

A strange but ideal library at
Korea University:

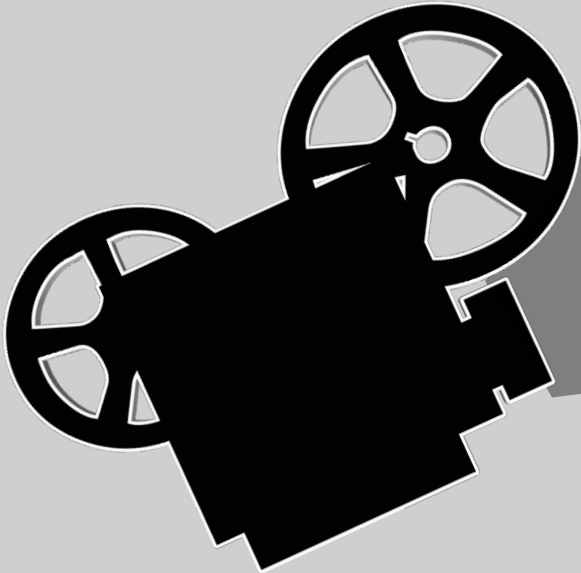
How has **CJ Creator Library**
been implemented
successfully?



KU the Future Library

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Director, Korea University Library (University Librarian)
Professor, School of Media and Communication
Korea University, Korea



Contents

KOREA UNIVERSITY

WHY

PLAN

IDEA

CCL BEGINS

PLAY CCL

KOREA UNIVERSITY

- One of the Top 3 Universities in Korea (SKY club)
 - Seoul National University, Korea University, Yonsei University
 - Top private university in Korea
- #16 in QS-Asia University Ranking (2016 QS AUR)
 - Top private university in Asia
- #90 in QS-World University Ranking (2017 QS WUR)



KOREA UNIVERSITY LIBRARY

- Korea's Best Academic Library with Tradition and Future
 - The oldest academic library in Korea
 - Designated as the Seoul City Historical Relics No. 286
- Holds the most numerous academic materials
 - 3 millions books, 300,000 e-books, 65,000 e-journals, lots of digital collections etc.
- Provide high quality facilities and networked resources in 5 branch libraries and online libraries



“Over the next three to five years,
libraries should serve as
creation hubs on campus
and a place for **productivity**”

