Vol.2 No.8 2021
https://doi.org/10.37420/j.cer.2021.056

Space and Experience: The National Library Art Center Creates a New Demonstration of Human-Centered Reading for All

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Abstract: *The National Library is an important reading space for all people and plays an important role in providing rich spiritual food for the people. Reading is a rich experience in life, and the space element should not be neglected in the transformation of reading effect, and the immersive public space reading can bring readers more sense of access. With the basic concept of creating a cultural space and enriching reading experience, the National Art Center improves its service programs and effectively promotes the national reading program.*

Keywords: *Reading space; Emotional experience; Reading for all; Ritual*

Introduction

The Law of the People's Republic of China on Public Libraries came into effect on January 1, 2018, as voted by the 30th meeting of the Standing Committee of the 12th National People's Congress. Legislation for public libraries reflects the basic concept of the people as the core, through legislation to promote the construction of libraries around the library, improve the library management system and improve the quality of public library services, to create a good situation of "everyone aspires and strives to become a talent, everyone can become a talent, everyone to develop their talents". According to the law, public libraries shall provide the following services free of charge to the public: (a) literature and information search and lending; (b) reading rooms, study rooms and other public space facilities open; (c) public lectures, reading promotion, training and exhibitions; (d) other free services provided by the state. The core of library work is coalesced on the core concept of people-oriented, attracting and cultivating the participation of all people, serving and guiding reading for all, so that reading for all can effectively become an endogenous force for the creative transformation of national culture (The Public Library Law, 2017).

People-oriented: Do a Good Job in the Creative Transformation of Socialist Culture with Chinese Characteristics

Every year, the National Library carries out a series of activities for readers with the theme of readers' reading promotion, including "World Reading Day", "Library Service Promotion Week" and "National Library Reading Week", as well as activities such as recitation of ancient poems, calligraphy and painting exhibitions,

and wonderful cultural performances to stimulate the passion of reading among all people.

In 2017, the National Library, together with China Publishing Group and CCTV, hosted a large-scale public welfare event "Love Reading through Reading — "The Readers" reader meeting" at the National Library Art Center, which enabled CCTV to launch the large-scale cultural and emotional program "The Reader". The combination of CCTV's large-scale cultural and emotional program "The Reader" and the special type of space in the library brought a unique experience to the audience. We hope that more books and events will come together to build a bookish China. It is a fate to hold this event in a cultural hall like the National Library. On September 19, 2019, "Waves into the Sea" will be held at the National Library and the full cast gala of the film "My Country and I" was held at the National Library Arts Center too. The film's creators took the stage in turn to share their experiences and feelings behind the creation of the film with seven "testimonies of the national history of the new China". The whole film portrays the experiences of seven groups of ordinary people who are closely related to the big events of the motherland, witnessing the big era with small people and paying tribute to the 70th anniversary of the founding of new China. In the early stage of the campaign, the film was based on the topic "me and my motherland", and a collection campaign was launched on the microblogging platform to collect "my family's witness to the national history of New China", which inspired the participation of the majority of netizens, who uploaded pictures of their own objects related to the national history of new China and they shared their touching stories. At the ceremony, the seven crews of the film selected testimonies from the vast amount of historical materials and told detailed stories that could not be told in detail in the film, unfolding the historical picture behind the film. These collected testimonies of new China's national history are combined with the seven national history testimonies of "My Country and I" to form the "My Country and I" video collection. In order to celebrate the 100th anniversary of the founding of the Communist Party of China in 2021, the Art Center gave full play to its role as a service window and carried out Party history learning and education activities in the form of art. With the theme of reviewing and inheriting classic red art works, the art center planned a series of activities called "Tribute to the Classics — Red Memory in Art" to tell the story of Party history, disseminate knowledge of Party history, inherit the spirit of Party members, lead readers to trace the footprints of the revolution, relive the red spirit, and pay tribute to the centenary of the founding of the Party.

The various activities are not only simple reader sharing sessions and film premieres, but also the mobilization of national reading. Now, the form of national reading is still not optimistic, in the network era, fragmented information rampant, there are more and more phubber, how to return to the real reading, so that the restless mind has a place to settle, is still an important issue of this era.

