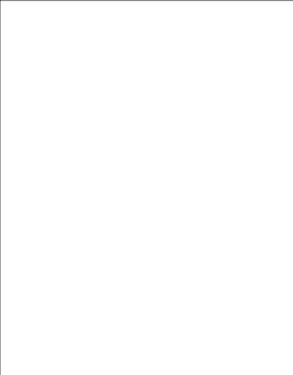


## Freshen up – new order of young professionals

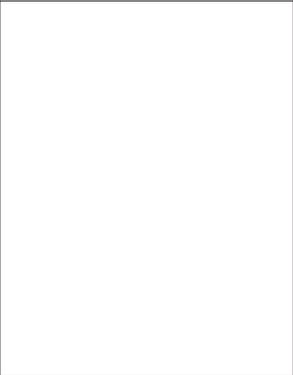
*A group of the Finnish young librarians (Nuorkirjastolaiset) just published a pamphlet of their thoughts about the changes which would be urgent and necessary on a Finnish library sector. Let's get a quick interview of their views!*



### **Towards digital reality**

“First of all, libraries should recognize the transition in their environment. Using digital content and having interaction online are part of the ordinary daily routines for most people in the developed countries. To be able to serve these people libraries should prove to be equal environment and meet the citizens’ expectations. Instead of coming up with excuses that are aimed to sustain the current library structures and retain personnel, libraries should use all the possible energy to revise the knowledge and the expertise of their staff to match the demands of the digital reality.”

- Veera Ristikartano

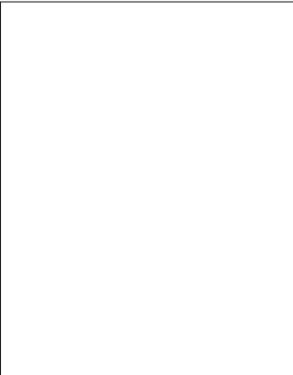


### **Pop-up librararies**

“Library isn’t an archive, it surely isn’t a museum. We really should come up with decent definition of library. I don’t think the libraries are about traditional collections of ”dead paper” anyway. Library is also more abstract than we think. But if it’s the stocks what citizens want the library to be, so be it. Just do it properly, with style. Library can’t be everything for everyone. That’s the thing. We have to decide.

I personally don’t believe that library needs static walls or fancy buildings. Librarians don’t need them to be of help. We should move forward to pop-up libraries where ever needed.”

- Marjo Perälä



### **Let go**

“The prime directive is to let go. To let go some of the old order to gain something new. To make a full transformation from being collection and content oriented institutions into full scale customer service oriented entities. To move from providing information into information specialities, such as analyzing information, information literacy teaching, information law issues and designing up-to-date information systems.

Everyone can find information or it finds its way to everyone. However, fewer people can critically process and analyze the right information.”

- Antti Virrankoski

## **180 °**

“Library world loves time travel in a propeller-head fashion - head in the clouds, feet don't touch the ground. I love it too. Our scenarios tend to lack, however, customer as an important actor. Librarians also tend to focus on every day routine rather than visionary planning. In other words, our view needs to turn 180 degrees - from the back office to the face of the customer, and from the board room to the front line librarians. Surprisingly often creativity and pro-activity require an ability to see close. And who would see close? The librarian, who is a generator, Sherpa, developer, integrator, teacher, problem solver, community worker, bouncer, MC and trusted man.”

- Virve Miettinen

## **e-Books and iTunes**

“Libraries have to take an active role with an eye on the future when creating services. In my opinion this means three things: 1) negotiating with publishers and copyright organizations about providing electronic books 2) launching iTunes type of new online library to deliver e-books 3) promoting services effectively. Otherwise libraries will decline to a dusty book depository.”

- Minna Marjamaa

## **Accessible libraries**

“We have to offer an easy access on information in digital age. Libraries can stay as a corner stone of democracy which they have been from their start. Libraries should serve the citizen, not the institution itself. It is obvious that better IT skills are required in libraries. Perhaps more IT-specialists will be recruited in the future.”

- Inkeri Kulpakko

## **Opening up**

“Librarians need to start recognising and acknowledging the library work and librarianship which take place outside of their own, formal library-organisations. In an information-heavy world and economy, a lot of people – professionals and amateurs alike – are doing similar tasks as we are doing in our profession. We need to open our arms to much wider librarianship, and we must do it quickly!”

- Mace Ojala