



THE FUTURE OF READING

Tay Ai Cheng

Assistant Chief Executive & Chief Librarian

National Library Board

aicheng@nlb.gov.sg

Agenda of talk

- Value of Reading & Drivers of Reading Environment
- Emerging Trends of Future Reading Environment
- Reading Environment from Singapore Lens & Impact on Public Library
- NLB Strategies in Navigating Future Reading Environment

READING...In Context



Reading Access

Market Forces

Ease of



Reading Experience

Digital Transformation

Enriching



Reading Culture

Reading Habits

Learner

Drivers of Reading Environment

The global information environment is changing

Onset of Digital Transformation

- Rise of the “e-” impacts on Reading
 - Emergence of Digital Market & new business models
 - Development of more eDevices & eBook formats
 - Restructuring of publishing market

EMERGING E-BOOK MARKET

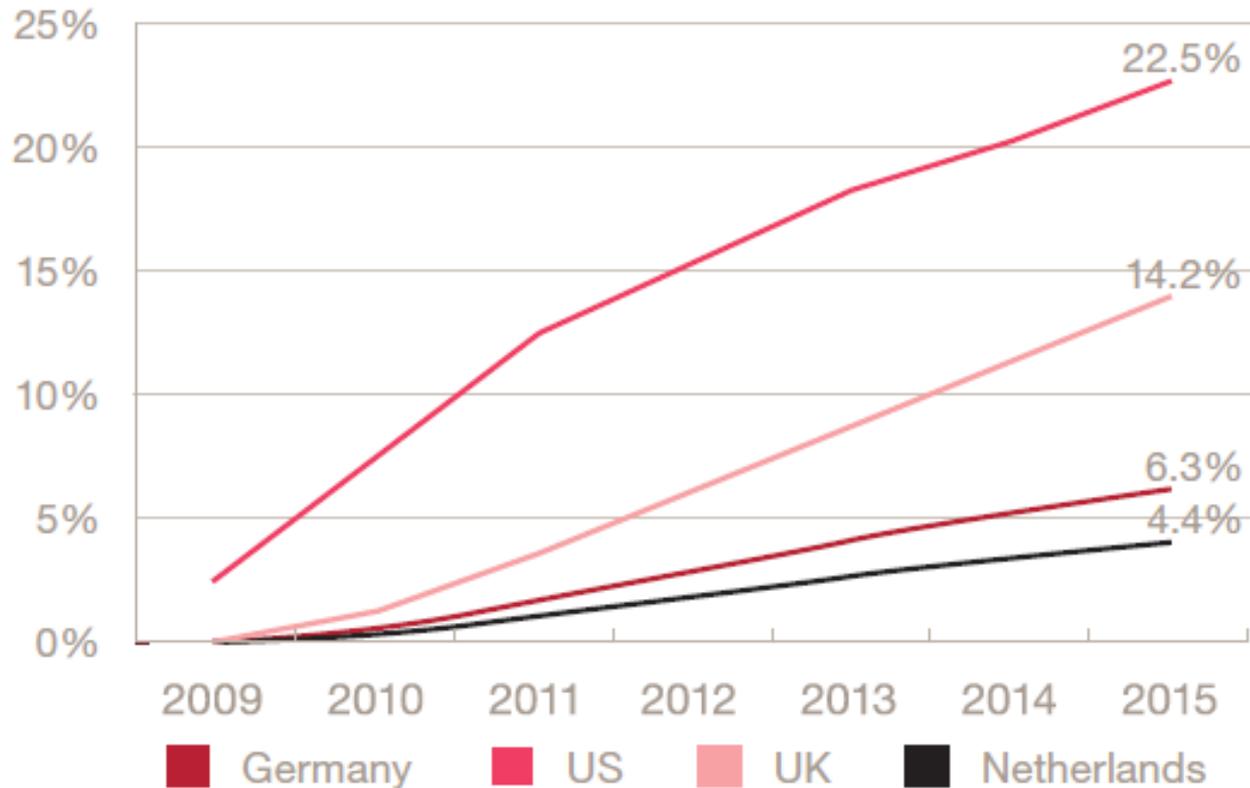


Fig. 20 Market share of eBooks 2009–2015 in % (mass market books)

eBooks market share in more mature markets are emerging from infancy & expected to see **breakthrough growth of mass market eBooks by 2015**

An increasingly digital & connected world

Global average ownership of smart phones is estimated at **14.8% in 2012** and growing

Source: Swedish telecom equipment maker Ericsson's ConsumerLab research unit s

Percentage of Population Using The Internet



Growing e-book consumption driven by:

- **Consumer Readiness** due to pervasiveness of Internet, Mobile devices & familiarity to digital content consumption
- **Rising consumer awareness of digital reading** = untapped consumer market for eBooks & eReaders

Regional Comparison 2012, % of population



Source: "Turning the Page – The Future of eBooks", British Publishers Association, 2010



Smartphone Users in the World

80% of the world's population now has a mobile phone



Number of Smartphones in U.S
91.4 Million



Mobile Phones in World

Out of which only

Growing e-book consumption driven by:

- **Attractiveness & affordability** of eReading Devices (tablets, mobile devices & eReaders)
- Availability of **greater range & quantity** of e-Content

Source: "Turning the Page – The Future of eBooks", British Publishers Association, 2010



89% of Smartphone Users Use their Smart Phones throughout the day



Smartphone Penetration by Age Group



The highest Smartphone penetration rate of 52% is in age group 25-34

Top 10 Countries Smartphones Penetration



Compiled & designed by: **GO-Globe.com**

BATTLE OF THE BOOKWORMS

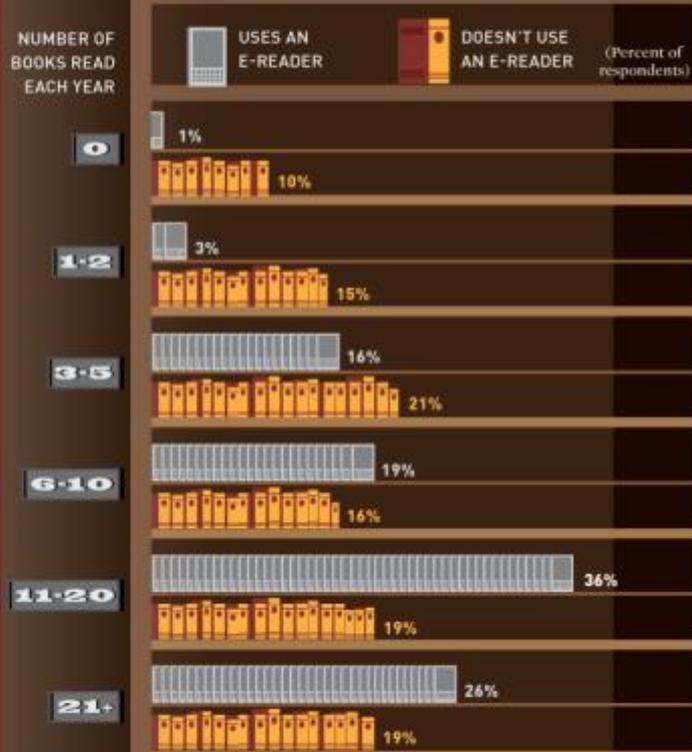
TRADITIONAL BOOK READERS VS. E-READER USERS

A 2010 Harris Interactive Poll found that nearly one in 10 American adults uses an electronic reader, and another 12 percent say they are likely to buy one in the next six months. As the classics are increasingly digitized onto portable devices, how have Americans' reading habits changed?

