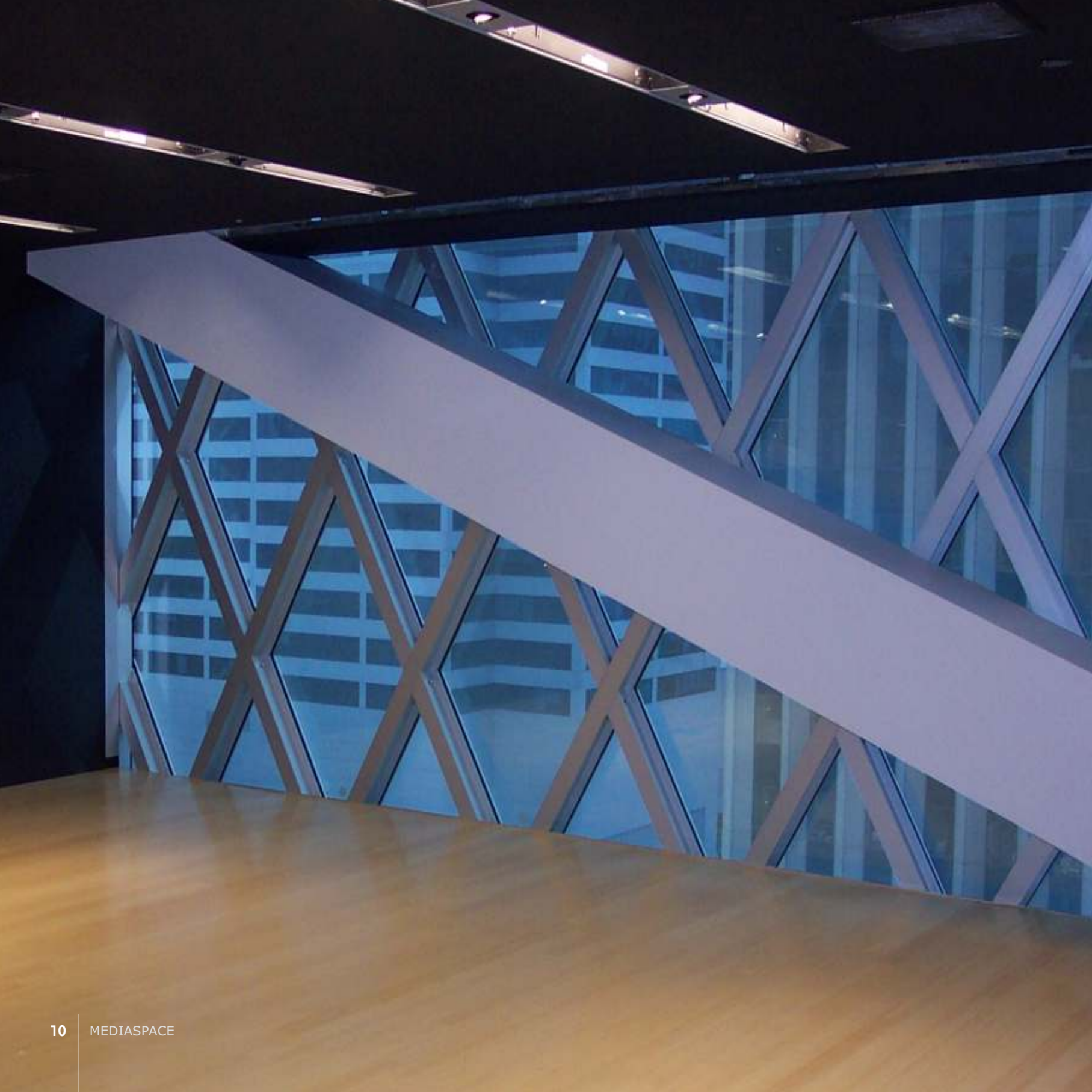
The buildings' relation to the mouth of the stream must be given special attention. With the new buildings, the clearing of the stream towards the harbour and the abolition of the internal harbour road, the area will become a new significant link between the city and the harbour.

Handbook of Quality for the Waterfront, January 2006

MEDIASPACE will be placed on the south bastion of the waterfront with a view of the bay and the city. This siting of MEDIASPACE will place it in an area of other cultural and educational institutions. At the very spot where Aarhus Stream - surrounded by cafés and street-life - meets the sea. The square between the buildings is a vibrant urban space. The interaction must be dynamic and innovative. The city, the stream and the harbour constitutes the physical frame. The pedestrian street and the vibrant milieu around the stream make MEDIASPACE a natural rendezvous point and tourist attraction. The close proximity to the railway station, the bus station and the coast road makes the options for experience and knowledge easily accessible.

MEDIASPACE must be an ambitious and challenging structure, referring and relating actively to its surroundings. An attractive rallying ground for citizens of and visitors to Aarhus.





Implementing MEDIASPACE

Human resources are one of the new forces for growth in the knowledge society.

'Growth IV', economic development plan for Aarhus Municipality 2005 - 2009

MEDIASPACE will be built on the south bastion of the new waterfront in Aarhus. The location offers 28,000 square metres for building. MEDIASPACE is planned to cover a total area of 21,000 square metres; 3,000 of these are supposed to be rented out to partners contributing to the activities and visions of MEDIASPACE as a place characterized by quality, experiences and the sharing of knowledge. Options are explored to utilize the remaining square metres in similar partnerships.

MEDIASPACE will be finished in 2014.

IMPLEMENTING



Schedule

2005-2006

- Developing ideas and planning the process
- Establishing the basic values of MEDIASPACE
- Framework for competition and tenders

2006-2007

- Preparation of process plan
- Citizen involvement
- Preparation of competition materials
- Developing networks and agreements on cooperation

2007-2008

- Preparation of competition materials
- Architectural competition including citizen involvement
- Selecting cooperation partners

2009-2010

- Concretion of building activities and concept for content
- Development of architecture and facilities
- Involvement of citizens and interested parties
- Invitation to tender on contract work

2011-2014

- Building process
- Continued development of the possibilities, offers and networks of MEDIASPACE

2014

Opening of MEDIASPACE

WHEM



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Websites

At the MEDIASPACE website, everybody can follow the project's developments. Among other things you can present your own ideas, watch videoclips, quiz and follow the news.

www.multimediehuset.dk/mediaspace

www.aakb.dk

www.aarhuskommune.dk

MEDIA
SPACE

