

l'eccellenza e il futuro della libreria

La libreria del futuro

francesco trabucco

venezia 29 gennaio 2015

Il futuro

Norman
O. Brown
**La vita contro
la morte**

*Il significato psicoanalitico
della storia*



Adelphi







Ibis Redibis Non Morieris In Bello

Ibis Redibis Non, Morieris In Bello

Ibis Redibis, Non Morieris In Bello



AUGÉ^{MARC} FUTURO

Bollati Boringhieri

Il tempo

Piccola Biblioteca 606

CARLO ROVELLI

*Sette brevi lezioni
di fisica*



ADELPHI

Le discronie

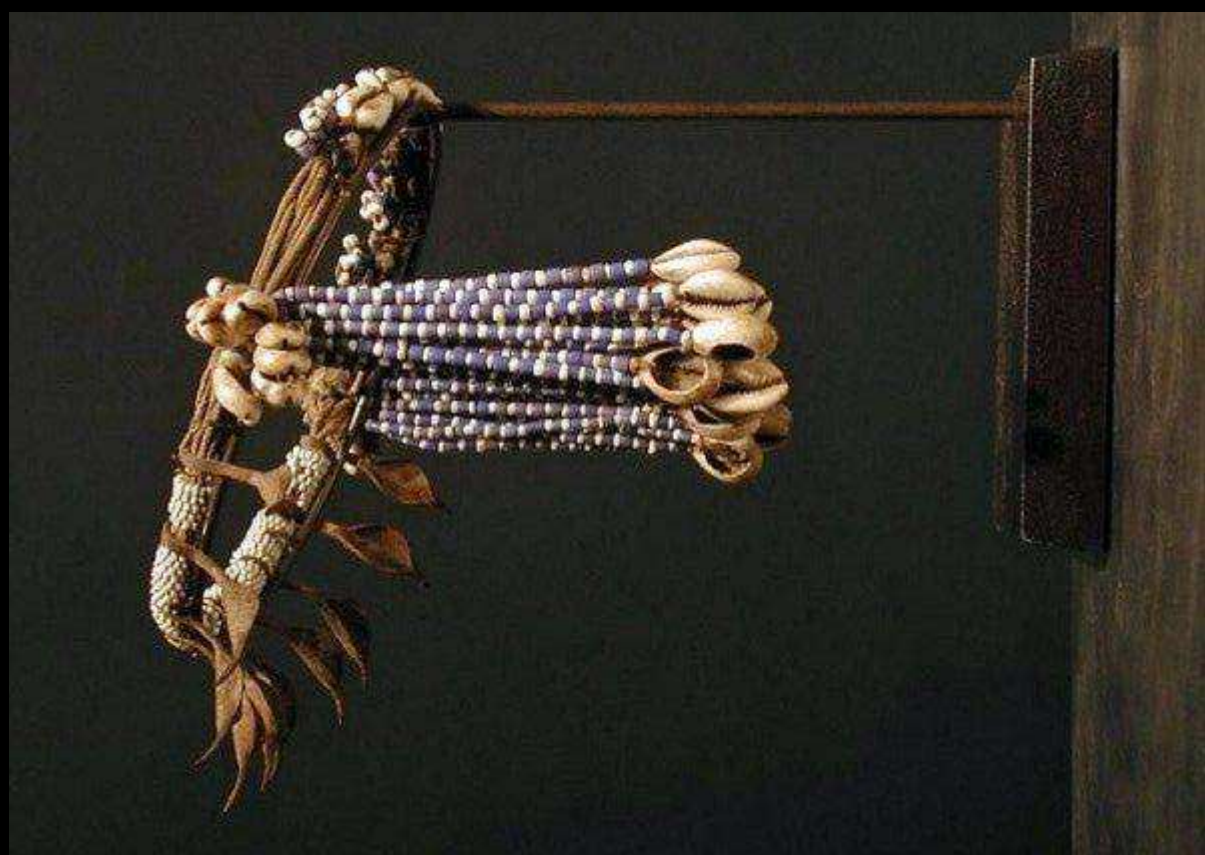
DISCRONIE

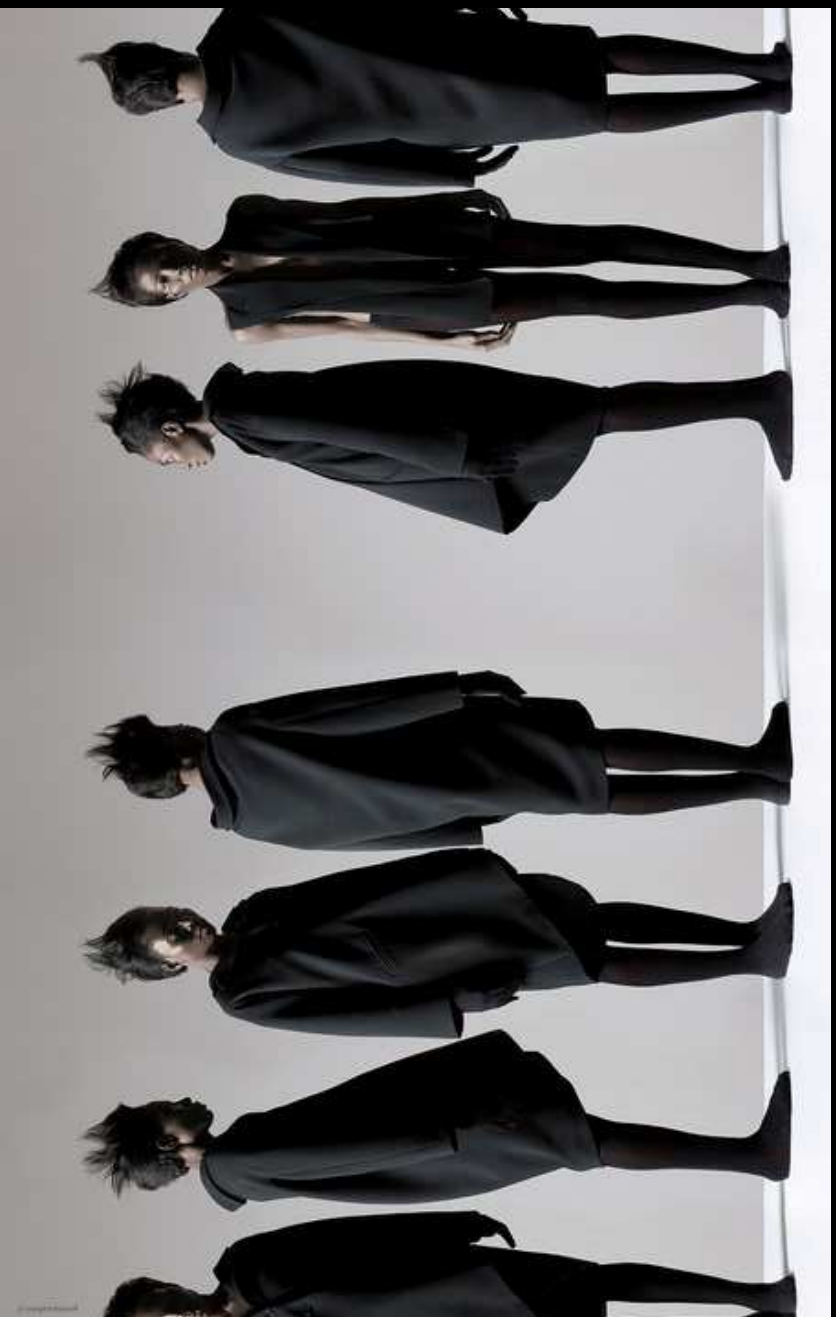
Fenomeni del contemporaneo
nella Moda e nel Design