WHO READS MORE?

E-reader owners read more books, on average, than their counterparts who read in print. The majority of those who use e-readers read more than 10 books a year, compared with only 38 percent of people who read bound books.

NUMBER OF BOOKS READ EACH YEAR



SOURCE: HARRIS INTERACTIVE POLL

Possible Impact on Reading?

2010 Harris Interactive Poll of American Adults:

- E-reader owners read more books on average than bound book readers
- Majority of eReader users read more than 10 books a year compared to only 38% of people who read bound books

Will eBooks replace Print?

PRINT & E-BOOKS LIVE IN PARALLEL

eBooks will partially replace print in selected areas

- e.g. special interest books – travel & cookery where only sections of books are read

eBooks will complement Print books overall

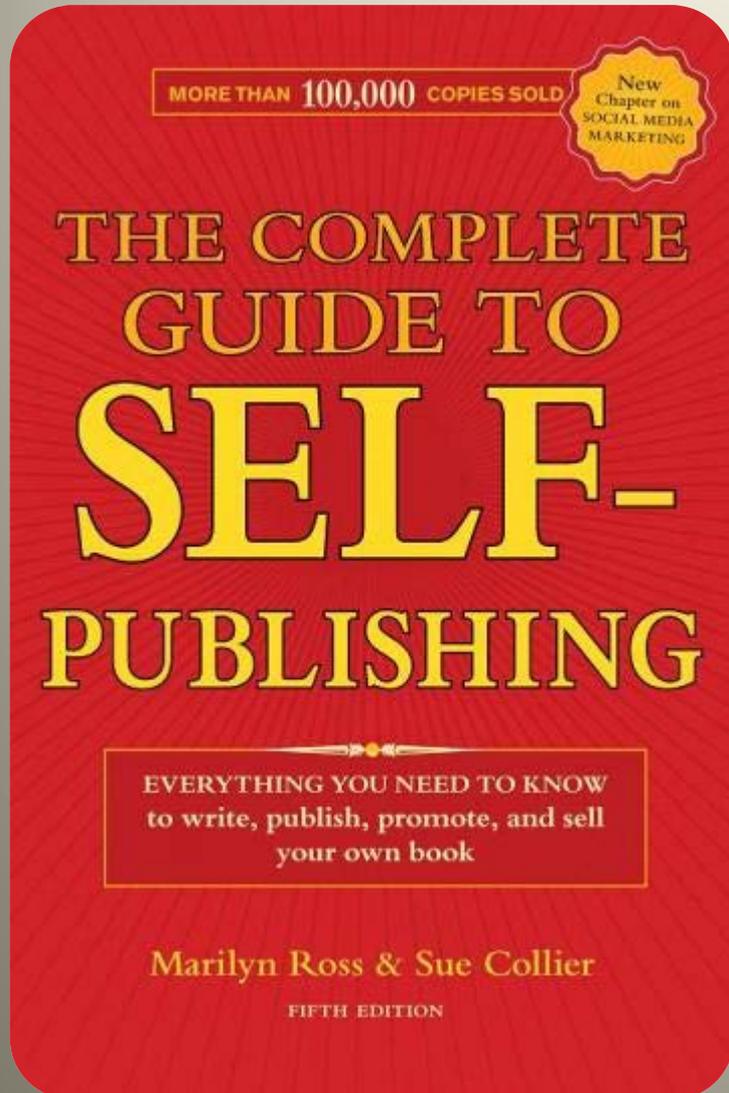
- New Formats & new opportunities with multimedia content
- Alignment with people's evolving book/content consumption habits

Source: "Publishing Industry Report, Jan 2012. Global Industry Analysts

Impact on Reading:

- Growing demand for multi-sensory reading materials
- Reading of Print books remain popular

Emerging Trends from Digital Value Chain



- Increasingly authors will extend their role **beyond content production to self-publishing** & distribution online (e.g. Stephen King)
- Shift in **Special Interest Book** publishing models towards
 - Sale of **individual chapters** & sections
 - Focus on digital production & storage, **value-add content** and books on demand

Impact on Reading:

- Direct access to authors = **Reduced role of intermediaries?**
- Access to a **wider range of literary works**

A READING "LIFE-CYCLE"



Up to 12 Years old



Adulthood



Silver-haired & Beyond

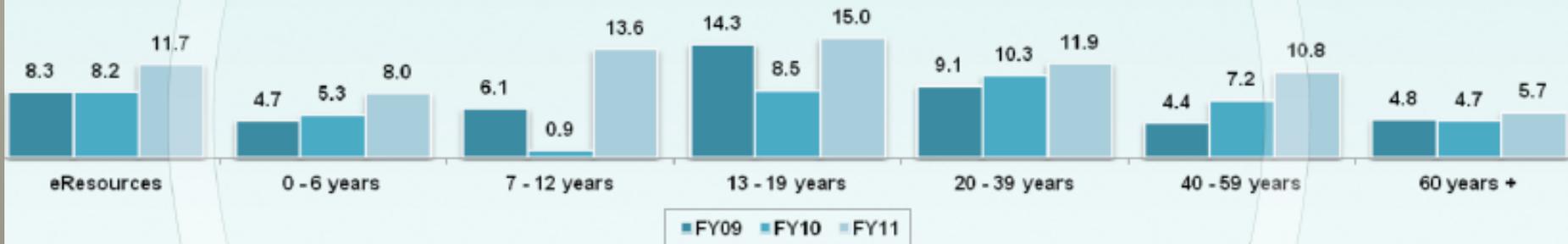
Overarching Trend:

- Those who enjoy reading at an early age tend never to give up the habit
- Though forced by circumstances to read less at some stages in life, those who has established a reading habit from young usually become active readers again when opportunity arises.

