



INDACO Dipartimento di Industrial Design, delle Arti, della Comunicazione e della Moda  
Politecnico di Milano

# BIBLIOTECA PUBBLICA: DESIGN E NUOVI SCENARI DI SVILUPPO

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responsabili ricerca

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ricercatore

Giacomo Cesaro  
collaboratore alla ricerca



## INDICE / STRUTTURA

- .01 rete/ relazione
- .02 servizio/ interfaccia
- .03 territorio/ network
- .04 spazio/ design

indagine  
teorico-  
iconografica

sintesi  
pittografica

prefigurazione di scenari



### Problematicità denunciate

#### FATTORI ESTERNI

- > disinteresse politico (= scarsi mezzi) rispetto ad altri settori della “cultura del tempo libero”
- > crisi della lettura e del libro in Italia
- > diffusione di Internet
- > cambiamento dei mercati del libro e del multimediale che ha generato ampi spazi e strumenti di accesso alla conoscenza

#### FATTORI INTERNI

- > lentezza nell'intraprendere il cambiamento
- > “autoreferenzialità” degli operatori
- > ritardo cronico con cui si sono affrontate le questioni sociali emergenti
- > difficoltà di comunicazione dei servizi offerti ma anche di una immagine rinnovata
- > scarso o assente rinnovo delle sedi

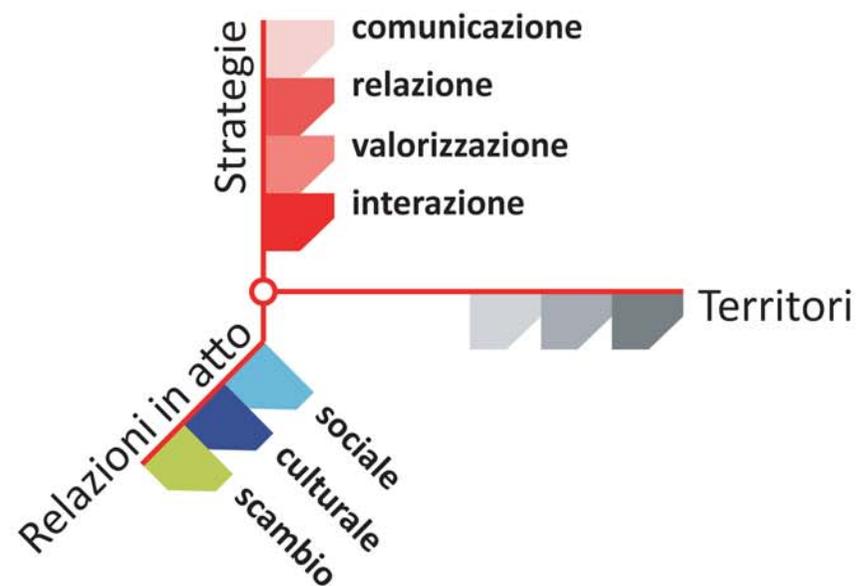
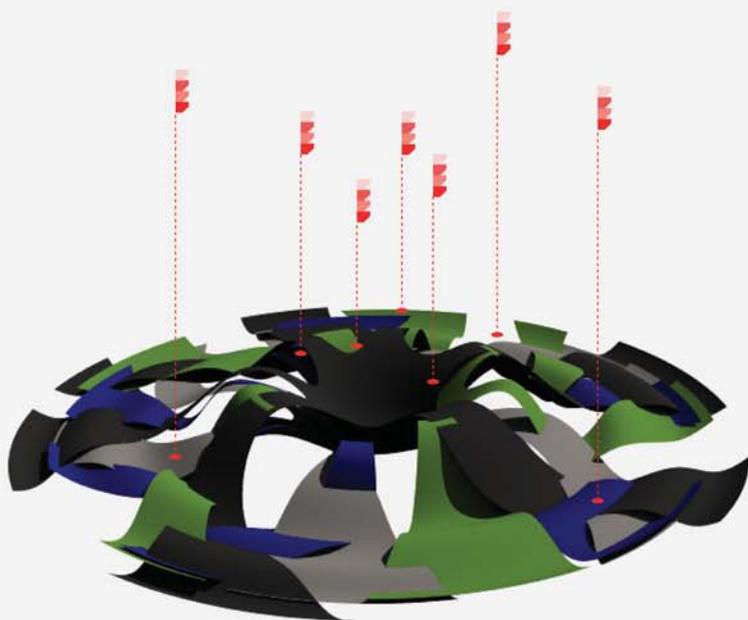


## RICOGNIZIONE DELLO STATO ATTUALE

AMBITI	LIVELLI PROBLEMATICI	OPPORTUNITA' PER IL PROGETTO
RELAZIONE / SERVIZIO	Mancanza di adeguamento ai livelli di servizio integrato (multiservizio)	<ul style="list-style-type: none"><li>&gt;&gt; Integrare nuovi servizi / spazi &gt; contaminazione (entertainment)</li><li>&gt;&gt; Progettare nuove servizi per target diversi &gt; tematizzazione</li><li>&gt;&gt; Fornire elevate possibilità di incontro con la biblioteca sul territorio &gt; concetto di filtro &gt; selezione a partire dall'interpretazione del locale</li></ul>
COMUNICAZIONE	Mancanza di comunicazione efficace	<ul style="list-style-type: none"><li>&gt;&gt; Progettare la corporate identity mediante un sistema integrato di comunicazione (grafica - web - segnaletica ecc)</li><li>&gt;&gt; Dare visibilità alla biblioteca nei luoghi e servizi quotidiani</li><li>&gt;&gt; Fornire un'immagine chiara, comprensibile ma anche seducente, di qualità</li></ul>
SPAZIO	Scarso adeguamento degli spazi e dei layout e delle attrezzature interne a livelli di qualità contemporanea	<ul style="list-style-type: none"><li>&gt;&gt; Sviluppare l'affezione e l'attrattiva dei luoghi mediante elevata qualità ambientale percepita</li><li>&gt;&gt; Valutare l'impianto distributivo attraverso l'intervento del design nella componente allestitiva / reversibile / adattabile</li><li>&gt;&gt; Trasferire <i>modus operandi</i> da altri settori &gt;&gt; spazi esperienziali</li></ul>



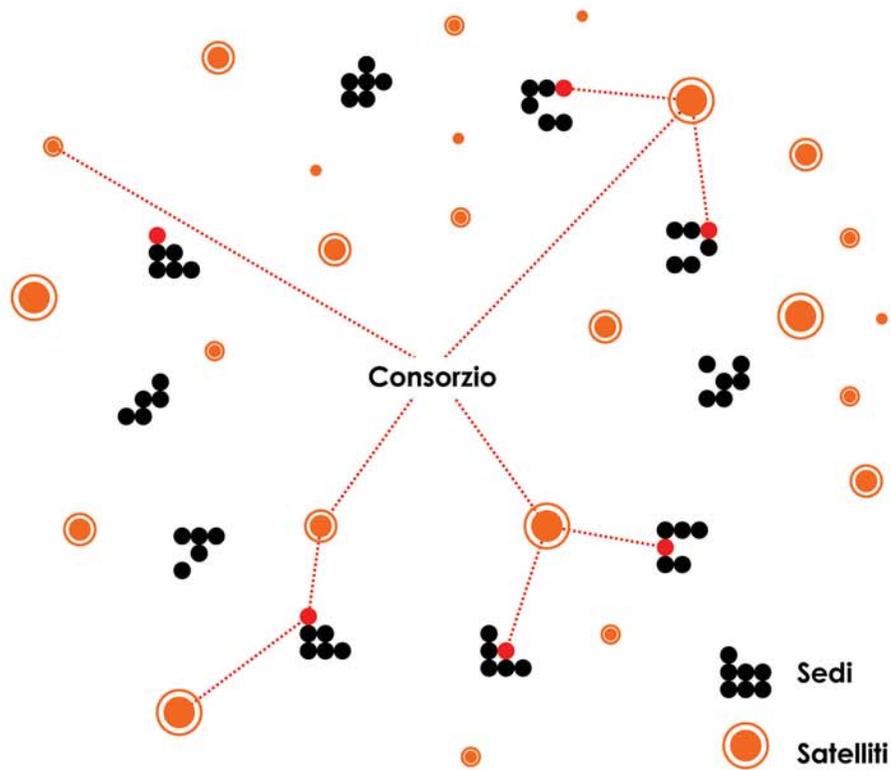
## RETE / RELAZIONE



**BIBLIOTECA COME SISTEMA**



## TERRITORIO / NETWORK

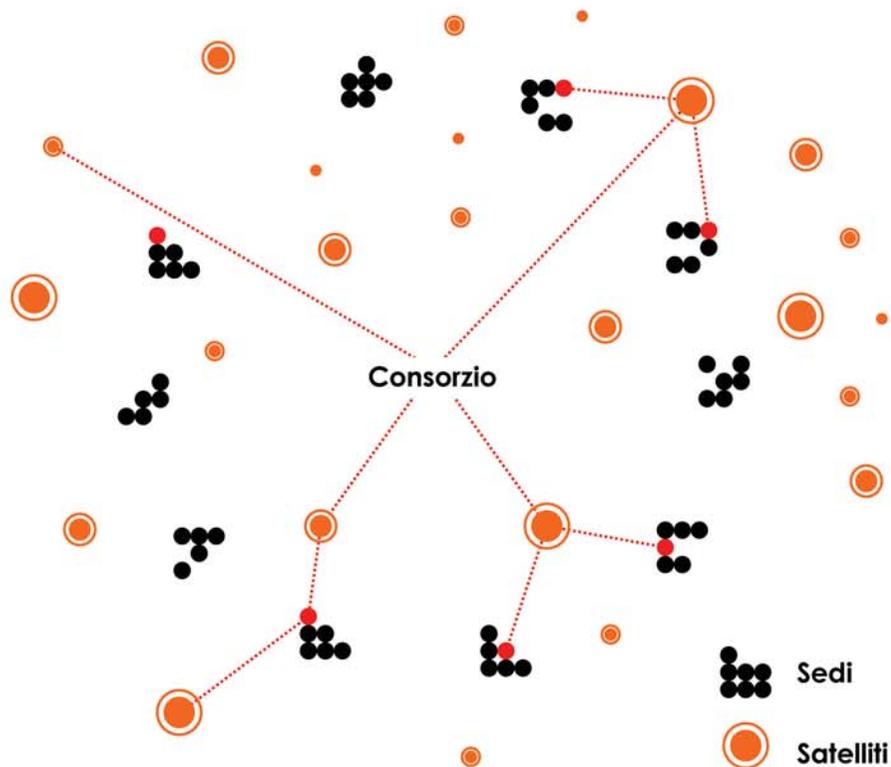


“LA BIBLIOTECA FUORI DI SE”

Madrid, Bibliometro, 2005



## TERRITORIO / NETWORK



23 aprile 2006.

Con Fnac e AMT metti in circolo la lettura.

Scopri una Verona d'autore raccontata tra note e parole. Per Info: [www.fnac.it](http://www.fnac.it)

LIBRI - CD - DVD - NUOVE TECNOLOGIE

Fnac Verona - Via Cappello, 34

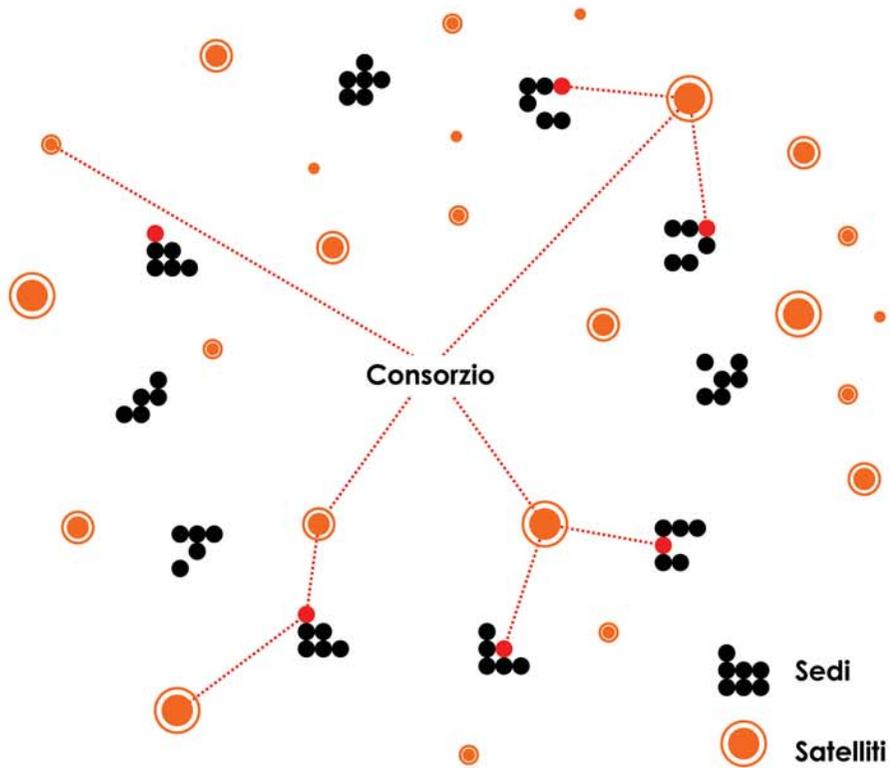


“LA BIBLIOTECA FUORI DI SE”

Bookcrossing



# TERRITORIO / NETWORK



This block contains a collage of images and text related to library projects. At the top left, there is a section titled "library reclaimed: an annexed relay" with a sub-header "page 02". Below it, there is a large image of a library interior with a blue tint. To the right, there is a section titled "departure" with a sub-header "page 01". Below that, there is a section titled "arrival" with a sub-header "page 03". At the bottom, there is a large image of a library interior with a blue tint, similar to the one above. The collage also includes various smaller images and text fragments, such as "PUBLIC LIBRARY", "HAVE A DISCUSSION", "LONDON HEATHROW - PUBLIC LIBRARY", "Borrow ANOTHER BOOK", and "READ BOOK ON FLIGHT".

“LA BIBLIOTECA FUORI DI SE”

Cork Ideal Library  
concorso, 2005



## TERRITORIO / NETWORK



% flusso

Tempo di sosta

nodi di transito

Autostrade, strade principali,  
pompe di carburante,  
diramazioni, raccordi, caselli,  
aree di sosta,  
...

Hotel, motel, alberghi, ponti,  
acquedotti, passaggi a livello,  
...

Sentieri, vie secondarie,  
piste ciclabili o da jogging,  
fermate dei mezzi pubblici,  
monumenti e beni culturali,  
Carsharing, taxi Bus, aerbus,  
...

PROGETTARE LA RETE DEI NODI



## TERRITORIO / NETWORK



+

% flusso

-

+

Tempo di sosta

-

nodi artificiali di aggregazione

Punti di ristoro slowfood ( ristoranti, agriturismi,...) piazze, musei, clubs, teatri, centri di benessere, associazioni culturali, scuole artistiche, università e scuole d'istruzione, fiere, saloni, discoteche, castelli, parchi, ...

Gallerie d'arte, punti di ristoro middlefood ( pizzerie, pubs, wine bar, caffetterie ), bookshops, stadi, luoghi di culto, store tematici, centri commerciali, mercati comunali, market, cinema, borghi, ...

Punti di ristoro fastfood ( distributori automatici, venditori ambulanti, franchising,...), sentieri storici e artistici, ...

Vetrine, esposizioni in città, public art, scaffali libri nei supermarket, ...

## PROGETTARE LA RETE DEI NODI



## TERRITORIO / NETWORK



% flusso

+

Tempo di sosta

+

nodi naturali di aggregazione

Punti panoramici, parchi,  
terrazze belvedere,  
grotte, antri, giardini  
botanici, zone attrezzate  
per attività specifiche  
( p.e. trekking ), ...

PROGETTARE LA RETE DEI NODI



## TERRITORIO / NETWORK

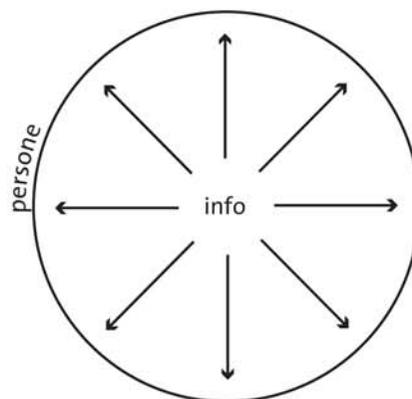
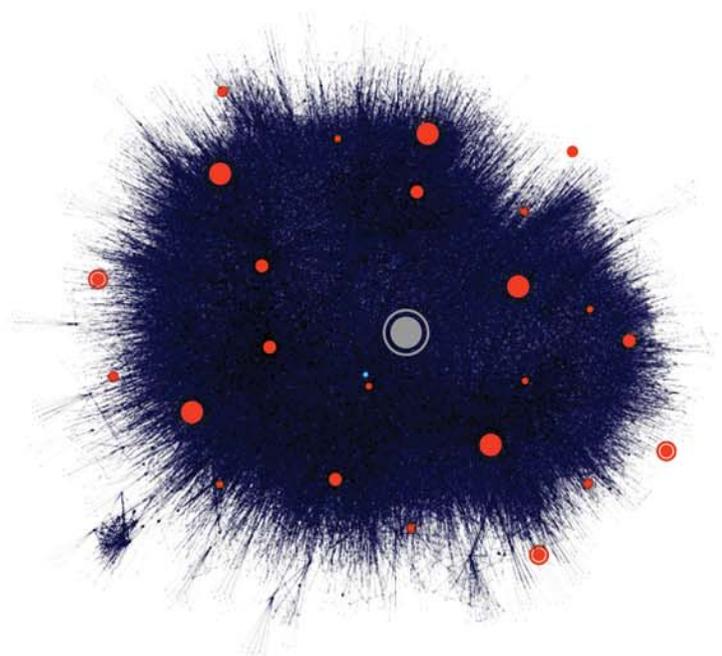


PROGETTARE LA RETE DEI NODI

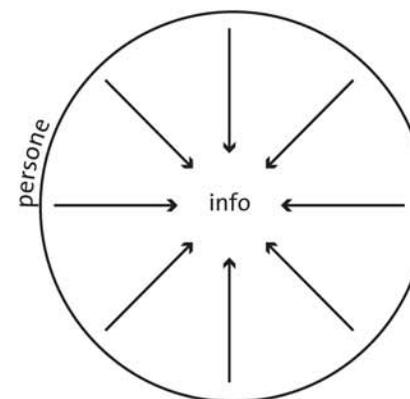




## TERRITORIO / NETWORK



**Personalizzazione alta**

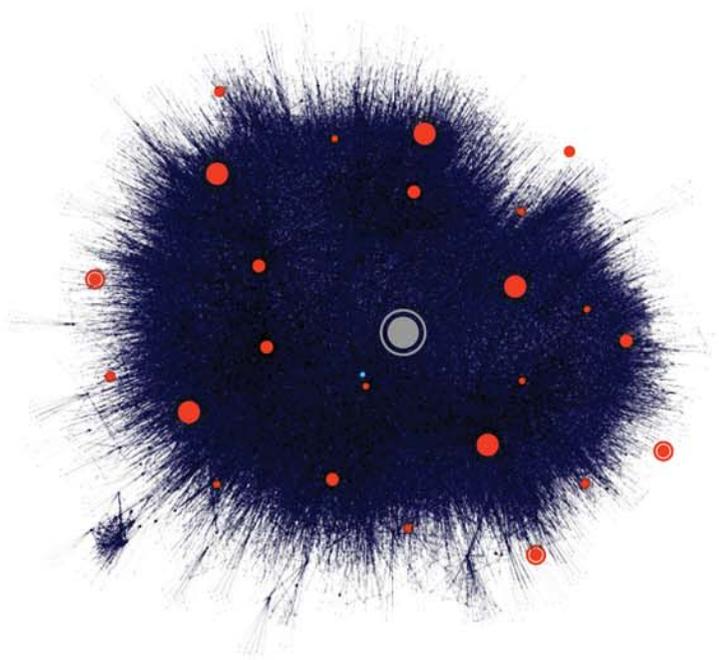


**Personalizzazione bassa**

**LA RETE FRIENDLY**



## TERRITORIO / NETWORK



Internet Archive  
BookMobile

archive.org



Print your own book  
BookMobile

1,000,000 books inside  
One dollar per book

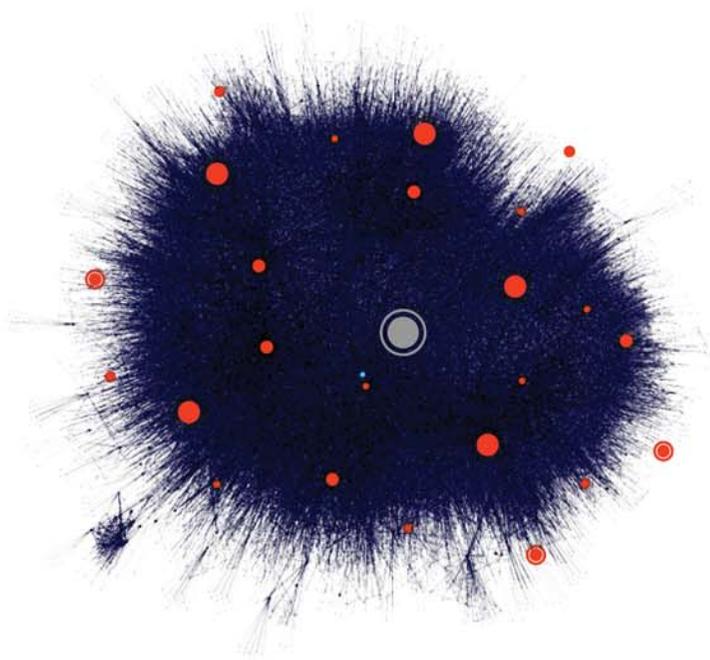


LA RETE FRIENDLY

Print on demand



## TERRITORIO / NETWORK



LA RETE FRIENDLY

aNobii beta

Home

La Mia Libreria

Gruppi

Vicini

Amici

Esplora

Mondo > Italy > Milano

Cerca

### La mia Libreria

Libreria

Lista Desideri

Statistiche Libreria

Tutti i Libri

Cerca  Data di pubblicazione (dal nuovo)



In lettura  
[Modifica](#)



Finito: Mag 20, 2007  
★★★★  
[Modifica](#)



Non iniziato  
[Modifica](#)  
1 altro utente ha questo



Finito  
[Modifica](#)



Finito: Mag 6, 2007  
★★★★  
[Modifica](#)



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[Modifica](#)

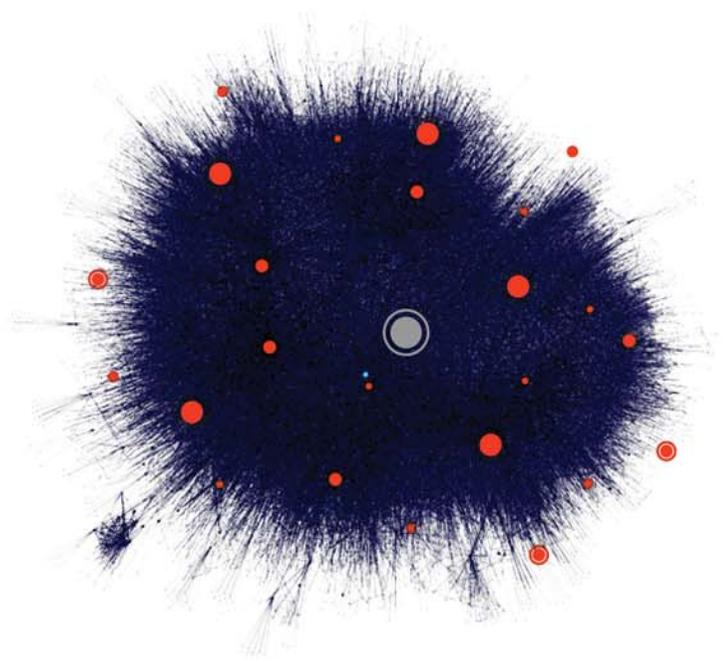


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aNobii.com



## TERRITORIO / NETWORK



**BookMooch**  
New life for Old books

SEARCH >

HOME BROWSE ABOUT JOIN LOG IN

A community for exchanging used books.