di
Tania Alessandra Scardone

AUTORE









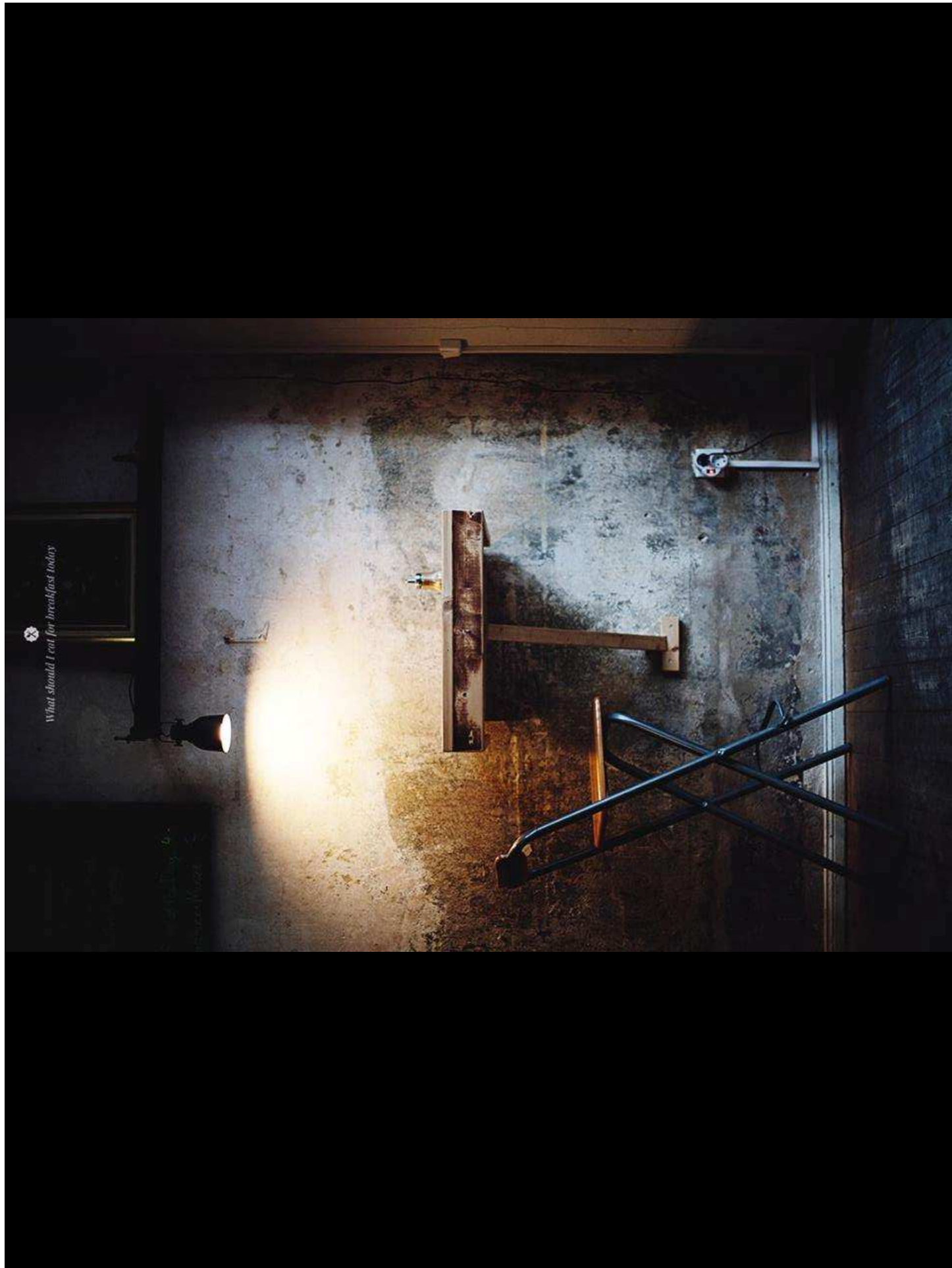












What should I eat for breakfast today











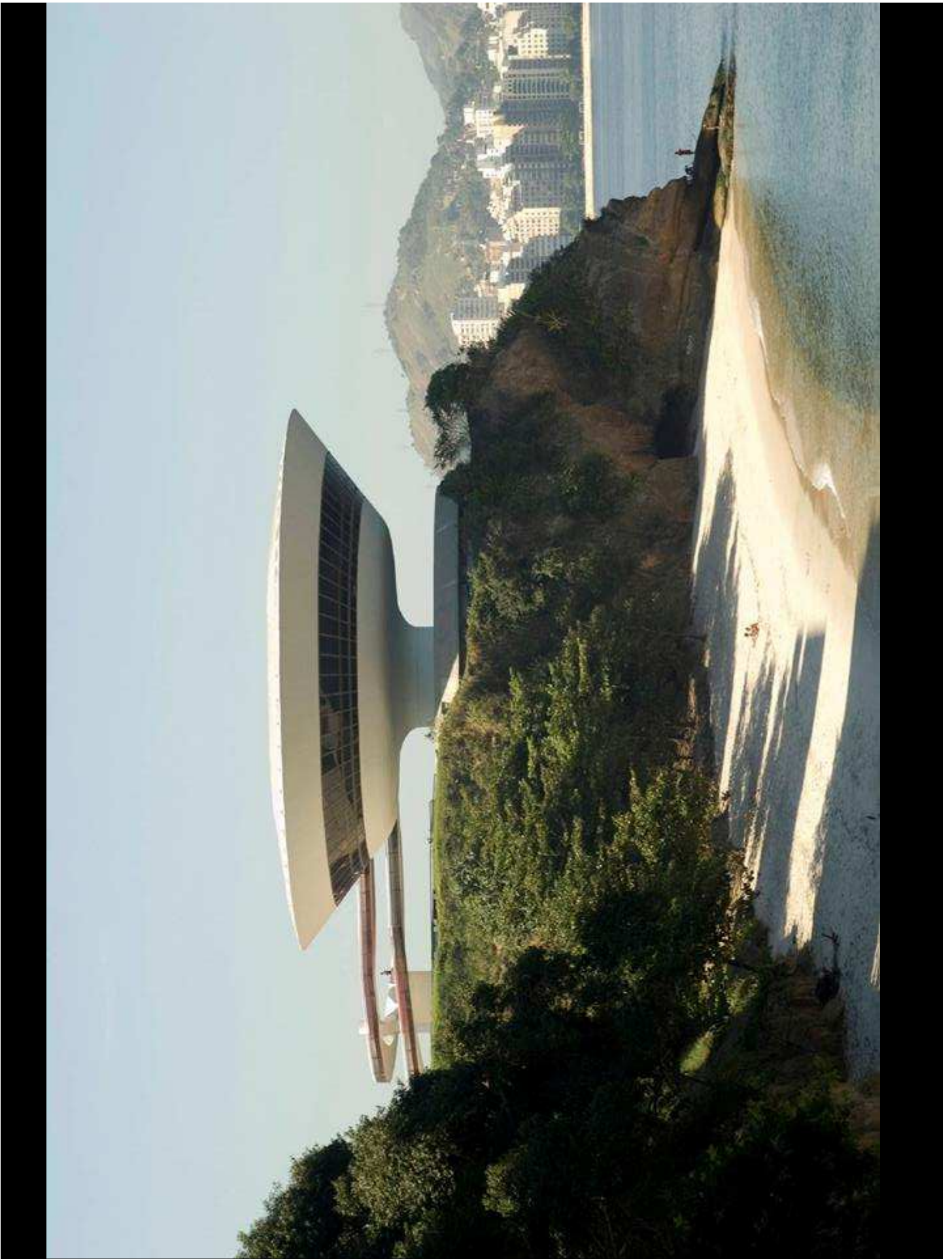












la complessità

ISOPRE 2003 CONCRETE SCHLIDT



Il progetto



 **POLI.DESIGN**

Consorzio
del Politecnico
di Milano

ID4A

MASTER IN

**INDUSTRIAL DESIGN
FOR ARCHITECTURE**

Grafica: Pirelli - Belvedere by DEB Architeti
Fotografia: Claudio Valverde



Future Bookshop Design

Federico Gonzalez

Pedram Soleimany

Titis Primita

ibs.it

Workshop Politecnico
10 giugno 2014

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Sara Colombo

Company partners:

Vincenzo Russi

Luca Domeniconi





Research

Study Cases of Existing Bookshops -



1000m2 /Study room and space /Cafeteria /Interior design counsel counter
/Furniture display with prices /Good book display

- 1/4 of the bookstore is dedicated to books
- High experience
- Good level of communication also conveys an Identity
- Many chairs, sofas and 25m table
- Lack of digital signage, presence of online store (no application)
- Self-Service
- Devalues books



1000m2 (500m2 Milan) /70 chairs /Stationary /Cafeteria /Good book display

- 1/2 of book store is dedicated to books (1/4 of the bookstore is dedicated to books - Milan)
- High experience (no experience in RED milan)
- Very good level of communication however it does convey an Identity
- A few chairs and table in book area
- Lack of digital signage, presence of online store (no application)
- Only service is the book sellers service and self-service

Study Cases of Existing Bookshops -

HOEPLI.it **LIBRACCIO.it**



2000m2 (5 floors) / **40m** façade / **2km** of shelves / **100.000** books / **20.000** foreign

- Particular attention to technical and scientific sectors
– appeal to **professional sector/ exclusion of other sectors**
- High sales although there is a **lack of experience**
- **Average level of communication** and Identity
- **No chairs** unless there is an event
- **Lack of digital signage**, presence of online store (no application)
- Only service is the book **sellers service and self-service**



1500m2 (Romolo) / **Buy and sell counter** / **Stationary and school accessories**
/ **Fast book checking** / **Good book display**

- **All** of the bookstore is dedicated to books
- **Good experience**
- **Average level of communication** however it does convey an **Identity**
- **No chairs, no events**
- **Lack of digital signage**, presence of online store and **application**
- **Diverse services on different platforms**

Benchmark

Red Feltrinelli, Florence



Weakness

Each of the spaces (eat, read, bookshop) are not visually connected.