NAVIGATING THE FUTURE READING ENVIRONMENT: **NLB PERSPECTIVES**

IN THE SINGAPOREAN CONTEXT

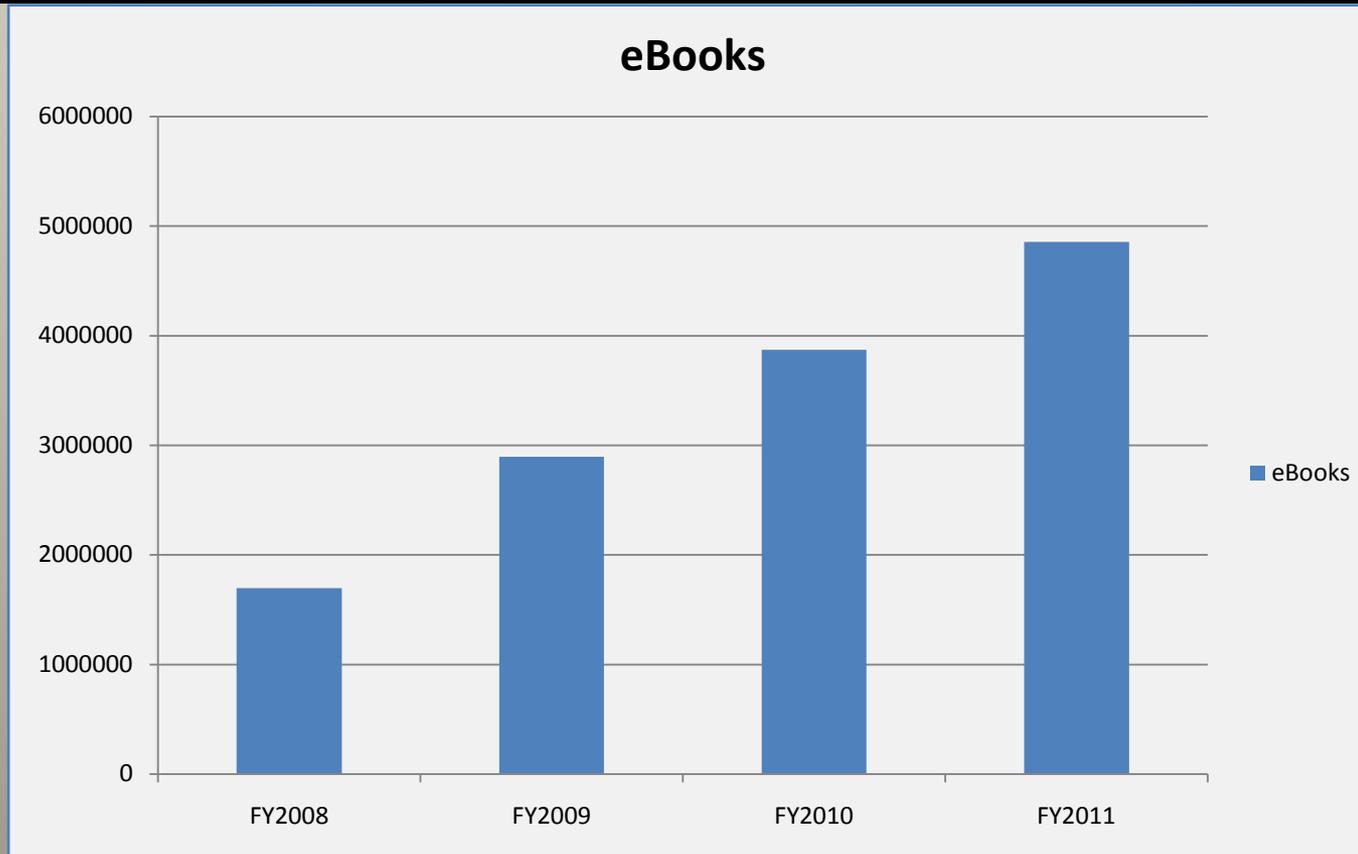
Increasing NLB eResource Usage Across Age Segments



Usage of the eResources at Public Libraries rose to 11.7% in FY11 with higher usage observed across all age groups

- 7-19 Year old recorded highest usage in FY11 despite weak performance in FY10

IN THE SINGAPOREAN CONTEXT



Trend: **Increasing NLB eBook Loans & eResource Usage** across age segments; while **growth of Physical Loans remain strong.**

IN THE SINGAPOREAN CONTEXT

Reading Habits & Age Trends

Reading & Learning habits varied with age:

- Reading & learning hours/day **diminishes with age**
- **Reading** of books appeared **high amongst student** population (87%) **but dips thereafter** upon leaving school

Source: "Segmentation Study on National Reading & Knowledge Acquisition (2010/2011)", Researchplus for NLB



Impact on Public Library Strategies



Multi-Sensorial Approach to Promotion of Reading & Learning:

Catering to people's preference to read & learn in many formats



Good Curation & Selection of Books & Bridging Digital Divide:

Ensuring equity in access to quality reading & knowledge resources



Tailoring Reading Strategies to Needs of Different Age-Groups:

Capturing & Cultivating Reading interests through spaces & touch-points that resonates

INCREASING ACCESSIBILITY TO DIGITAL RESOURCES & LIBRARY SERVICES



Many libraries are turning to the use of apps to allow their customers mobile access to both digital resources and library services.

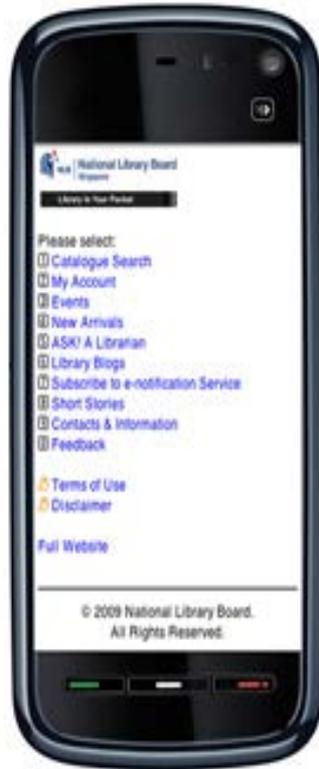
Customers now have the luxury to connect with libraries while they are on-the-go.

Library in your Pocket (LiYP) app – going mobile

For iPhone, Android, BlackBerry and Windows Phone 7 users



For Other mobile users



- To cater to the increasingly mobile generation, we developed an app for library transactions and reading of eBooks.
- NLB's LiYP app connects to the public via their mobile phones.
- This app allows for checking of library account, catalogue searching, access to enquiry services and viewing of the public libraries' event happenings.

CURATING DIGITAL READING FOR THE YOUNG

- **Interactive Digital Storytelling Kiosks**
 - For children aged 0-6 years old and their parents
 - Available at 2 Regional Libraries
 - Preloaded with selected collection from TumbleBook Library
- **Making storytelling & activities captivating & interactive with discovery portals & digital devices**



The Knowledge Tree

- Interactive wall that allows children to use shadow to answer environmental related questions





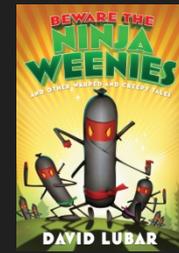
HOME | EXPLORE | PROFILE

Enter Title/Author of Book

Beware the ninja weenies

★ ★ ★ ★ ☆ 3 Reviews

Thirty-three stories about stranded aliens, a horrifying cheesemaker, a boy with the power to make stars vanish, and other frightening things. Includes notes on how the author got his ideas for these stories.



Beware the ninja weenies
 ★ ★ ★ ★ ☆ 15 Reviews

Thirty-three stories about stranded aliens, a horrifying cheesemaker, a boy with the power to make stars vanish, and other frightening things. Includes notes on how the author got his ideas for these stories.

POPULAR BOOK THIS WEEK | WHAT'S NEW | TOP RATED BOOK

THE LITTLE BOOK OF SPACE
 by Hoffmann, Sara, 1978
 ★ ★ ★ ★ ☆ 4 Reviews

THINGS THAT GO BUMP IN THE NIGHT
 by Patrick Carman
 ★ ★ ★ ★ ☆ 4 Reviews

THE TROUBADOUR
 by Sara Hoffmann
 ★ ★ ★ ★ ☆ 4 Reviews

Reading Challenge

Challenge Yourself!

My goal is to read books in 2013.