- NMC Horizon Report: 2017 Library Edition

Changes in Study Space Preferences



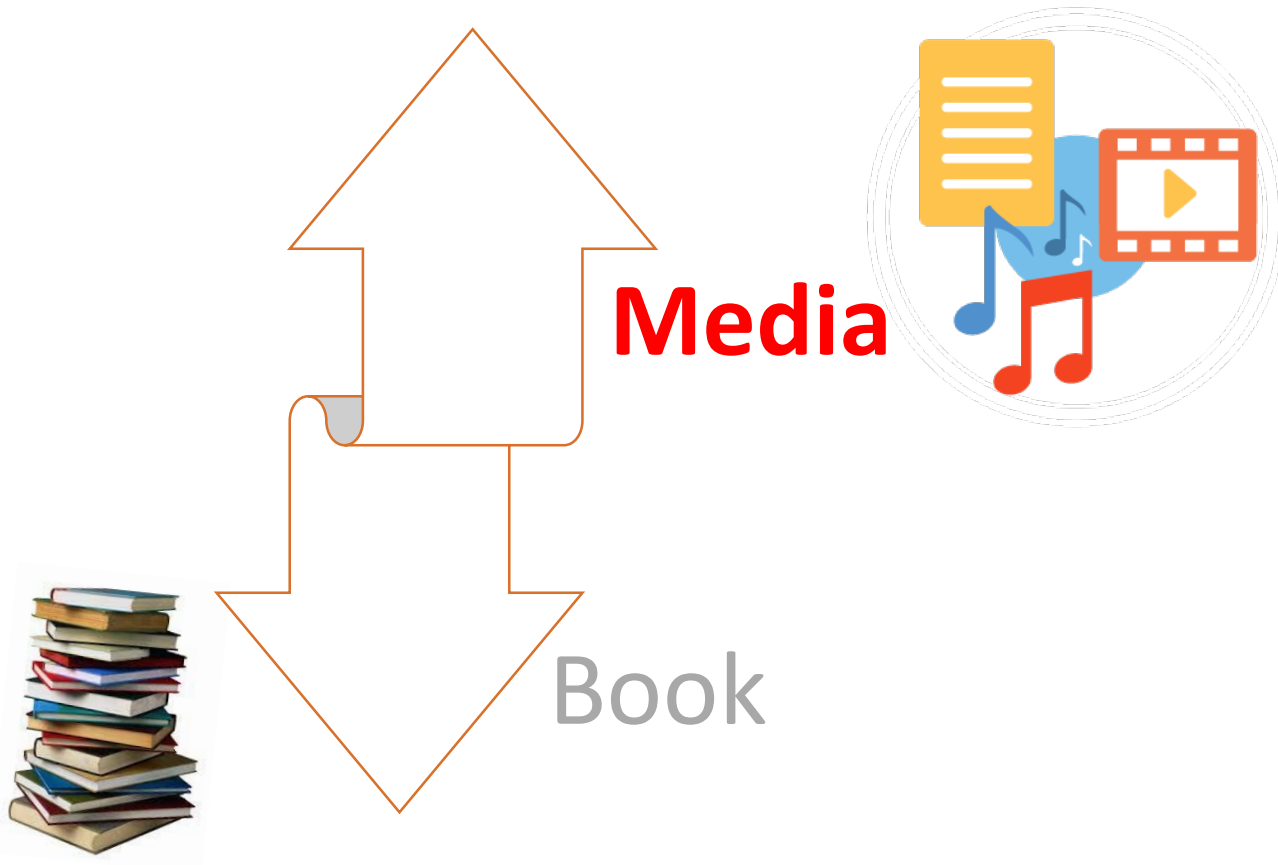
Quiet
Library

Cozy
Cafe

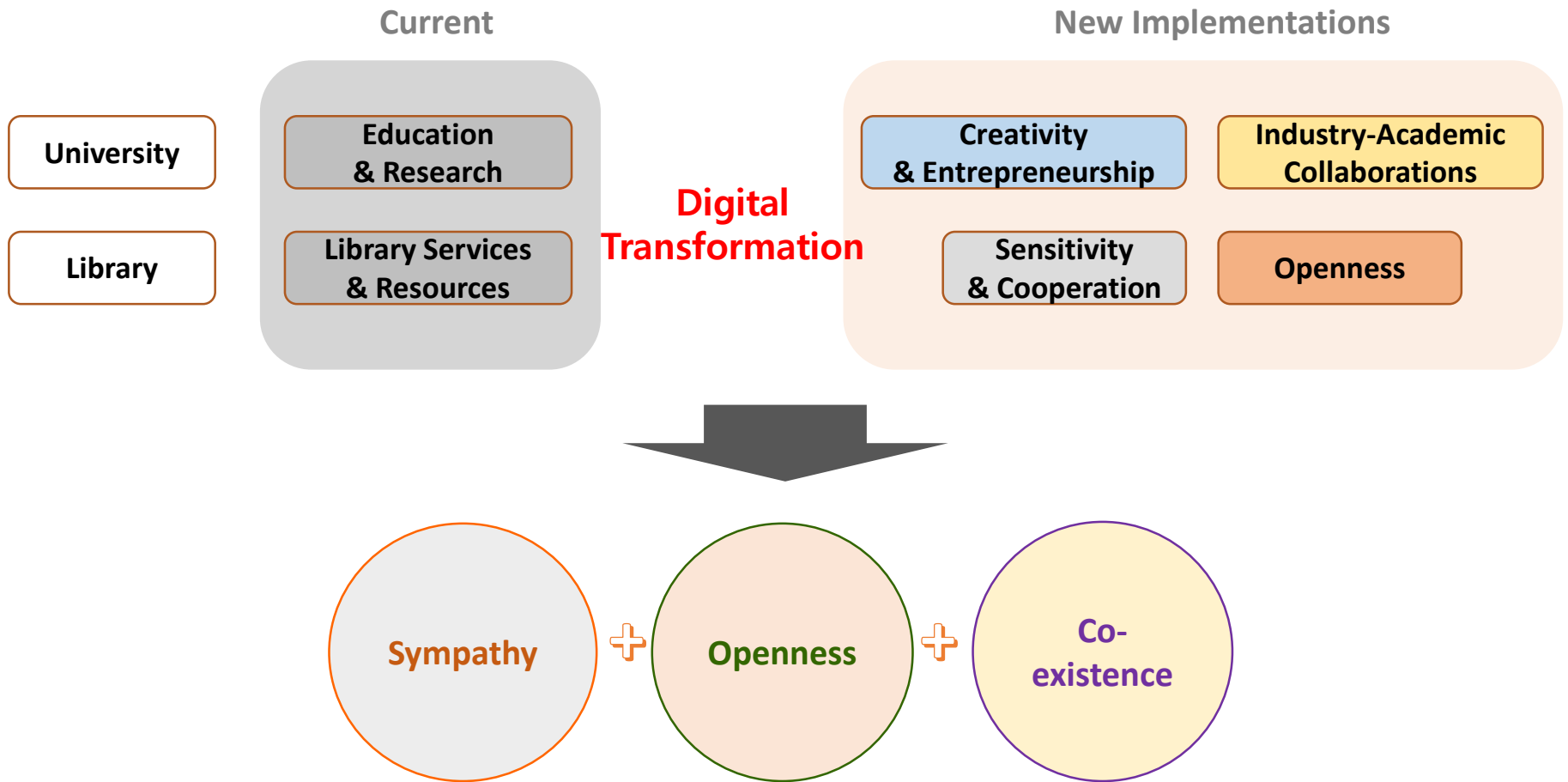


WHY

Changes in Content Consumption



WHY



KU SOC@Library Project

PLAN

KU SOC@Library Project

1st step - KUL Zone Space Renovation Project

2nd step - KML 1937 Renaissance Project

3rd step - KUL Future Library Project

Academic Theme Park

- Multicultural space that **SYMPATHIZES** with users by providing an ideal place to study, research, and rest
- An **OPEN** library that provides resources and facilities to the local community
- A place where past (KML), current (Main Library), and future (Future innovation Center) libraries **COEXIST**

PLAN

Create a Sympathy Bond 2016.03-

- Create a library committee that includes representatives from the student body
- Discuss changes in user behaviors and study preferences

Form Ideas 2016.08-

- Launch idea contests to innovate places
- Cooperate with classes and assign group projects

Research Meetings 2016.08-

- Encourage library staff to participate in small research meetings
- Use various resources for research
- Conduct research on content services and MCN service platforms

Be *RADICAL* and Create the *IDEAL*!