Potential

Each are very inviting, from the use of atrium, selection of material, use of daylight & details on children section.

IBS, Florence



Weakness

No strong connection between one potential area to another (bar to atrium, atrium to entrance).

Potential

Atrium can be used as event space and placement of info desk are in decision making points.

IBS, Padova



Weakness

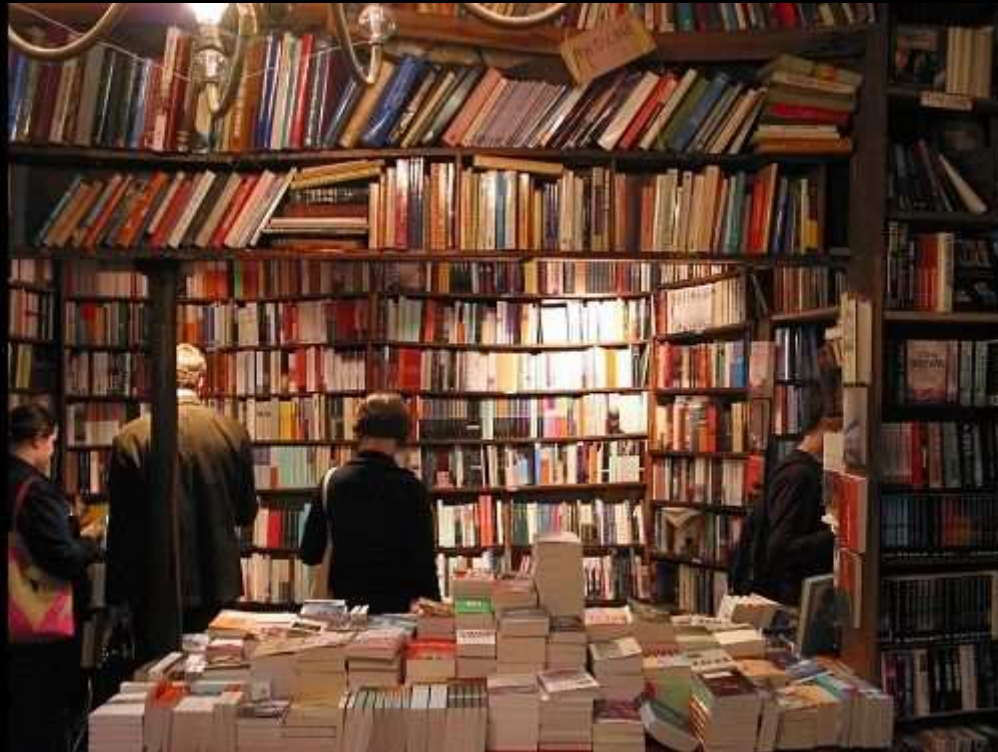
Some of important items (e.g. e-reader), placed in 'cold area' of retail heat map.

Potential

The second hand book shelves that being exposed; location and color selection of the cashier.