Close Save

SAZALI BIN PAKPONG'S BOOKSHELVES

Reading | Read | To Read | read | Boring Books | Horror | Science Fiction

10 Books

2013 READING CHALLENGES

You have read 10 of 10 books

Reading | To Read | Read | Horror | Sci-Fi | +

Reading discovery portal with peer recommendations, reading challenges & reviews

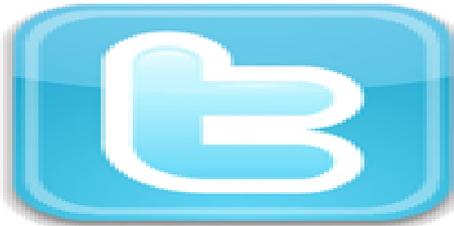
NLB on Social Media Platforms.

3 Easy Ways to [LIKE] My Library



Can't live without the library, and can't wait to share the love?
LIKE your library* today!

*Libraries on Facebook listed below.



Want quirky stories, quick updates and other library news at your fingertips?
Connect with us

@PublicLibrarySg



Are inspiring quotes, book covers and pretty pictures your thing?
Follow us on Instagram

@PublicLibrarySg



www.pl.sg



NLB

Public Libraries
Singapore



BRIDGING DIGITAL DIVIDE: DIGITAL LITERACY FOR THE MASSES

PROVIDING PUBLIC WITH DEVICES FOR e-READING



Mr Lee Yi Shyan viewing a TumbleBooks Playaway with Orange Tree Preschool pupils at the launch of the new service at Bedok Public Library yesterday. He said the service will "bridge the digital divide in our community and make information access more equitable". ST PHOTO: MARIEL VICTORIA MOK

No iPad? You can borrow one from the library

Tablet PCs and e-book readers on loan in pilot plan at Bedok branch

By LUA JIA MIN

and non-renewable.

The NLB has 100 iPads and five Kindles available under a three-month-long pilot project at its Bedok library.

Also available are 100

digital divide in our community and make information access more equitable", said Mr Lee, who is also Minister of State for Trade and Industry.

The devices were donated to the NLB by Factiva, OverDrive, W3.XS, FotoHub Holdings, InfoHost, DB United and the United States embassy here.

Those wishing to borrow the

the first borrowers of the iPad, said: "The new service will encourage him to read more. I think he'll borrow even more books from the library because of it."

But the new loan service will not be only about reading.

Bennita Lim, five, another young iPad borrower, is most excited about downloading

- NLB started to offer loans of eDevices.
- Offered at 2 libraries in Jun 2012
- 200 iPads
- 100 playaways
- 5 Kindle eReaders
- All devices were donated to NLB
- Loan period: 3 weeks
- Workshops on using iPads are also organised as part of the loan service

PARTNER WITH LIKE-MINDED ORGANISATIONS TO PROMOTE READING



- NLB partnered with US Embassy of Singapore to provide eReaders for loans.
- Service started on 12 July 2013
- Available at 4 public libraries around Singapore
- 400 eReaders loaned to public
- Download ebooks from NLB's eResources
- Donated by US Embassy of Singapore



**You can now borrow
E-READERS at four
libraries!**

*Generously donated by
The United States Embassy in Singapore*



Larger and greater variety of e-books.

Readers get smart on e-books

Demand for digital books is fast growing as more people download from an expanding list of titles

By Zackaria Abdul Rahim

A KEY reason for Mr Jamie Zhou to trade in his iPhone for a Samsung Galaxy Note was to read e-books on his smartphone.

"I liked the idea of reading on the go but it is not always practical to carry your books around especially when you travel," says the 34-year-old business owner.

"With e-books, I can download a few books into my phone without adding any weight to my luggage. With a huge screen, it is as good as reading on a tablet."

Mr Zhou is among an increasing number of readers who are discovering the advantages of e-books. Its popularity rides on the growing number of digital devices

such as tablets and phablets — a cross between smartphones and tablets — that allow users to download apps to read e-books easily, thanks to their bigger screens. This dispenses the need to buy an e-book reader like Kindle or Nook.

Recognising this trend, local telco StarHub launched its online bookstore called Booktique in March this year.

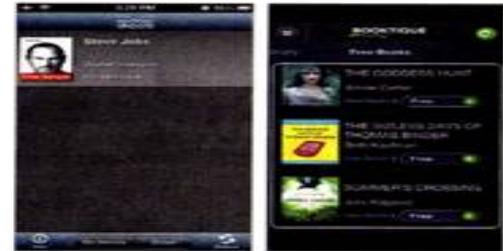
"Booktique is not only an e-bookstore that offers a selection of over 400,000 popular e-books, it allows StarHub to promote reading as a social activity as well as to showcase literary works by Singapore writers to improve exposure for their publications," says Mr Stephen Lee, StarHub's head of F (Innovation, Investment and Incubation).

"We are seeing better-than-expected response to our launch of Booktique, with many book fans exploring our new e-bookstore offerings as well as redeeming our free e-book as part of our launch promotion."

Consumers can download the Booktique Reader app on their smart device and browse in the online store.

Another telco, SingTel, launched its e-book service, skoob, in November 2011. Users can choose to read the books on their smart devices or on their computers. Thanks to a smart bookmarking feature that syncs across all devices, users can switch from one device to another without missing a page.

Users can read 10 per cent of an e-book of their choice. If they like it, they can purchase the book which is "priced up to 20 per cent cheaper than traditional paper versions".



Opening chapter

According to the Association of American Publishers, the sale of e-books accounted for nearly 23 per cent of publisher net revenues last year, up from 17 per cent in 2011. In 2008, the figure was just 1 per cent.

A similar story is told across the Atlantic, with the BBC reporting that the value of the physical books market in the United Kingdom fell by almost 5 per cent in 2012. Over the same period, its e-book market ballooned by about 100 per cent accounting for about £150 million (\$286 million) of sales.

A US book trade association also found more readers prefer to read their e-books on a tablet rather than a standalone e-book reader device.

"Singapore consumers are warming up to the fairly new concept of reading e-books, and we believe that Singapore's Digital Publishing industry has great potential for growth," says Mr Lee of StarHub.

"To accommodate our customers' increasingly mobile lifestyle, we will continue to offer them the flexibility to access our line-up of content where they want and when they want to."

Mr Lee adds that the unique feature of StarHub's e-bookstore is "its social networking community where readers and writers can come together to share what they read, form discussion groups, interact and annotate, as they read".

E-book for borrowing

Since it launched its e-book collection in 2005, the National Library Board (NLB) notes that it is becoming increasingly popular.

Ms Judy Ng, NLB's director, resource discovery & management, says: "Between FY2010 and FY2011, the number of e-book downloads rose from about 3.9 million to 4.9 million. In response to the growing demand, NLB will be offering 820,000 more e-book titles this year, bringing the total collection by end of 2013 to over 3 million."

Users can install the OverDrive media console on their smart devices and browse for the e-books to borrow. After 21 days — the loan period of the e-book — it will automatically expire and users won't be able to access it.

For those without a tablet, the NLB introduced an eDevice loan service in June last year at the Bedok Public Library where visitors can borrow any of the 100 iPads, 100 TumbleBooks Playaways and five Kindles for two weeks. Another 100 iPads were made available for loan at the Bukit Merah Public Library in November last year.

Young readers are not excluded from this trend. Playaways are hand-held devices pre-loaded with animated picture books from the TumbleBooks Library Collection. Ms Ng says that the e-Device loan service at both libraries "has been well-received".

