Friends Sharing with Friends

James Fox
Friends of the Somerville Public Library
March 9th, 2013
http://10engines.blogspot.com
Social media.
Programming.
The last public space.
No cats…

“If the guys at the fire department don't know who you are, then you aren't doing your job…”
http://www.idealist.org/view/org/KjN6bKJzGBD/  Nice URL!

www.linkedin.com/groups/Friends-Somerville-Public-Library-4414867
#campvibes
http://twitter.com/Friends_SPL
I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to f**king drive.

Goal:
Attract a new demographic

Talk Design
Aaron Draplin – graphic designer

Aaron Draplin – graphic designer
Christine Mitchell – fashion illustrator

The story of CUPPOW
Steve and Amber Tourlentes - Kodachrome

www.dwell.com/event-spotlight/article/somerville-library-design-lectures
Upcoming

May – Johnny Cupcakes
Social media is great. But sometimes reality is better.
-or-
I do all my PR at package stores.
Purpose?

Distribute books
Raise funds
Create volunteer base
Increase presence
End goal

Support the library

The library will be the last public space.

Available to all. Free.
“…libraries have taken up the cause and role of the “third place” – a public space outside of home and work where people can enter and just “be” – participating in independent study, reflection, people watching or personal self-fulfillment.

…the library as public space allows a place for our citizens to connect with others, actively engage in topics, lectures, and events and have exposure to the arts.”

-Marcellus Turner / SPL
This third space may be:

Flexible
Not about retail
Economic engine
Center of the community

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