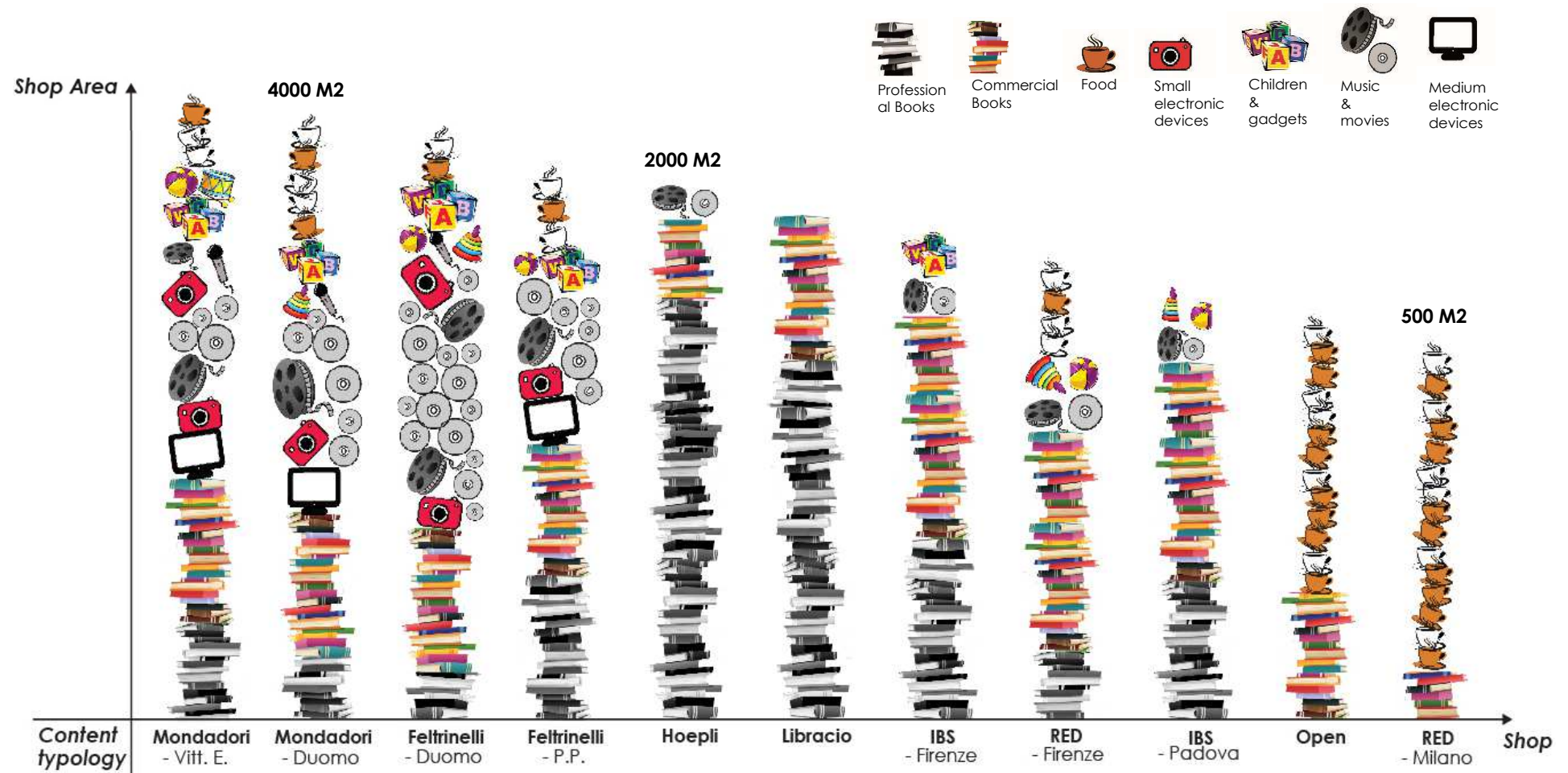




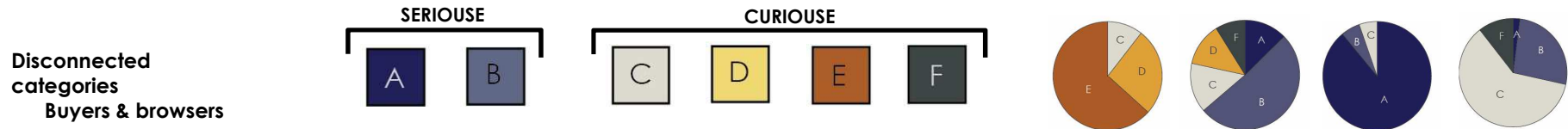




Products and Content Analysis

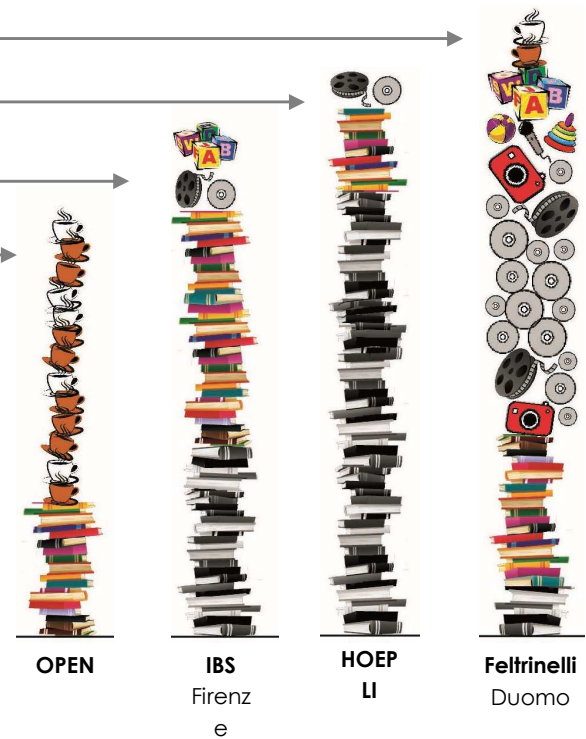
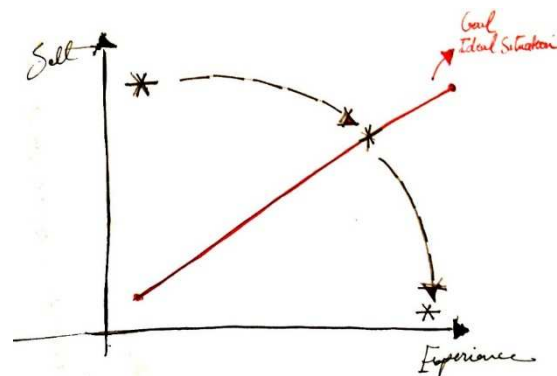


Analysis Synthesis

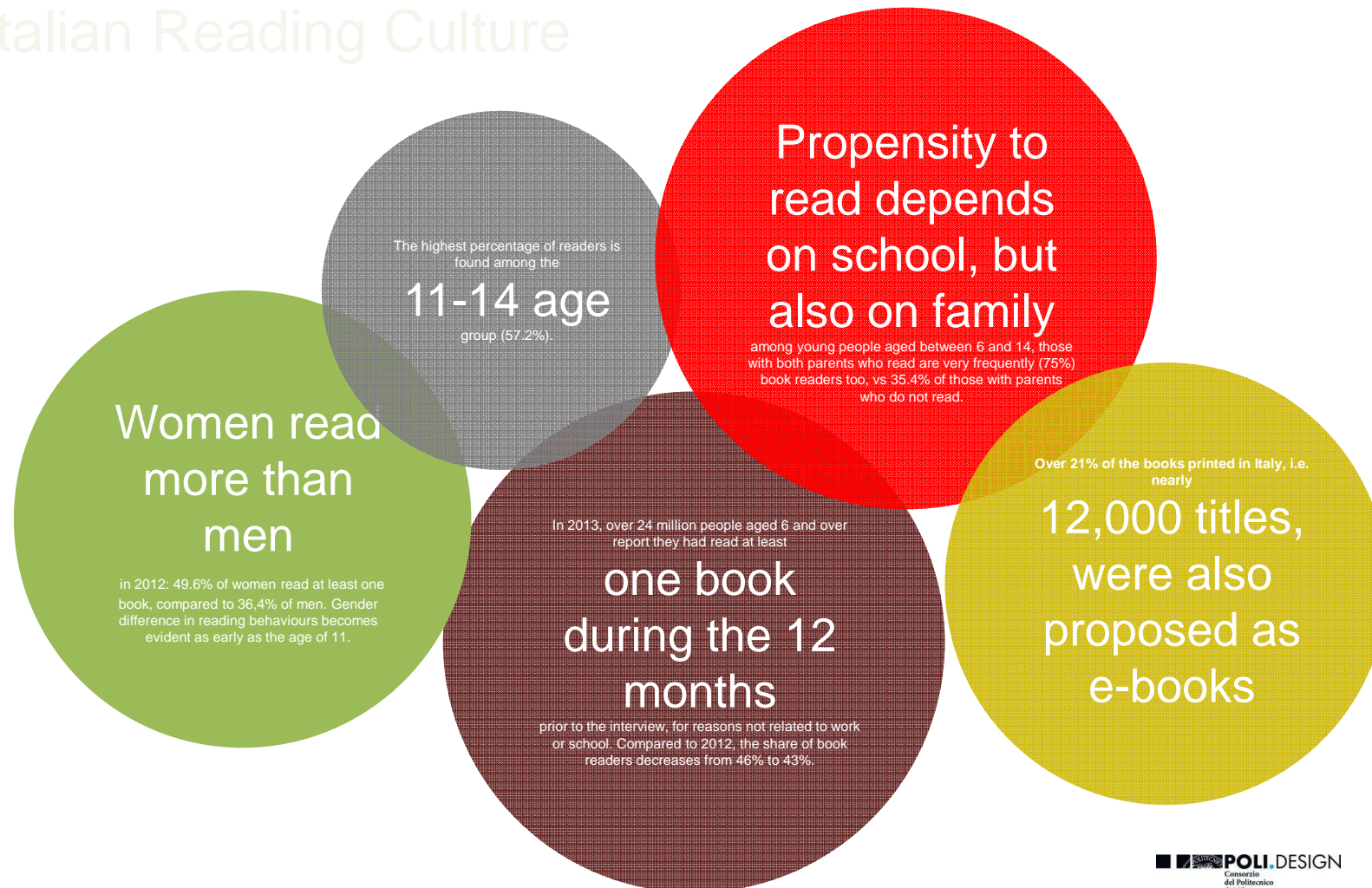


- **Multicenters** devalue the book unintentionally
- **Hoepli** is risky because it **excludes** several client categories
- **IBS** tries to include all categories but lacks experience
- **Open** devalues the book intentionally "**more than books**"

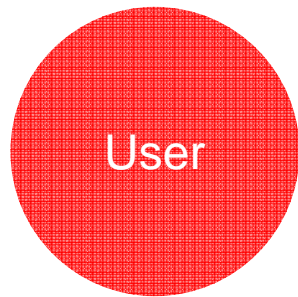
- Adding any **experience** is very risky because most of the cases tend to **devalue** the books and **exclude** a portion of the clients, usually the **SERIOUSE (buyers)**



Italian Reading Culture



Research Synthesis



- There are potential buyers of mixed media (E-book & carta)
- In general, Italian is one of the world biggest spender in travelling



- Effortless book search
- Easy book recommendation
- Practical payment
- Option of book delivery



To have high connection (visibility & distance) from (customer to collection; parent - children; costumer to cashier; bookstore features to the whole bookstore experience)



On the building lay out & furniture design to make use the potential of 'hot/ cold' retail zone (hot area for the product to be sold, cold for things user inherently need e.g. reading area)

Requirements

User Needs

Design Requirement

F
O
R

U
S
E
R
S

Visibility

Simple Circulation

Fast Service

Good Communication

High Value

Comfortable space

Event space

**Incorporation of glass
parapets and curtain
windows**

Digital signage

Easy access storage

**Digital Forum for high
experience**

Honest and warm materials

Efficiently integrated furniture

**Flexible space for
many functions**

F
O
R

B
O
O
K
S
H
O
P

A photograph of a young man and woman in a library, holding a book together. The woman is on the left, wearing glasses and a checkered shirt. The man is on the right, also wearing glasses and a plaid shirt. They are both looking at the book. The book cover is pink and white, with the title 'LOUISE & RIAAN' and a heart icon. A large red circle is overlaid on the left side of the image, containing the text 'UX'.