Providing Free Internet to Seniors

- Seniors get one hour free usage of the multimedia stations available at public libraries (payable for others)
- Service was launched in 2012
- Read NLB eBooks

Public libraries offer free use of computers for seniors



By GOH SHI TING

SENIOR citizens can now use computers for free in public libraries.

The Silver Infocomm Hotspot, launched by the National Library Board yesterday, provides an hour a day to any Singaporean or permanent resident aged above 50.

All 24 public libraries will be on hand to teach the users how to access the library's electronic resources, surf the Internet and check e-books.

Other visitors pay \$1.80 an hour's use at the multimedia stations.

Senior Parliamentary Secretary



全岛24个图书馆，让年长人士免费上网

国家图书馆局宣布，即日起，50岁以上的国人及永久居民，能在全岛24个图书馆，享有每天1小时的免费上网时间。他们只需到柜台出示身份证，就能免费上网。

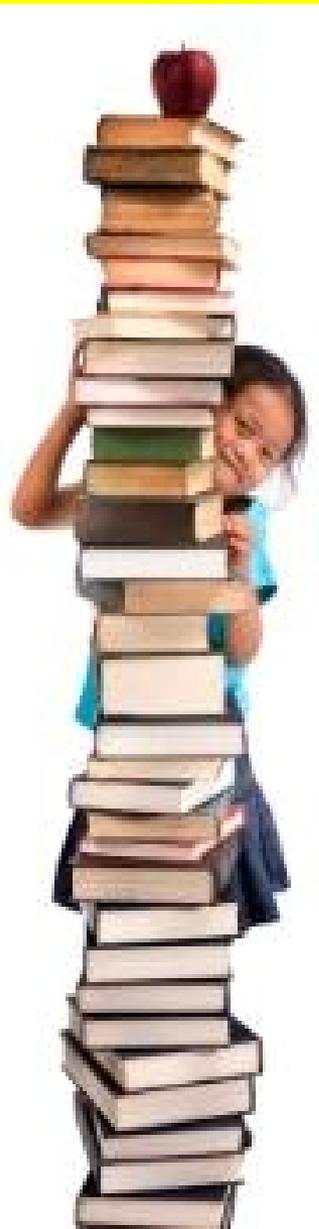


Library service development manager Chai Suet Fen (left) guiding Madam Priscilla Ng, 59, at the multimedia station in Sukit Merah Public Library. PHOTO: NATIONAL LIBRARY BOARD



TAILORING PROGRAMMES TO MEET READING NEEDS OF ALL AGES & PROFILES

Reading Programme Strategy



**50 yr olds and above (Seniors)
Reading as Mental Stimulation**

Social/Leisure Readers

- READ! Singapore
- Book Clubs / Learning Communities
- Silver Infocomm Junction and Hotspots
- Seniors' Reading Kits, Senior Activity Centres

**20 yr olds and above
Active/Reflective Reading**

Mature/Discerning Readers

- READ! Singapore
- Book Clubs / Learning Communities

**15-19 yr olds
Deepen Reading Interests**

Social/Serious Readers

- READ! Singapore
- Teen Reading Clubs
- Teen Fiction Workshops

**9-14 yr olds
Expand Reading Preferences**

Fluent/Independent Readers

- Junior Reading Ambassadors
- Junior Reading Clubs
- READ@School / Dare To Read Programme
- Young READ!

**4-8 yr olds
Inculcate love for reading**

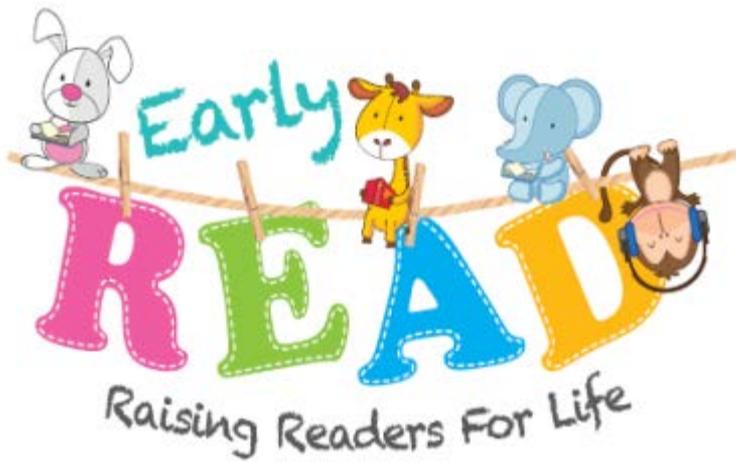
Emergent/Early Readers

- Storytelling Programmes @ the libraries
- kidsREAD Programme
- Raise -A-Reader Workshops
- Digital Interactive Kiosks
- Early Literacy Centre

**0-3 yr olds
(Target Parents to nurture & develop pre-reading skills)**

Emergent Readers

- Fun With Tots Programme
- Starter kits and Advocacy Packs



A Inspiring Children Through Parents



C onnect with Early Literacy Library



- To have a **dedicated space** within the Jurong Regional Library **servicing EL needs**
- **Zonations** according to the 5 early literacy practices: reading, writing, playing, singing, talking
- Currently in progress of building built.
- Expected opening date: Jan 2014



B ack-to-basic for Educators

Provision of supporting reading materials that foster word recognition & leisure reading in children



Trading story cards as a reading tool

QUEST



✓ Promote reading amongst **children** aged 7-12 years old (mainly boys)

Consists of:

1. Fantasy Adventure Story
2. Collectible Cards

Won the ALA President's Citation award 2011





Mooted by Dr Yaacob Ibrahim

Launched on 23 Apr 2004

Collaboration effort by NLB with PA
AMP, CDAC, MENDAKI, SINDA

Supported & Sponsored by TOTE
Board, MCYS and MOF

For children aged between 4 and 8
in Singapore especially those from
lower income families

kidsREAD

Revamped kidsREAD curriculum (wef 2013)

- ❖ Extends programme from 1 to 5 years
- ❖ Involve Sec student volunteers as reading mentors to kidsREAD children

Cumulative total of 20,267 kids and 789 clubs since 2004



The Impact of kidsREAD

Survey Findings 2009 on value for children

Gained interest in reading	85%
Positive self-esteem	88%
Improve in reading skills	82.5%
Borrow books from library	72%
Read during free time	73%
Increase usage of English	84%

Main aim in cultivating interest in reading has been achieved.

Word recognition and usage of English has improved and social skills have improved.



READ@SCHOOL

Cumulative target: 330 schools by end FY2016

Onboard to date: 125 schools



Strategy

- ❖ A Holistic Approach to Reading
- ❖ Every Student a Reader
- ❖ Every Teacher a Reading Role-model



HOW DO WE ACHIEVE THIS?

- ✓ A comprehensive menu of reading activities
- ✓ An online reading portal for digitally savvy students to discover and appreciate literary works
- ✓ Reading programmes with a community focus
- ✓ Introducing teachers to good books so that they will be able to recommend titles for students with different reading interest levels
- ✓ Family reading activities to help parents appreciate their role in their child's reading journey

libraries
for life

What's Up at NLB



Click on image to see video

I'M GONNA READ A
BOOK TODAY



Check out this catchy music video - I'm Gonna Read a Book Today - specially produced for this year's Read! Singapore. And sing along with local artiste Joakim Gomez and students from Concord Primary School.