**HOW IT WORKS**

- 1. Type in** books you want to give away
- 2. Receive requests** from others for your books
- 3. Mail your books** and receive points
- 4. Ask for books** from others with your points

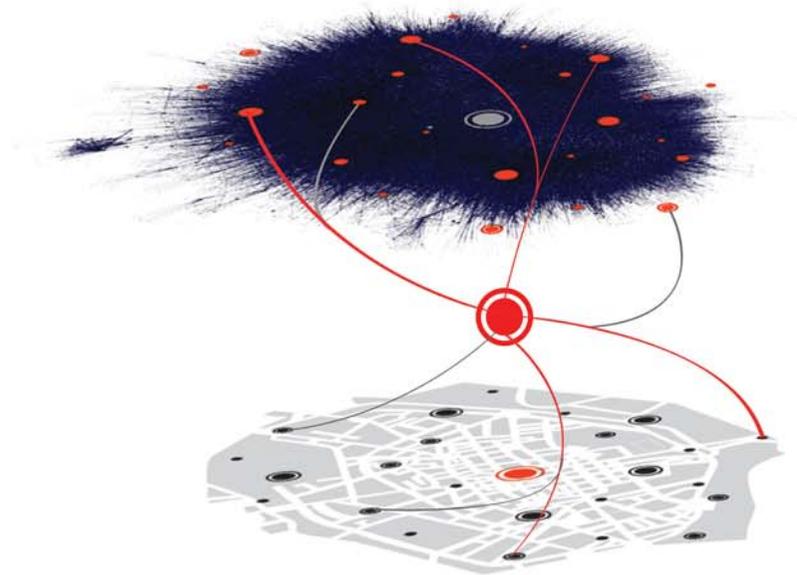
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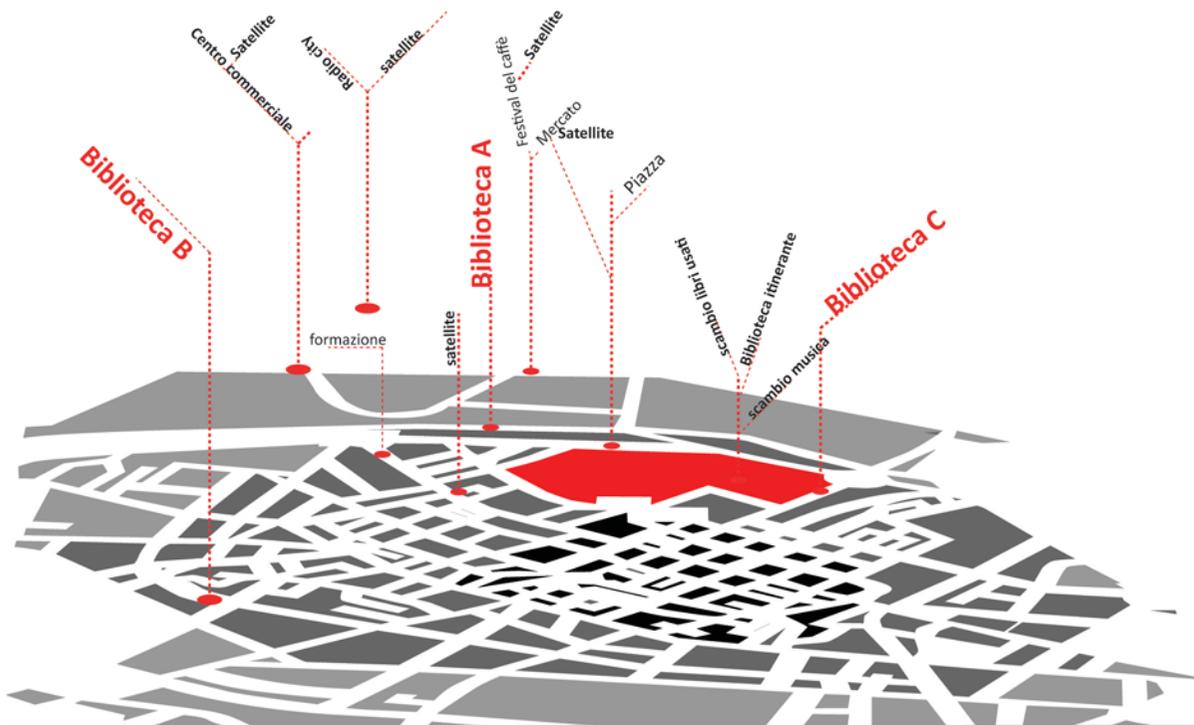
**Bookmooch.com**

LA RETE FRIENDLY





## TERRITORIO / NETWORK



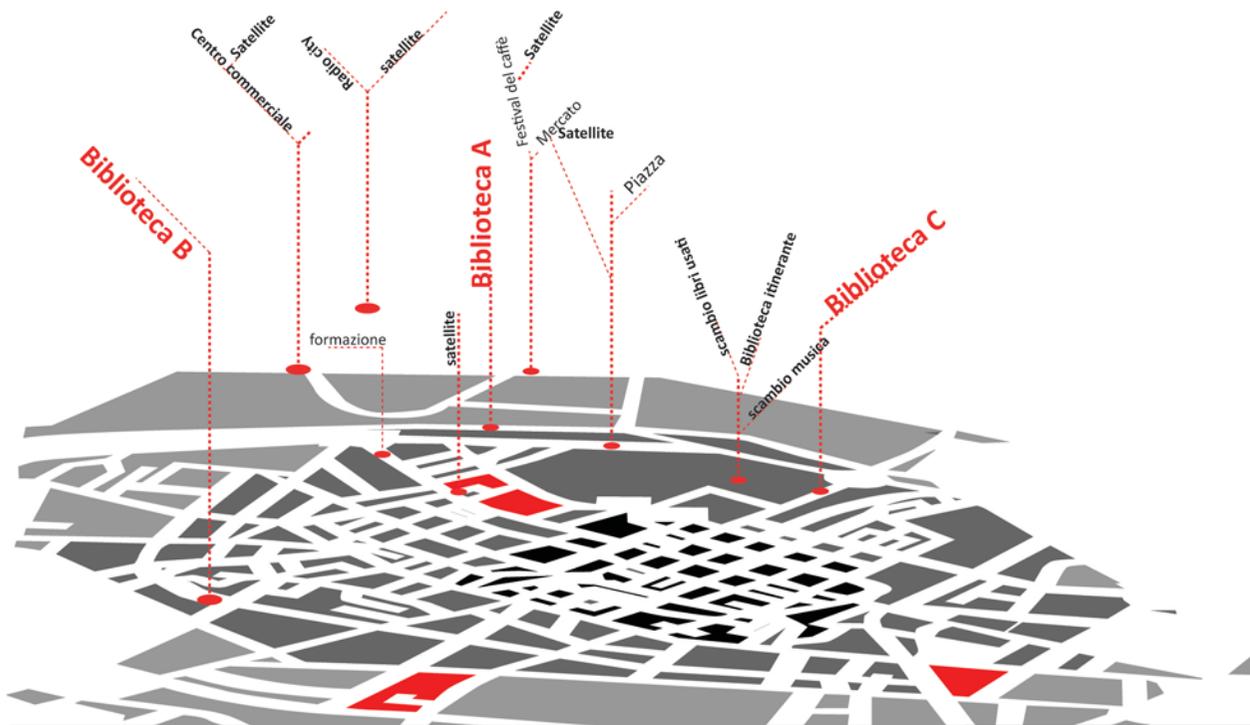
DISPOSITIVI INTERATTIVI



Wireless Square,  
Mini Design Award, Peter Peberlini, 2007



## TERRITORIO / NETWORK



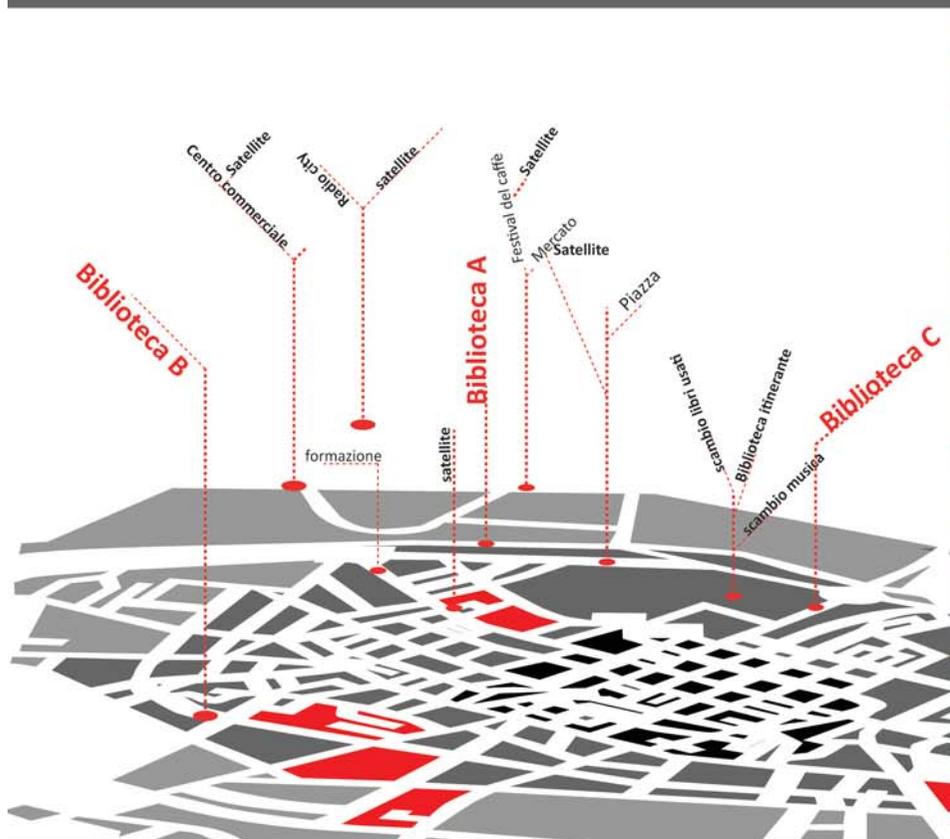
DISPOSITIVI INTERATTIVI



Pilon,  
Prime Minister's Prize 2001



## TERRITORIO / NETWORK



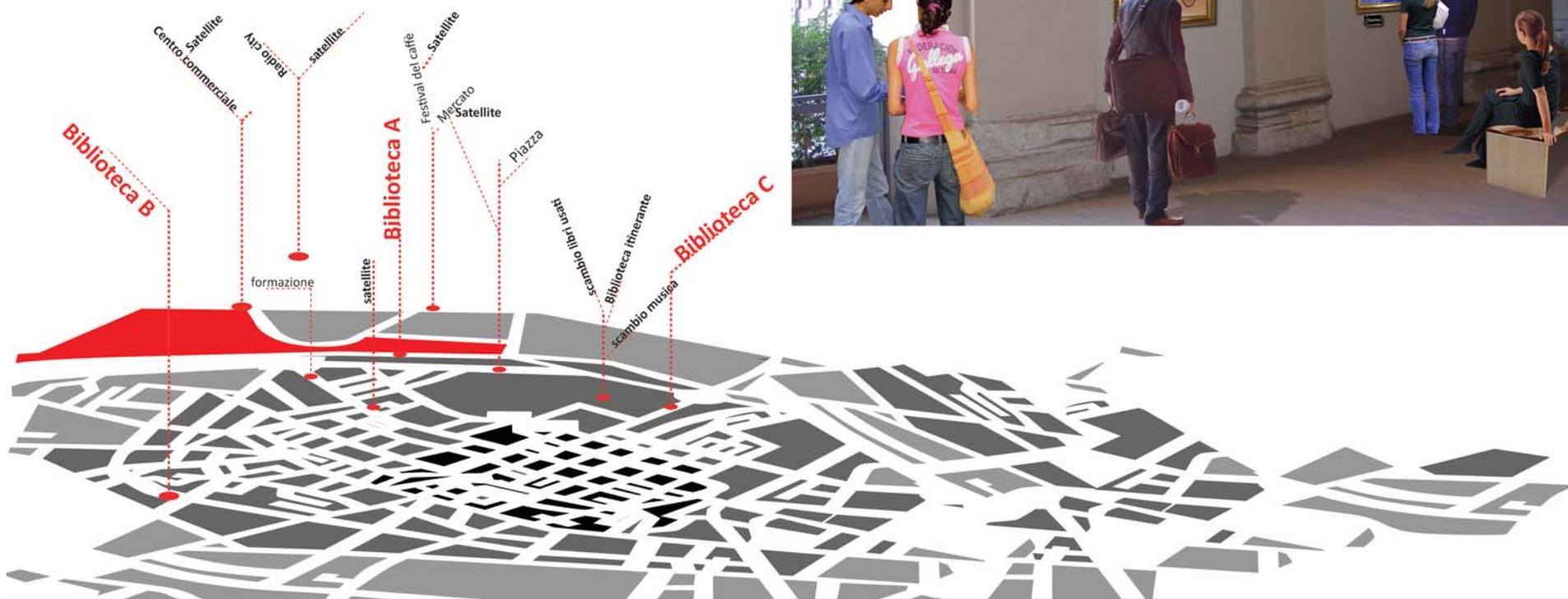
DISPOSITIVI INTERATTIVI



Vending Machine



## TERRITORIO / NETWORK

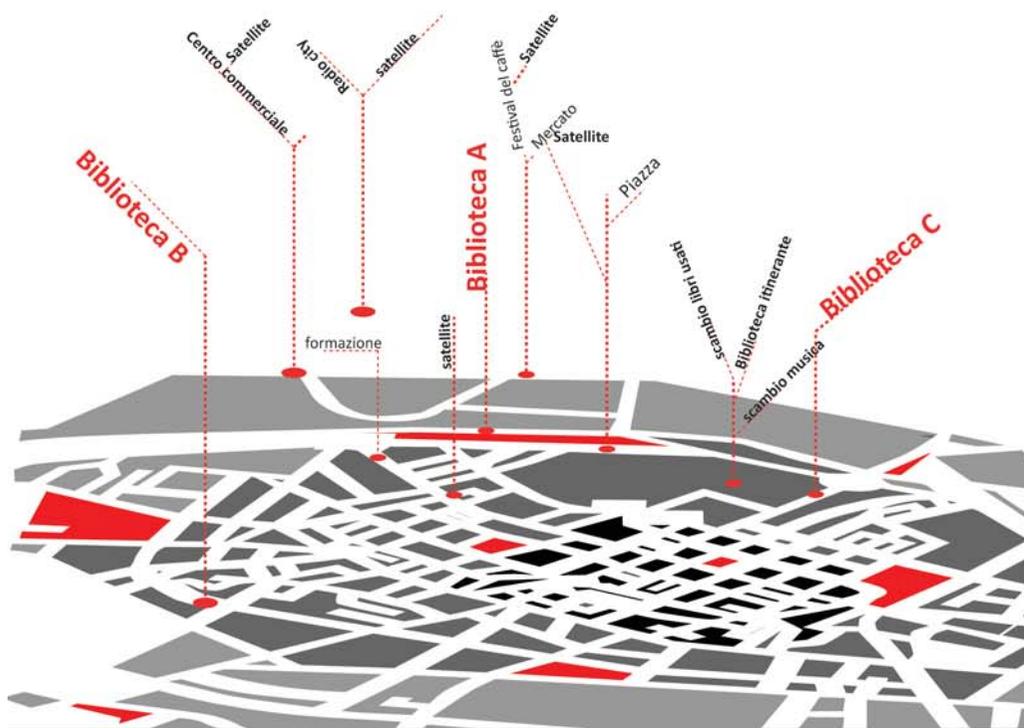


DISPOSITIVI INTERATTIVI

Palazzo Farnese come Hub



## TERRITORIO / NETWORK



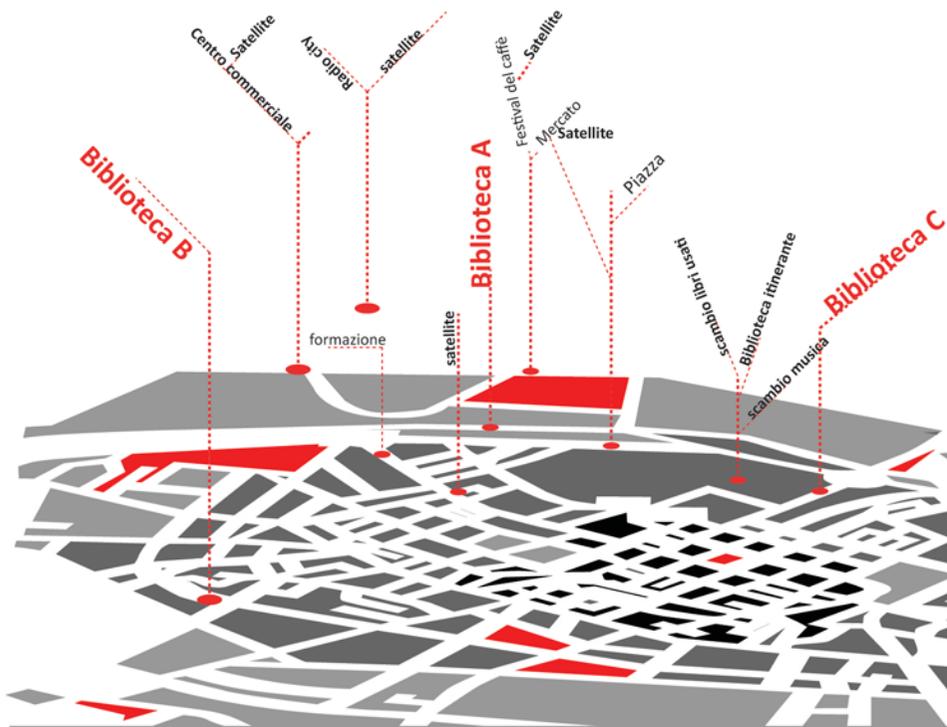
DISPOSITIVI ITINERANTI



Bibliobus



# TERRITORIO / NETWORK



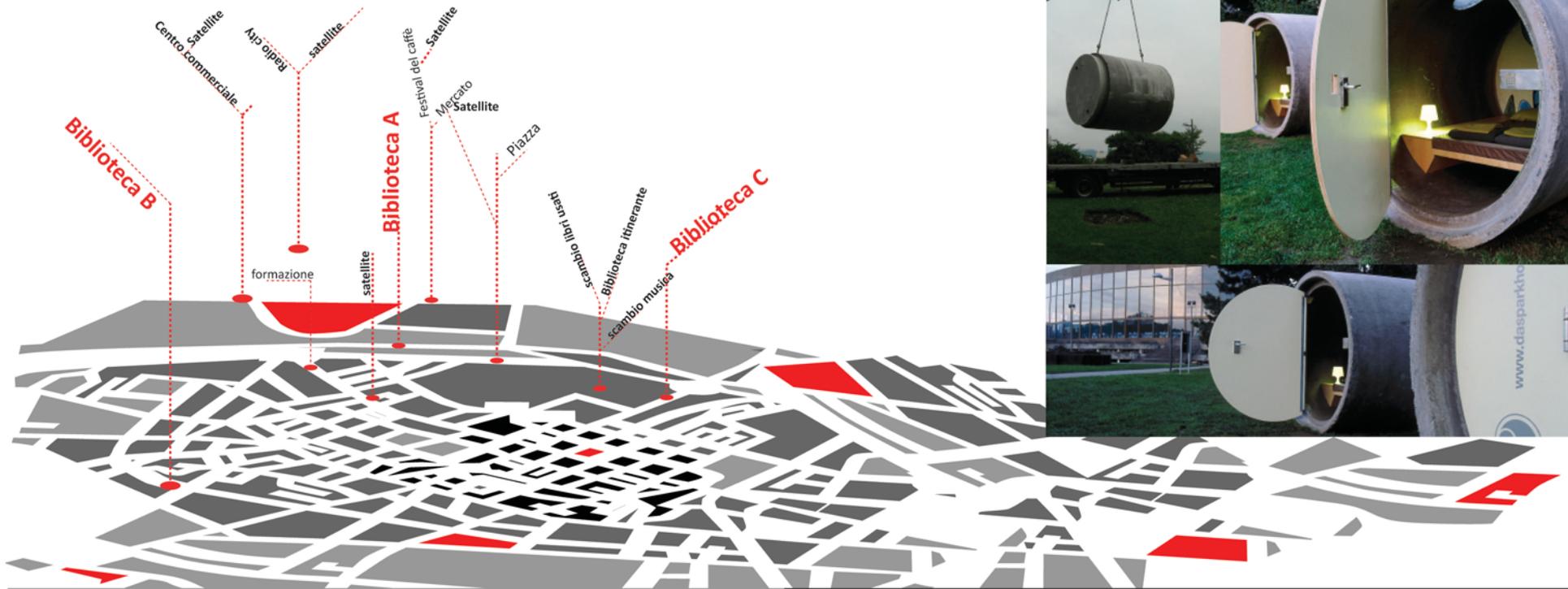
DISPOSITIVI ITINERANTI



Biennale di Venezia, Illy Caffé  
Adam Kalkin



## TERRITORIO / NETWORK

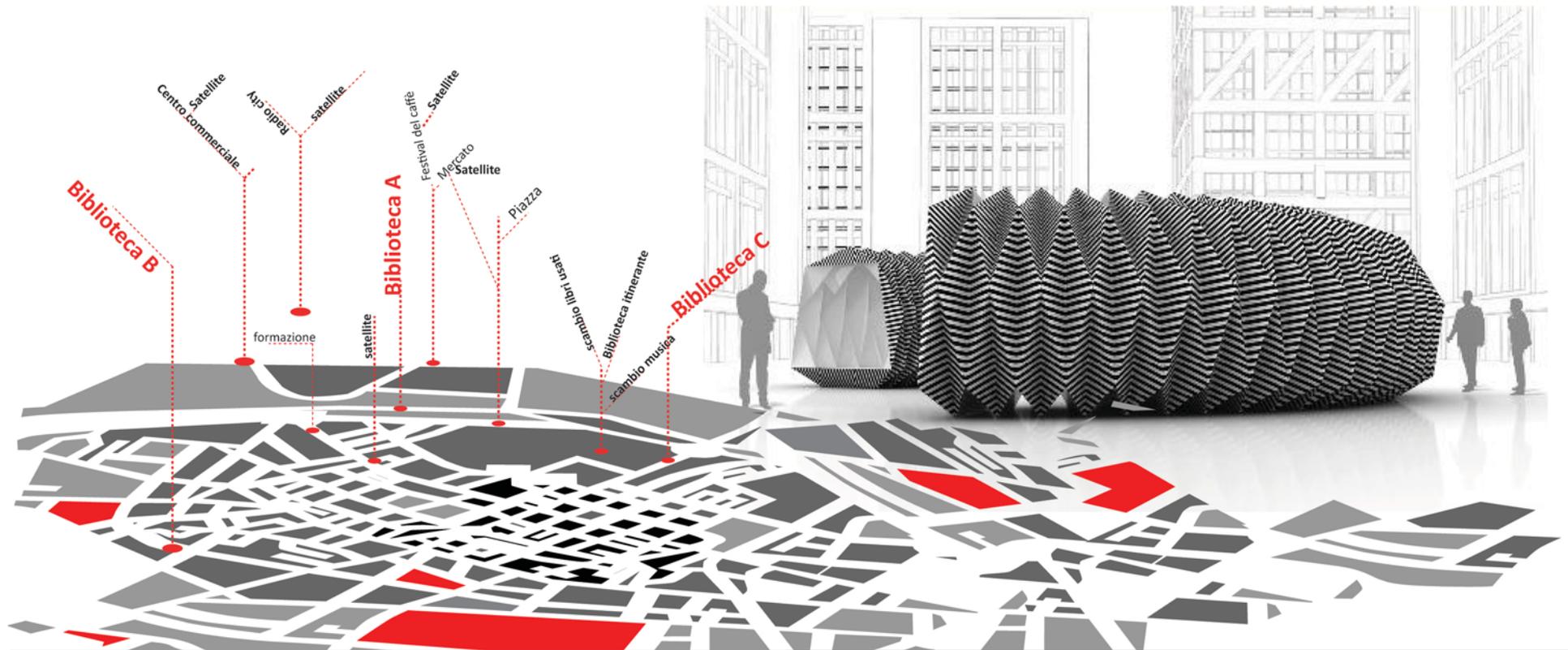


DISPOSITIVI ITINERANTI

Dasparhotel,  
A. Strauss 2004 /08



## TERRITORIO / NETWORK

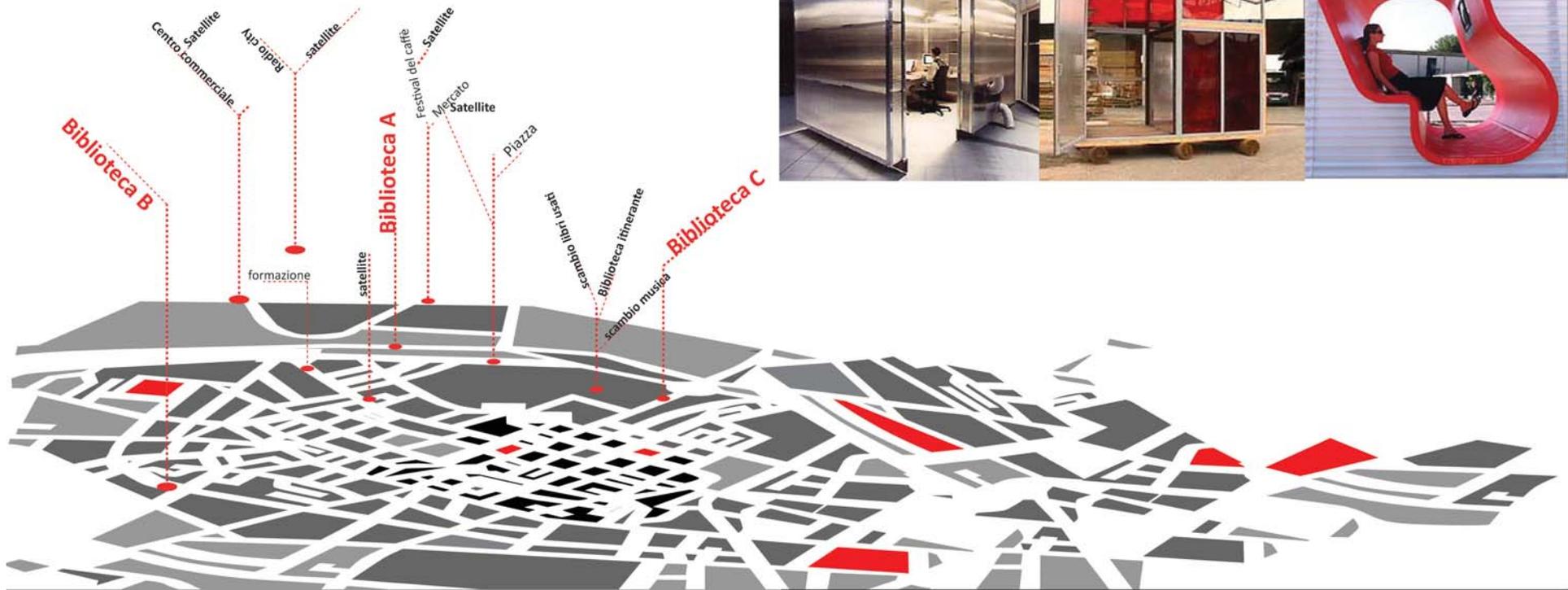


DISPOSITIVI ITINERANTI

Exile,  
Mats Karlsson, Svezia, 2005



## TERRITORIO / NETWORK

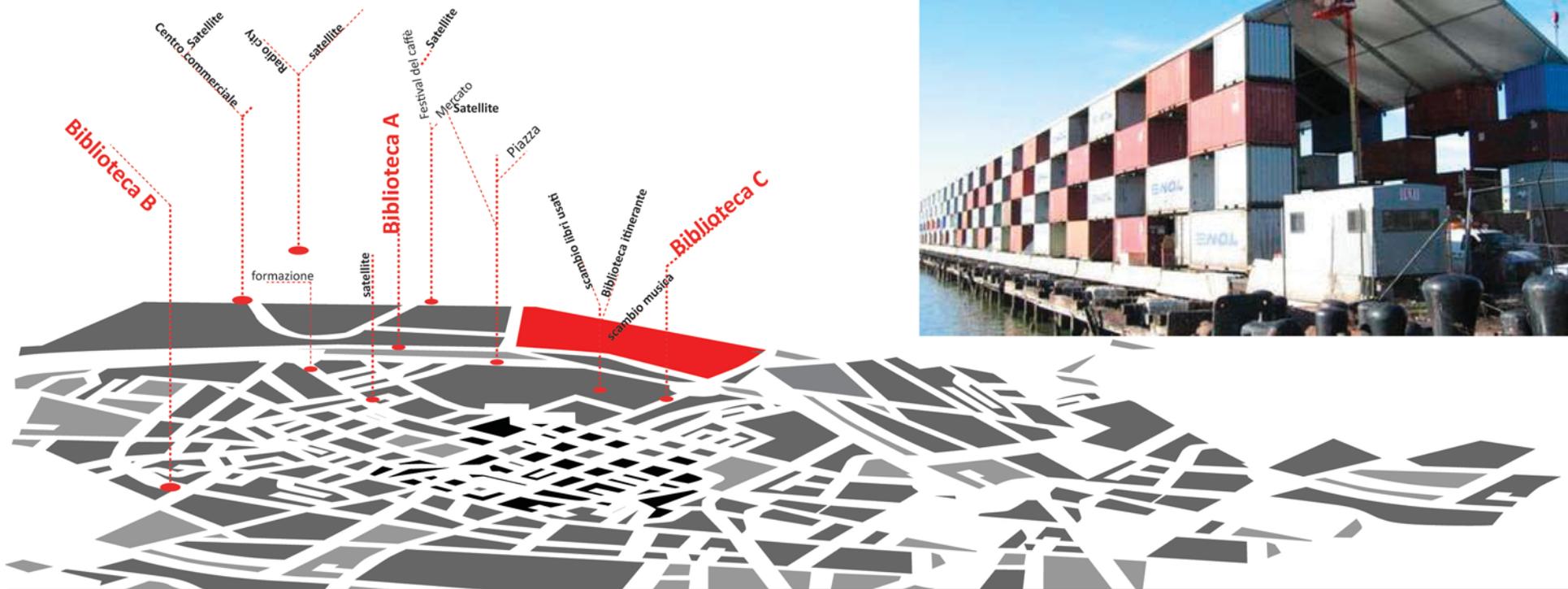


DISPOSITIVI ITINERANTI

Spazi mobili



## TERRITORIO / NETWORK

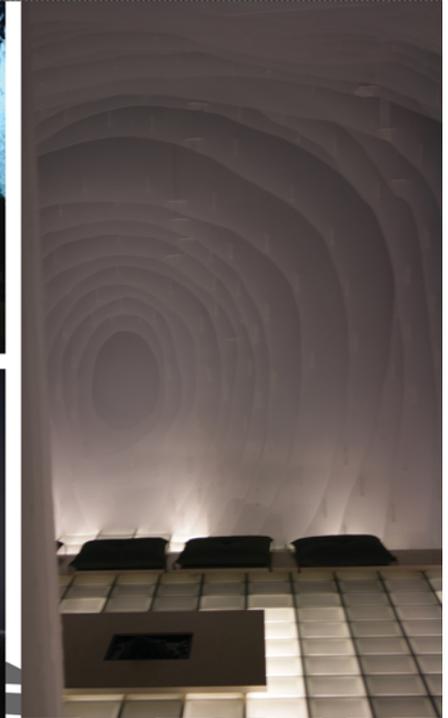
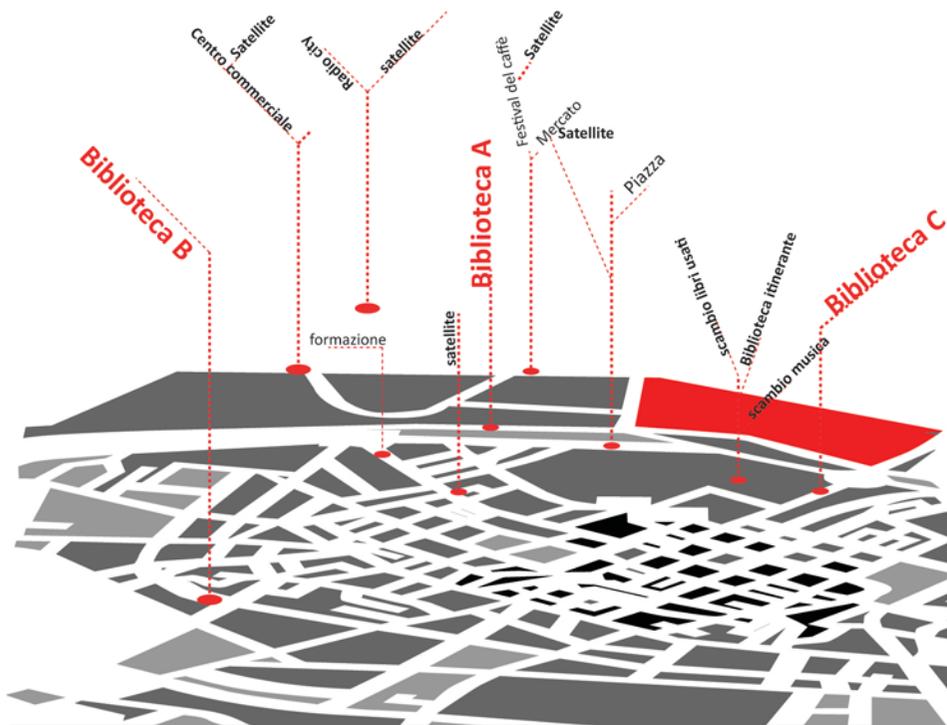