도발(圖發)하라, 도서관을 발전시키자

이상(理想)한 도서관

주관 | 고려대학교 도서관 총학생회, 일반대학원 총학생회
 내용 | 이용자가 직접 도서관 공간을 설계·디자인
 기간 | 2016년 8월 ~ 10월
 목적 | 도서관 리모델링 등 공간 구성 정책에 반영
 효과 | 이용자와 양방향으로 소통하는 고객중심의
 출력 | 20팀 참여

KU-The Future

도서관 공간구성 아이디어 공모전 안내

- ◆ **공모내용**
 - 우리가 사용하는 도서관의 공간구성 아이디어
 - 대상공간 : 중앙광장(열람실), 중앙도서관 1층, 과학도서관 1층, 백주년기념관 1층
- ◆ **응모자격**
 - 본교 구성원으로 개인 또는 팀(인원 제한 없음)
- ◆ **접수방법**
 - 지정된 양식의 제안서 1부를 도서관 홈페이지에 업로드
 - 도서관 홈페이지(<http://library.korea.ac.kr>) 공지사항 참조
- ◆ **심사방법**
 - 서류심사: 지정된 양식의 제안서(홈페이지 공지사항 게시) 심사를 통해 9개 팀을 선발함
 - PT심사: 서류심사에서 선발된 9개 팀을 대상으로 프리젠테이션 (10분) 심사를 진행함
- ◆ **공모일정**
 - 접수 마감 : 9월 30일(금)
 - 서류 심사 : 10월 4일(화)
 - PT 심사 : 10월 11일(화)
 - 시상식 : 10월 13일(목)
- ◆ **시상내용**
 - 1등 : 상금 100만원
 - 2등 : 상금 50만원
 - 3등 : 상금 30만원
 - 서류심사 통과 시, 참가상 지급
- ◆ **주관**
 - 고려대학교 도서관, 총학생회,
일반대학원총학생회
- ◆ **문의처**
 - 도서관 홈페이지 참조

자세한 내용은 홈페이지를 참조해 주시기 바랍니다.

- 203 Gong – Ideas to promote Korea University (KU) Libraries
- Lib-Balm – Innovation ideas for KU Libraries
- Fe:Breeze – KU Library development direction
- G-Lib –Strategic marketing plans for KU Libraries
- SoKULi – Global marketing suggestions for KU Library
- Save the Library – Ideas to enhance KU Library’s accessibility
- KU Knock (Dudeurim) – KU Library fundraising event ideas
- “Life”rary – KU Library fundraiser project
- Mix & Match – KU Library marketing suggestions
- Inspiration (Young Gam) – KU Library innovation suggestions
- Ideal Students – KU Library fundraising/awareness project
- Illianaire – KU Library Project

2016 Fall Semester
<Business Approach
for Media Industry >
Class Term Project

Research Meeting - KUL & Me



8 library staff
14 small group
events



Research Meeting - KUL & Me



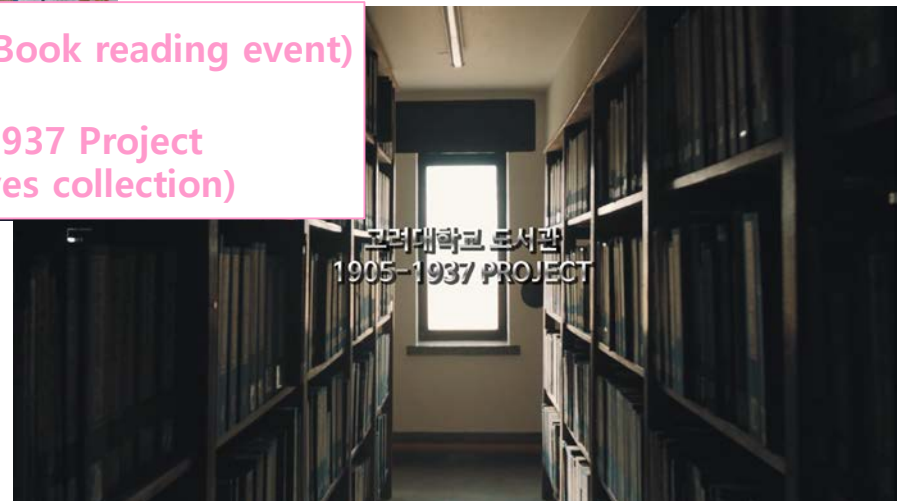
- ◆ 共冊 (Book reading event)
- ◆ 1905-1937 Project (Archives collection)



구자훈

고려대학교 도서관 학사팀을 전문 사서

다른 공간하고 달리 이 공간은 책을 찾기 위해,
다른 공간으로 견딜 수 없는 불타이로 만들어 놓은 거요.