So what are you gonna read today? 📖

CREATING A READING CAMPAIGN FOR THE NATION



- Read Singapore was first launched on 24 May 2005.
- Adapted from such highly successful international reading programmes as “One Book, One City” in the USA and Australia,
- Presented in Singapore’s four official languages
- Aims
 - to nurture critical thinking skills, creative expression and appreciation for the literary arts
 - provide opportunities for cross- cultural understanding and shared experiences by creating common topics of discussion and conversation.
- Since last year, the initiative has expanded to include readers from the age of seven year through senior citizens.



- The Read!Singapore selection of titles includes
 - Novels and
 - An anthology of short stories cross translated and available in the four official languages and poems
 - Audio books
- The selection of the stories is carried out by a book selection committee and endorsed by the steering committee.
 - Last year, a Youth Book Committee was formed to carry out selections for the expanded group of readers 7-14 years.
- Programmes are organised around the themes and titles selected.

Getting the young to advocate reading

- **Young Read (Read!SING)**

- Youth Book Selection Committee first formed in 2012
- Consists of a group of students who helped to select 24 titles in the four official languages

- Titles include:

- Local author Ann Peters' *Farrer Park: Rhyming Verses from a Singapore Childhood*
- *The Starry Starry Night*, an illustrated picture book by Jimmy Liao



Read!Singapore Events



Author Visits/Meet the Author



Rob Cleveland
Storytelling Performances
Total Programmes: 11
Audience: 1930

Other Highlights

Popup library



Collaborations with Tertiary Institutions

Competitions

Community Outreach Events



Getting everyone to read

- Public is encouraged to read selected works of fiction and take part in related reading activities
- Oversees the set up of reading clubs in Singapore and at public libraries
 - Reading clubs have been set up for:
 - Taxi drivers
 - Hair stylists
 - Military personnel etc.



Bookclubs are for everyone



Heartland bookclub for literary lovers

Taxi drivers book club

Travel-log book club



Seniors-Centric Programmes & Svces



“50-Plus” Outreach Roadshows



Reading Corner @ Seniors Activity Centre

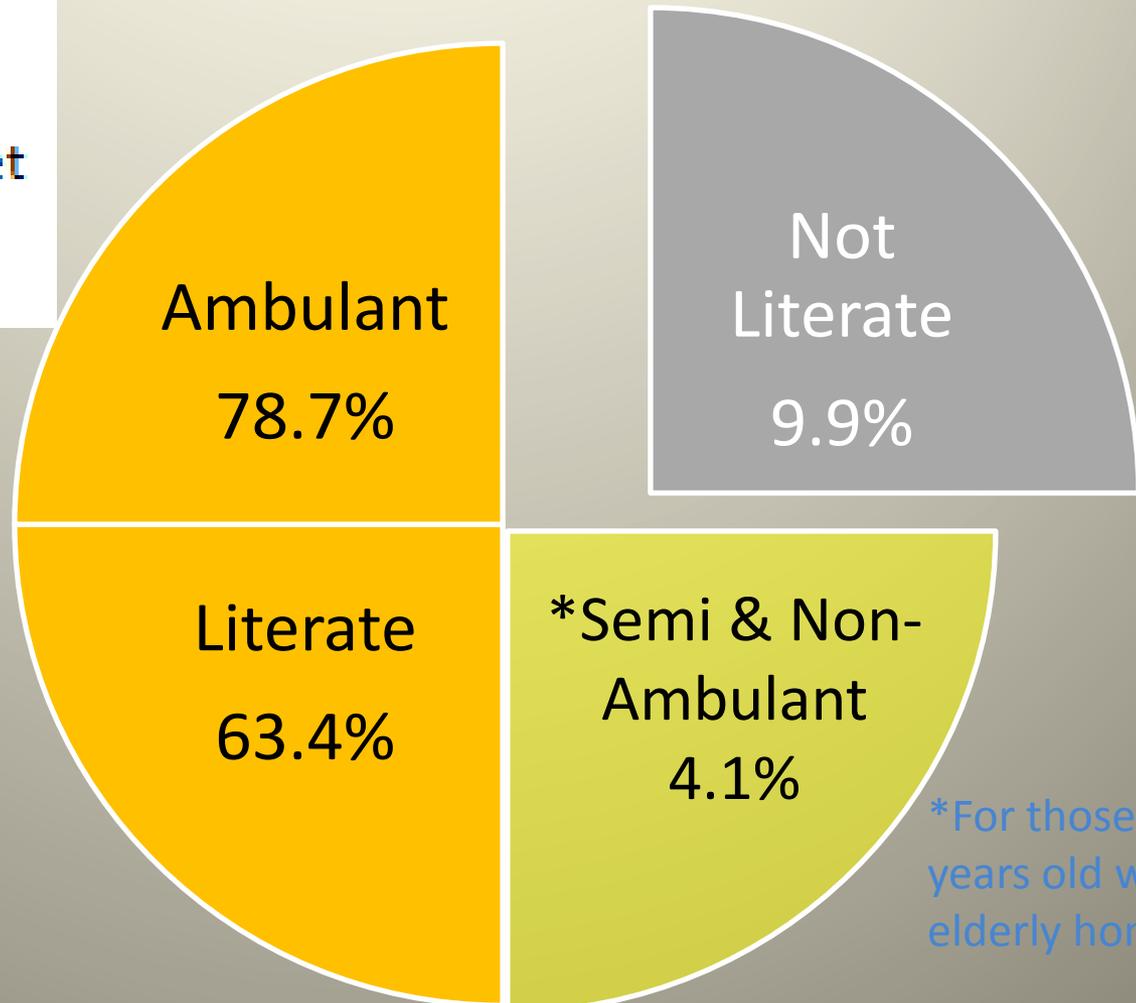
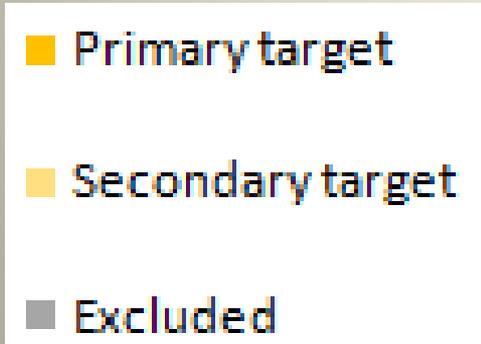
Silver Info-comm Workshop



Inter-Generation Games



Target Audience: Seniors of over 50 years who are ambulant and literate



Total Snr population >50 & above: 1.08mil

~ 26.6% Baby boomers (50-59years) are not working

*For those ≥ 65 years old who stay in elderly homes

Statistics on literacy and mobility status are only available for those ≥ 55 years and ≥ 65 years respectively.



