During the last two years, a new phenomenon called Mindspot has seen the light of day in [inaudible]. At the main library, it is also clear that something has changed. Strange things are happening. The library is open at night. Young people are sleeping in peculiar places. More junk food is eaten than ever before. You also bump into Mindspot in other places. They have a caravan that shows up at festivals, around the city, at the beach, and in the park in front of the library. Mindspot the movie, the library as a universe. Let's find out what Mindspot is all about.

Mindspot is a library service for young people in [inaudible]. Through user-driven innovation, the project has created a library service which meets young people's needs. This is the group behind the project. Half of the group are library employees called mind keepers. They ensure that the library learns from dialoging with young people.

It is a dialog with a use about what a library should be. We could not make this project without these.

The other half is a new young group of employees at the library, called mind spotters, because they are hired to spot trends and ideas. They are quick to judge whether an idea is good or bad, and whether an event is interesting or not. The mind keeper talks about the mind spotters.

They had a lot of energy, and they speak before they think in a cool way.

The mind spotters also profit from working at the library.

In a town both where it is fun and exciting.

You get to do a hundred different things, and you get challenged all the time. You move from one place to another in your mind.

Mind keepers and mind spotters have created Mindspot together with the users. It is not just a library or a new youth corner. It is a library universe, consisting of the sum of all the Mindspot
activities. The universe consists of events, like concerts, gaming events, and film marathons which are held when it suits the users, external cooperation with many different partners, unorthodox branding, where the message is distributed through many different channels, assistance for young innovators, for young initiators. Make it your library, in which content is created in co-creation with young people, visibility in communities already used by the young, lessons and information searching based on the young people's needs, stronger relations between the young and the library, an unorthodox Mindspot room at the library, where young people like to hang out, Mindspot's caravan, the spot mobile. Why should the users come to us when we can go to them? The sum of all this is the Mindspot universe. The young can pick and choose. They can choose the whole package, or just some of the elements.

[ Music ]

[ Background Music ]

>> Mindspot is a brand new library service with focus on what is interesting and relevant for young people.

>> Mindspot is what we want it to be. It could be anything that we [inaudible].

>> Mindspot is also an example of the library of the future. In 2014, the new main library, Mediaspace, will be at [inaudible] Harbor. Mindspot shows what a youth universe in the new library might be like. The library of the future is focusing on the young people's needs for the library, rather than the library's need for young people.

[ Music ]

[ Silence ]