DISPOSITIVI ITINERANTI

Nomadic Museum,  
Shigeru Ban, 2003



## TERRITORIO / NETWORK

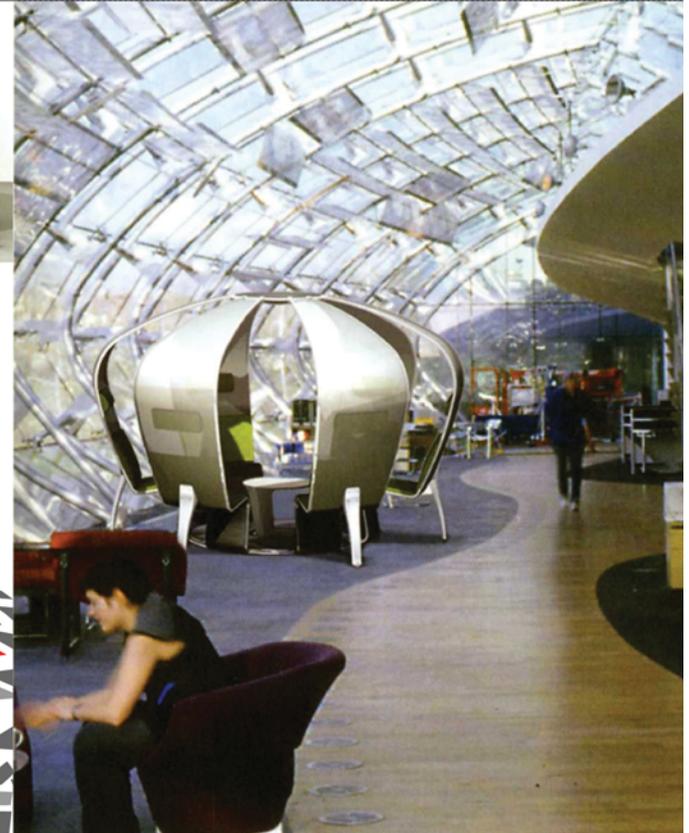
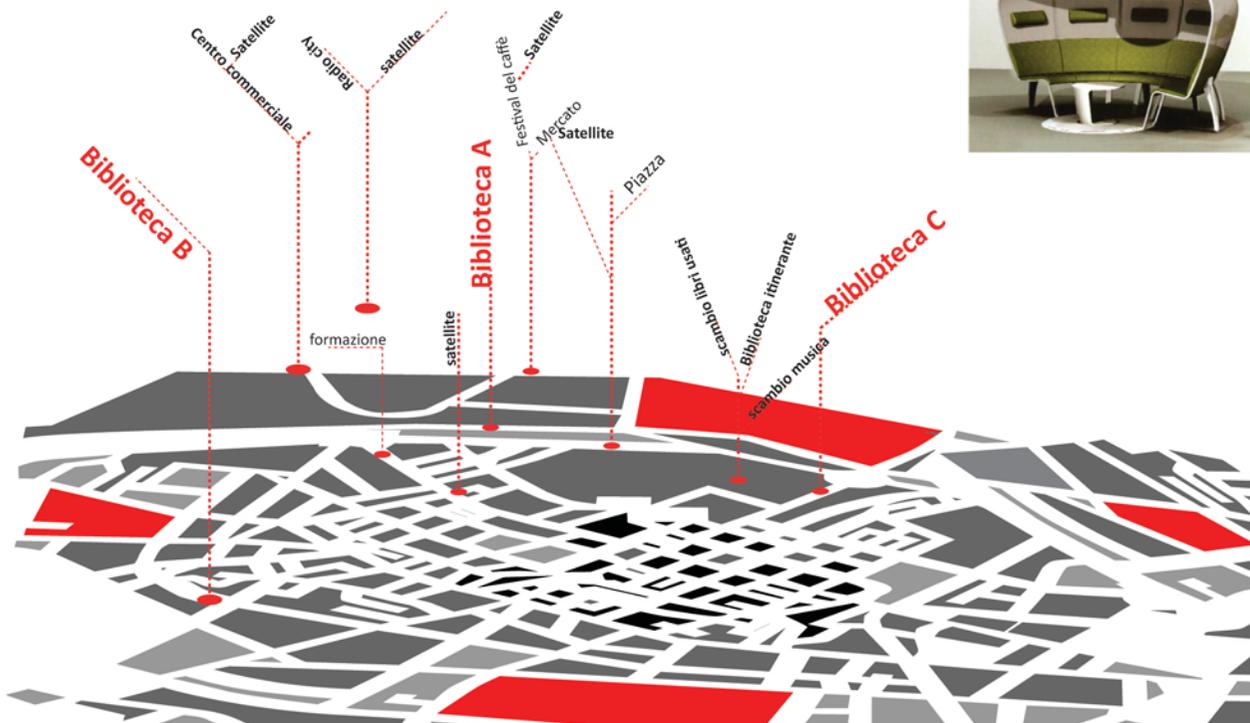


DISPOSITIVI ITINERANTI

Casa del Tè,  
Kengo Kuma, Installazione, Francoforte, 2005



## TERRITORIO / NETWORK

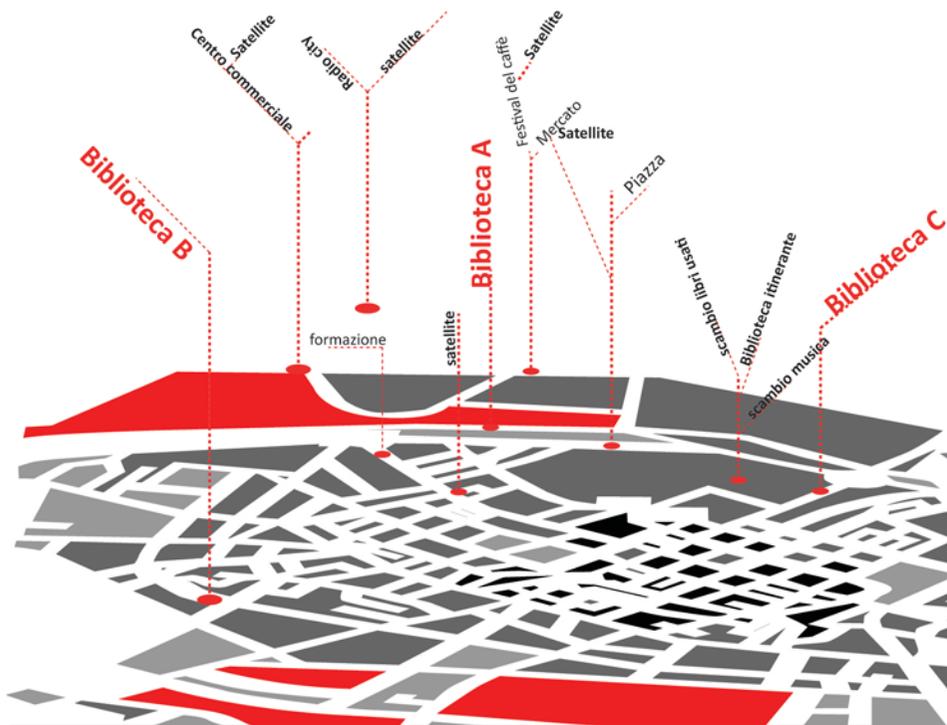


DISPOSITIVI ITINERANTI

Sedute attrezzate,  
Workshop, 2005



## TERRITORIO / NETWORK

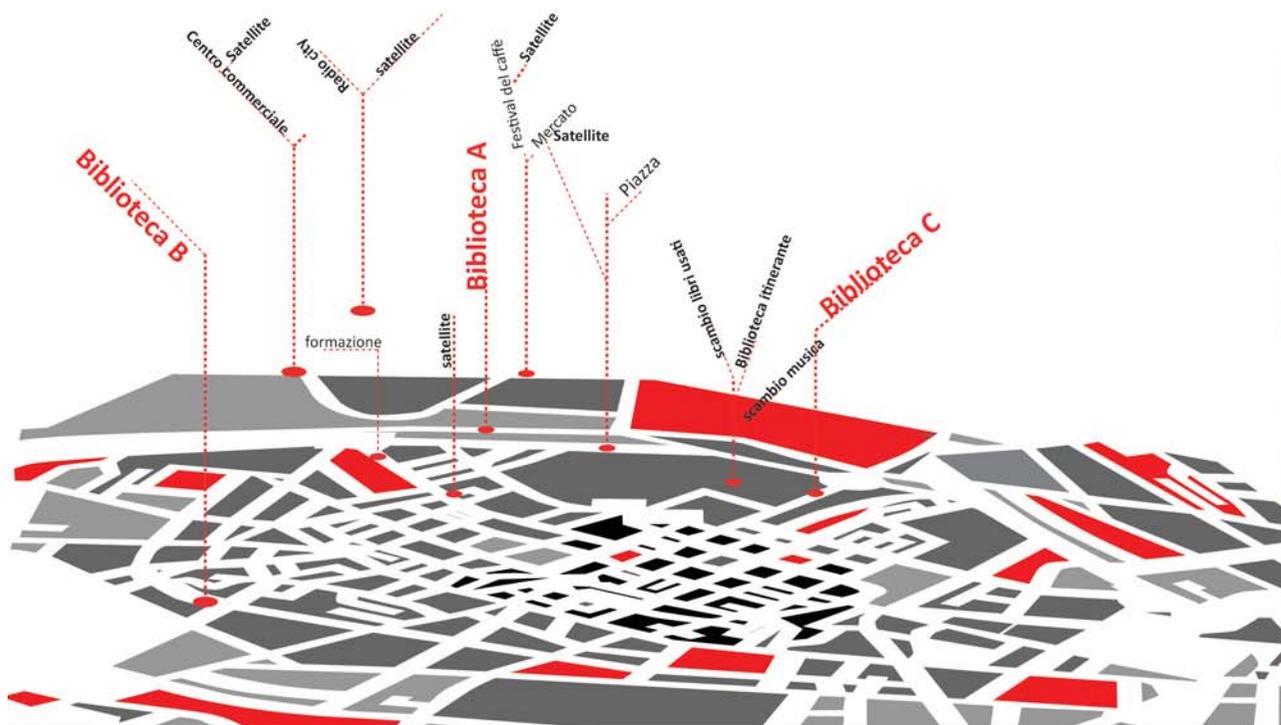


DISPOSITIVI ITINERANTI

Interactive, Temporary & Pop Up shop



## TERRITORIO / NETWORK



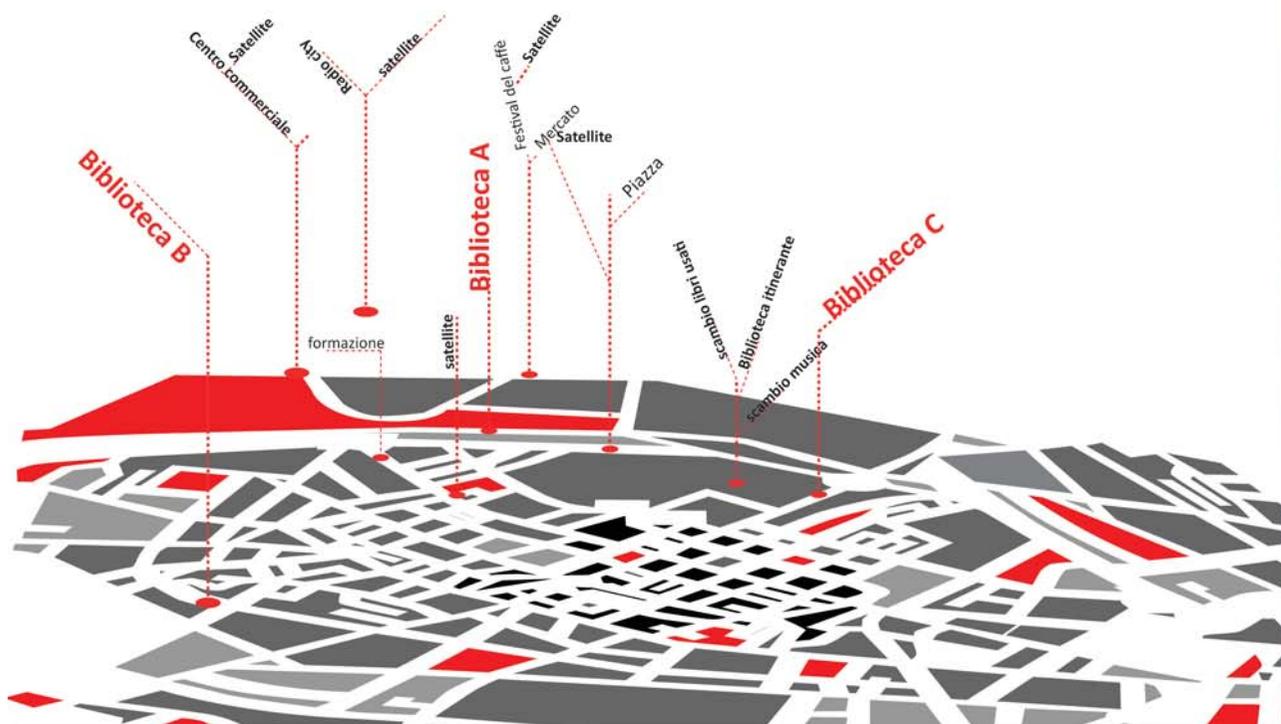
DISPOSITIVI PORTATILI



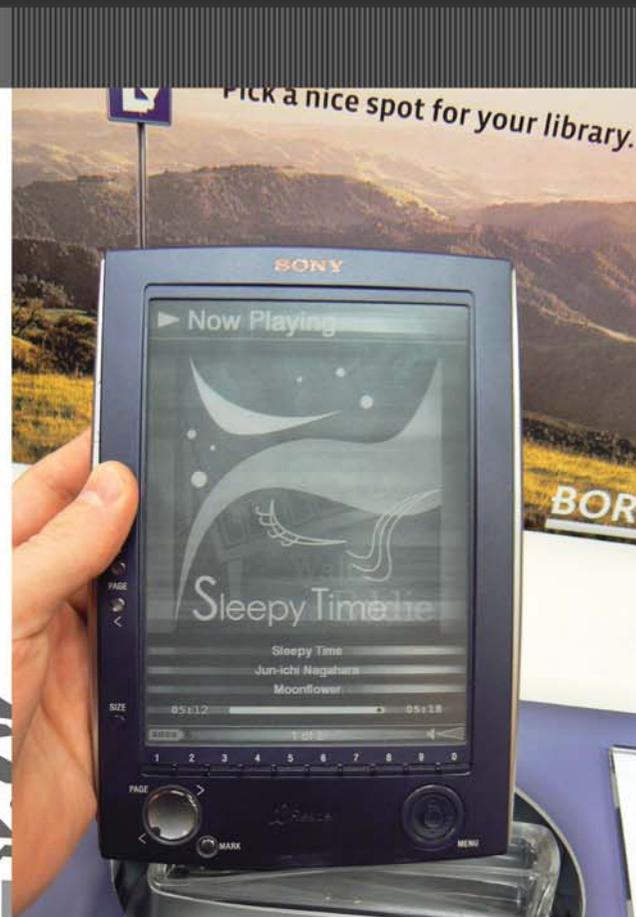
Audiofonino



## TERRITORIO / NETWORK



DISPOSITIVI PORTATILI



E-Book



## TERRITORIO / NETWORK

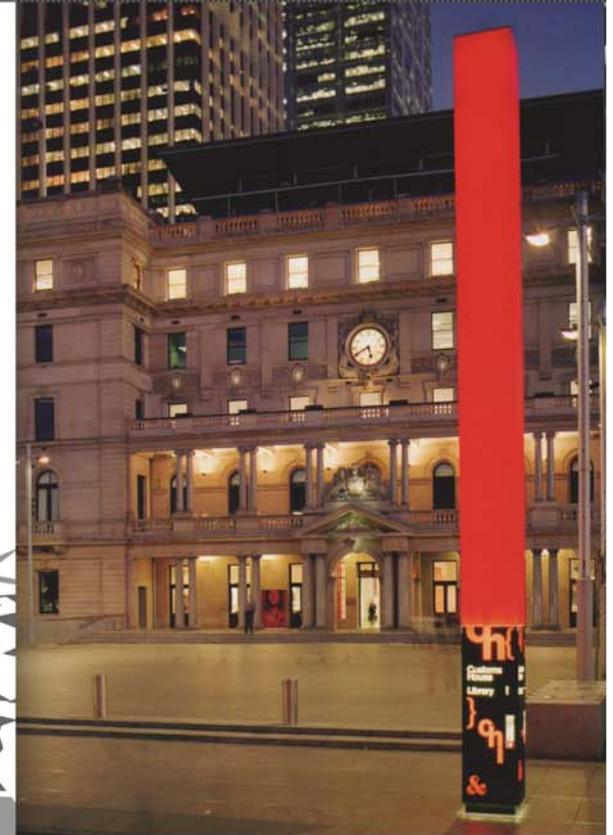
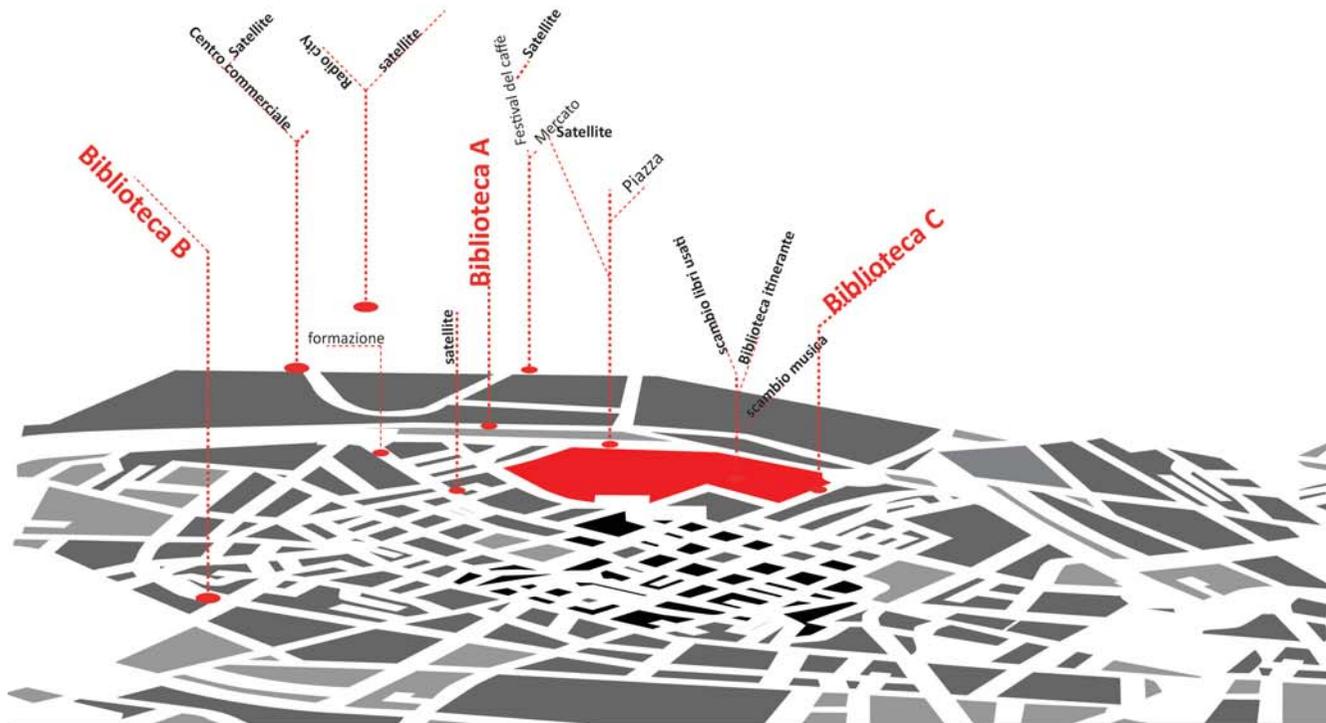