고려대학교 도서관
1905-1937 PROJECT

IDEA

2

- **Knowledge & Sensitivity**
 - Group Study & Discussions
 - Book Recommendations Shelf

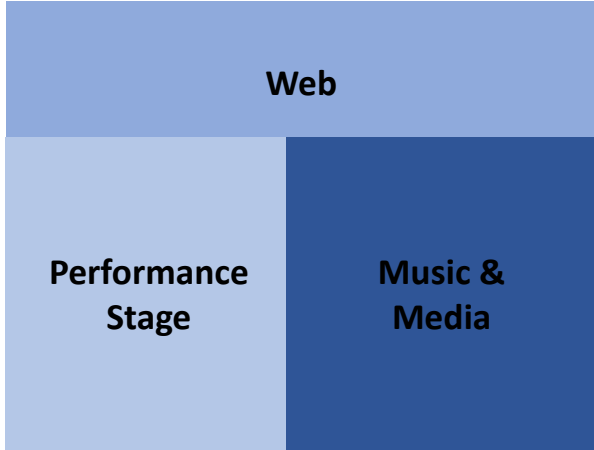
3

- **Recess & Entertainment**
 - IOT Garden
 - Space for Recess

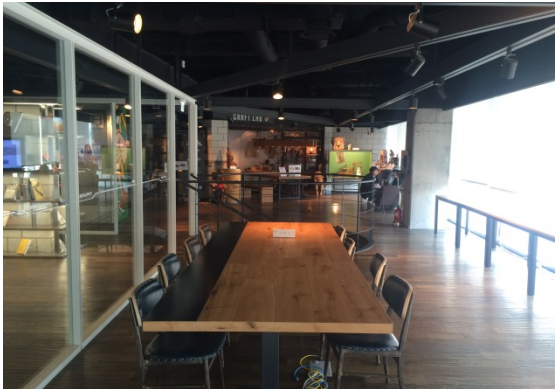
1 - CJ

- **Fun & Pleasure**
 - Event/Concert
 - Media & Creativity

IDEA



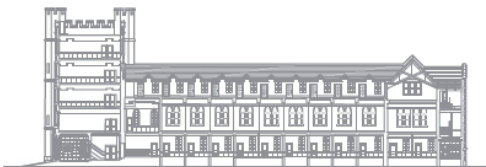
Construction		
Area	906m ²	
Section	Web	
	Performance Stage	Music & Media



CCL BEGINS

KU - The Future

개척하는 지성의 심장,
고대 도서관이
 새로운 미래를 엽니다
 고려대학교 도서관 발전기금 모금캠페인



 **고려대학교 도서관**
 KOREA UNIVERSITY LIBRARY

지성의 요람에서 인류의 자산으로 —
 중앙도서관 구관이
 보존 전문도서관으로 다시 태어납니다

1937년 민족의 성금으로 건립된 고려대학교 중앙도서관 구관이
 지적 문화유산 전승을 위한 보존 전문도서관으로 새롭게 태어납니다.
 인류의 지적 자산을 보존·전승하는 역사적 사명의 길에 함께해 주십시오.

1905 - 1937 Project

기부자의 벽에 모실 1937명의 개척자를 찾습니다

지적 문화유산 전승의 길을 함께 개척할 1937분의 기부자를 찾습니다.
 기부자의 이름은 보존 전문도서관 기부자의 벽에 소중히 기억됩니다.

기부 방법 19개월 간 5만 원씩, 총 95만 원 기부
기부 문의 Tel 02-3290-1480/1484 도서관 기록모금 담당자
 E-mail weblib@korea.ac.kr
 Fax 02-924-0751



캠퍼스를 넘어 정보사회의 중심으로 —
 첨단 디지털정보 도서관,
 미래 도서관이 문을 엽니다

중앙도서관 구관 및 신관, 해송 법학도서관을 연결해
 학술정보 네트워크의 중심점이 될 미래 도서관은
 캠퍼스를 넘어 지적 자산을 사회와 공유하는
 새로운 개념의 첨단 디지털정보 도서관으로 태어납니다.



기능적, 공간적으로
 고려대학교 도서관을
 연결하는 학술정보
 네트워크의 중심점

CCL BEGINS



SPONSORS



- Founded in 2011, CJ E&M is South Korea's leading entertainment and media contents company
- Provides renowned services in media, pictures, music, and musicals
- Contributed \$0.9 million to Korea University Libraries

- CJ O Shopping is Korea's first TV home shopping channel
- Operates online shopping mall services, T-commerce, mobile commerce, and catalogs
- Holds overseas platforms in China, India, Vietnam, Philippines, Turkey, and Mexico
- Contributed \$0.3 million to Korea University Libraries