Lifelong Learning: Bridging the Digital Divide

Helping seniors discover the world of digital information & staying relevant in the digital age

Silver
InfoComm
Junction &
Hotspots



Building Communities

Seniors as active contributors
Providing opportunities for them to share their knowledge, experience & love of reading

Volunteer at
the Library



Building Connections

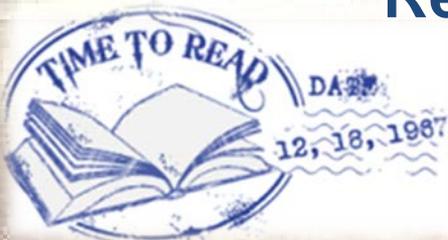
Reaching out to them, understanding what they want
Providing opportunities for them connect with you & other Singaporeans

Outreach
Snr Activity
Ctrs
IG Cards

Readers for Life

Supporting the reading needs of Seniors
Building and promoting our collection

Seniors
Reading Kit
Snrs' Collection
Development



PUTTING READS WHERE PEOPLE GATHER

- **Senior Activity Corners for reading**
 - Found within the community spaces
 - Corners are managed by Volunteer Welfare Organisations or Non-Profit Organisations
 - Reach out specifically to seniors
 - Library delivers books every 10 weeks to the centre for reading.

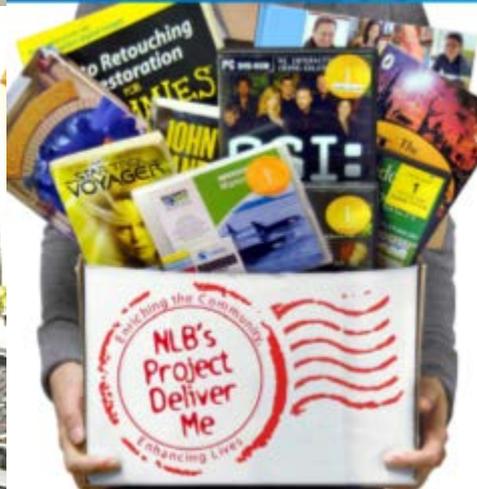


“The library corner is very well used by the seniors! Seniors apparently also bring their grandchildren there to borrow books, so it’s really quite intergenerational... The staff also told me that their daily attendance is around 70-100, so it quite a good human traffic flow.”



Mobile Services For UnReached

- Using Mobile Library Services to reach the unreached
- For example: Programme that encourages volunteers to deliver books to the home-bound
- The Mobile Library Bus also visits special education schools & orphanages



Molly: Mobile Library Bus(es)

- ❖ Serving the Under-served with the support of partners
- ❖ Growing the fleet & going Mini-



Rainbow Centre

[CONTACT US](#)

[SITEMAP](#)

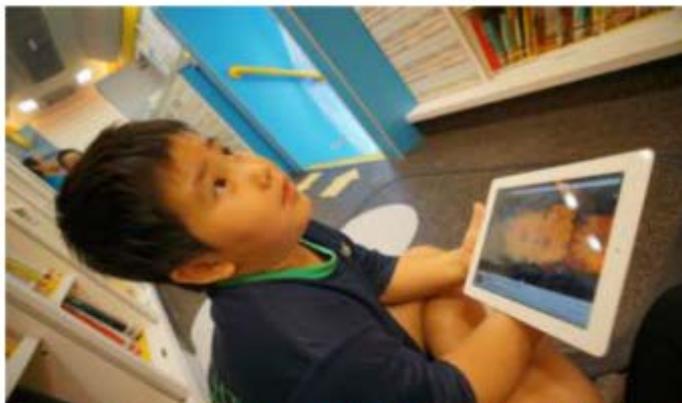


新加坡智障人士福利促进会
Movement for the Intellectually Disabled of Singapore
Tel: 6479 5655 Email: minds@minds.org.sg

When Molly Visits ...



Self-discovery and free expression



Under supervision, the iPads can be used to bridge any information voids that the limited collection of books due to space constraints onboard MOLLY is unable to provide.

This is a boy from one of the SpED who has a keen interest in flowers and was looking for books that has pictures of a certain orange flower.

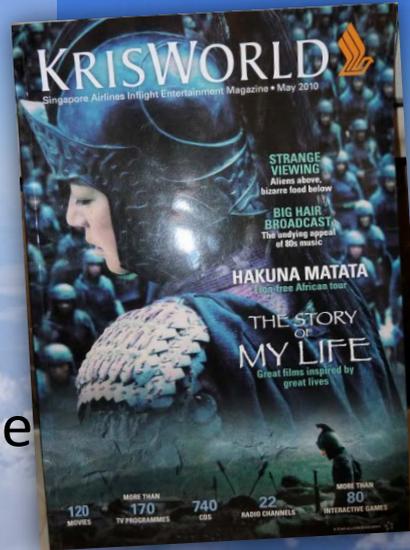
His request was specific so it was better to use the iPad for a Google image search for orange flowers.



Taking it one step further, he was encouraged to draw out an orange flower.

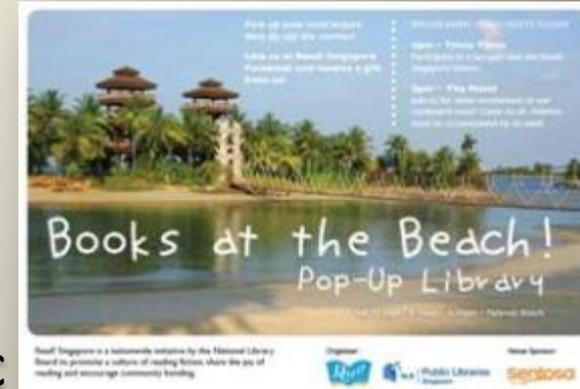
Furthering Reach with In-flight Audiobooks

- Consider new avenues to promote library materials.
- In May 2012, a collaboration between **NLB & Singapore Airlines** was made to provide audio books to flight passengers.
- **Audio books selected** by librarians are placed in the **Krisworld inflight entertainment** system for all Singapore Airlines planes.



Furthering Reach with POP-UP LIBRARIES

- ✓ **Pop-up library where people least expects**
 - ✓ First “popped out” @Palawan Beach, Sentosa in Sept 13
 - ✓ Books were from donations by the public under the Bookcross project
 - ✓ Free for participants to bring home



FURTHERING REACH OF PHYSICAL MATERIALS

20 September 2012 Last updated at 00:24 GMT

The man who turned his home into a public library

By Kate McGeown
BBC News, Manila



If you put all the books you own on the street outside your house, you might expect them to disappear in a trice. But one man in Manila tried it - and found that his collection grew.

Hernando Guanlao is a sprightly man in his early 80s, with one abiding passion - books.

They're his pride and joy, which is just as well because, whether he likes it or not, they seem to be taking over his house.

In
M

I w
nei
The
pre
win

The future of libraries might very well be community driven.

E.g. In Manila, one man set up a library from his home to cater to his neighbours.



Many villages in the UK have turned red telephone boxes into mini libraries.