DISPOSITIVI PORTATILI

Librofonino



## TERRITORIO / NETWORK

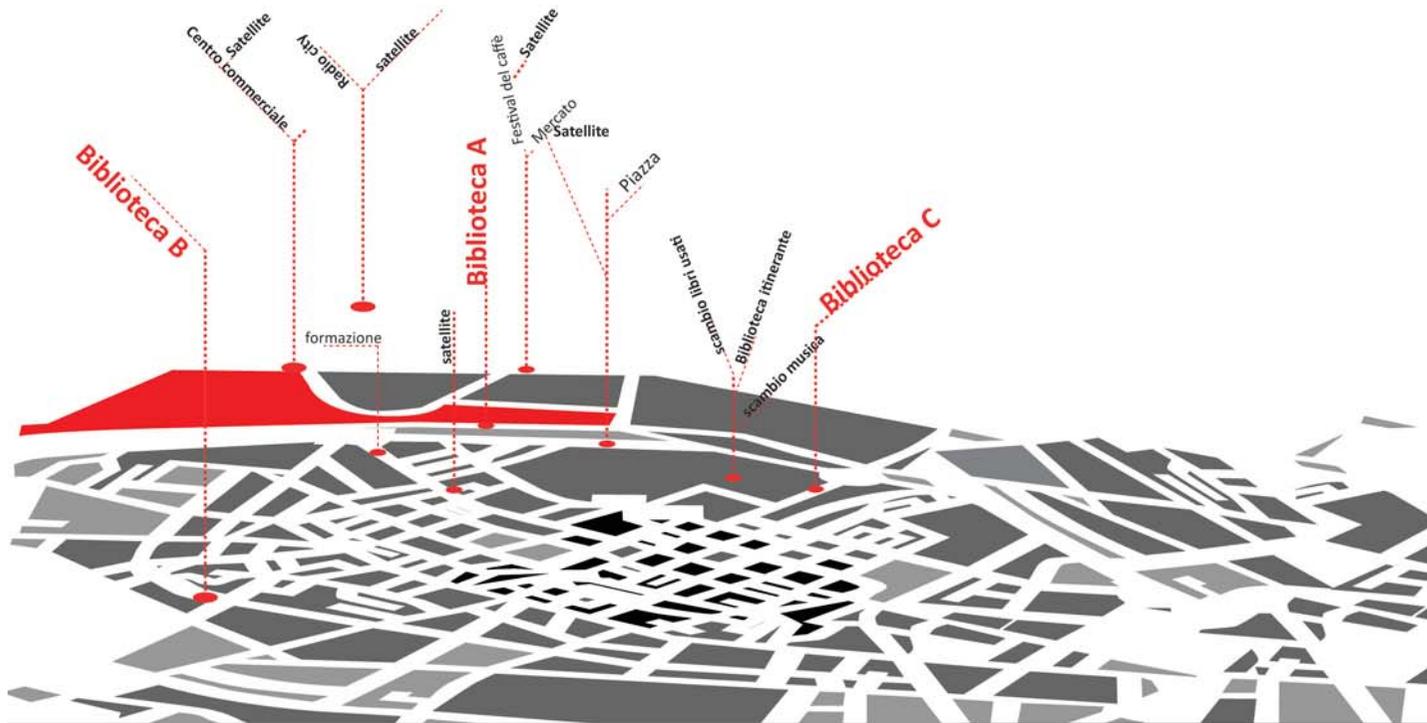


PERFORMANCE

Sydney Library Customs House, 2005



## TERRITORIO / NETWORK

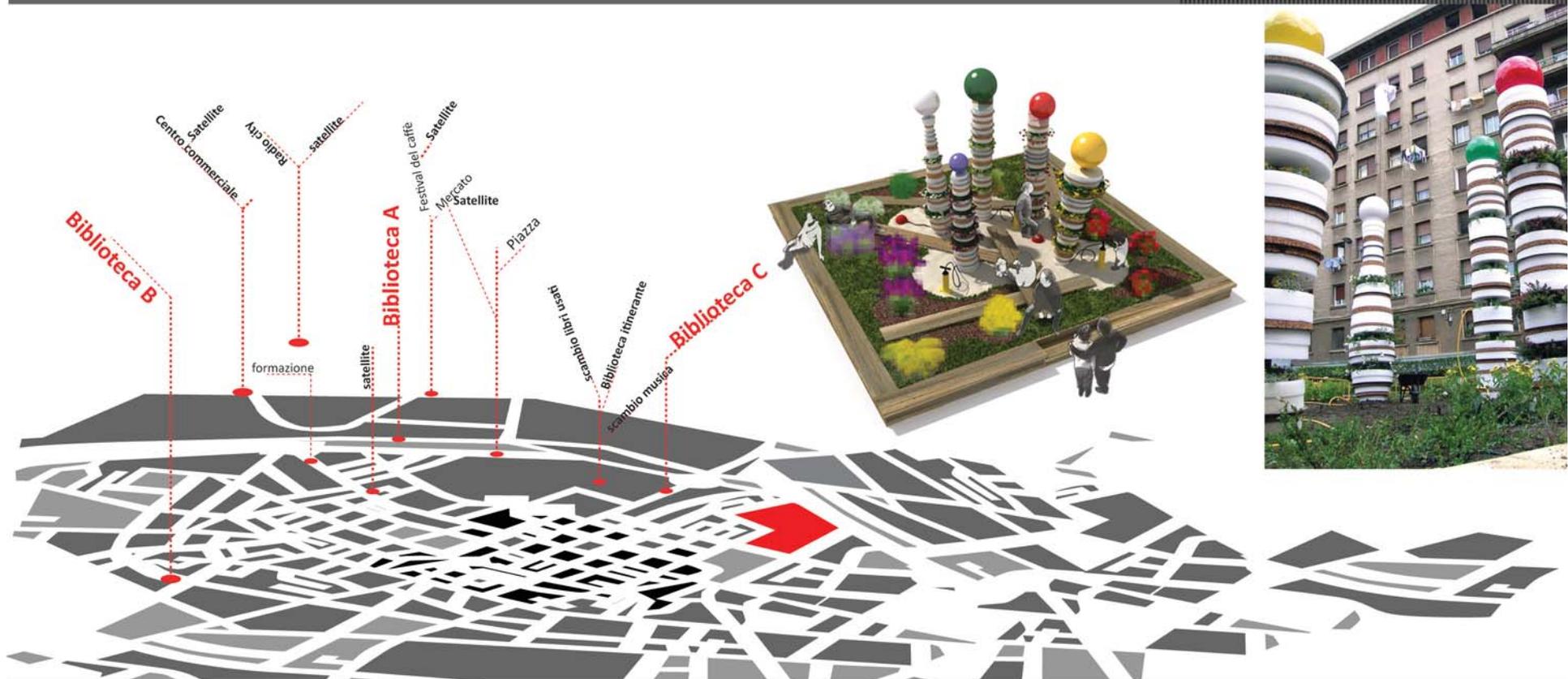


PERFORMANCE

Windshelters  
McChesneyArchitects



## TERRITORIO / NETWORK

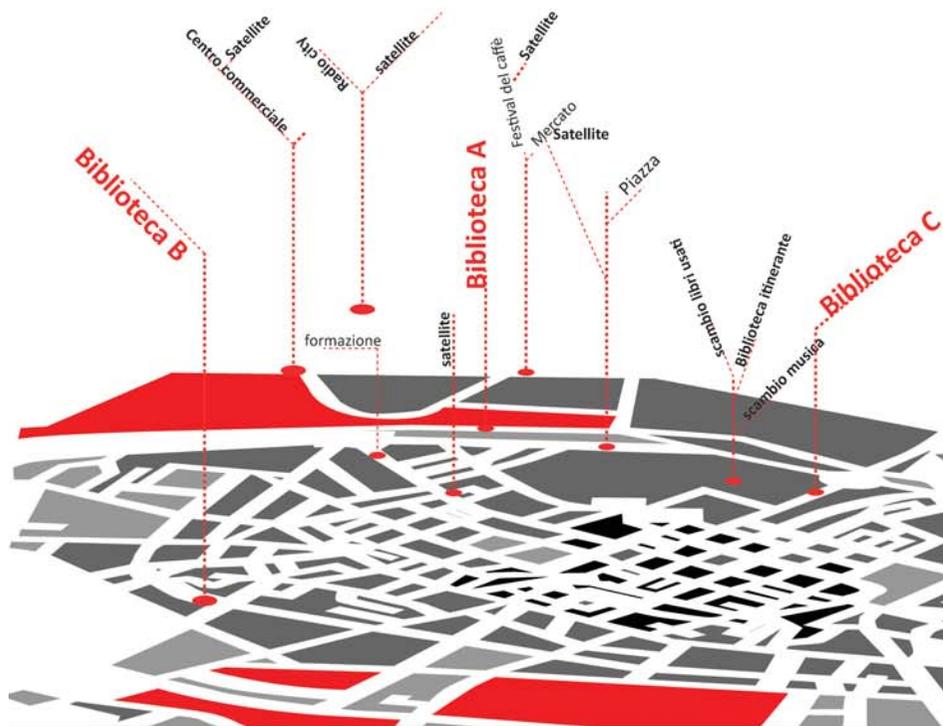


PERFORMANCE

Bilbao, Installazione, Orgofonohm, 2007



## TERRITORIO / NETWORK

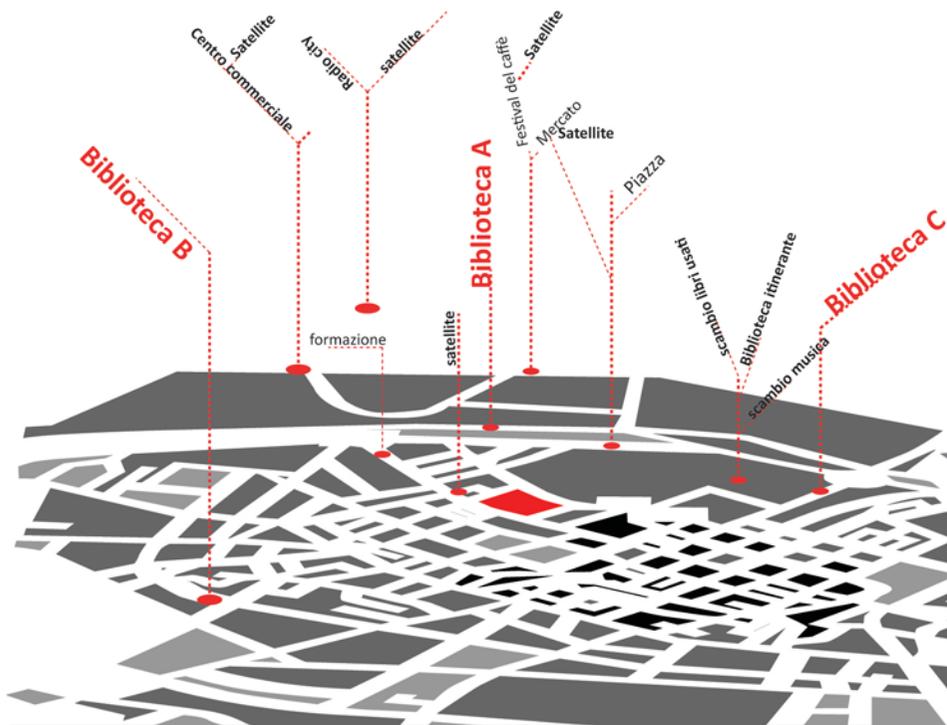


PERFORMANCE

Temporary Library  
Gruppo A12, Biella, 2003



## TERRITORIO / NETWORK



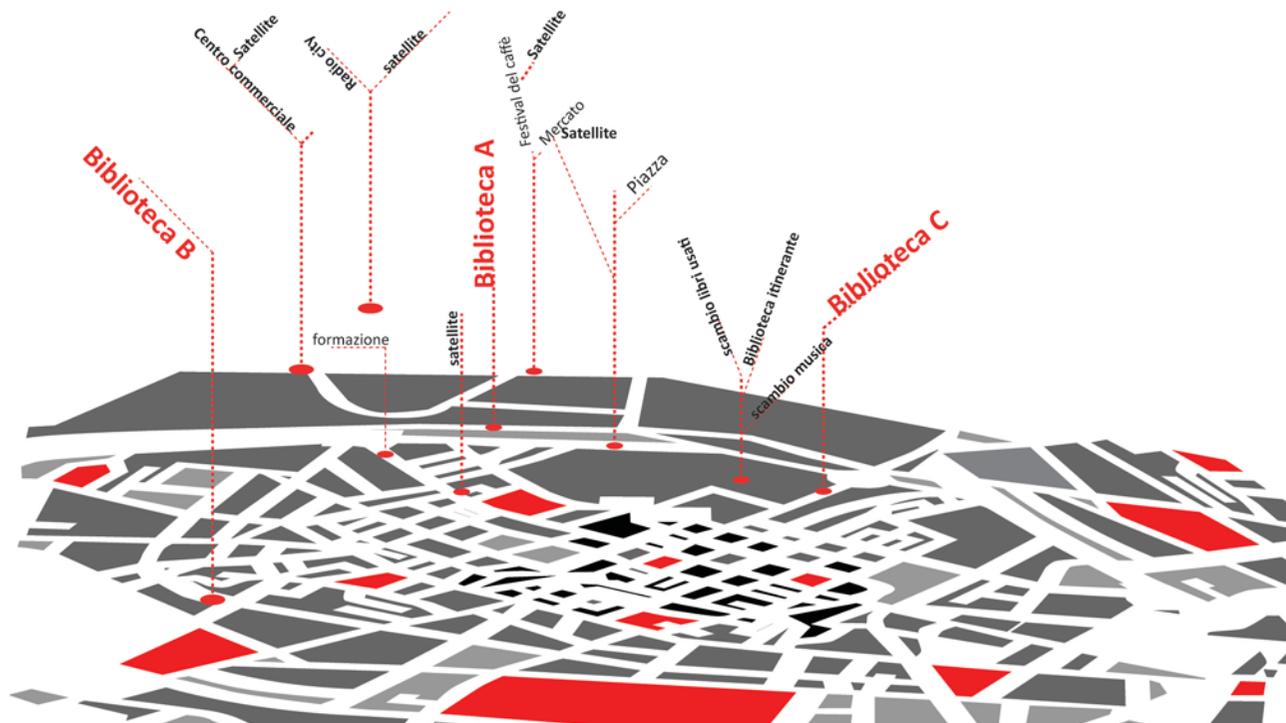
PERFORMANCE



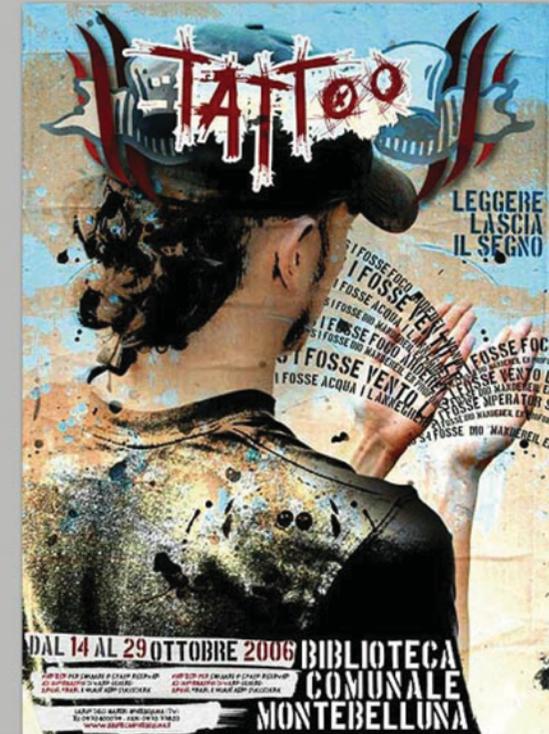
Diesel Wall Award



## TERRITORIO / NETWORK



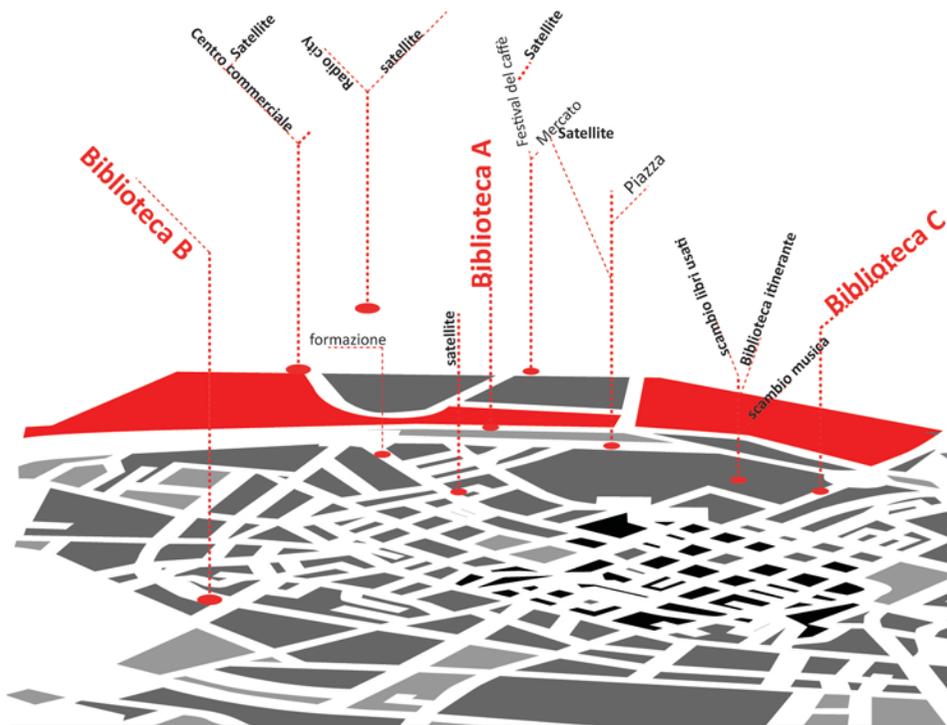
PERFORMANCE



Comunicazione Esterna



## TERRITORIO / NETWORK

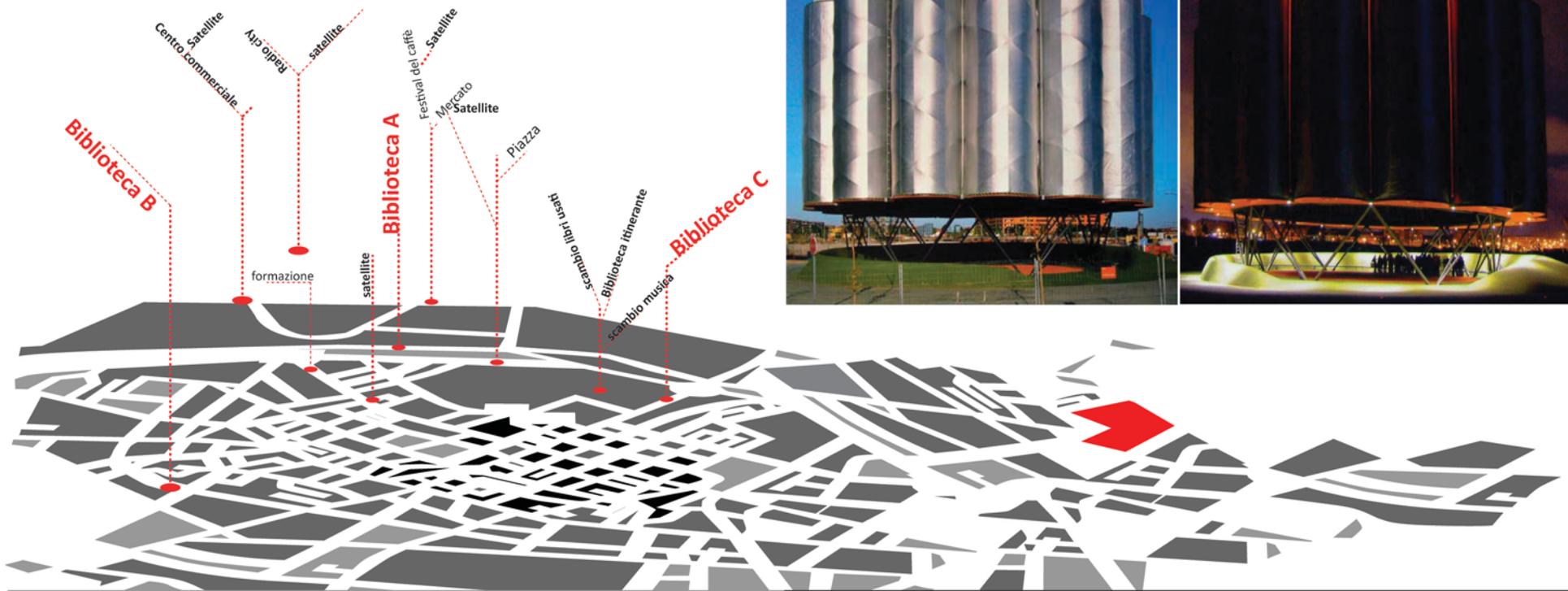


PERFORMANCE

Milano, 1 Km con Gabriele Basilico, 2007/08



# TERRITORIO / NETWORK



PERFORMANCE

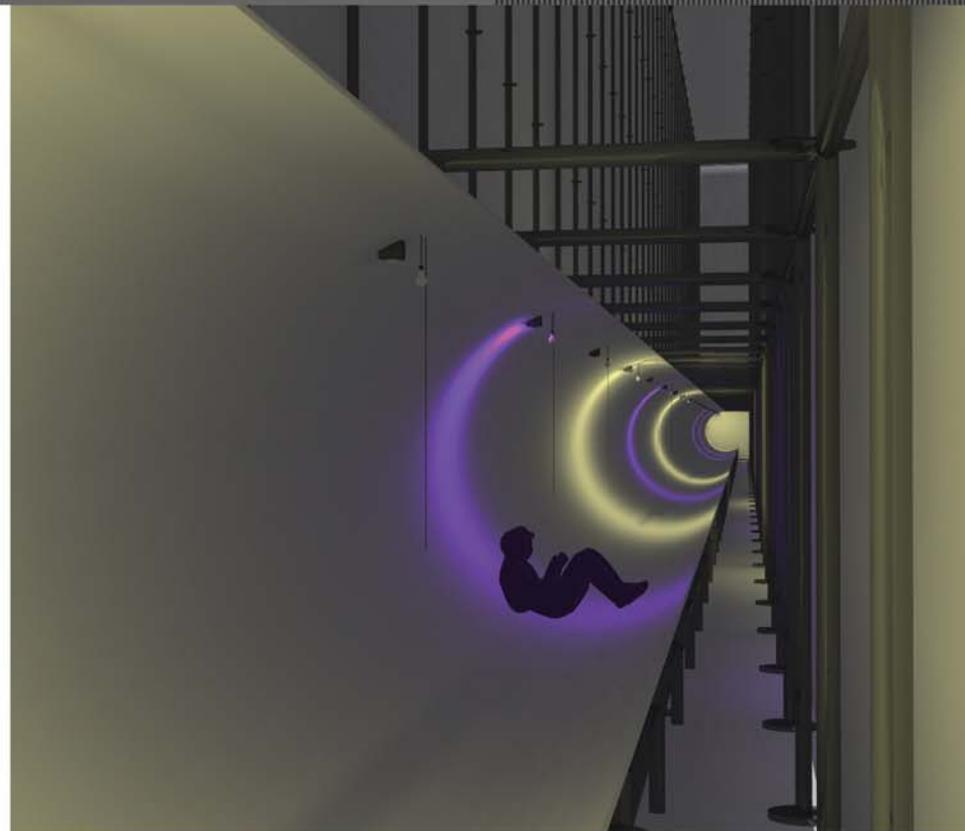
Vallecas, Ecoboulevard



## TERRITORIO / NETWORK



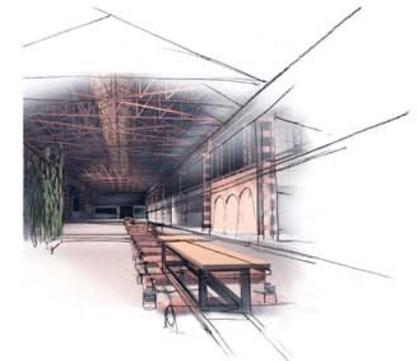
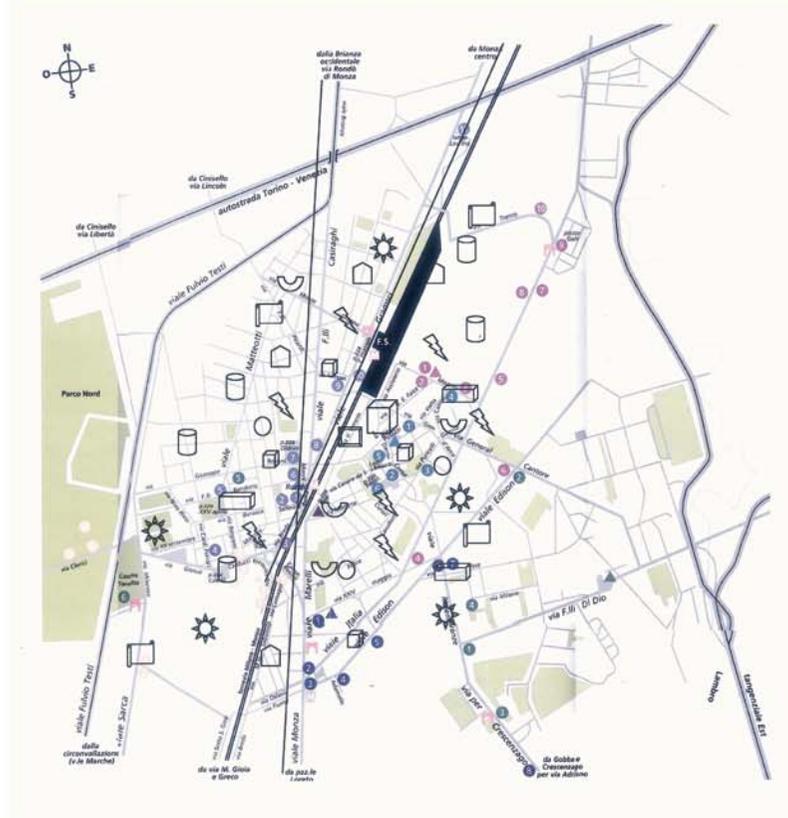
**BOOKS OF READING**



**Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni**



## TERRITORIO / NETWORK



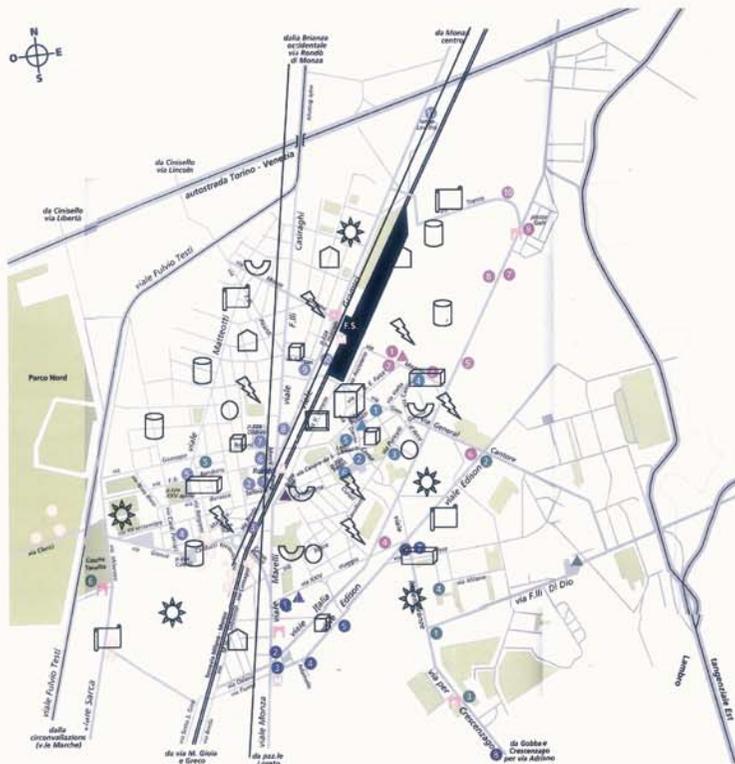
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**Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni**





## TERRITORIO / NETWORK

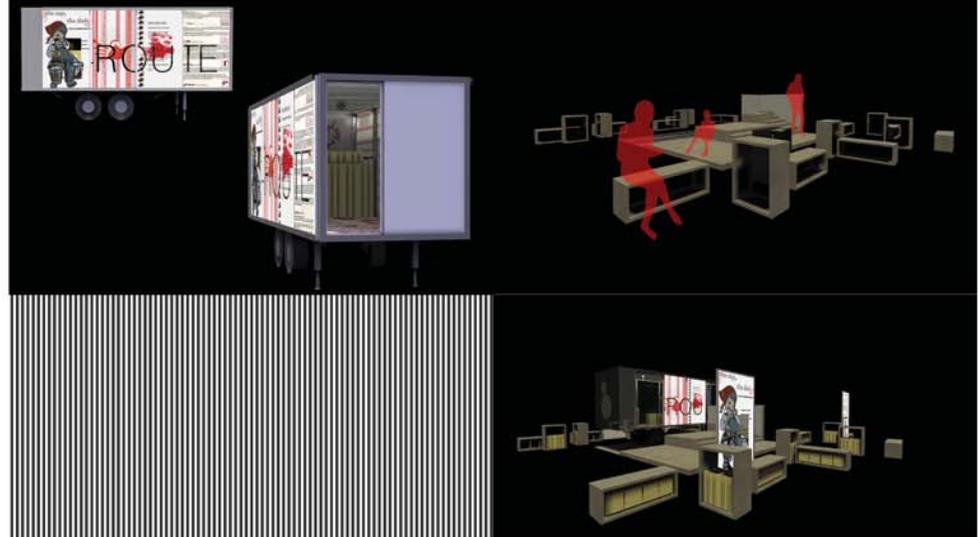
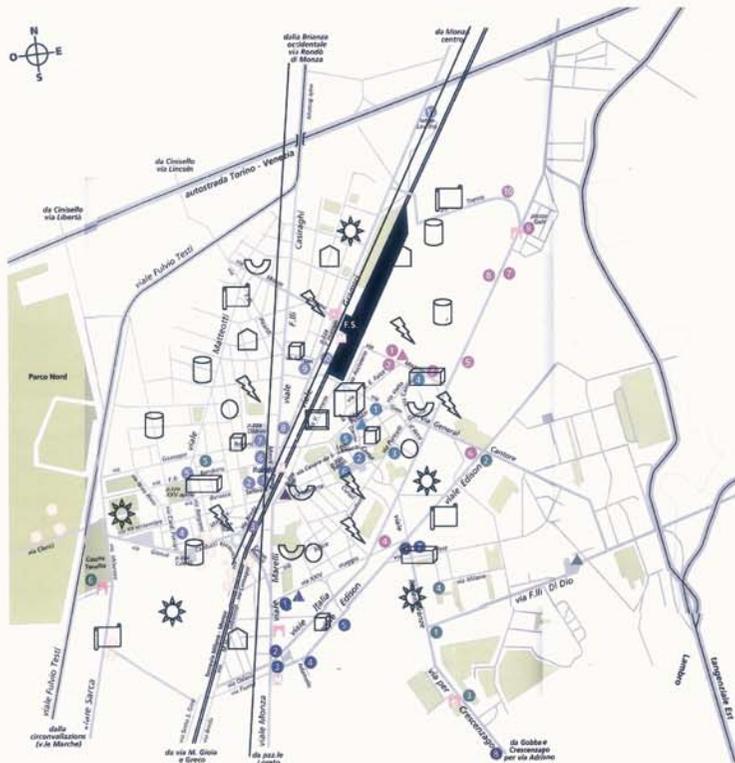