Returning to Tradition: Creating an Intrinsically Attractive Public Space with Cultural Underpinnings

Libraries are institutions that organize and collect library materials for human reading and reference, and in the course of thousands of years of development, they have effectively ensured the accumulation and integration of human knowledge and promoted the progress of human civilization. With the continuous development of society, in addition to the simple function of collecting and storing materials, libraries have increasingly taken up the function of promoting education (Wang, 2019). The charm of public space lies in the

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https://doi.org/10.37420/j.cer.2021.056

multifunctional open space, where people with different purposes intersect in the same space at the same time (Zhang, 2019). Therefore, the National Library of China conducts a variety of public welfare activities in the art center, such as performances, lectures, screenings, and practical classes, taking materials from traditional and contemporary outstanding culture and combining them with guests and personal life experiences. By transmitting touching words and works and the socialist core values, traditional Chinese humanistic spirit, and positive life emotions contained in them to the general audience, it has aroused strong resonance in the whole society and made more and more people fall in love with words, love reading, and through reading to obtain cultural enrichment and spiritual world enhancement. The new space-centered library layout considers the space of the library as the most valuable resource of the library, which is manifested in the functional division of the library space mainly from the readers' needs, and provides the readers with a comfortable reading environment, so that the library functions become more diversified and humanized (Guan, 2016). The National Library, as the national general library, the national center for the protection of ancient books, and the national museum of canonical books, has been committed to promoting excellent Chinese traditional culture and reading for all. By strengthening the construction of literature, carrying out lending services, recommending excellent titles, building digital libraries, and holding public classes, lectures, and exhibitions of various kinds of colorful social education activities, the National Library advocates and serves reading for all. The National Library will contribute more to serve the general readers, build a book society and a strong cultural nation. Over the years, the National Library has actively strived to implement its service concept, disseminate cultural knowledge, promote extended reading, popularize traditional Chinese culture and elegant art, and promote the development of quality art education in China. We have held "Tribute to the Classics—The Art We Chased in Those Years", "The Art of Chinese zither", "Music Lights Up Your Life", "Taste Reading in Art", "The Music Salon of the National Library", and "The Music Salon of the National Library". A series of thematic lectures such as "Music Salon of the National Library Library", "Beijing Opera Film Project" and "Masterpieces in Light and Shadow" series of film screenings. In addition to lending books and journals, the library also serves as an art gallery, exhibition center and academic center. Among these basic characteristics, the communicative role of "place" and the "democratic" management model are key.

Digital Expansion: Innovative Cultural Communication Concepts to Enhance Readers' Reading Experience

The construction of various spaces in the library is undoubtedly a subversion and innovation of the previous service concept and service mode. The construction of space is only the foundation, and the relevant services in line with the development purpose of the library are the favorable way to solve the problem, and only in this way can the space be better utilized and achieve organic integration with the original library business (Xie & Huang, 2018). In the guest reading session of "The Reader", Zhou Daxin, a famous writer and winner of the Mao Dun Literature Award, and Cao Wenxuan, a famous writer who participated in the first season of "The Reader", and Bai Yansong, a famous program host of CCTV, were invited to read and share their literary items, and 2 audience members interacted with the reading. In the guest reading session of "The Reader", Zhou Daxin, a famous writer and winner of the Mao Dun Literature Award, and Cao Wenxuan, a famous writer who participated in the first season of "The Reader", and Bai Yansong, a famous program host of CCTV, were invited to read and share their literary items, and 2 audience members interacted with the reading. The reader meeting also adopted a new way of book recommendation, trying to use AR technology,

readers can scan the pictures inside the book to watch the relevant program video clips, which is the first time in China to listen to the full integration of reading the text. On September 10, 2019, the Art Center of the National Library launched the exhibition "The Fragrance of Orchids: Manuscripts of Famous Artists in the 110th Anniversary of the Founding of the National Library", which showcased the representative inheritors of the national intangible cultural heritage (Chinese zither art), including Chen Changlin, Yao Gongbai and 11 other artists. In addition to the textual introduction of the manuscripts, the exhibition also introduced a special activity "listening to the manuscript stories told by famous artists", in which the artists were invited to record a video introduction for the readers, explaining the theme and content of the works and telling the creation stories behind the manuscripts. Readers can scan the QR codes on the exhibits at the manuscript exhibition to watch and experience the profound connotations behind the manuscripts through the introduction of the manuscripts by the famous artists themselves. This exhibition is also an important attempt by the National Library Art Center to popularize art and closely integrate art and literature, and is an extension of the audiovisual reading service and art lectures provided by the National Library Art Center.

Building a Platform: Enhancing Public Engagement to Improve Library Services

As Steve Jobs once said that users do not know what they want, we can go beyond their imagination to provide them with more. in September 2017, the National Library officially provided rich and diverse audiovisual reading services to the general public, and the National Library Art Center, as an important business department of the National Library, relies on the influence and space advantages of the National Library to actively host various cultural activities and is committed to let readers appreciate the charm of the elegant national art in art popularization and education activities.