UX

User Experience

Concept – Core Experience



Aesthetics



Materials



Lighting



Relaxing ambiance



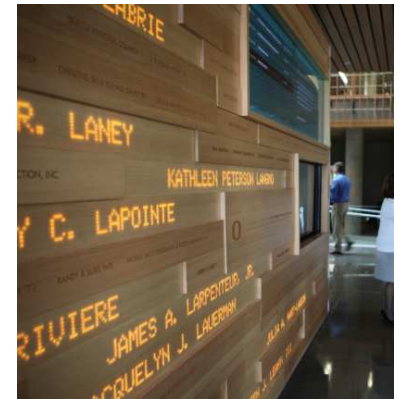
Furniture



Shelves



Seamless Integration of digital and physical



Sara,
here is your search result

Open



Andre Agassi

Random House LLC, Dec 24, 2009 - Biography & Autobiography - 400 pages

★★★★☆

81 Reviews

8+1 5

#1 NATIONAL BESTSELLER

Far more than a superb memoir about the highest levels of professional tennis, *Open* is the

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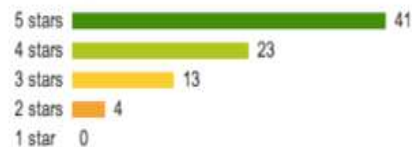
Review: Open

User Review ★★★★★ -

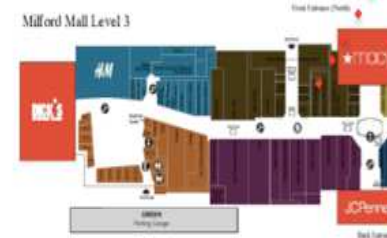
Paul - Goodreads

If you're [reading](#) this book because you were a big Agassi fan and you want some background on the man behind the wig, you have picked the perfect book. There's a lot of interesting and moving personal ... [Read full review](#)

User ratings



The book is here



Copy this map to your phone



Multiple book search

Title

Author

Genre

Keyword

Follow trail



Similar book



See You at Harry's
Jo Knowles



Andre Agassi
Matt Christopher



Dangerous Girls
Abigail Haas

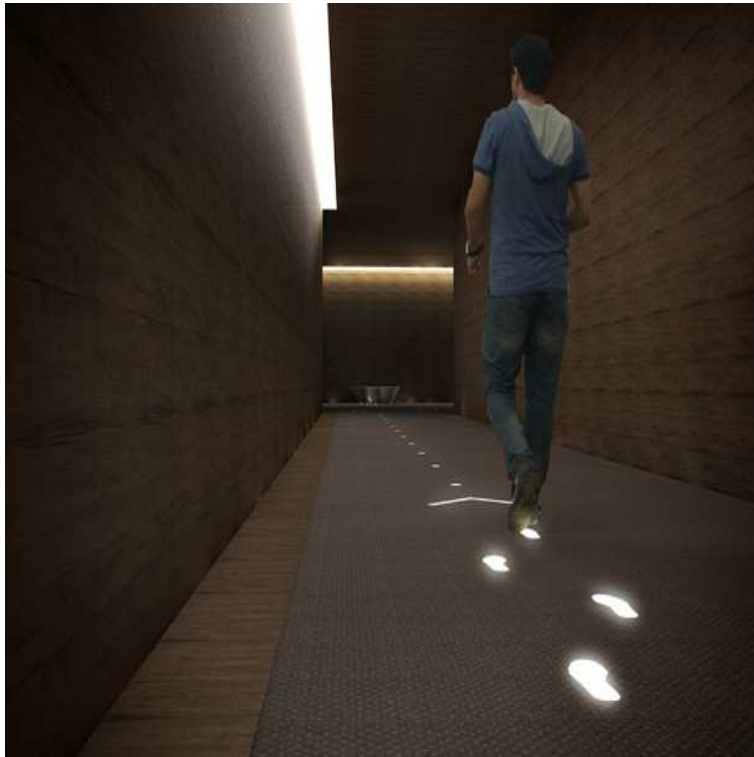
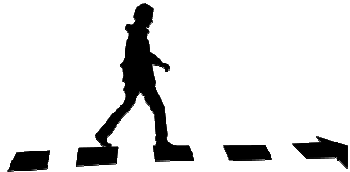


Point of Retreat
Colleen Hoover



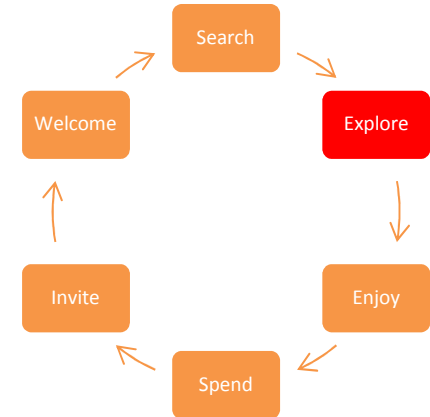
Explore

- Option 1: LED Footstep
- Option 2: Static floor trail



Once a book is selected, user can choose to follow the floor trail which will lead them to the selected collection cluster.

Collection has to be limited to only few main categories to avoid over-signing.



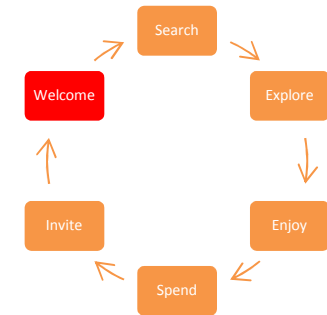
LED Footstep

Once a book is selected, user can choose to follow the LED footstep which will lead user to the shelves of the selected book

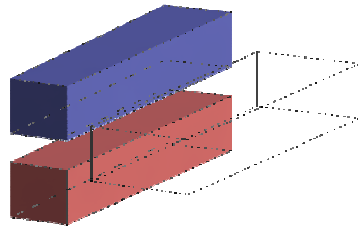
Static Floor Trail

As an alternative, floor can be designed to have trails to some selected categories