**BOOKS OF READING**

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Città di Sesto San Giovanni**



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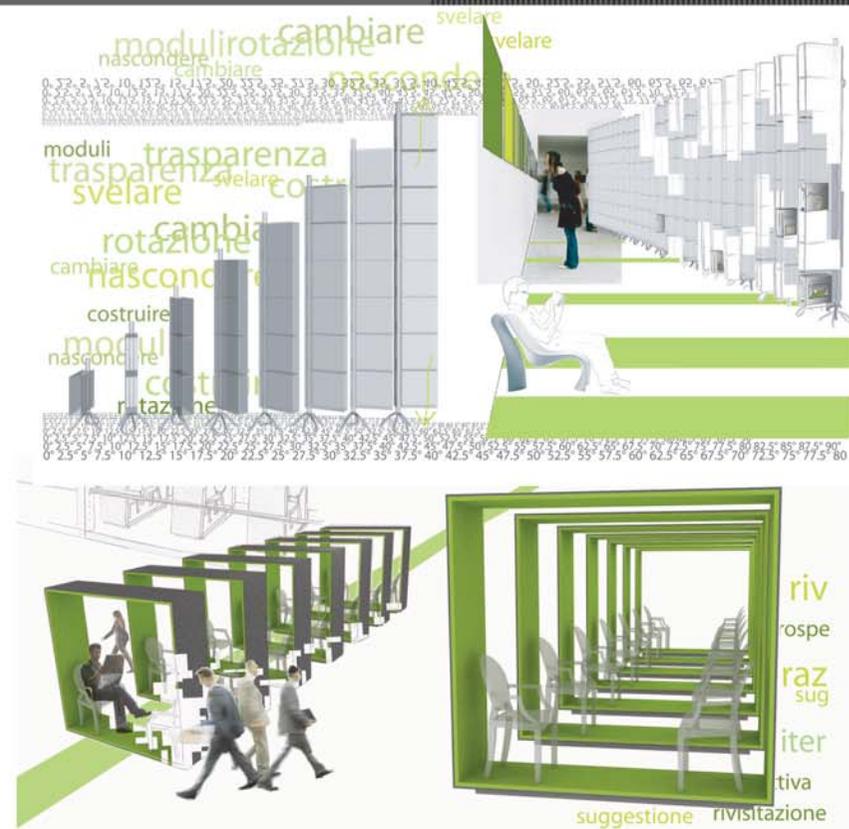
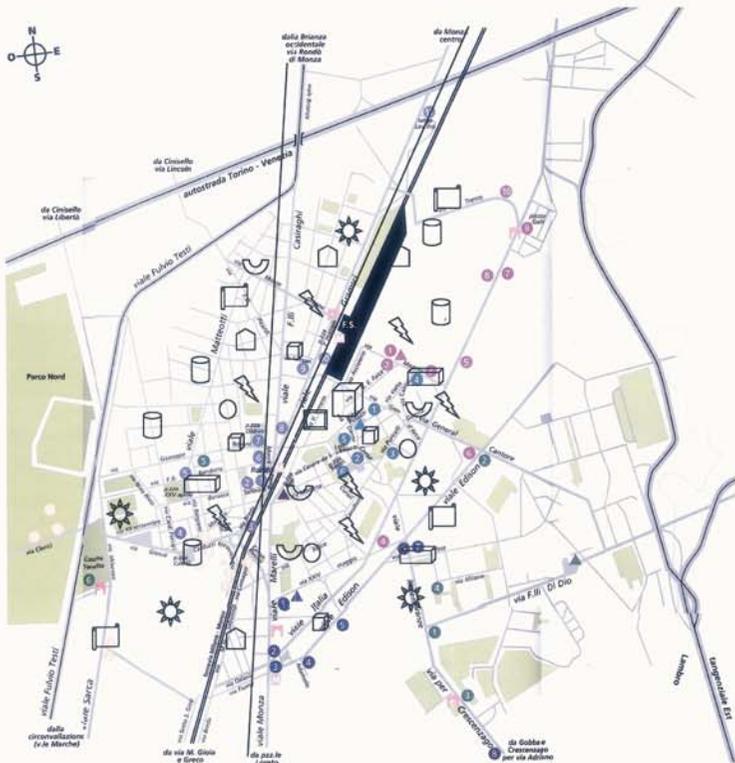


**BOOKS OF READING**

Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni



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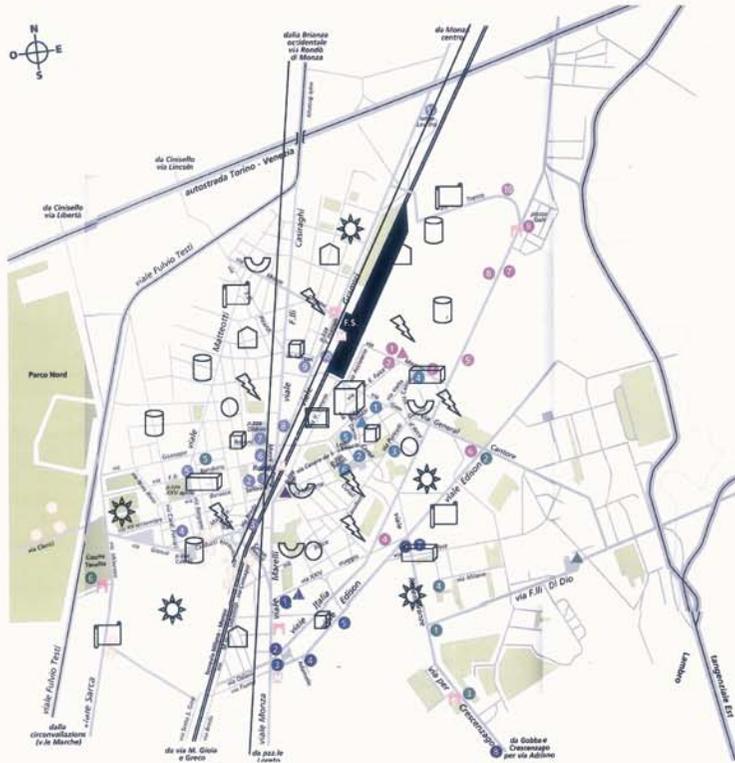


BOOKS OF READING

Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni



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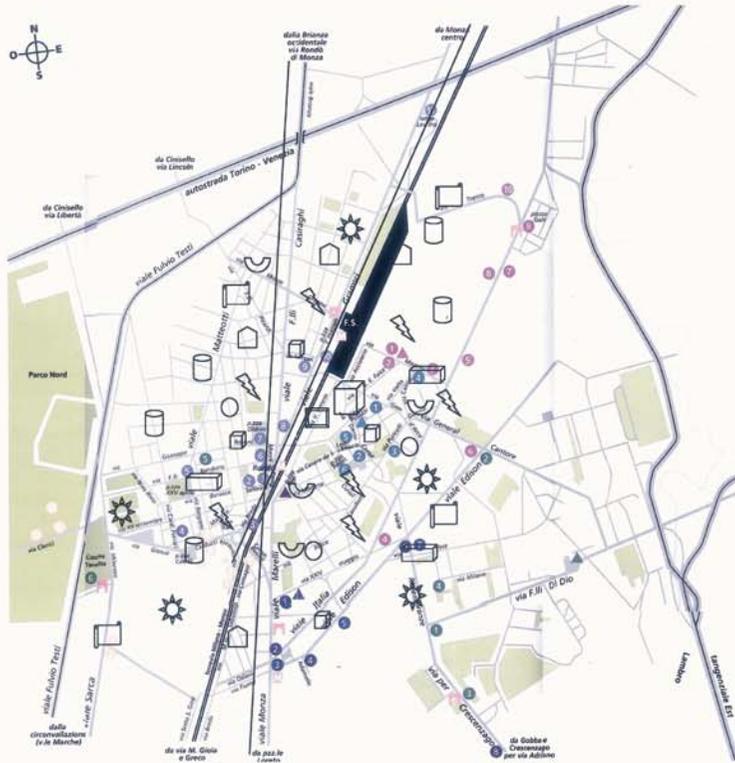


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**Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni**



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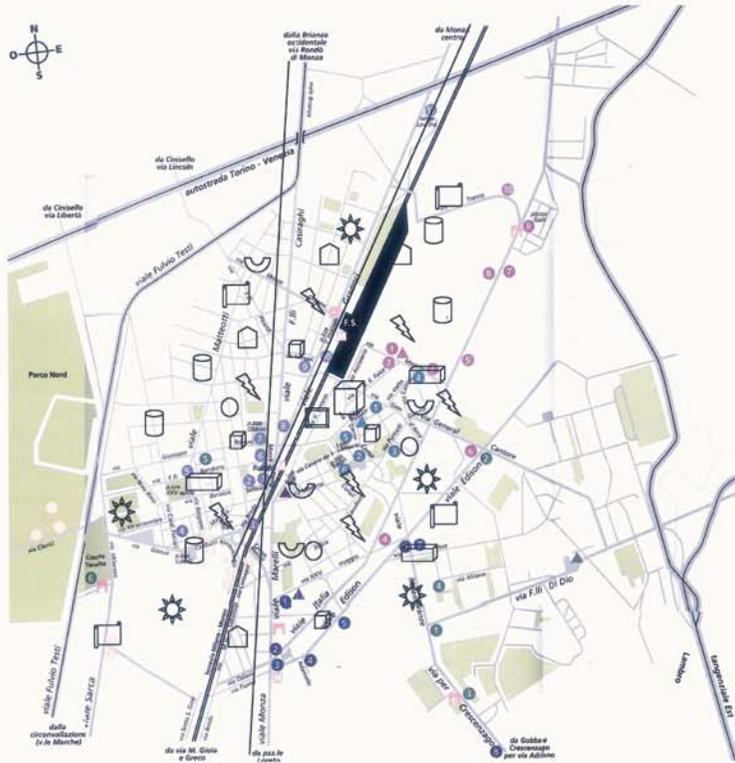


**BOOKS OF READING**

**Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni**



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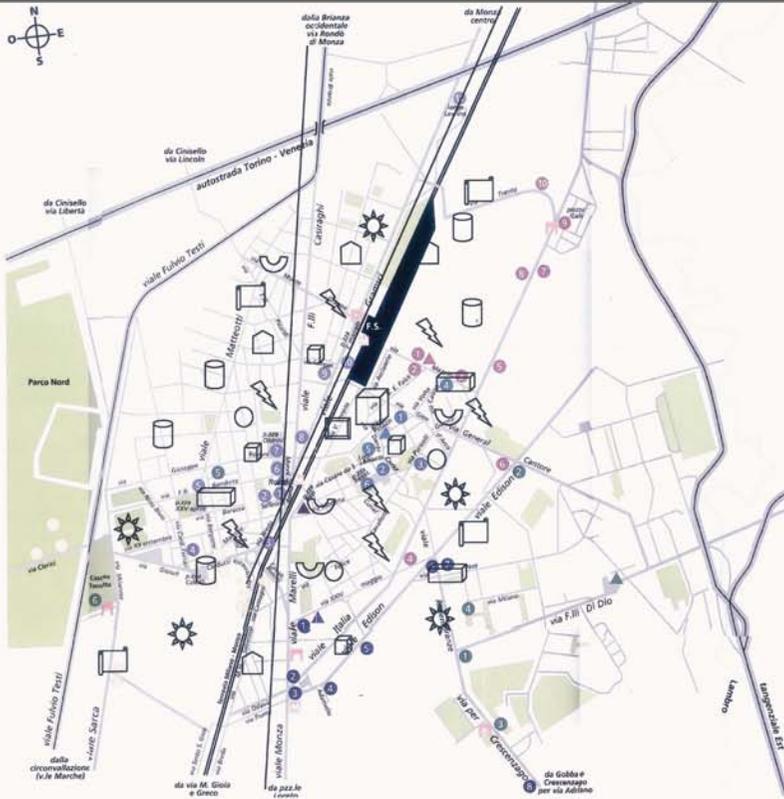


**BOOKS OF READING**

**Laboratorio di Laurea 2005/06  
Città di Sesto San Giovanni**



## TERRITORIO / NETWORK



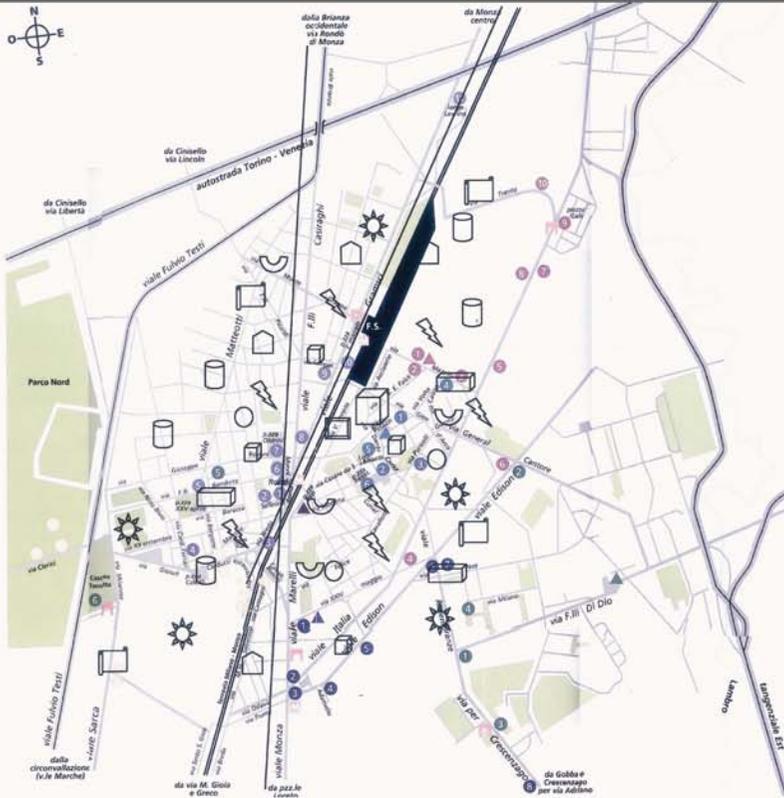
**25 PROGETTI PER LA CITTA' DELLE FABBRICHE**



**Laboratorio di Laurea 2004/05  
Città di Sesto San Giovanni**



## TERRITORIO / NETWORK

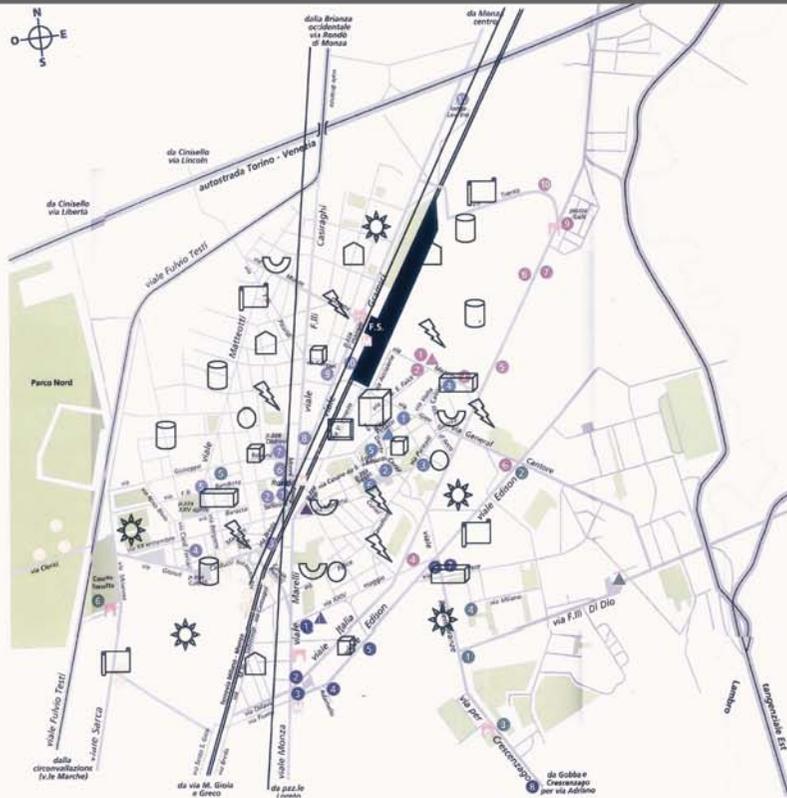


**25 PROGETTI PER LA CITTA' DELLE FABBRICHE**

Laboratorio di Laurea 2004/05  
Città di Sesto San Giovanni



## TERRITORIO / NETWORK

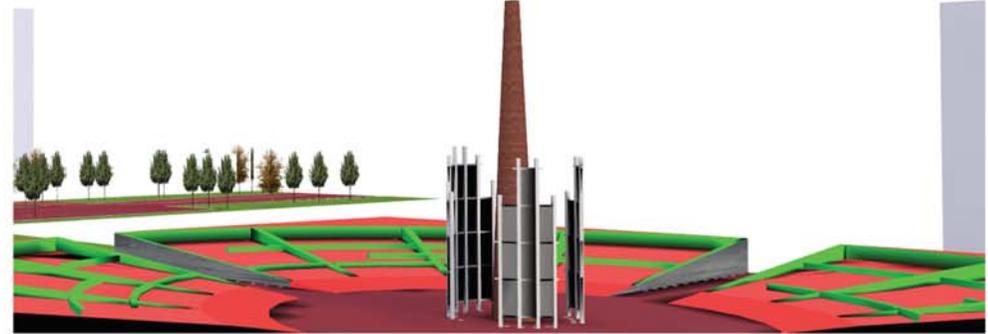
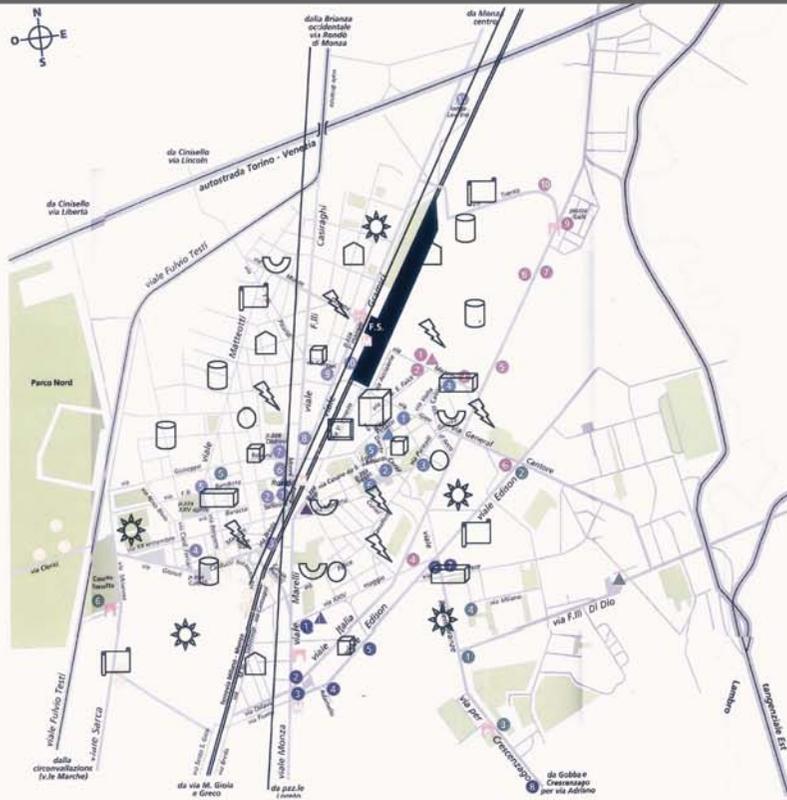