Location, Staffs
Project Manager



Sponsorship
Operations Support



Sponsorship
Operations Support

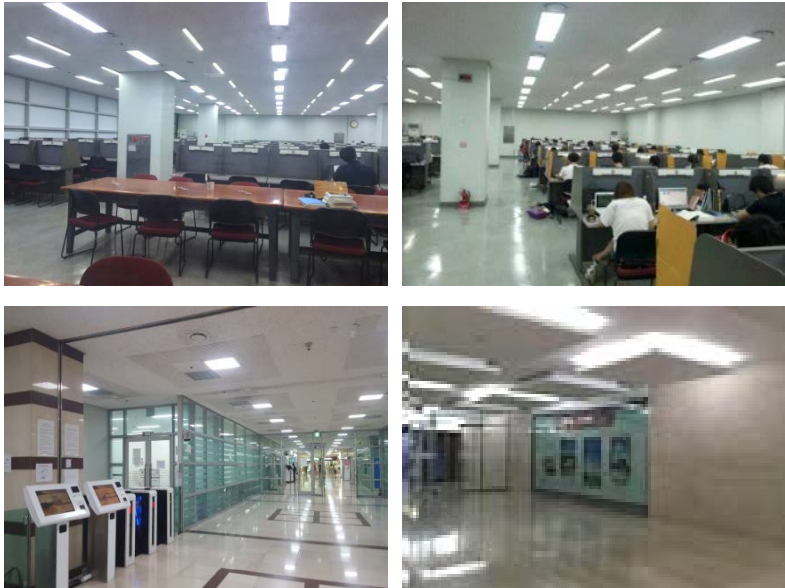


Volunteer
Operations Support

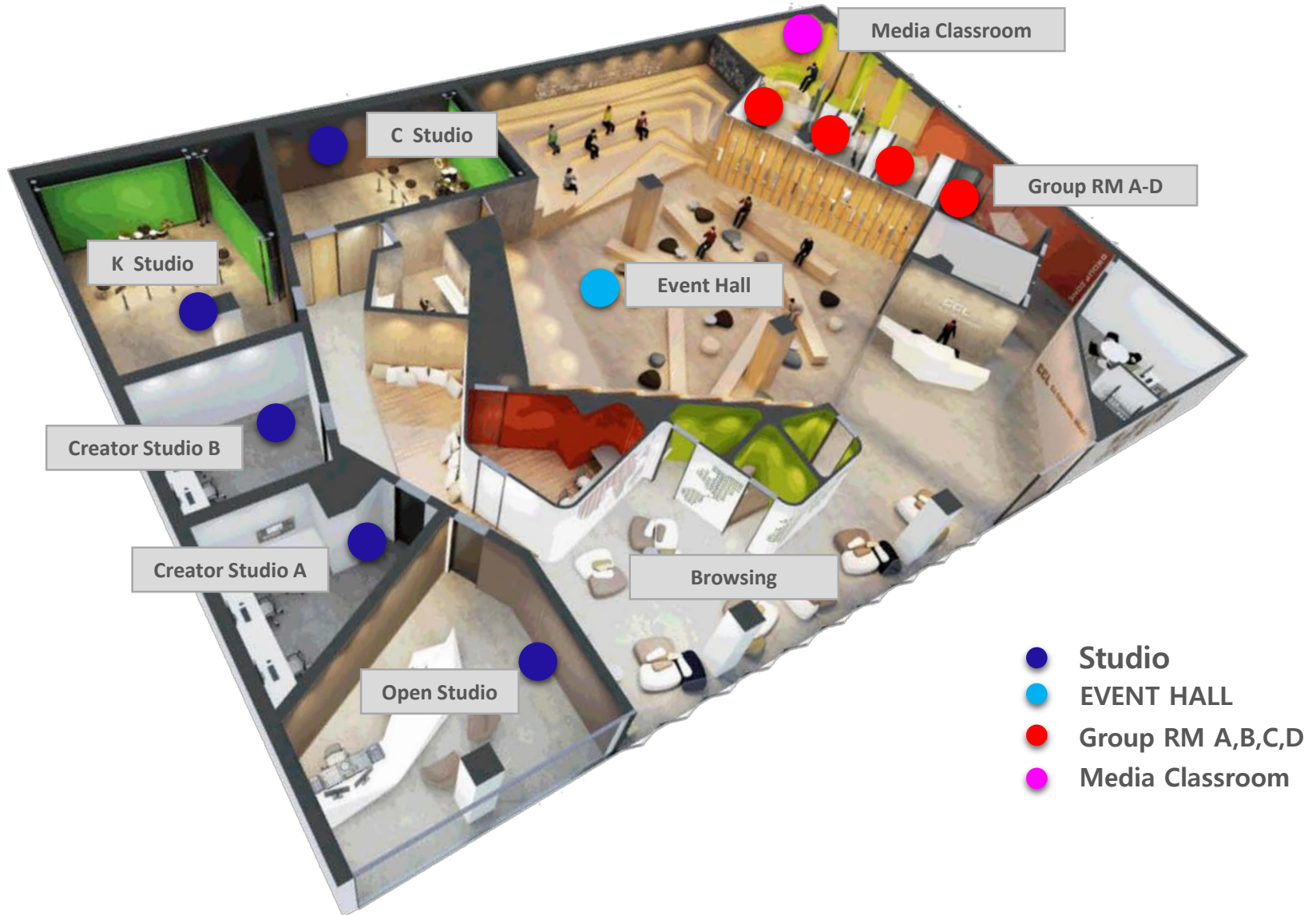
CJ Creator Library

CCL **B**EGINS

- CJ Creator Library was established to create a vital hub for innovation and creativity
 - Two reading rooms in Korea University's Central Plaza were renovated to help students engage in hands-on, interdisciplinary learning and entrepreneurial activities
 - The new digital Library supports the production and distribution of creative visual contents