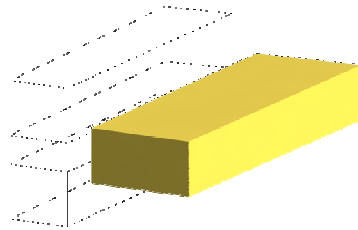
Welcome



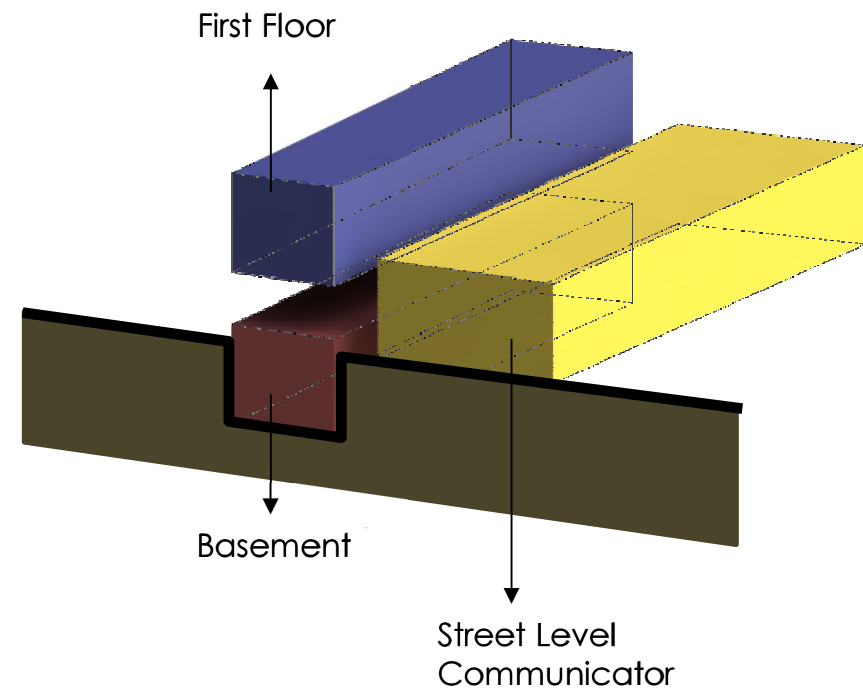
Space Function



Dynamic Area
– Events
Educational Activities

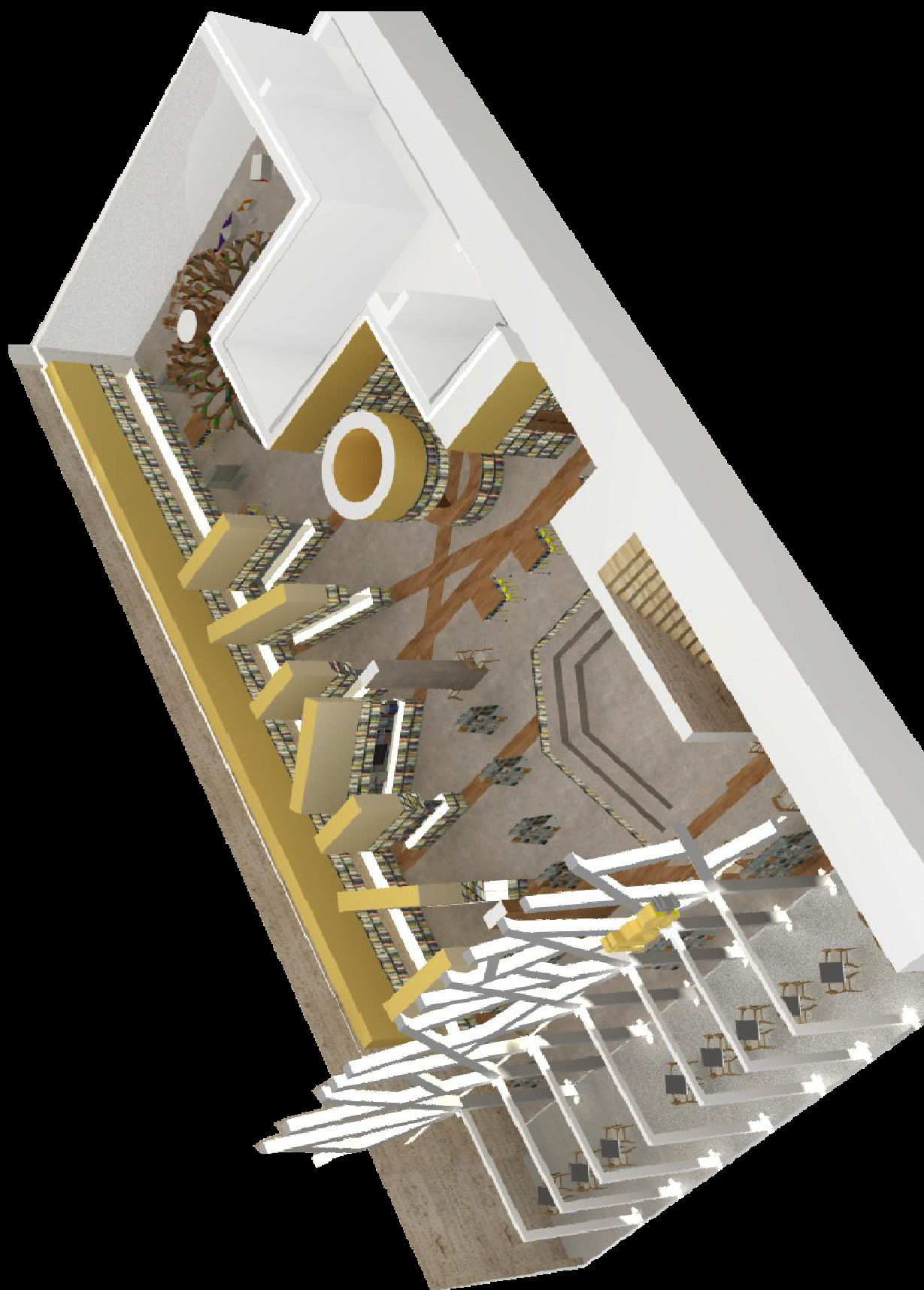


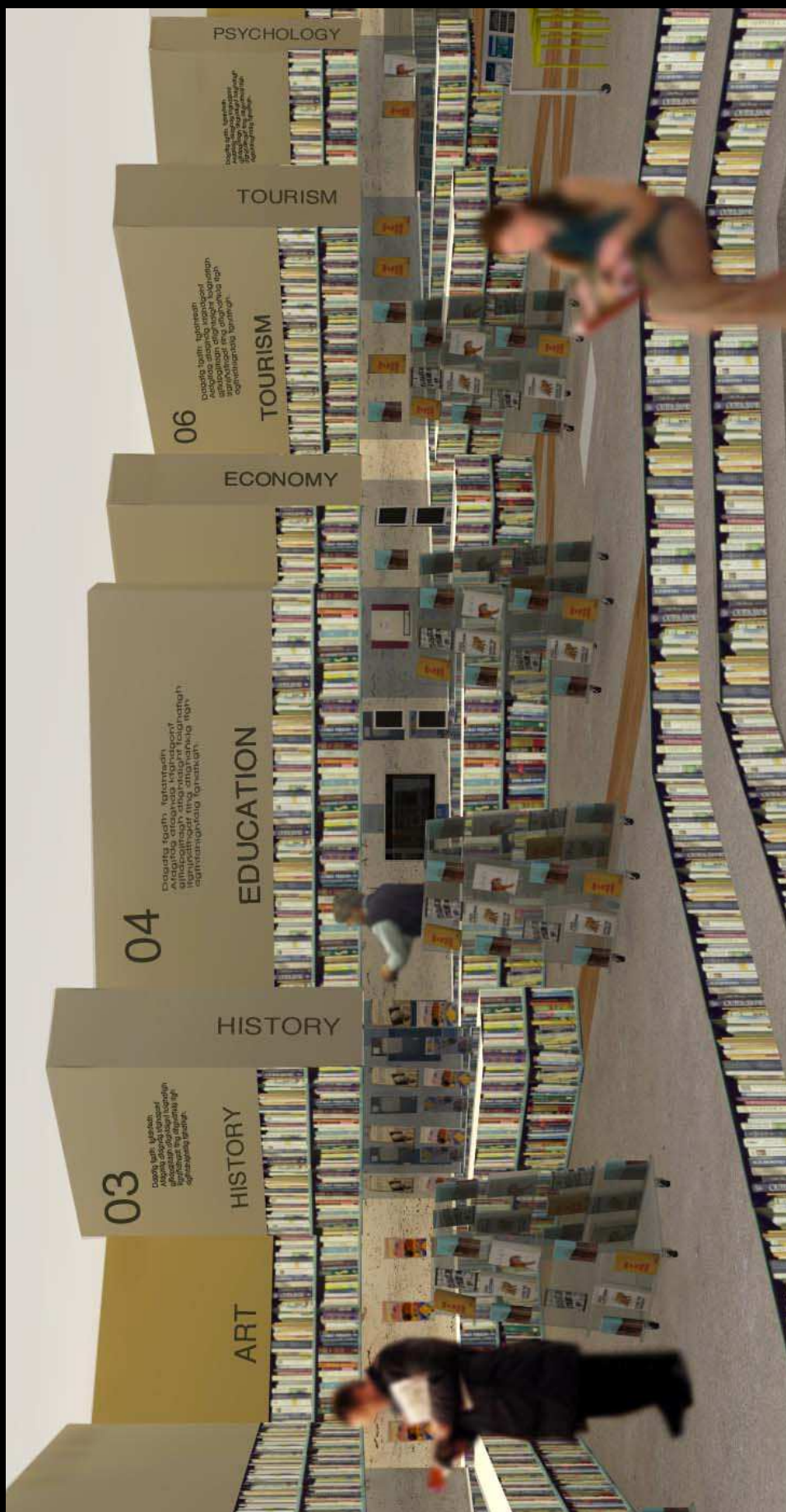
Public Area
– Stationary,
Music,
Movies,
Commercial