**25 PROGETTI PER LA CITTA' DELLE FABBRICHE**

**Laboratorio di Laurea 2004/05  
Città di Sesto San Giovanni**



## TERRITORIO / NETWORK

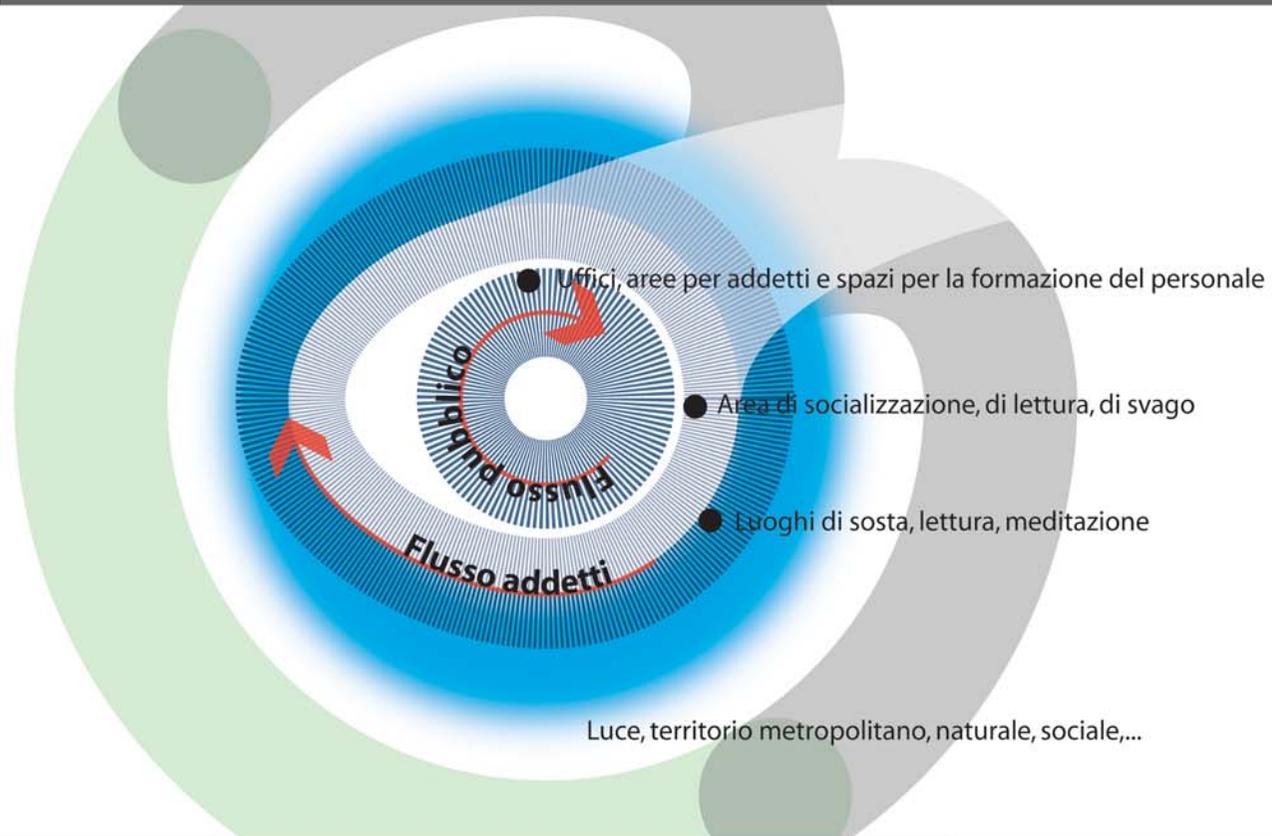


**25 PROGETTI PER LA CITTA' DELLE FABBRICHE**

Laboratorio di Laurea 2004/05  
Città di Sesto San Giovanni



## SPAZIO / DESIGN

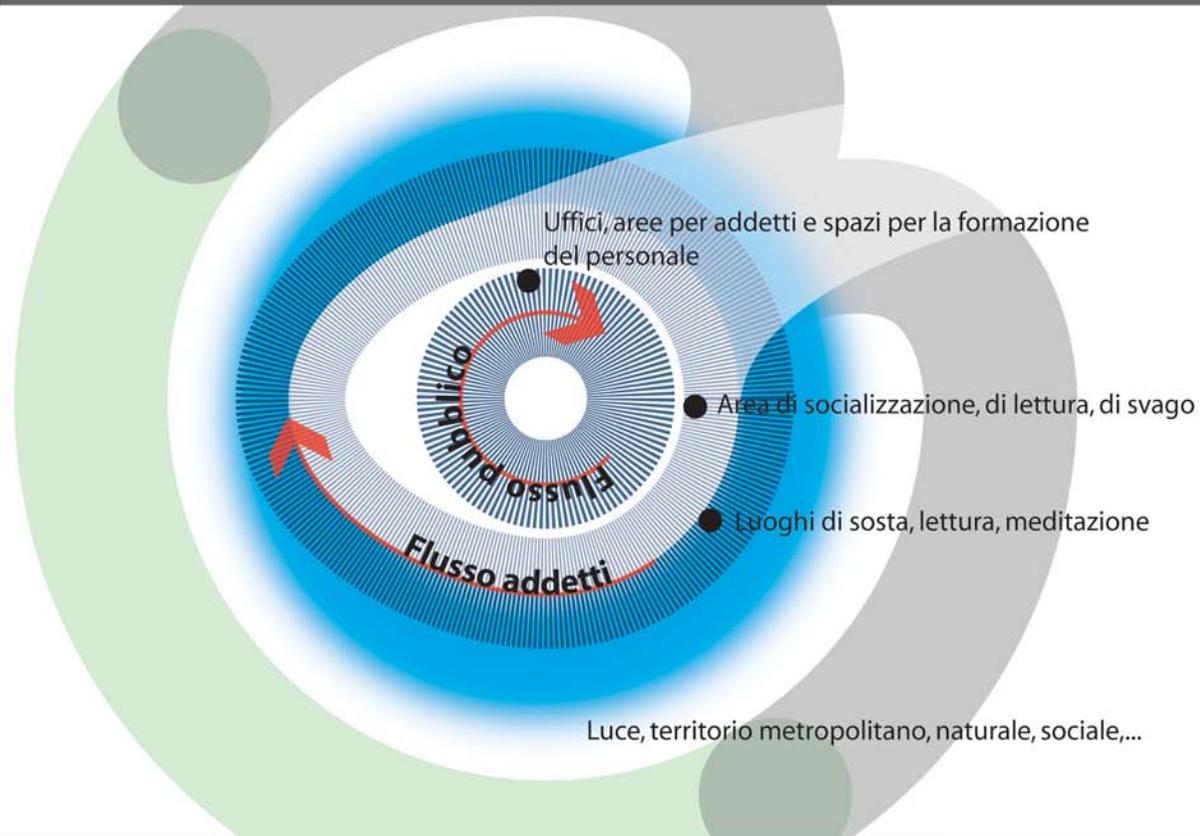


**NUOVA URBANITA' / TRASPARENZA**

**Library, Neighbourhood Centre,  
Copenhagen, 2001**



## SPAZIO / DESIGN

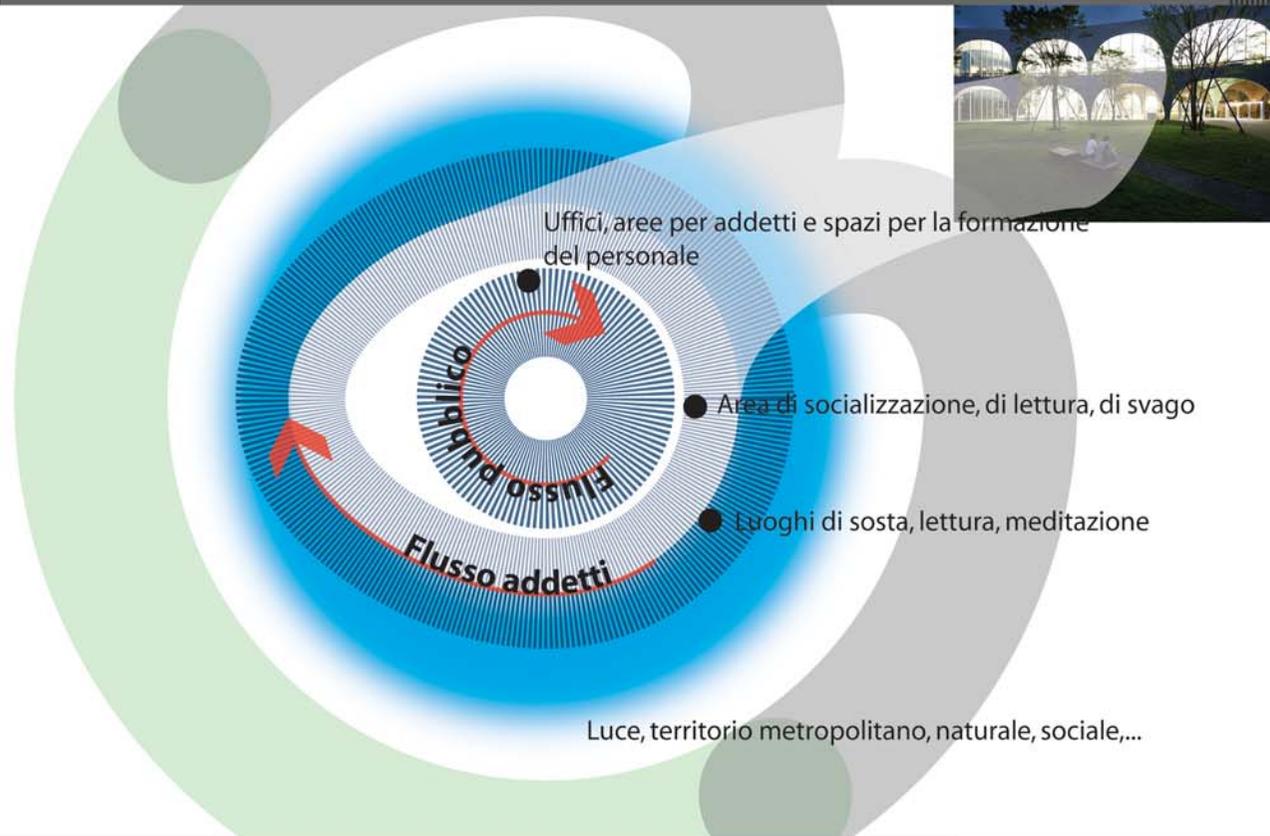


**ARTICOLAZIONE FUNZIONALE / FLESSIBILITA'**

**Library, Neighbourhood Centre,  
Copenhagen, 2001**



## SPAZIO / DESIGN

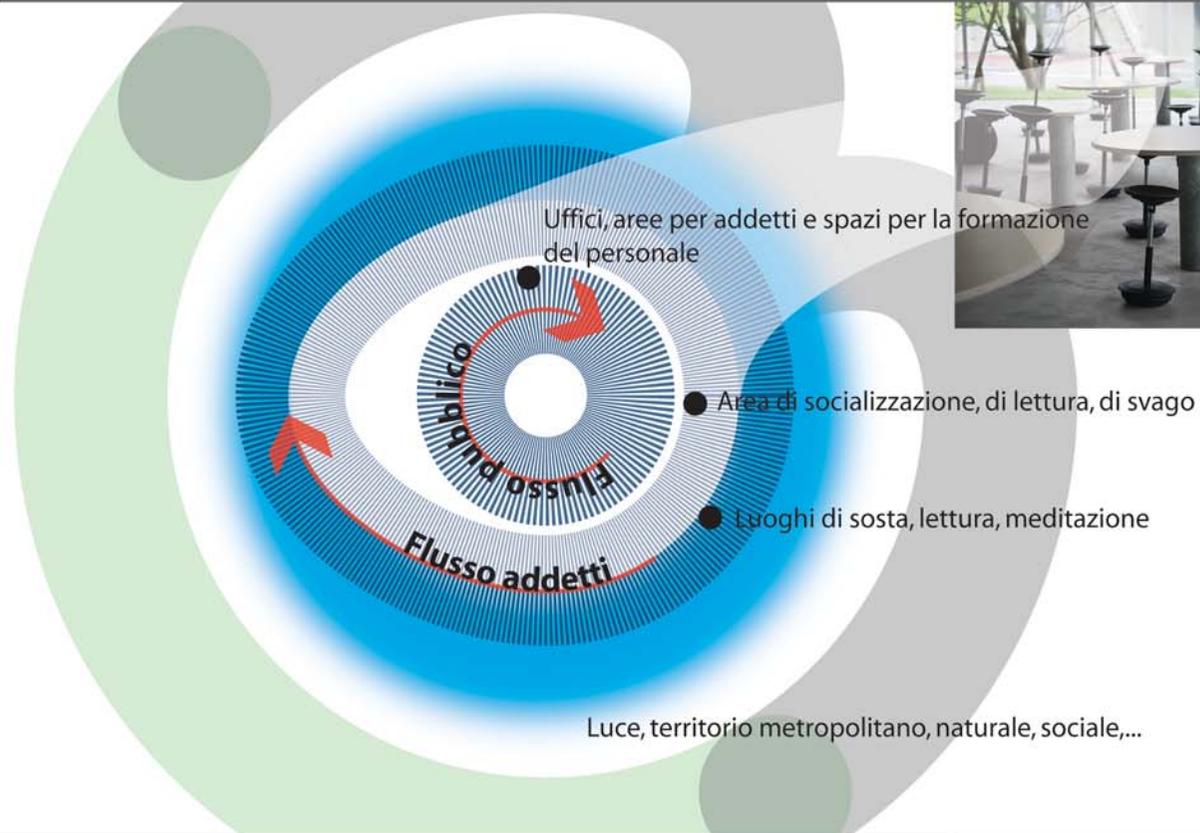


**PERMEABILITA', FLUIDITA' DELLO SPAZIO**

**Tama Art University Library,  
Toyo Ito, Tokyo, 2007**



## SPAZIO / DESIGN

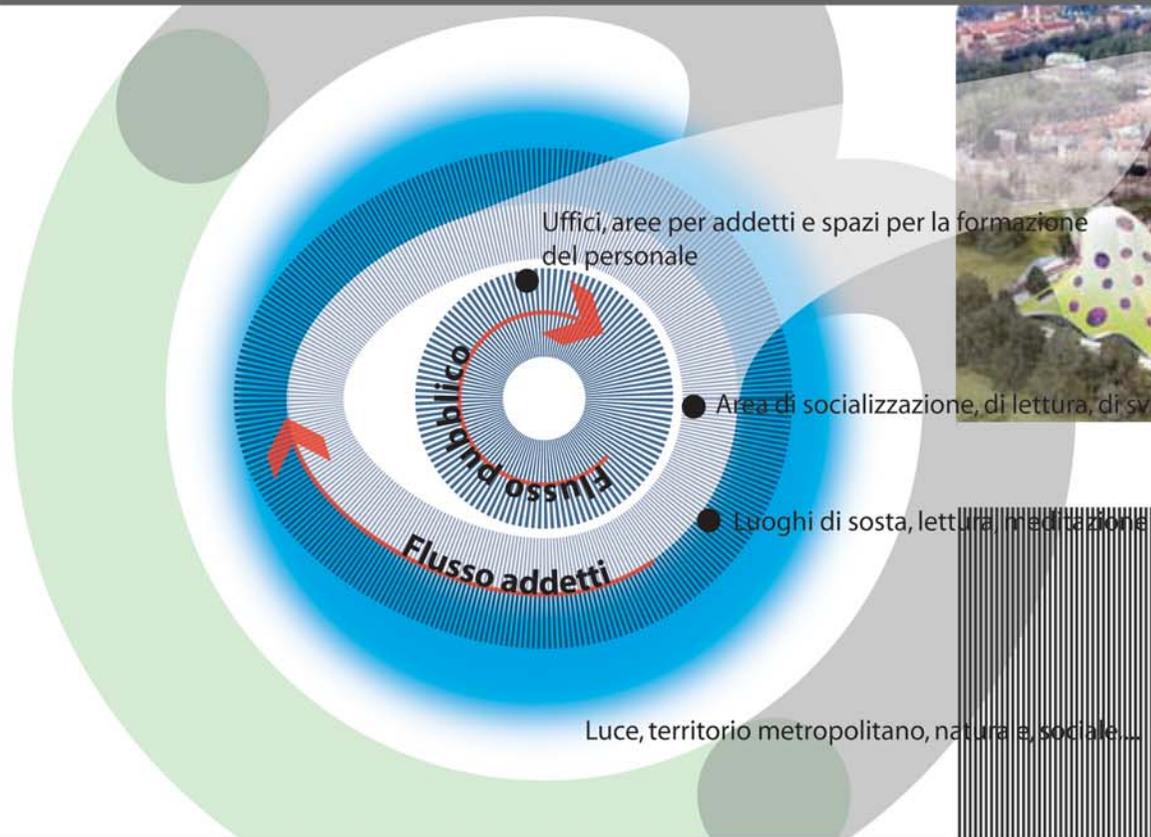


**ATTREZZATURE E ARREDI DIVERSIFICATI**

**Tama Art University Library,  
Toyo Ito, Tokyo, 2007**



## SPAZIO / DESIGN

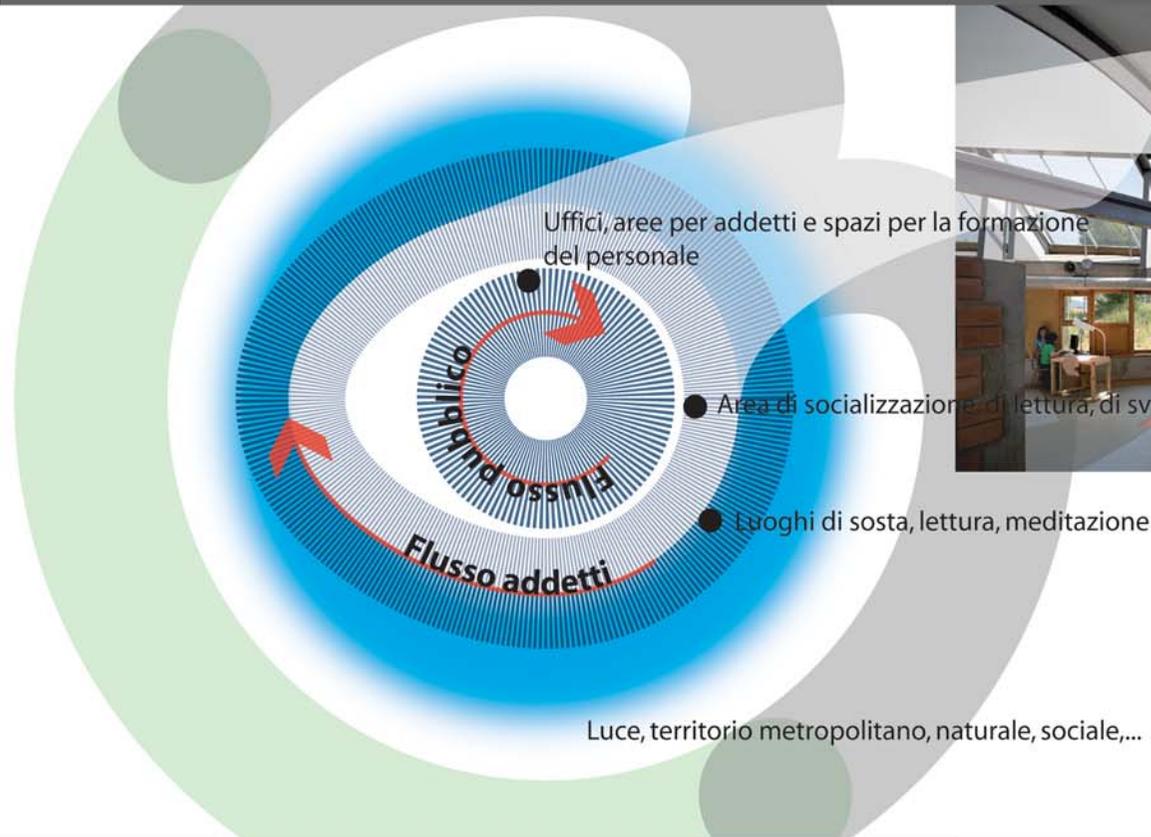


**BIOMORFISMO, COMUNICAZIONE**

**Biblioteca Nazionale di Praga**  
Future system, concorso, 2007



## SPAZIO / DESIGN

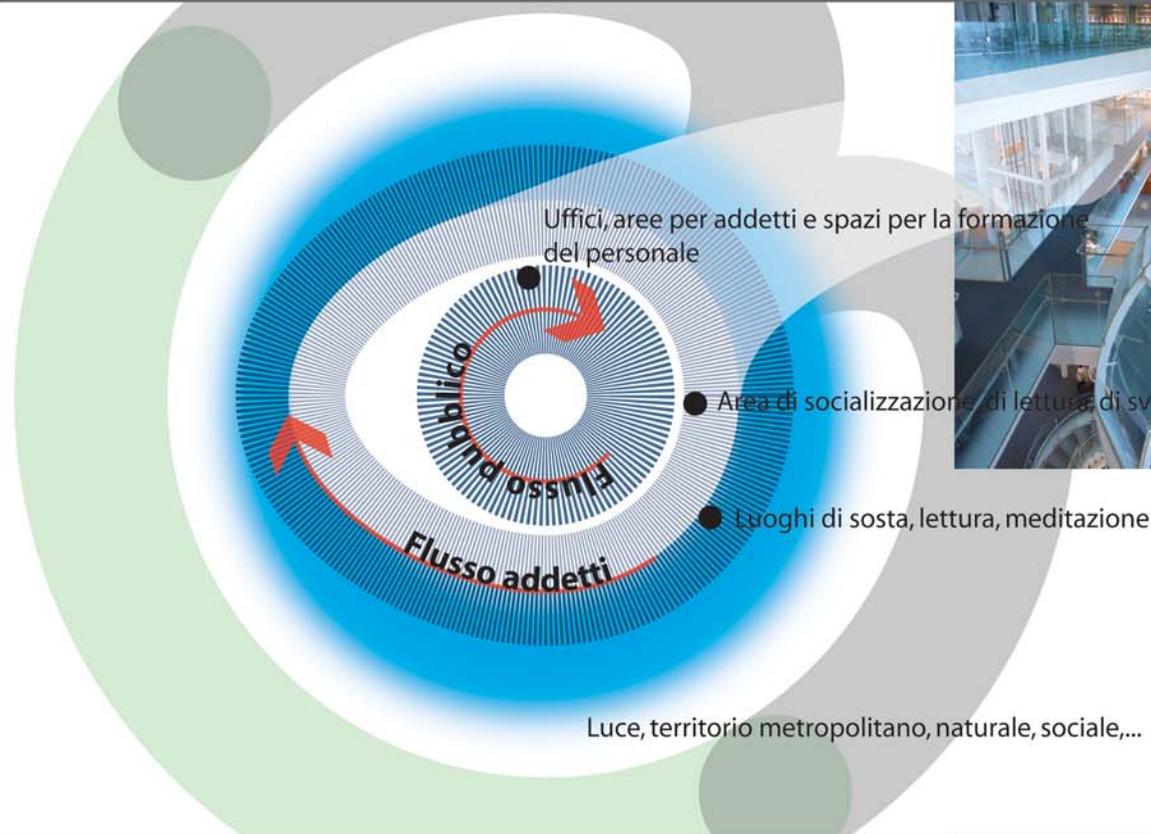


**FRAMMENTAZIONE, DIVERSIFICAZIONE**

**Biblioteca di Palafolls,  
Miralles Tagliabue, Spagna, 2007**



## SPAZIO / DESIGN

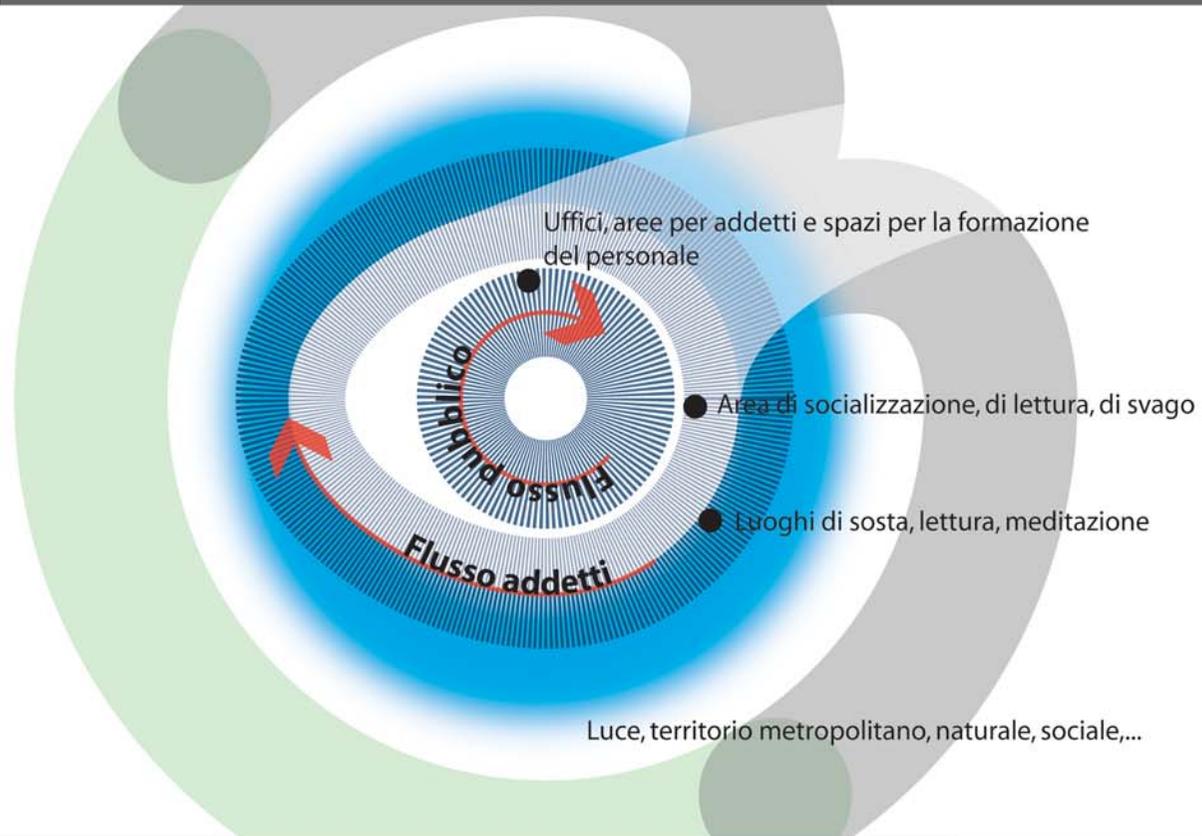


**MULTIFORMITA' DEL PAESAGGIO**

**Seikei University,  
Shigeru Ban, Tokyo, 2007**



## SPAZIO / DESIGN

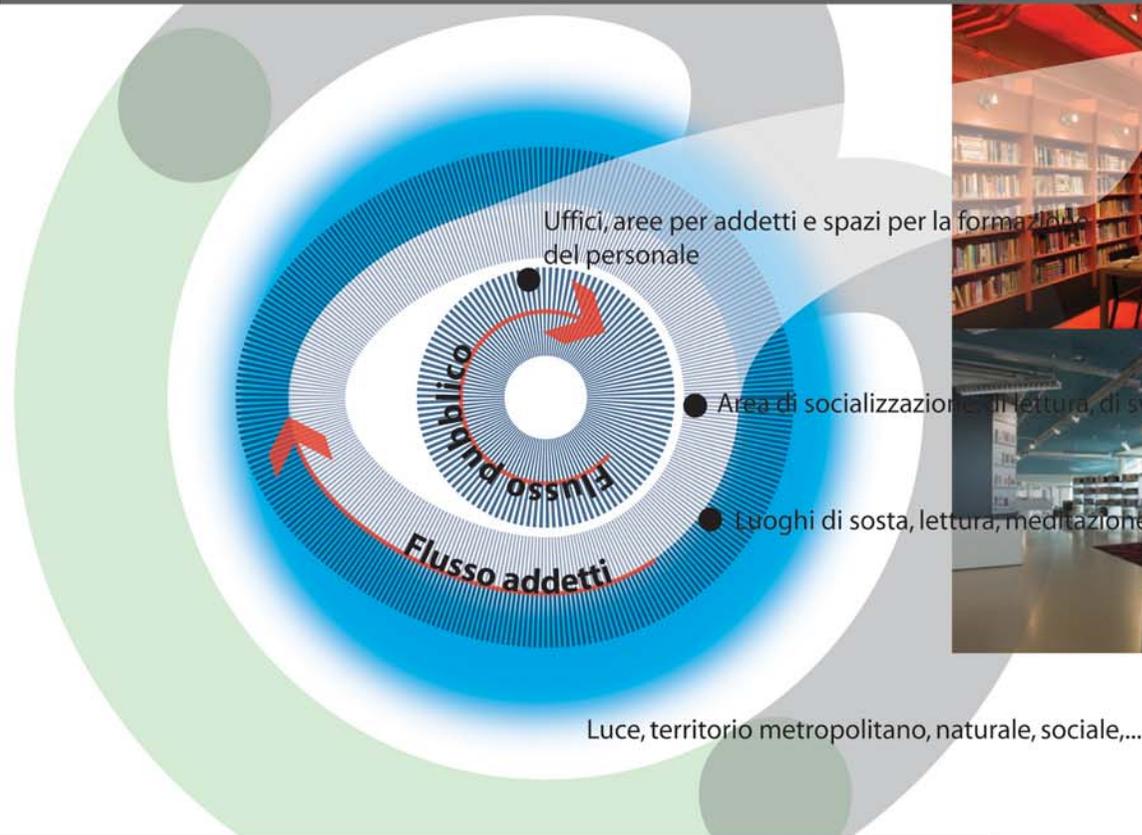


**NUOVA URBANITA', FLUIDITA', PERMEABILITA'**

**Stockholm Public Library, ampliamento,  
Heike Hanada, Concorso**



## SPAZIO / DESIGN

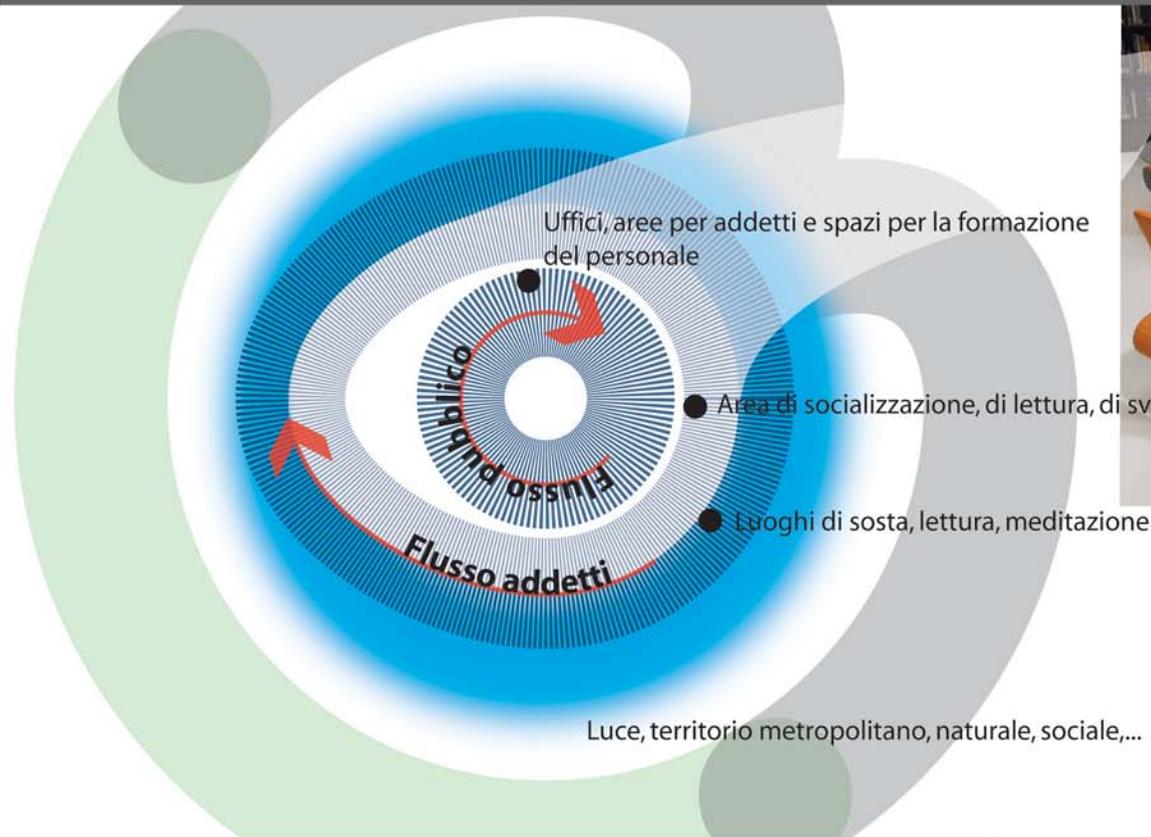


**CARATTERIZZAZIONE, MULTIFORMITA' ESTETICA**

**Aequo, library concept**



## SPAZIO / DESIGN

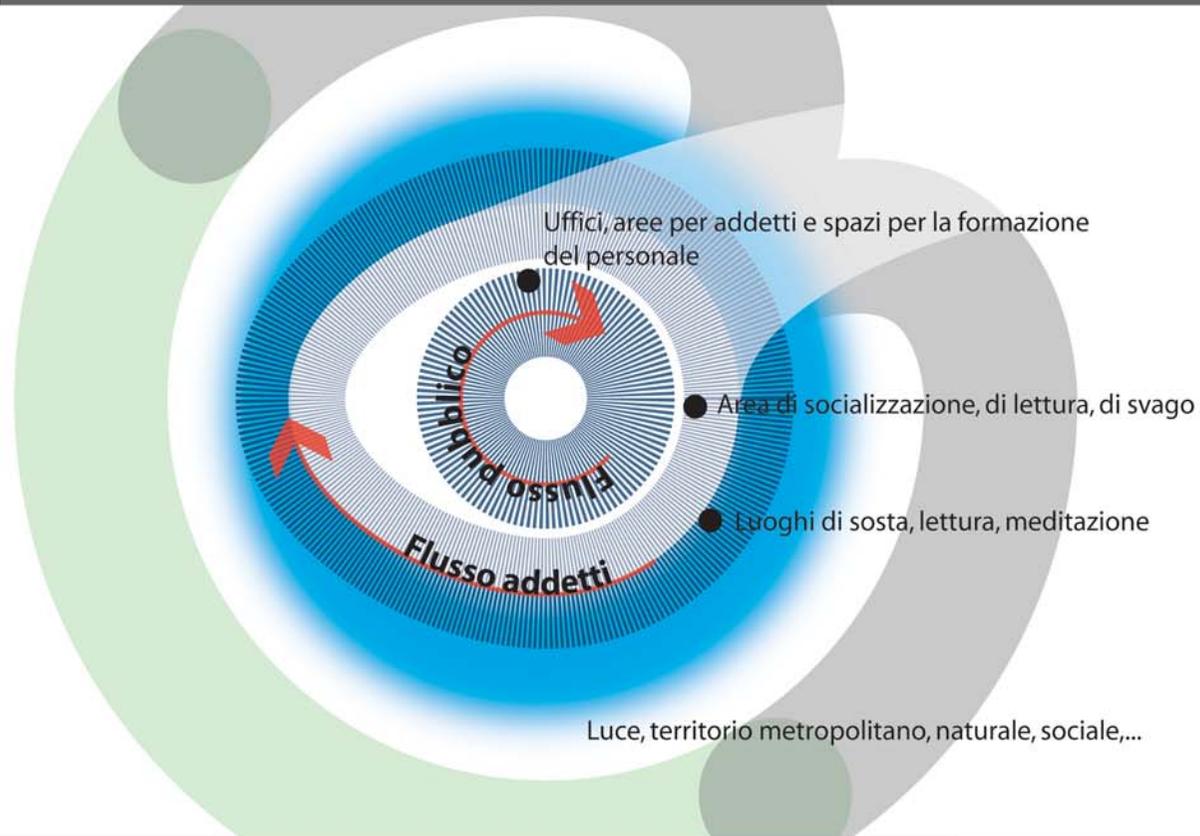