CCL **B**EGINS



CCL BEGINS

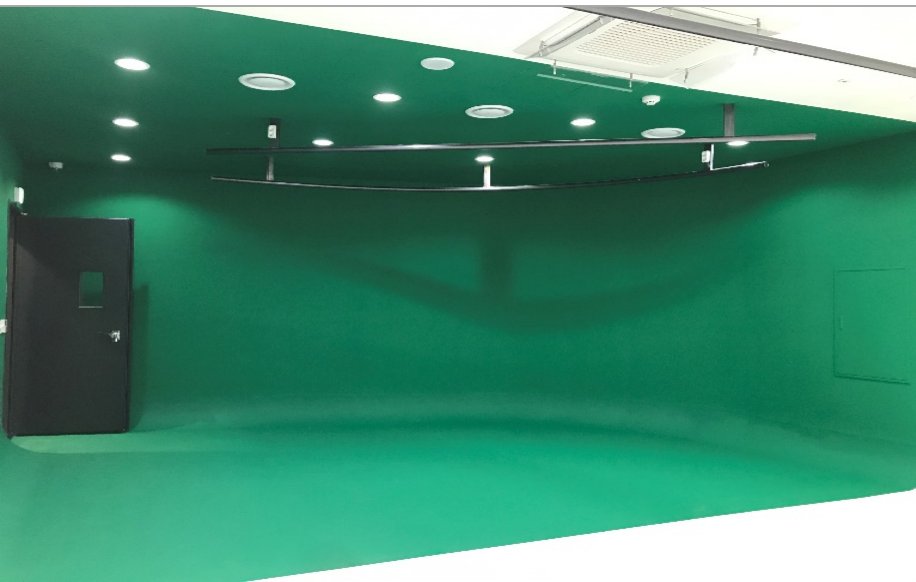


CCL **B**EGINS

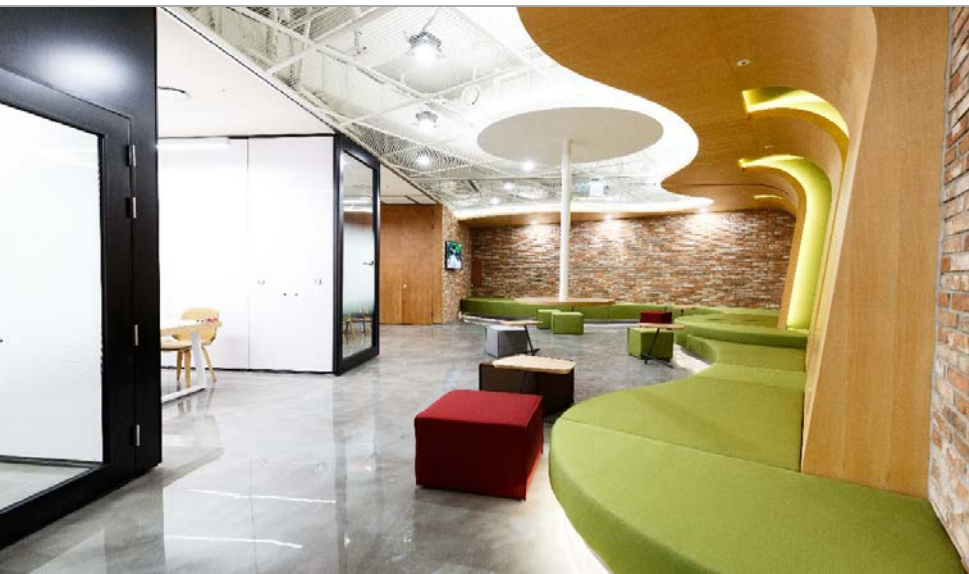
- **CJ Library is a media library that encourages creativity, entrepreneurship, sensitivity, and collaboration**
 - 2 reading room spaces (906m²) were renovated
 - Project Timeline
 - 2017. 03. 27 Construction Begins
 - 2017. 05. 25 Construction Ends
 - 2017. 05. 30 Pre-Open (Run test operation)
 - 2017. 09. 01 Grand Open
 - Total Cost : USD 1.4 Million
 - Interior & Furniture : USD 1.1 Million
 - Equipment : USD 0.3 Million



CCL **B**EGINS



CCL BEGINS



CCL BEGINS



2017년 5월 30일

CCL 오픈

CCL이 미디어와
커머스의 새로운 장을
열기를 기대합니다.
CTO 오승희 허민희.