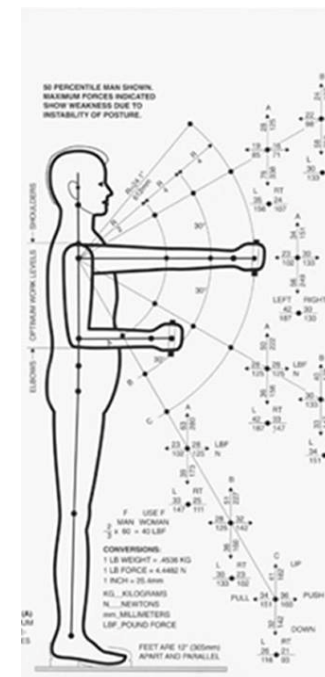




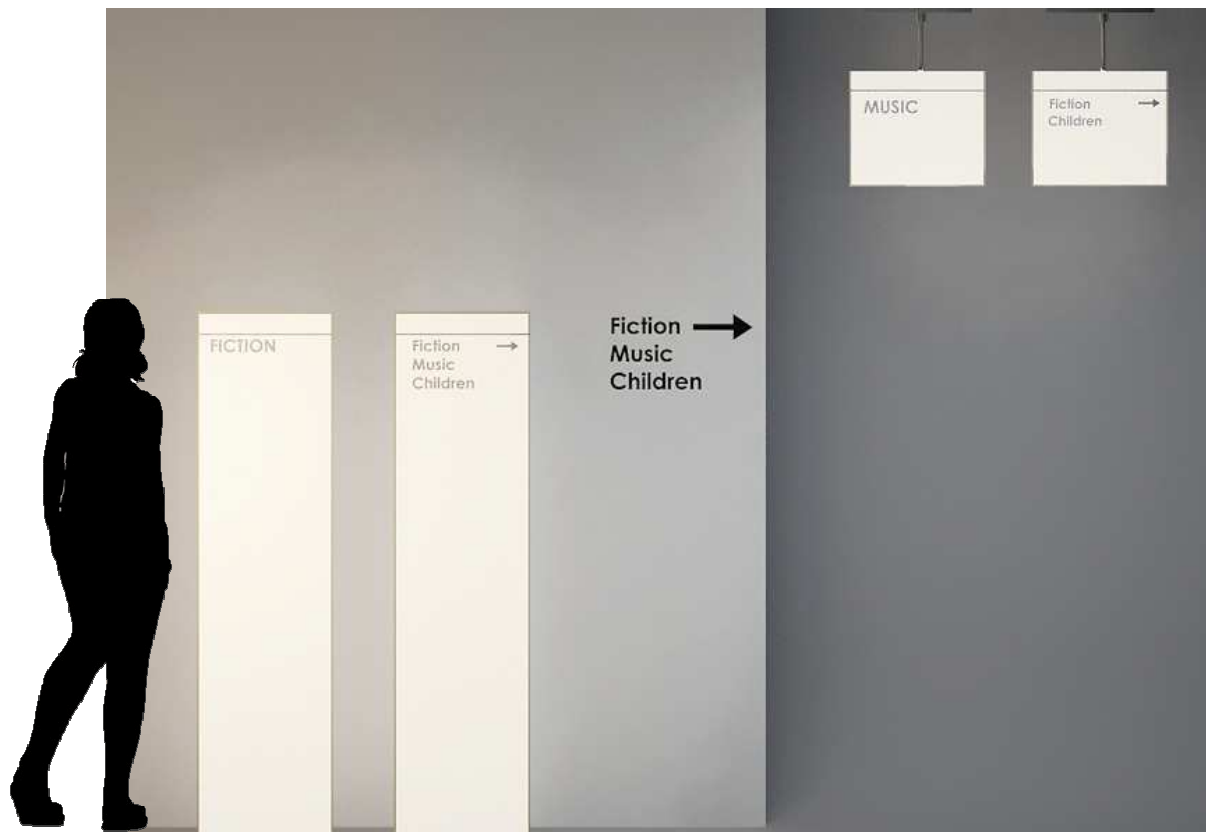


Furniture Guidelines

Design – Middle area shelves



Lighting - Wayfinding Guidelines



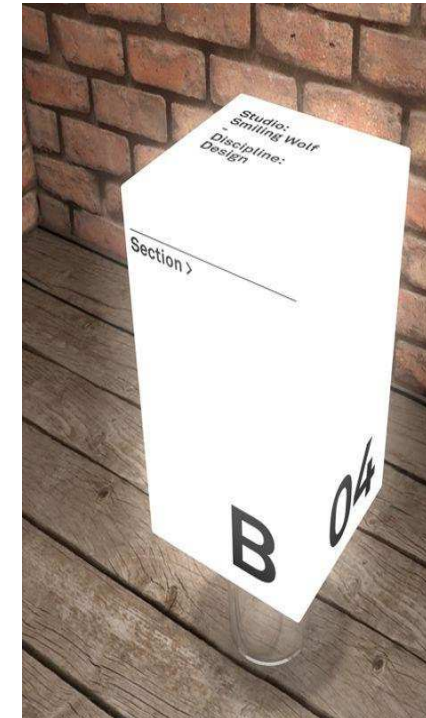
FREESTAN
DING
SECTION ID

FREESTAND
ING
DIRECTION
AL

WALL
GRAPHIC
DIRECTION
AL

CEILING
HUNG