**CARATTERIZZAZIONE, MULTIFORMITA' ESTETICA**

**Aequo, library concept**



## SPAZIO / DESIGN

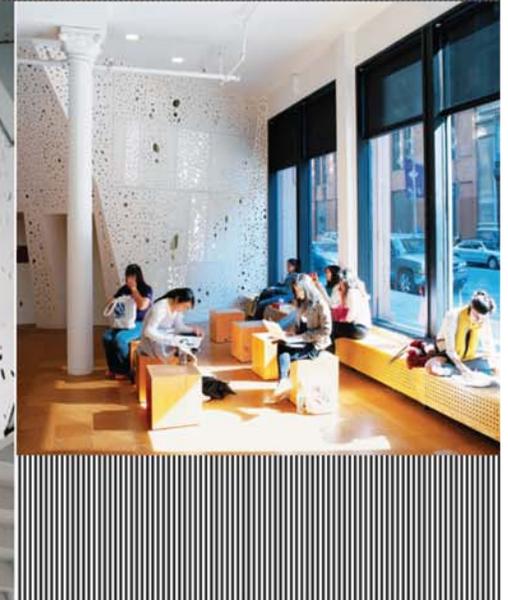
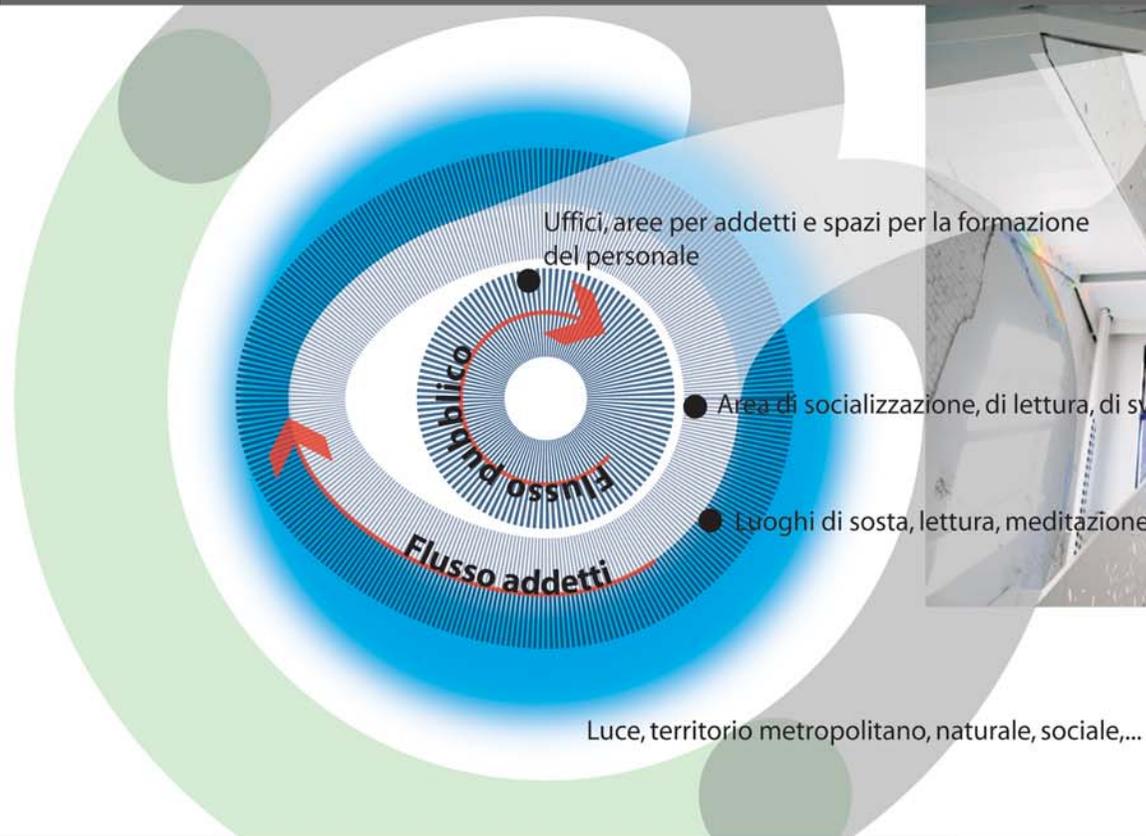


**VARIETA' COMPOSITIVA E D'USO**

**Biblioteca Anzola dell'Emilia**  
Italo Rota, 2002



## SPAZIO / DESIGN

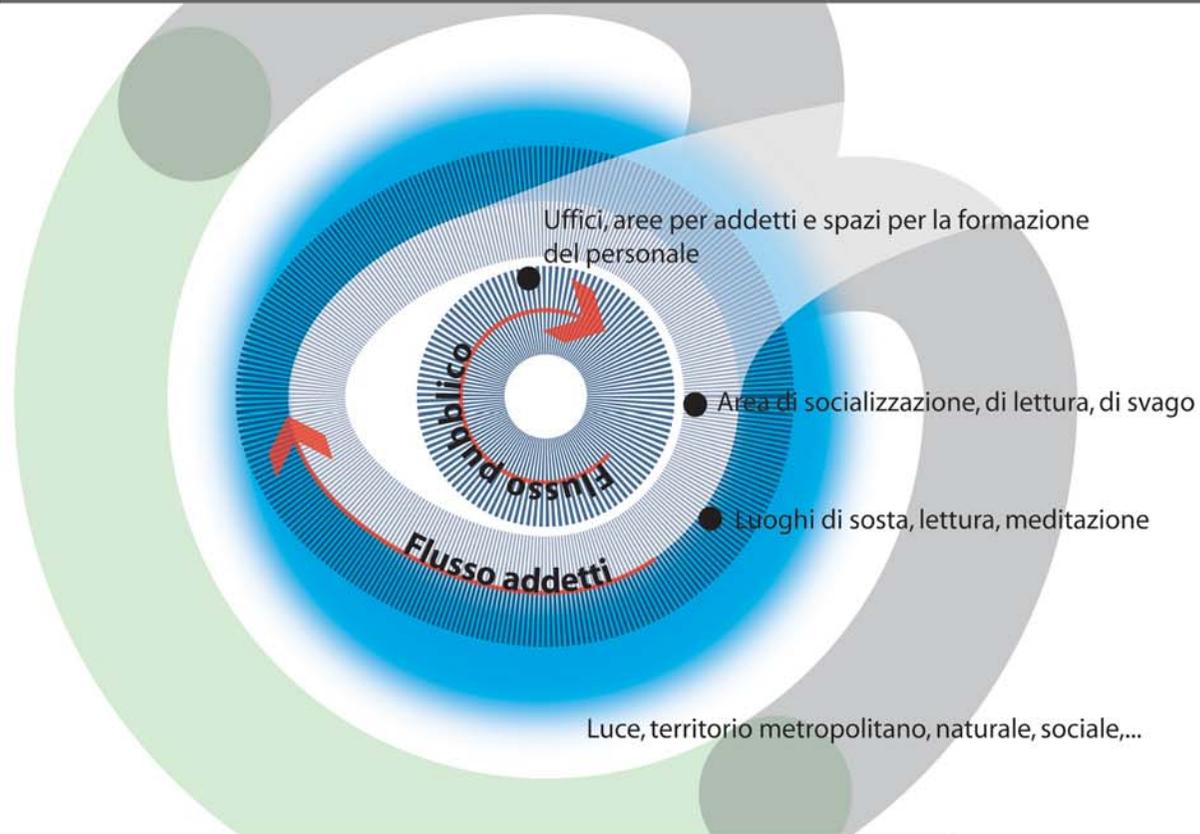


**CARATTERIZZAZIONE DELLO SPAZIO**

**NY, University, 2007**  
Steven Holl



## SPAZIO / DESIGN

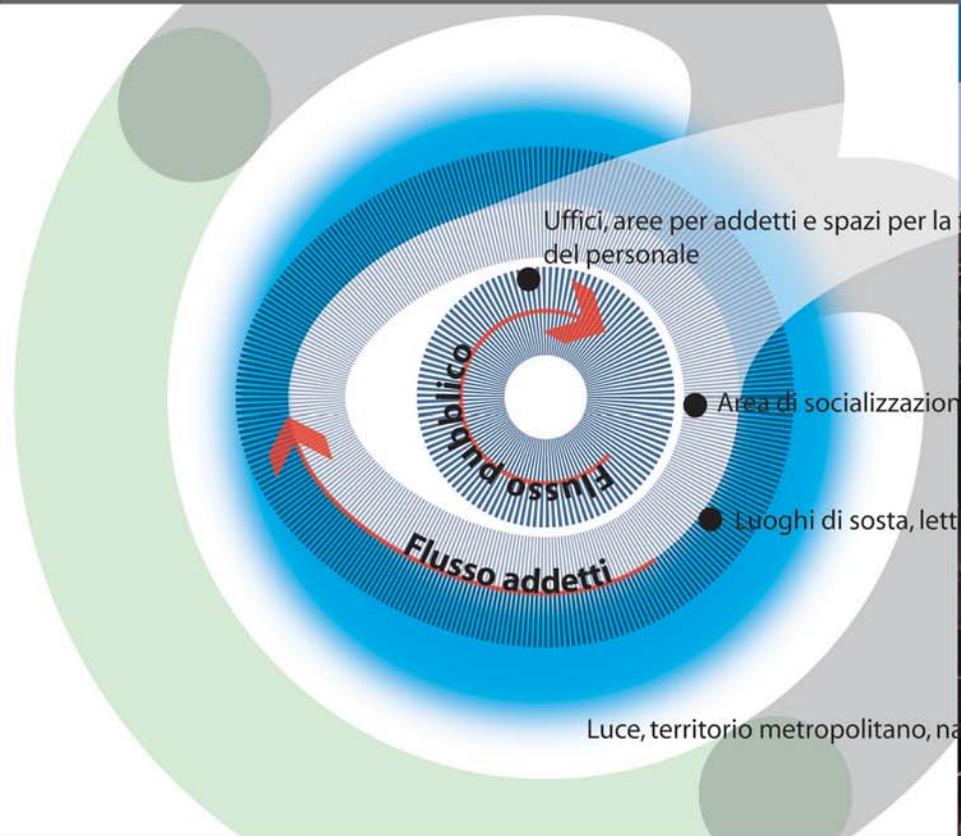


**NUOVA URBANITA', PERMEABILITA'**

**The Morgan Library, NY,  
Renzo Piano**



## SPAZIO / DESIGN

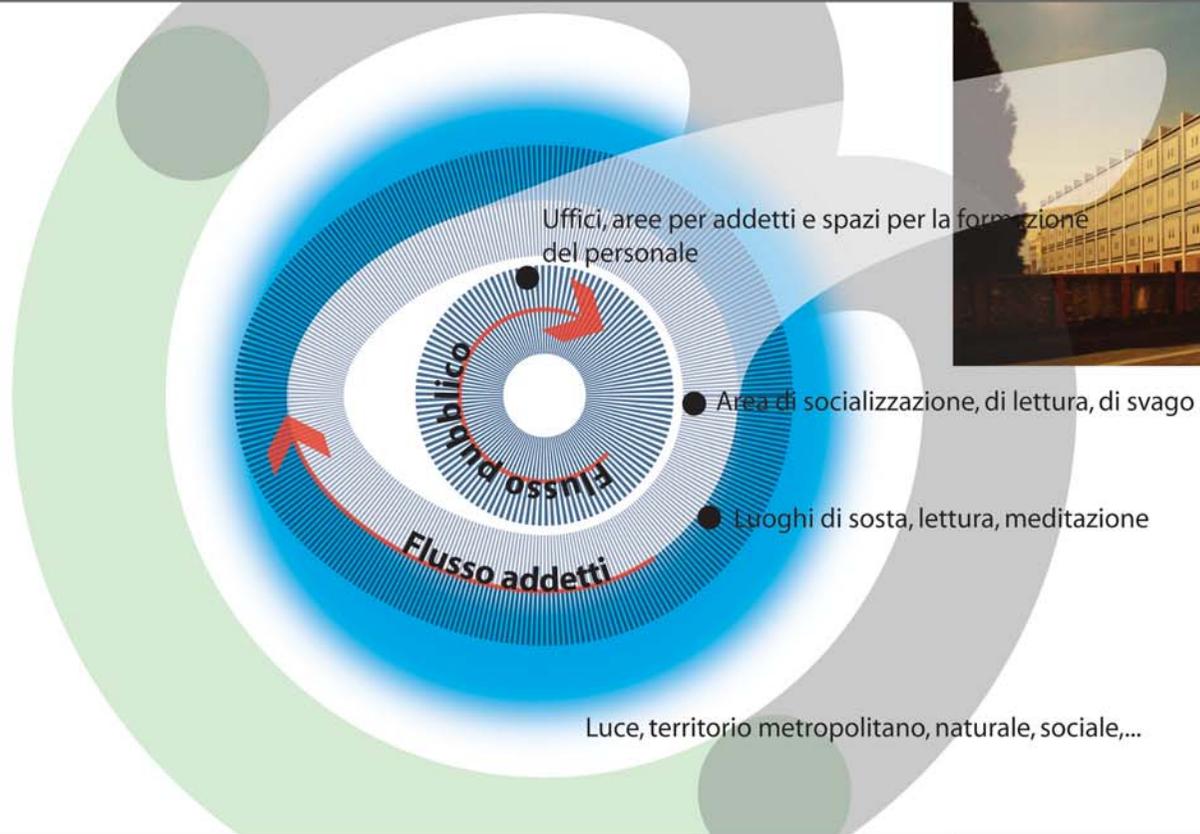


**COMUNICAZIONE, CARATTERIZZAZIONE**

**Nembro, Biblioteca comunale**  
Archea Associati



## SPAZIO / DESIGN

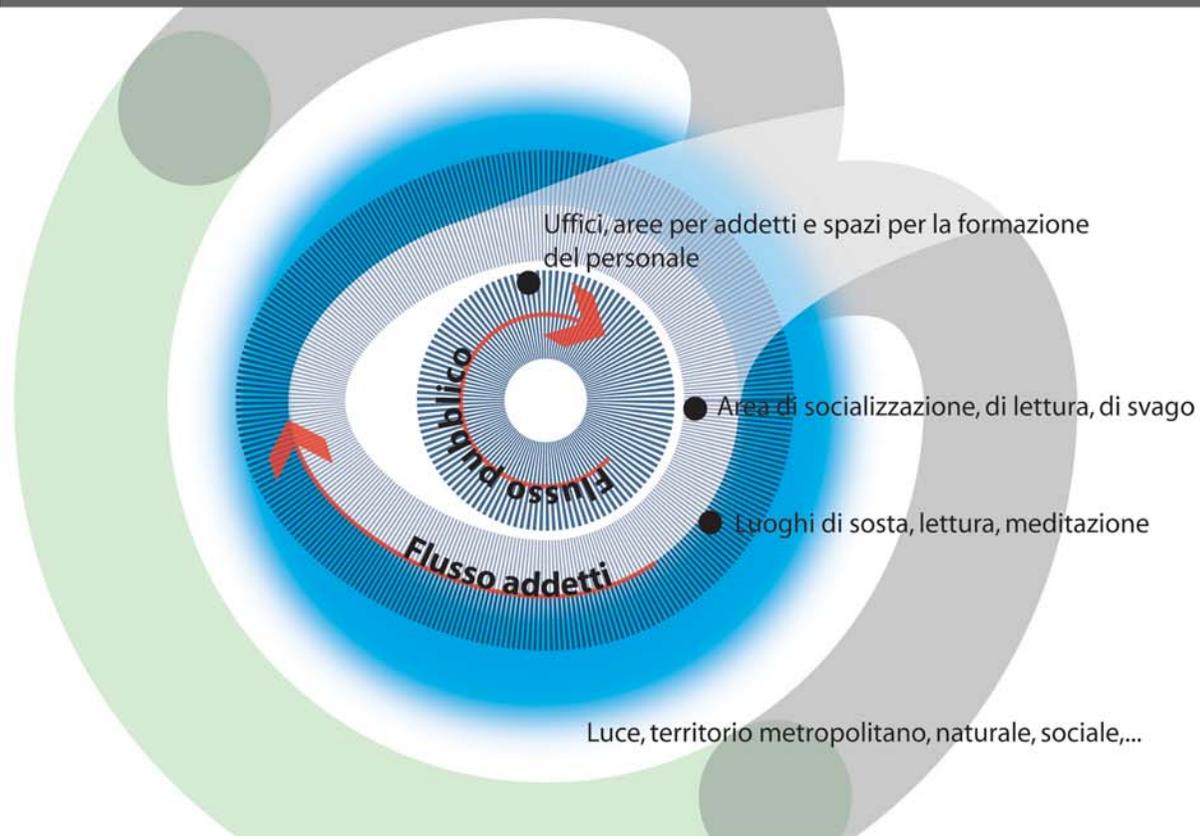


COMUNICAZIONE, CARATTERIZZAZIONE

Lugano, ampliamento Biblioteca Universitaria  
Tognola



## SPAZIO / DESIGN

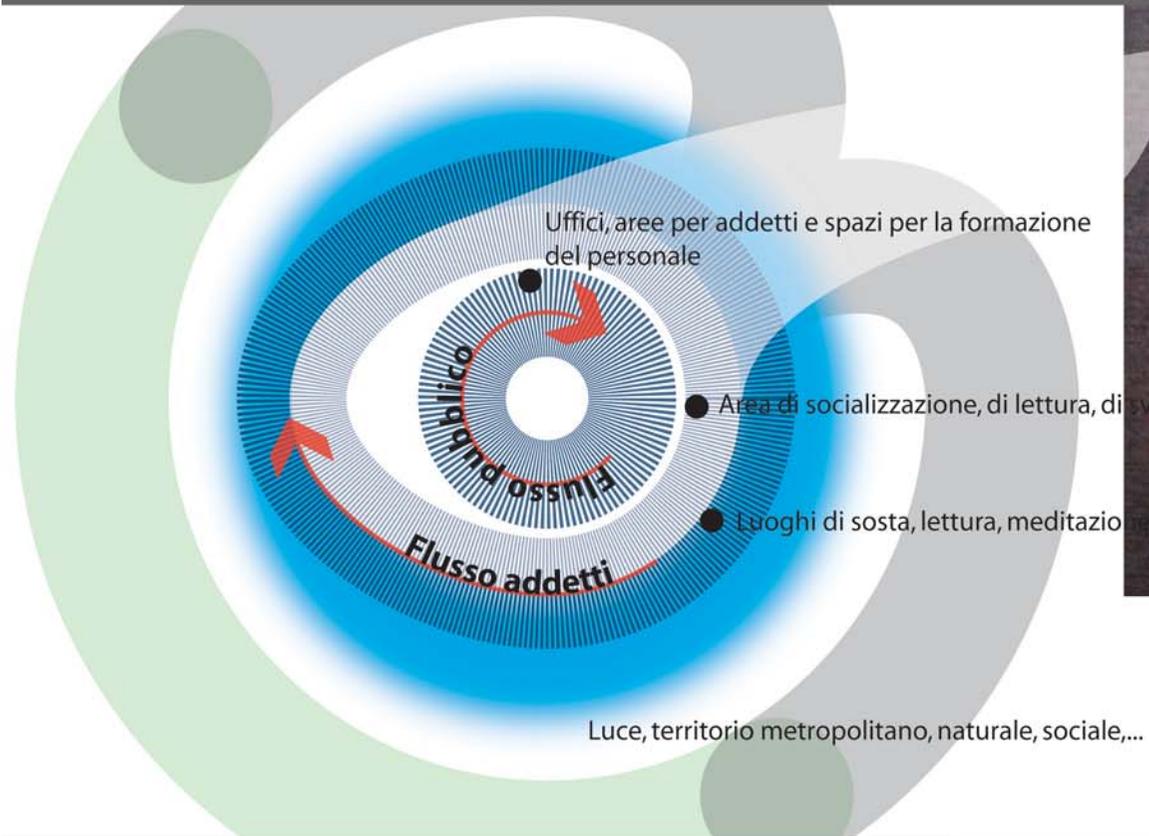


**PAESAGGIO ARTICOLATO E FLESSIBILE**

**Pistoia, Biblioteca S. Giorgio, 2007**  
Pica Ciamarra



## SPAZIO / DESIGN

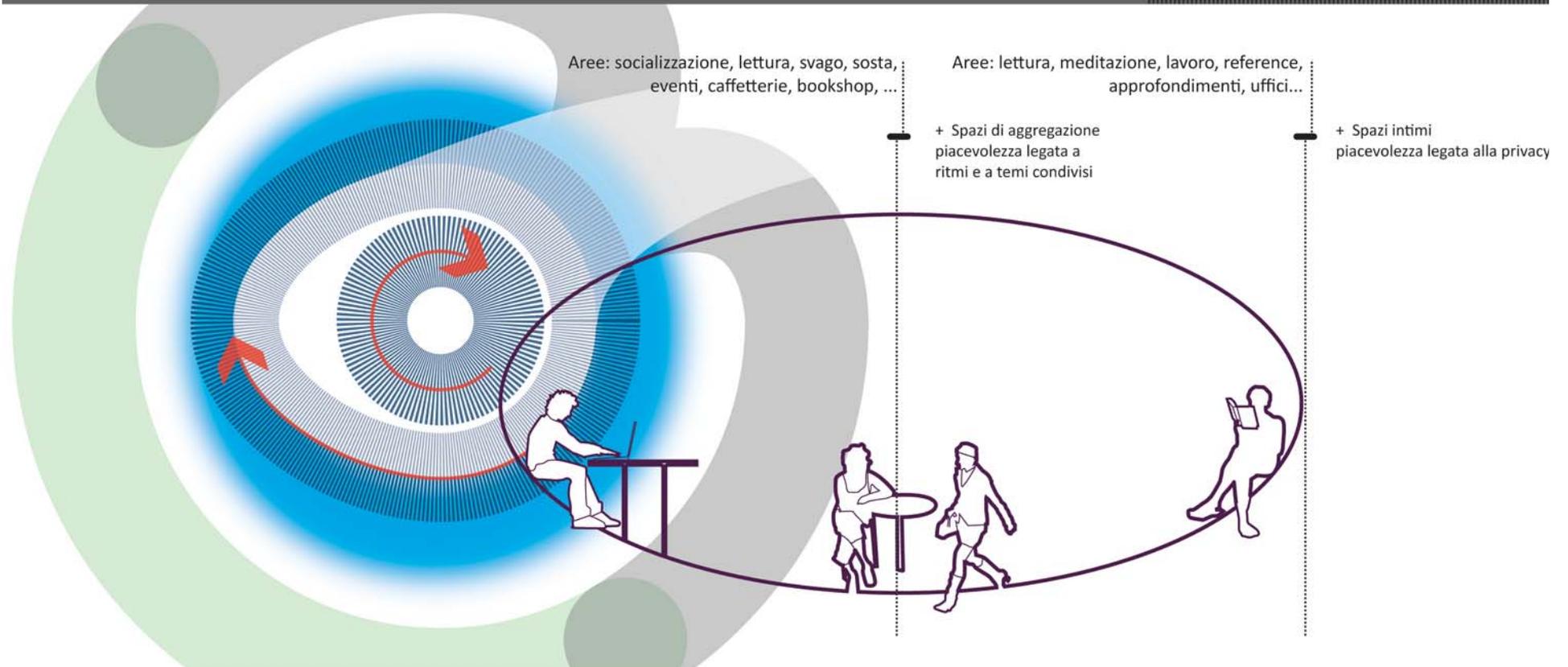


**COOPERAZIONE, FLESSIBILITA'**

**Aequo, library concept**



## SPAZIO / DESIGN



**VARIETA' COMPOSITIVA E D'USO**



## SPAZIO / DESIGN

TENDENZE ARCHITETTONICHE

Permeabilità / Trasparenza / Comunicazione \_\_\_\_\_  
Fluidità / Paesaggio omogeneo \_\_\_\_\_  
Articolazione funzionale / Multiformità estetica \_\_\_\_\_  
Socialità / Nuova urbanità \_\_\_\_\_

Istruiscono

**DESIGN**

Dal layout distributivo  
al layout espositivo

EMERGENZE PROGETTUALI

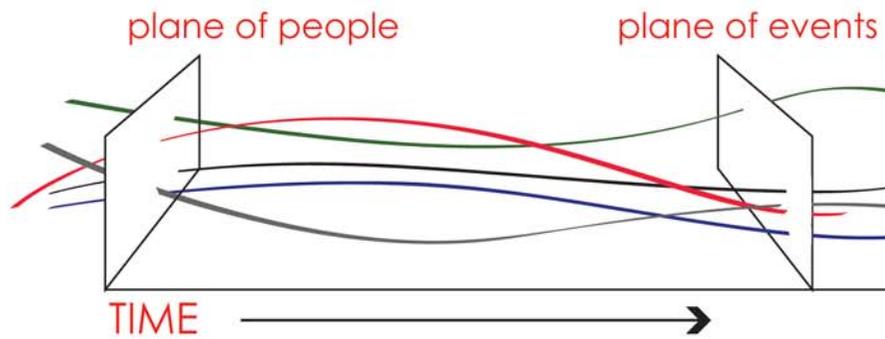
Diversificazione delle funzioni / Flessibilità dello spazio \_\_\_\_\_  
Spazi di qualità / Forte caratterizzazione \_\_\_\_\_  
Coinvolgimento esperienziale dell'utente / Affezione al luogo \_\_\_\_\_  
Spazi comunicativi / Interfaccia friendly \_\_\_\_\_  
Comportamenti eterogenei / Personalizzazione del servizio \_\_\_\_\_