FURTHERING REACH OF PHYSICAL MATERIALS

New place to get reads

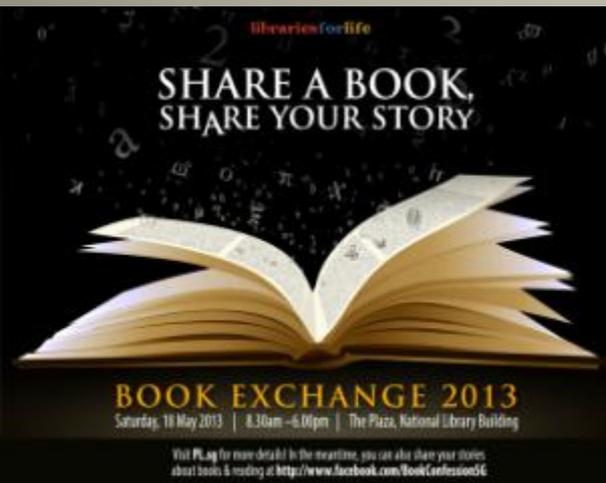
- Shanghai Metro opened a library allowing people to take books for free
- Partnered with an online education provider and bookshop
- Encourages donation of 1 Yuan for each book; money goes to charity



Allowing books a second lease of life

✓ Book Exchange

- ✓ Offers a platform for the sharing of books and gives used reads a new lease of life
- ✓ Since 2009 ,the number of books exchanged has increased by more than 35% and the number of participants increased by more than 40%





GETTY IMAGES

CO-CREATING UNIQUE READING
EXPERIENCES THROUGH
COMMUNITY PARTNERSHIPS

library@chinatown



- **First community-supported library run by volunteers & fully sponsored fit-out**
- Taking engagement of community and volunteers to another level.
- Thematic collection on **Chinese arts and culture.**

Bringing About GREEN READING with Corporate Partners



- My Tree House: Green Library for Children
- Opened May 2013
- **In partnership with City Development Limited**

World's First Green Library for Children

NLB Has Broken New Grounds!

MY TREE HOUSE

World's 1st Green Library for Kids

OPENS TOMORROW!

Dr Yacoob Ibrahim, Minister for Communications and Information will be launching the library.

A unique library:

- Constructed with **green** materials
- Wide selection of **green** books on plants, animals and the environment
- Exciting **green**-themed programmes

It's **green** all the way!
Check it out with your kids!

It's located within Central Public Library



National Library Board Singapore

SATURDAY, JUNE 8, 2013 THE STRAITS TIMES



The canopy (left) of My Tree House is made up of 3,000 recycled bottles that have been spray-painted before being poked through fishing nets fastened to 10 metal ribs. The existing metal shelves of the original children's section of the library are now flanked by "trees" in shades of green and yellow.

A fairy, a rabbit and a giant mushroom peek out from tree branches at the entrance (below) to My Tree House, welcoming little ones into an enchanted fairy-tale world.

ST PHOTO: EDWARD TEO

Take a leaf out of this library

Green is the theme at the eco-friendly My Tree House, which was opened to the public on Friday last week. In the end, ADGP Architects, one of the partner firms, found a simple solution. The






- Physical Collection Size: 45,000
- 30% Non-Fiction on Environment, Animals, Plants, Weather and related Green topics
- Remaining 70% are Fiction related to enchanted forest and animals

Blended Space

Allow children and parents to access collection easily and read together.



The Reading Nook

The Weather Stump



- Real-time weather data of Singapore at Marina Barrage

- ✓ Temperature

- ✓ Wind Speed

- ✓ Wind Direction

- ✓ Rainfall

- Inspired by Tree Rings to educate children that weather affect

Won Green Mark Platinum Award

“Libraries are integral to our efforts to educate the public, especially the young, on importance of sustainability in the built environment due to their pedagogical role in serving the community. As a central space for knowledge sharing, My Tree House is uniquely placed to educate children on the importance of sustainability. The extensive use of green materials, energy-efficient fittings and innovative teaching features were factors which garnered the project the BCA Green Mark Platinum Award. Indeed, the overall green concept was well conceived and executed. I am heartened by CDL and NLB’s commitment to promoting sustainable development and have no doubt that My Tree House will inculcate in the kids and their parents alike a sense of eco-consciousness,”

Dr John Keung, Chief Executive Officer of the Building and Construction Authority.



Library as an arts node

A vibrant social learning place where

- artists and art lovers **converge**
- community is **integrated** through arts and culture
- community **co-creates** art
- community can enjoy a **sustained level of quality arts** programmes



NLB's strategies to promote **reading & the arts & culture**

Promoting Literary Arts through **partnerships with National Networks and Interest Groups**



Read.Write.Tell

Read! Singapore

- A national reading campaign
- Expanded focus on younger readers



Read.Write.Tell Communities

- Beyond reading
- Other forms of creative expressions (writing & other visual expressions)



National Story Challenge

- Nationwide storytelling competition targeting schools

Read. Write. Tell Communities

Book Clubs with a Twist

A project that nurtures and sustains **learning communities that read and express their thoughts through writing** or other creative expressions.

Writing the City-NLB Writers Group

Partner: The British Council

Started with British Council under their “Writing the City” banner of activities to encourage and groom local writers. Participants get to try out new forms of writing, and discuss their works with the group.



Writing the City-NLB Writers Group meets at Toa Payoh Public Library.

National Story Challenge

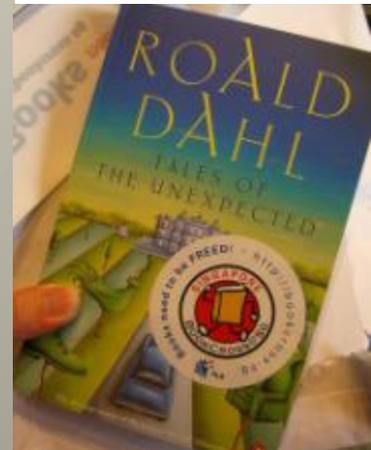
- Improvisational **storytelling competition** in schools to nurture **creative expression** and a **vibrant imagination**
- Conducted in English, Mandarin and Malay in 2013
- Develop important life skills like inter-personal communication and the art of persuasion



Facilitating book exchanges

- **BookCross@SG (BCSG)**

- Launched in 2007 in partnership with BookCrossing.com
- Promotes the joy of reading through the sharing of good books
- A 'book X-change cycle'
- Encourage the start of informal reading groups or book-sharing movements in schools or organisations
- To help kick start the group, NLB would provide free books which the partner is free to keep, share and distribute



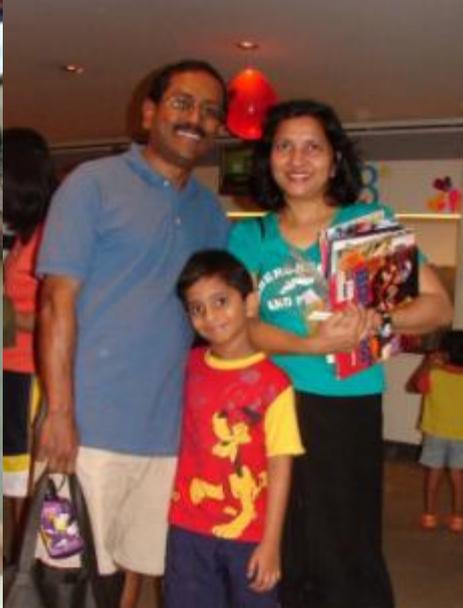
CONCLUSION



STRATEGIC PRIORITIES THAT LIBRARIES CAN ADOPT FOR READING

- **ACCESS: Empowering** & uplifting through equal access to reading resources
- **EXPERIENCE: Enhancing** the learning journey through innovative reading, & literacy programmes & services
- **CULTURE: Creating** a culture of reading, literary creativity & love for knowledge in the community
- **Engagement: Fostering** partnerships with community to take stronger ownership of cultivating love for Reading





谢谢 Thank You



Public Libraries
Singapore