SECTION ID

CEILING HUNG
DIRECTIONAL



La libreria del futuro



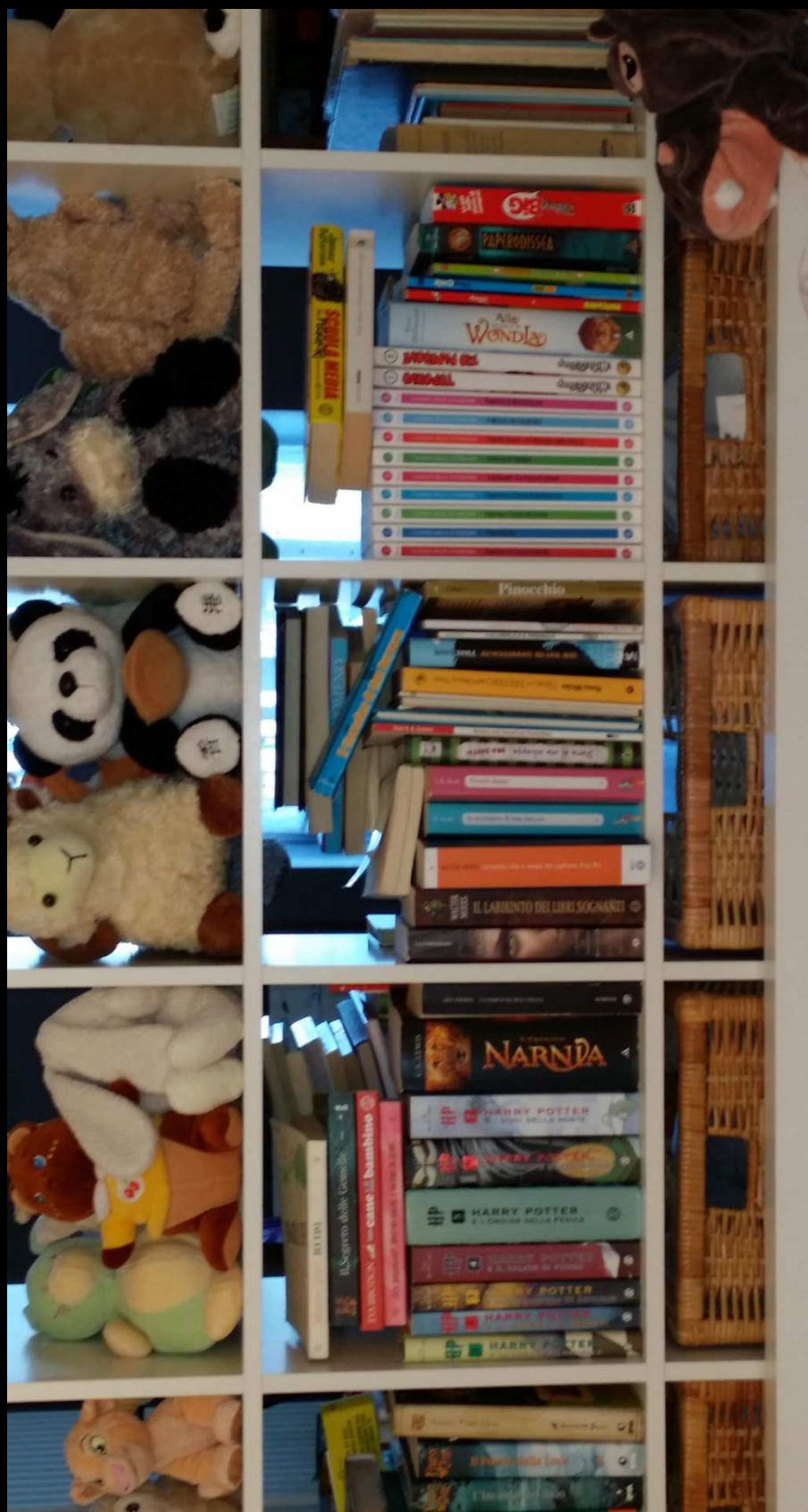




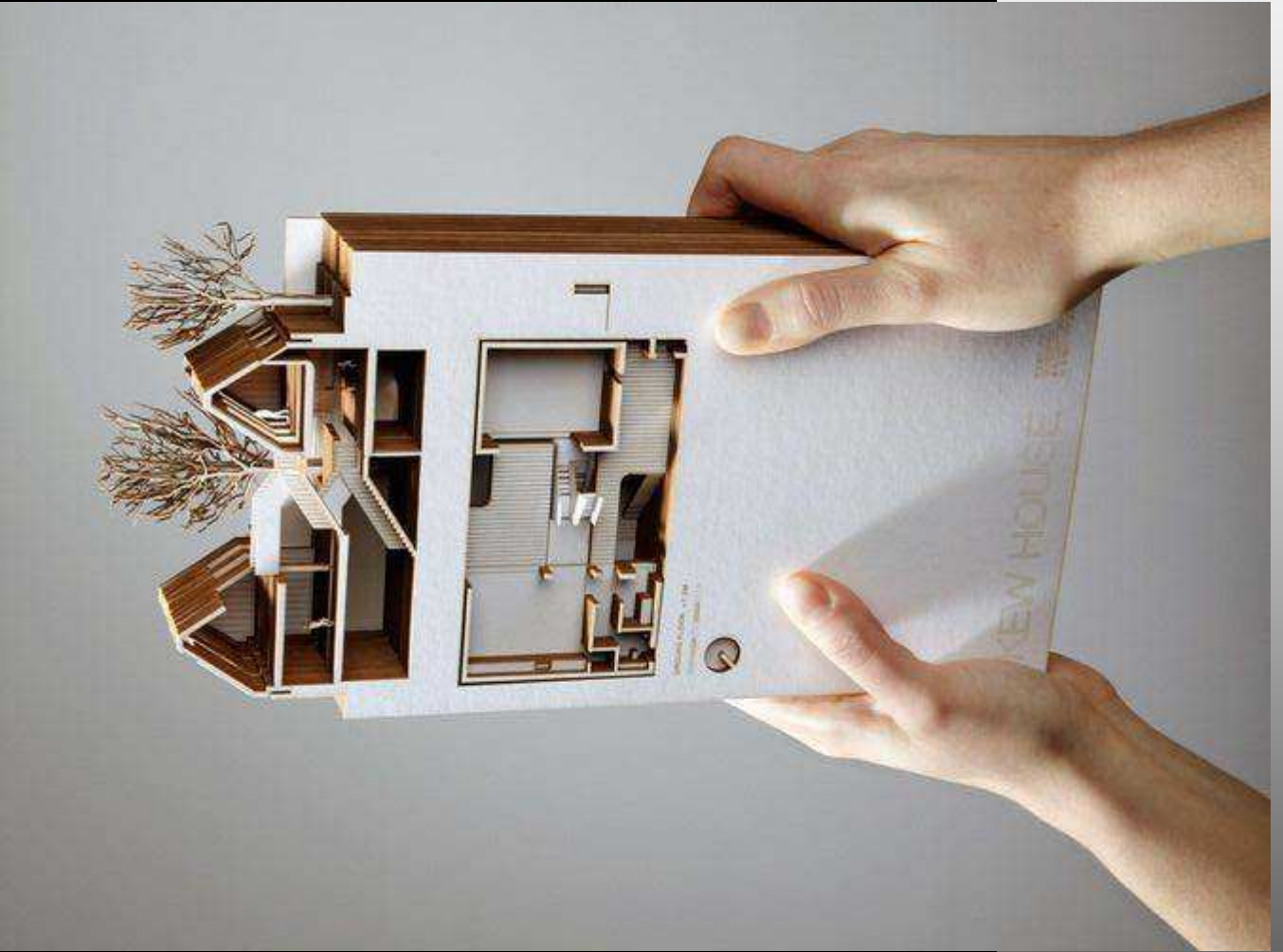


GIAN ARTURO
FERRARI
LIBRO

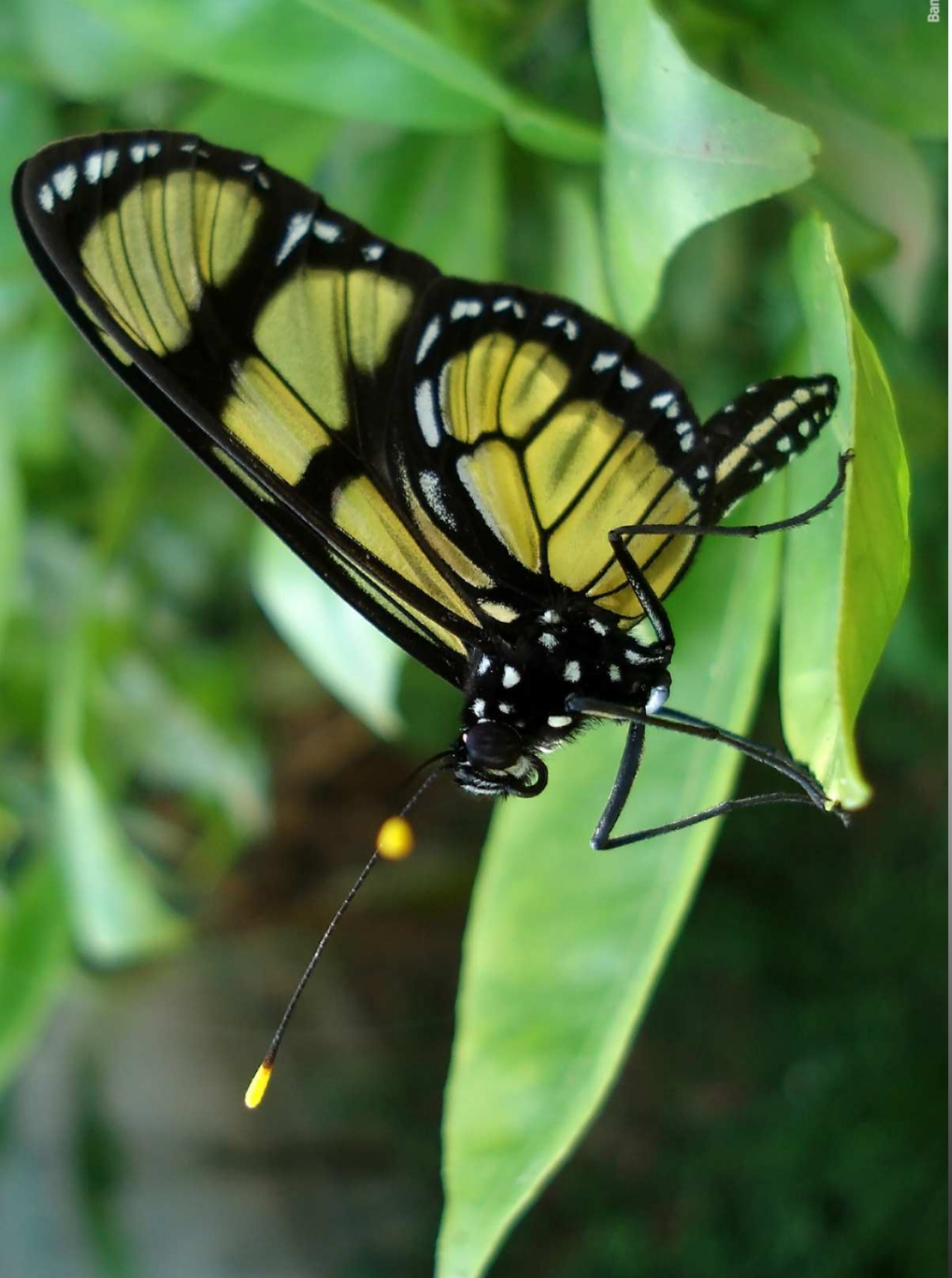
Bollati Boringhieri







**la libreria del futuro e' la vostra
libreria**



le idee sono farfalle