Stimolano  
la risposta

Gli strumenti dell'allestimento:  
- design dell'esperienza  
- strumenti hard e soft per la  
definizione dello spazio  
- spazi narrativi, performativi

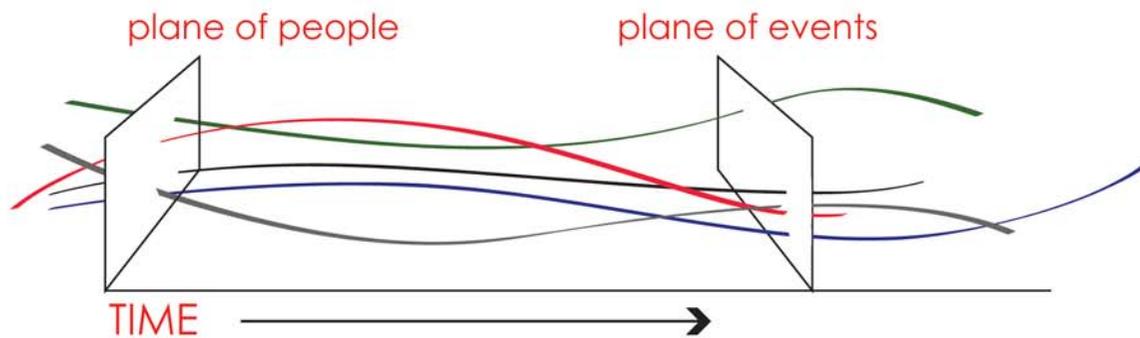


# SERVIZIO / INTERFACCIA



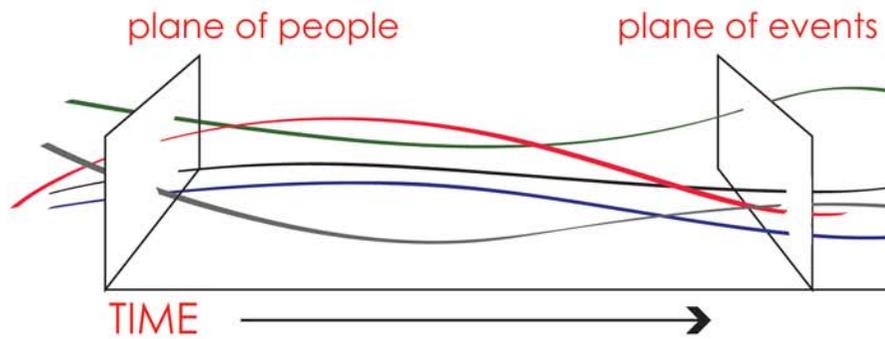


## SERVIZIO / INTERFACCIA





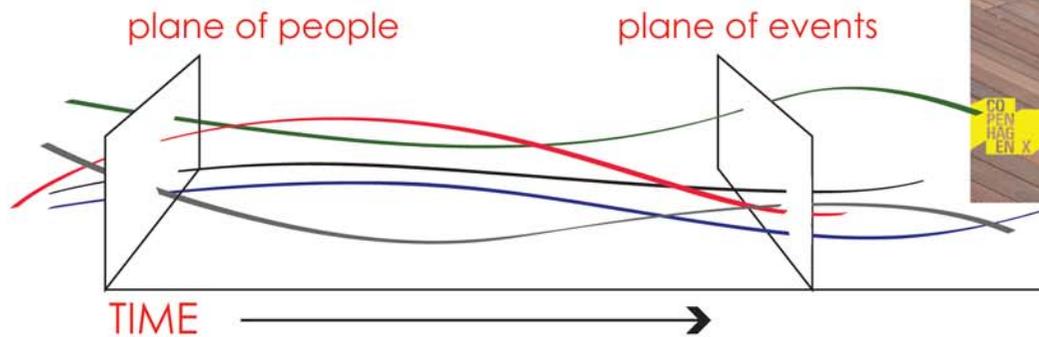
## SERVIZIO / INTERFACCIA



NY, Apple Store, 2004



# SERVIZIO / INTERFACCIA

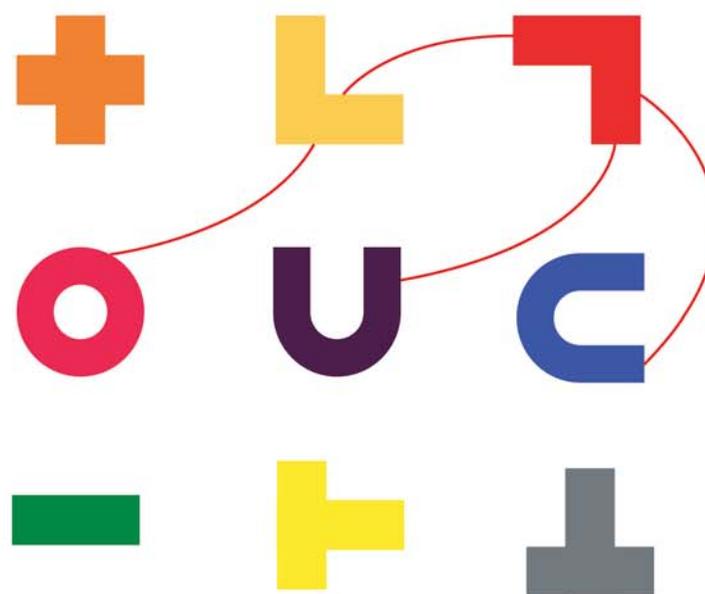
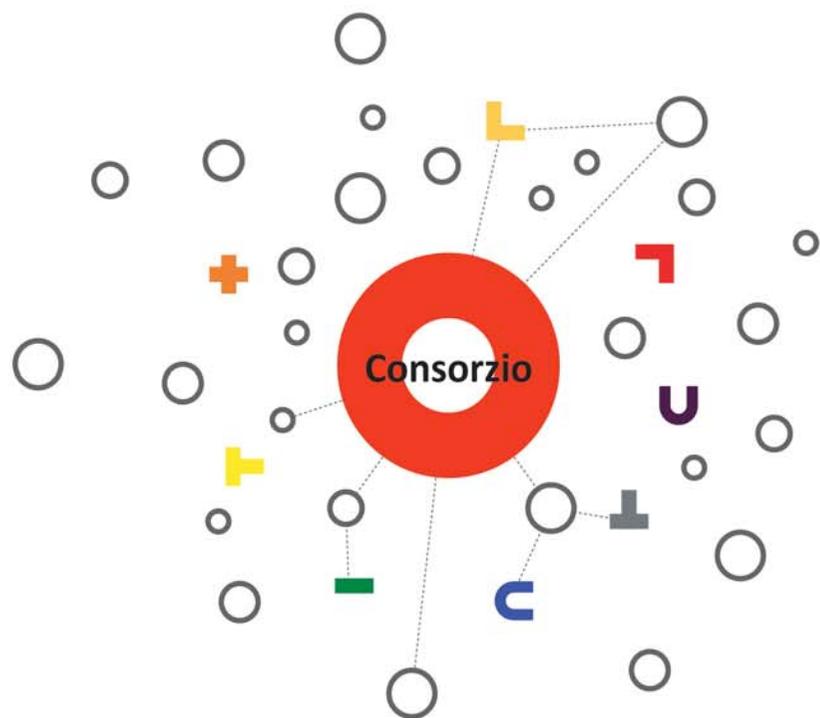


The screenshot shows a website interface for 'Copenhagen X'. On the left, there is a navigation menu with the following items: GALLERY, OUT IN THE CITY, ABOUT CPH X, BACK, SEND TO A FRIEND, PRINT, and DANSK. The main content area is titled 'YOUR SHORTCUT TO AN EVOLVING CITY' and includes a search bar. Below this, there are several featured articles and galleries, each with a thumbnail image and a title: 'ØRESTAD CITY - LIBESKIND'S PLAN', 'TOURS AND VISITS', 'URBAN DISTRICTS IN CHANGE', 'ARCHITECTURE IN COPENHAGEN', 'THE PLAYHOUSE IS COMPLETE', 'BICYCLE ROUTES - BIKE THE CITY', 'PODWALK - LISTEN TO THE CITY', and 'GALLERY'. The background of the website is a photograph of a wooden roof structure with a person walking on it.

Copenhagen x



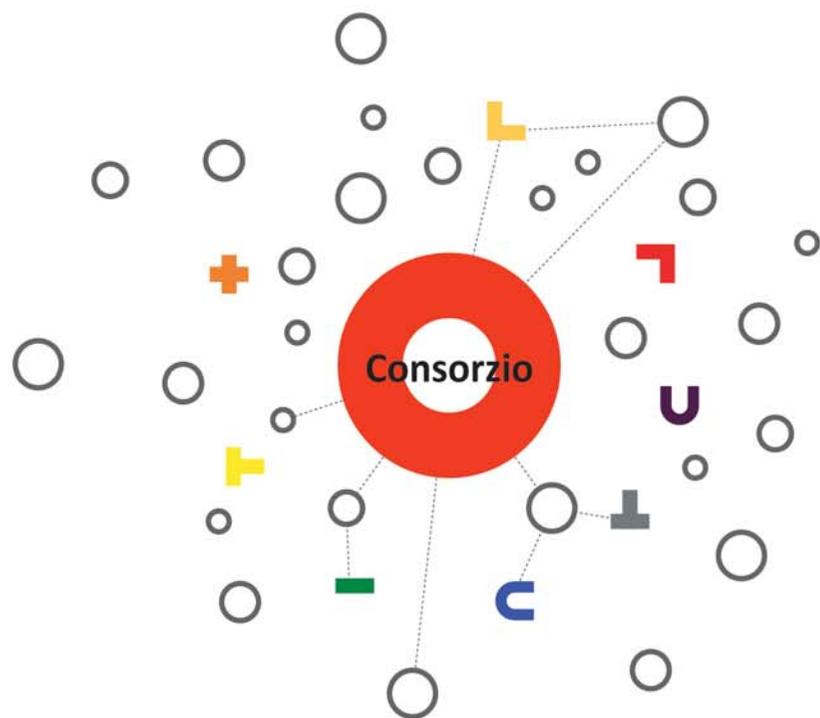
## NETWORK URBANO DELLA BIBLIOTECA



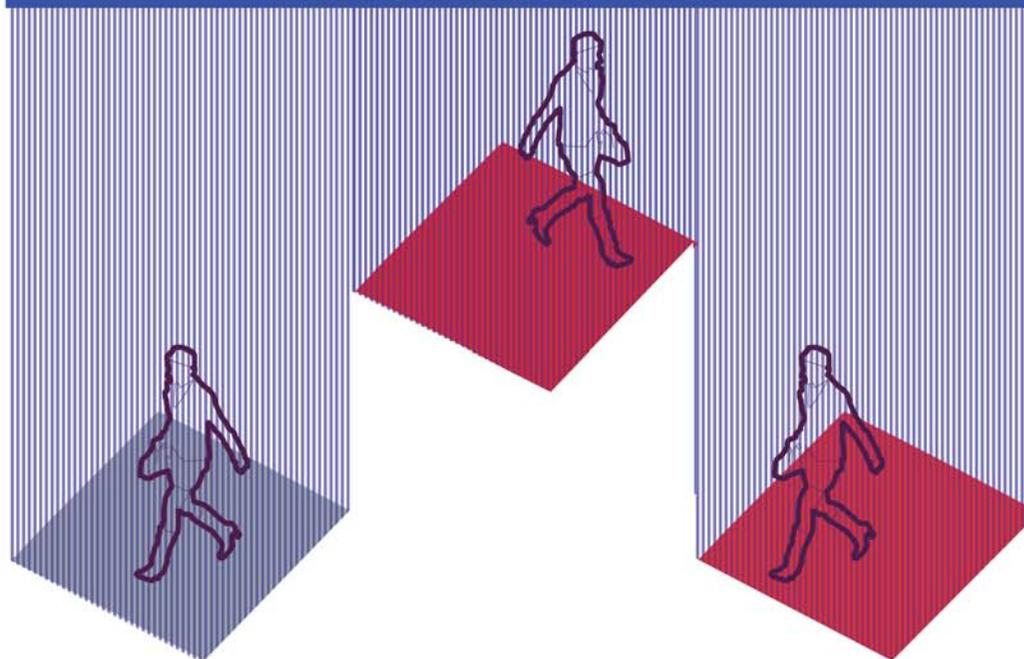
RETE CULTURALE INTEGRATA



## NETWORK URBANO DELLA BIBLIOTECA



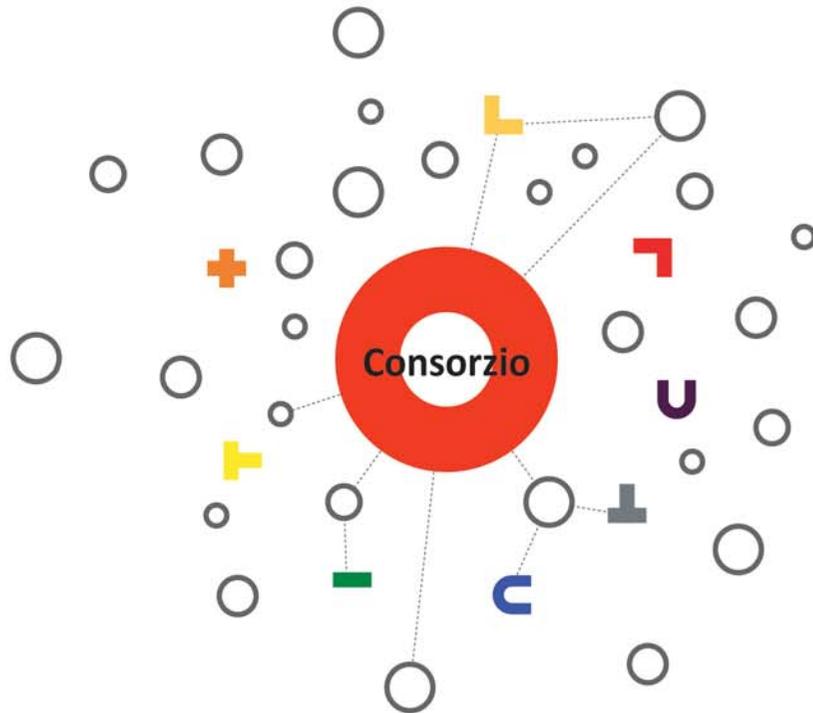
## FILTRI TEMATICI



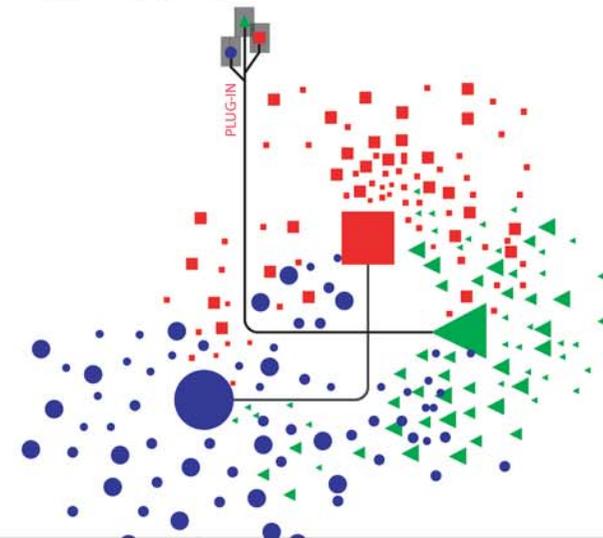
PLUG-IN



# NETWORK URBANO DELLA BIBLIOTECA



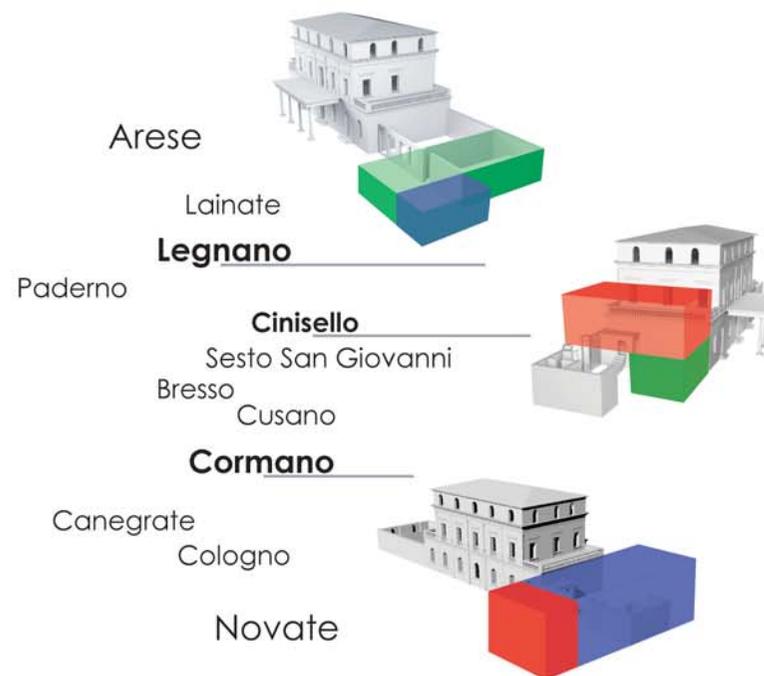
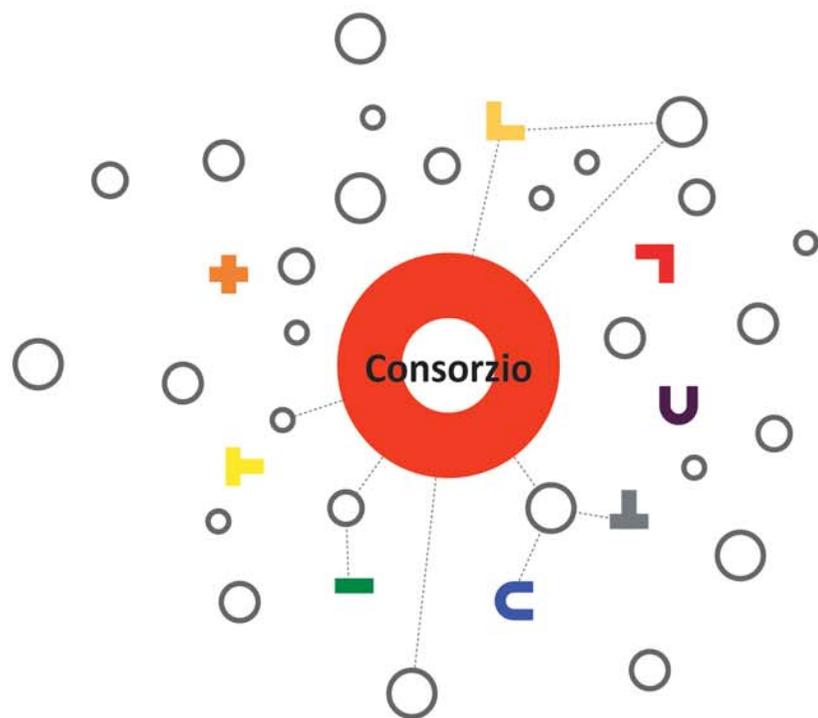
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 -\|||-/^-\_-\\|/-\_||| **gsgyydgdeyydegdeydgdeyygdg**  
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 -\|||-/^-\_-\\|/-\_||| **gsgyydgdeyydegdeydgdeyygdg**  
 gsgyydgdeyydegdeydgdeyygdg ghfyddwa\w\wmbuji  
 427390146391-218624527129p10  
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 427390146391-218624527129p10  
 ghfyddwa\w\wmbuji **gsgyydgdeyydegdeydgdeyygdg**  
 427390146391-218624527129p10  
 -\|||-/^-\_-\\|/-\_||| **vzvxcjhhaiywqtwrewyHAKluuij\b**  
 6178g2g2uhsgvayhdvzj9aokOAKAHQN



PLUG-IN



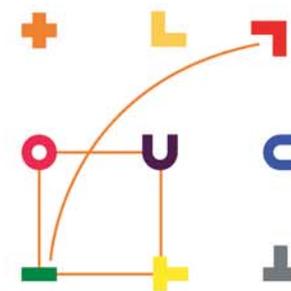
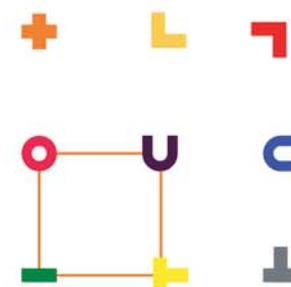
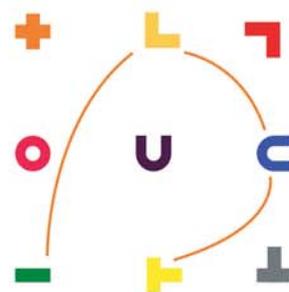
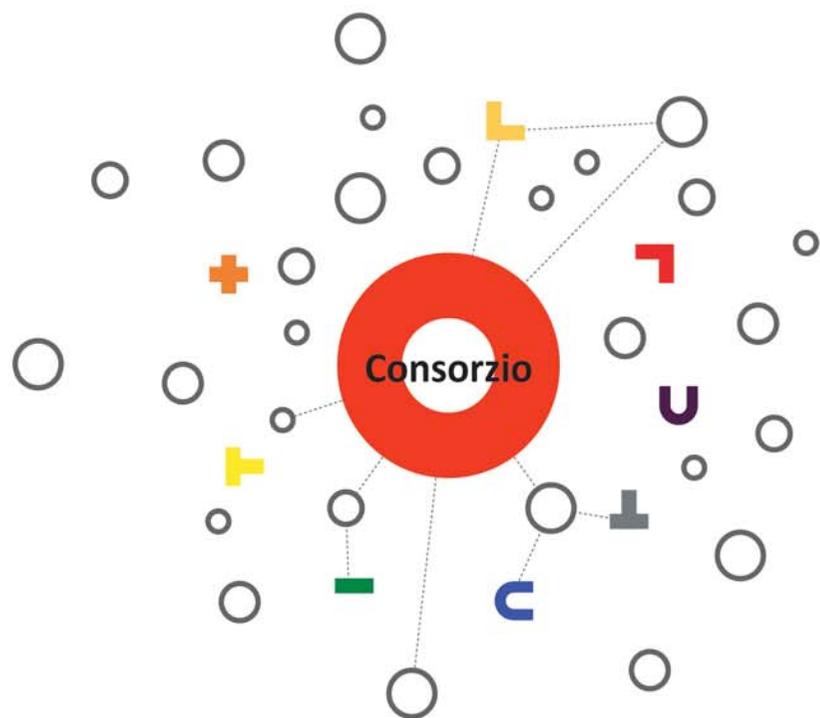
## NETWORK URBANO DELLA BIBLIOTECA



PLUG-IN



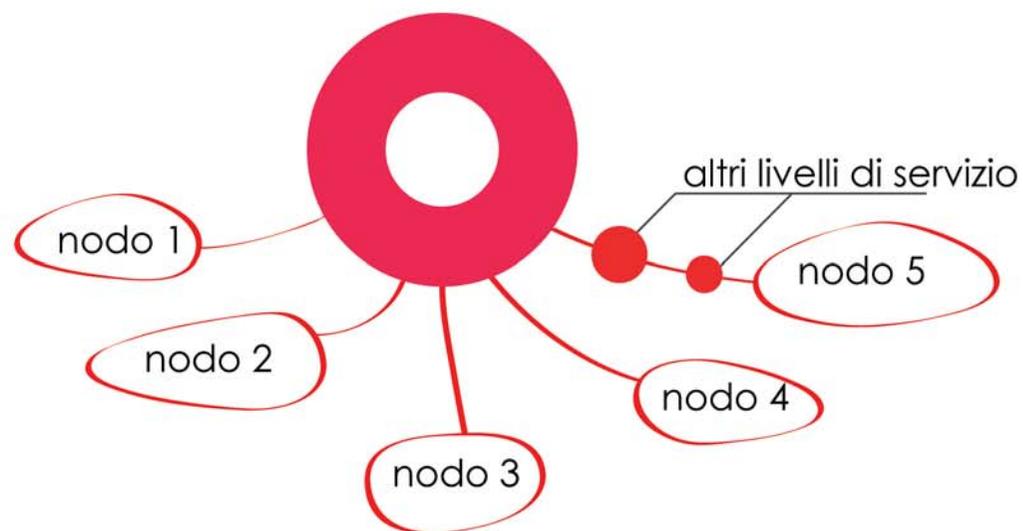
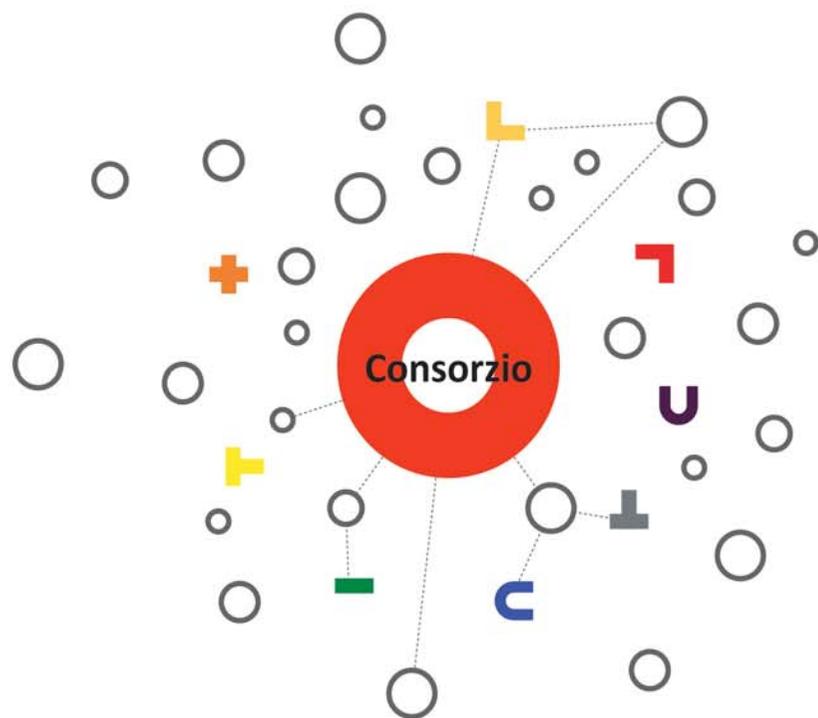
## NETWORK URBANO DELLA BIBLIOTECA



RETE CULTURALE INTEGRATA



## NETWORK URBANO DELLA BIBLIOTECA



RETE CULTURALE INTEGRATA



## SINTESI: NOTE OPERATIVE

### CHIAVI PER IL DESIGN

COORDINAMENTO

**INTEGRAZIONE**

SPAZI

SERVIZI

RETE

TERRITORIO

**COMUNICAZIONE**

SPAZI URBANI

SEDI

ANTENNE

**ALLESTIMENTO**

SISTEMA INTEGRATO DI CORPORATE IDENTITY