



MEDIASPACE

- CORE VALUES



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Aarhus Municipality
Citizens' Services and Libraries

Prepared in cooperation with
NIRAS Konsulenterne A/S

Publisher:
Aarhus Municipality

Layout:
NIRAS Konsulenterne A/S

Printing:
Chronografisk

Number printed:
1.000

Further information:
www.multimediehuset.dk/mediaspace

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Why Core Values?

Aarhus Municipality is on the brink of realising MEDIASPACE as a central part of the development of the waterfront.

MEDIASPACE is both a development and an expansion of the Main Library. Beyond library activities, MEDIASPACE will contain Citizens' Services and other private/public players and activities. In the combination of activities synergy and multi-functionality must have high priority.

Architecturally, MEDIASPACE must be a distinctive, attractive and viable structure on an international scale. As a public and citizen-oriented building on the Waterfront, MEDIASPACE must contribute to the extension of the city and should create bustle and activity in the area.

The content of MEDIASPACE must support knowledge, learning, culture and experience for all citizens.

MEDIASPACE must be characterized by a number of values. These values must form the basis of a continuous process of cooperation, where a range of citizens and interested parties will be involved. In this process, the core values must ensure that focus is on content, architecture and function.

The core values are created in a process of involvement, where citizens and staff from Citizens' Services and Libraries, Aarhus Municipality as well as representatives from companies, organisations and associations within the business, educational and cultural sectors in the Aarhus area have participated.

1

The Citizen as Key Factor

The citizens' individual and diversified use of MEDIASPACE must contribute to forming the building, the content and the activities. Each citizen has a unique and personal purpose that is reflected in accessibility, offers and activities of the house.

The citizen is an active player in the continuous development of the house and the activities. Involvement of citizens is an essential element in this development. Children and families play a special part. In close dialogue with children, children's adults, and environments for children's culture, opportunities must be created that challenge and inspire creativity and development.

It is important to retain a changeability that reflects the citizens' varied and changing needs. Therefore, the building must contain versatile and flexible learning environments and open spaces.

Lifelong Learning and Community

2

The citizens are given a physical sanctuary for ideas and learning, where they are challenged and where they learn. An open and accessible environment for all, creating unique opportunities for dialogue, experience and contemplation.

MEDIASPACE must play a central role as a democratic space. An inspirational place ensuring opportunities for a differentiated media choice and access to knowledge, influence and development for the individual citizen. It must be a unique place for cultural and interdisciplinary cooperation, which actively counteracts tendencies of social exclusion in society. MEDIASPACE must be one of the means to supporting citizens' learning and developing Aarhus as a city of knowledge.

3

Diversity, Cooperation and Network

MEDIASPACE must enter into local, national and international networks and cooperation that improves the quality of activities and the way tasks are carried out. Such relations create a positive synergy in the house as well as in activities outside the building. Thus, MEDIASPACE disseminates not only existing knowledge but plays a central role in the continuous development of citizens' knowledge and creativity.

MEDIASPACE must be perceived as a challenging and innovative public space for citizens, institutions and businesses and an attractive workplace for the staff. It is therefore necessary to seek knowledge outside our own ranks. By prioritising multiplicity and interdisciplinary cooperation, MEDIASPACE is capable of constituting a dynamic and inspiring development environment offering unique possibilities for innovation. An environment where citizens can meet across age as well as social and cultural background, and where professionals can meet across professions.

Culture and Experiences

Culture, experience and playfulness are central elements of the MEDIASPACE profile. It is essential that children and adults can experience, experiment and play with various forms of media, technology and culture. The citizens are given an opportunity to create on their own – individually or together with others.

The staging of experiences will be an integrated part of MEDIASPACE. Not only experiences which challenge and captivate the citizens, but also experiences which simply fascinate or call for quiet contemplation.

The building generates opportunities for both individual and shared cultural experiences because of its spaciousness and room for diversity. The building must be an intelligent house that supports the citizens' use of the spaces, appeals to all senses and gives rise to wonder and astonishment. Architecturally and through interior design the house must inspire children and adults to explore, create and experience its many opportunities.

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Bridging Citizens, Technology and Knowledge

MEDIASPACE must build bridges between citizens, media and knowledge. It must create a physical and virtual portal to current news and to a multitude of knowledge sources that must be disseminated in a manner that makes them accessible for the individual. MEDIASPACE will create settings where disseminators of knowledge and technology are in direct contact with the citizens in a correlation where topicality, versatility and quality are key demands for the content.

With the latest information technology, a wide range of media as well as personal and differentiated guidance, citizens are given access to the future, the present and the cultural heritage.

Flexible and Professional Organisation

MEDIASPACE must continuously be future-oriented, groundbreaking and among the best libraries of the world. MEDIASPACE must be an investigative organisation that also works outside the framework of the house as an active cooperation partner for existing cultural, educational and business environments in Aarhus. Furthermore, MEDIASPACE will act as initiator of new initiatives and it will involve citizens of Aarhus and surrounding towns in these processes. MEDIASPACE must continuously develop in an active correlation with the surrounding world and pick up new needs while they are still developing.

Flexibility combined with efficiency and a constant high level of service will ensure access to differentiated and professional guidance for all citizens.

All members of staff have a responsibility to create attractive settings and challenging opportunities for citizens. Every day, citizens must encounter competent and committed staff. The knowledge and competences of each citizen and member of staff should be dynamic elements in a flexible organisation.

7

Sustainable Icon for Aarhus

MEDIASPACE must be realized through an open and inspiring architecture that makes the building an icon for Aarhus as a city of knowledge. It must be an ambitious and challenging building that relates to its surroundings and users. The touchstone of the building must be human beings rather than technology and the building must be tailored to human needs for imagination, security, curiosity and joy. MEDIASPACE must be sustainable. The choice of materials as well as technology must reflect a fundamental respect for the environment and awareness of resource and energy consumption. With its unique location, the building must rise as a gateway between Aarhus and the surrounding world.

The building must bring together the surrounding areas and make an attractive rallying ground for citizens of and visitors to Aarhus. Central principles of the interior design must be changeability and versatility but not to the detriment of originality in architecture. Thus, the building must be able to change appearance – both internally and externally – in order for the house to reflect the pulse of the city and the change of time.