지식의 놀이 등산
CCL opening
축하합니다. 총장 엄재호

CCL이 대한민국
최리의 Creative 공간이
되기를 바랍니다.
CTO 김성수

PLAY CCL



Library

- Offer video content services and archives
- Provide multimedia education/ Produce digital educational contents

Creator

- Create and share KU original contents
- Manage the YouTube Channel/ Collect related resources

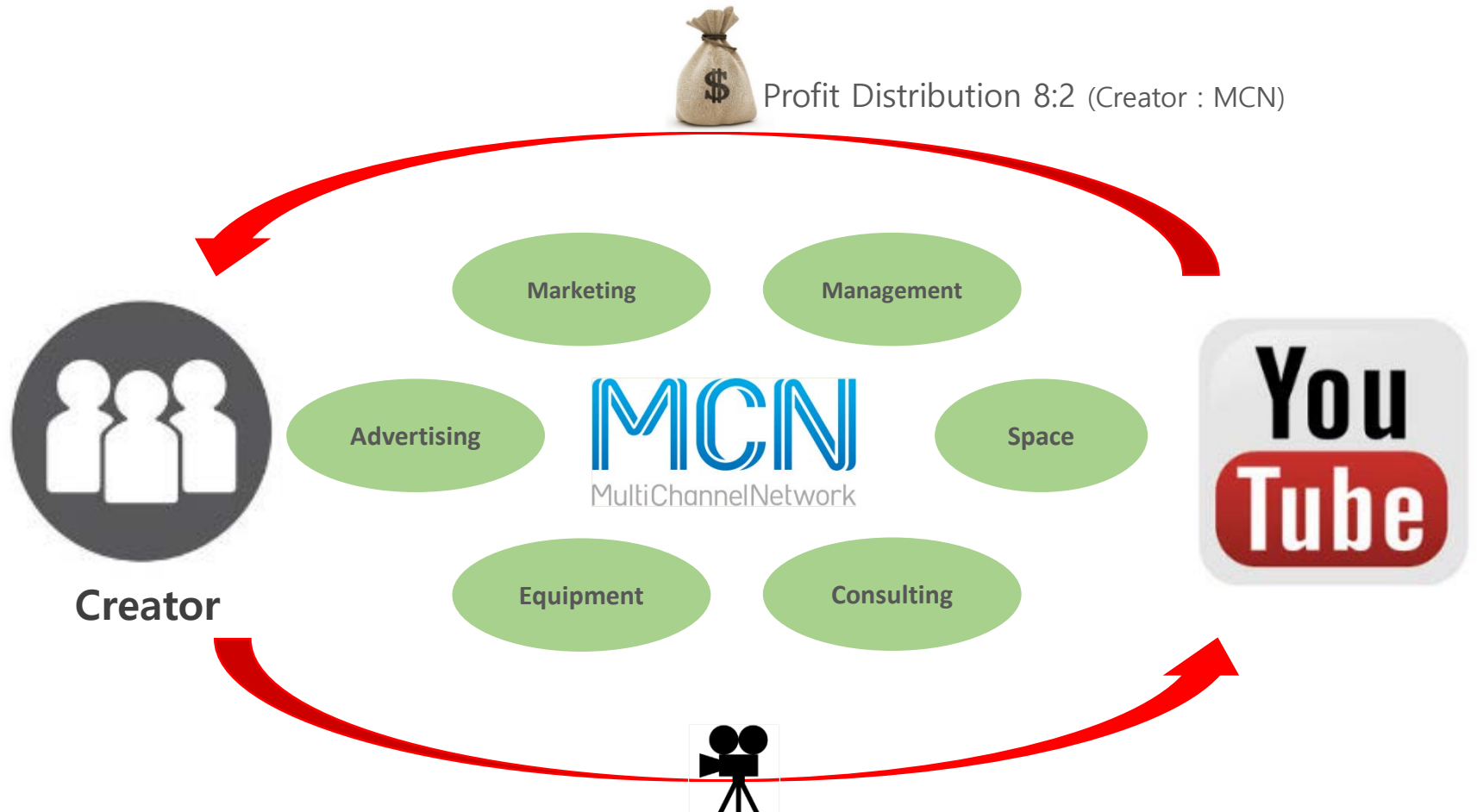
MCN

- Provide multimedia production education/ Offer equipment and space
- Support creative entrepreneurship/ Connect creators to DIA TV professionals

KU Library & CCL

- Educational and institutional resources now include visual contents
- CCL is anticipated to effectively collect and manage video archives and services

PLAY CCL



PLAY CCL

- **Opening Hours**

- Academic year hours: Monday through Saturday 9:00 a.m. - 10:00 p.m.
- Holiday hours: 9:00 a.m. – 7:00 p.m.

- **Available to...**

- KU faculty, staff, and student members
- CJ members (CJ E&M, DIA TV, CJ O Shopping)
- KU Family (alumni, donors)
- Citizens (Local community)

- **Staff**

- 2 Multimedia professionals
- 7 Assistants



PLAY CCL

● KU CCL Channel

- Create YouTube channels
- Produce original contents
- Collect and share KU YouTube contents

● Creator Training Program

- Hold contests to discover and train future creators
- Recruit sponsors
- Connect students to industries

● Professional Creator Training Program

- Education program in cooperation with DIA TV



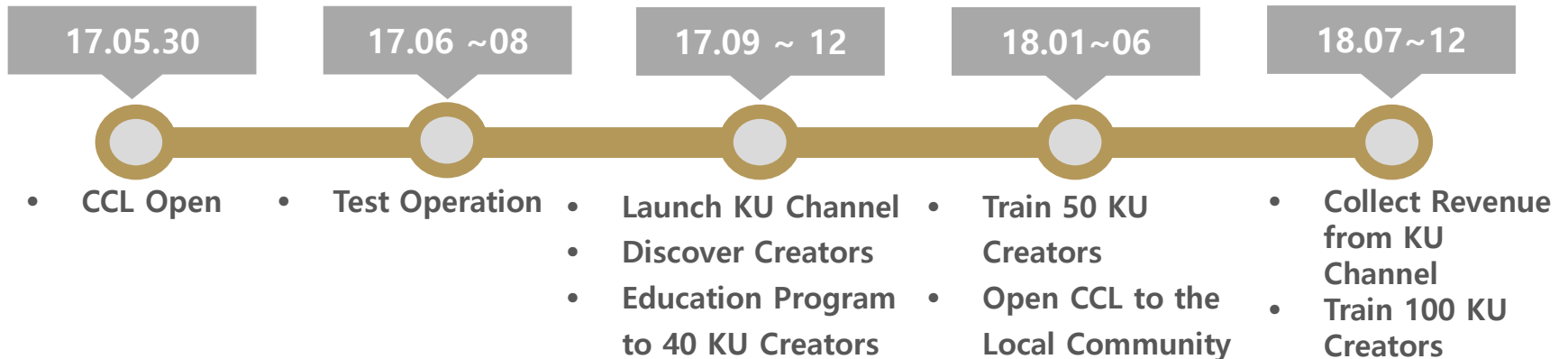
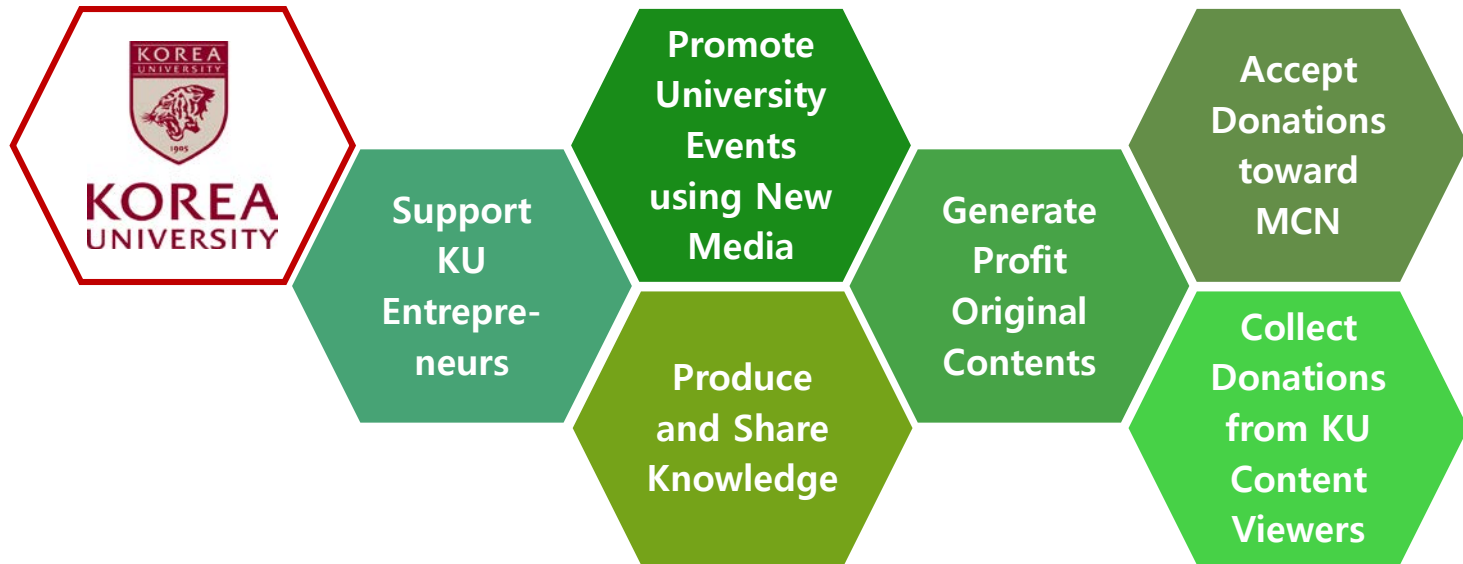
PLAY CCL



PLAY CCL



PLAY CCL



PLAY CCL

Informative hub for
you to **STUDY** and
RESEARCH

Interactive hub for
you to actively
COMMUNICATE
with peers

Relaxing hub for
you to **REST**

Creative hub for
you to **ENHANCE**
information
literacy



Fulfilling hub
for you to **EAT**
and **REFRESH**

Now we invite **YOU**

to the ideal but strange library at Korea University and its outcomes.

Please go to (<https://www.youtube.com/channel/UCuobSBttPcyeOPer58HWwCA>)