The library has always been a preserver of resources and a transmitter of culture, but the current direction of development has shifted the library from a preserver of resources to a provider of space, and the modern library has to become a place of information connection. Compared to the traditional library, which requires "quiet", the modern library now has "dynamic" and "static" partitions, allowing for the collision of ideas, discussion and cooperation (Wang, Bai & Huang, 2017). After the adjustment and upgrading of the library's positioning, in addition to the structural adjustment of the personnel system, it is necessary to match the reasonable space transformation and upgrading methods based on the upgrading of the library's functional positioning, so as to improve the overall service capacity. The positioning of the library is upgraded to provide a carrier of value, and the space upgrade and transformation is carried out around "value". On the one hand, the public leisure space is increased to meet the integrated library experience process, so as to enhance the key of library services for most users to stay for a long time. On the other hand, we should increase the external communication space, and the role of libraries should be to provide knowledge integration, such as establishing more sharing spaces and thematic spaces to provide richer content for the intersection of knowledge from different disciplines and fields. In addition, it should also strengthen the use of technology in the space, including various activities management, intelligent control of the space and other dimensions. At the same time, combining the information retrieval function of the platform, the library resources are classified according to different types and reasonably integrated, and they are openly accessible in the network environment, or they are combined with the library user services in the form of public welfare to

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https://doi.org/10.37420/j.cer.2021.056

build a public welfare library, so that not only the students and teachers on campus can enjoy the library services, but also provide more professional library resources for people outside the campus. This will not only allow students and teachers on campus to enjoy library services, but also provide more professional library resources for off-campus personnel (Wang, 2021).

Publicity and Promotion

The proposition of library space for reading is rooted in various disciplines such as behavioral psychology, environmental behavior science and cognitive neuroscience. It is based on the principle that library space has a natural environment conducive to reading, which can act on the reader's psychology and brain through visual and auditory perceptual media, so that the reader can produce a certain reading motivation that can drive reading behavior, thus achieving the purpose of space for reading, which is different from the traditional "reading space" research. Unlike the traditional "reading space" research, "space for reading" as a new research topic and practice area, it is necessary to build a research system from the library itself, readers and external support to support the development of this topic (Hong & Shu, 2020). The National Library Arts Center combined with the effectiveness of the library's public cultural services to carry out a series of activities, including: frogs into the magic garden, Daddy Knight, Chinese stories – Brother Yamin tells stories, the legend of the Chinese zodiac – Tik-Tok-Tok-Tok – autumn fairy tales and so on, the form of "listening, seeing, speaking, learning, acting" combination, through the chamber orchestra live performance, using the unique folk music and the audience meet on the spot, giving the performance a richer and more joyful atmosphere. The format of this music reading session not only incorporates the classic soundtrack full of childish and joyful elements, but also adopts the innovative design of combining cartoon characters with video placement visually, guiding children to learn through interactive experience through the vivid narration of live readers, and building a 3D music and knowledge education matrix. At the same time, through the training after the stage of the young actors, to show everyone their stage style. Let the music become the touchstone of children's enlightenment education, let the stage become the audition ground for children's happy growth, and open the door of children's imagination in laughter. To provide synergy for lifelong learning, promote the further development of social reading, improve the public's reading taste, and form a long-term reading effect in the whole society. The Amber Quartet Lecture Concert is a combination of performance and lecture to explain the stories behind classical music, creating a classical music "science class" that integrates music, humanities and history for the audience.

From 2017 to 2021, the National Library Art Center also held the "Masterpieces in Light and Shadow" "Excellent Documentary Public Welfare Screening Activity", and planned the screening of "Wisdom of the Mountain", "Life", "Wild Mountain", "Les Miserables" during the 2019 Reading Day. The Village Play", "The Teahouse", "Children of Heroes", "Border Town", "Camel Xiangzi", "Dream of the Red Chamber" and "Oral History of the National Library" were screened from September 5 to 11, 2020, during the first anniversary of General Secretary Xi Jinping's letter to the old experts of the National Library and the 111th anniversary of the establishment of the National Library. Among them, the "Oral Chart" was screened with the creators invited to communicate with the readers on site, which was well received by the readers. The documentary films, including "The Gate of Life", "The Third Pole", "My Verses", "The Land of Little People" and "Shaking the Earth", were screened, and the creative team was invited to communicate with readers face

to face and share their creative experience, which was warmly welcomed by readers and friends. Through discussing the films adapted from masterpieces and comparing the respective strengths and weaknesses of masterpieces and films, we make people understand, recognize and appreciate masterpieces and films adapted from masterpieces more deeply through the discussion , so that readers can have a deeper knowledge and understanding of the films adapted from masterpieces (Cheng, 2016).

The Art Center also uses mass media such as TV, radio and newspapers to promote reading so that they can regularly report on reading promotion services, and whenever new initiatives are introduced, local media are invited to intervene to report and publicize the progress in a timely manner; it also uses websites to publicize reading promotion information and expand social influence. Similarly, libraries at all levels can use Weibo, forums, Douban and other major reading portals to provide book information, activity information and other content to promote reading for all and expand the social impact of reading promotion projects. Carry out a variety of reading activities to advocate the promotion of reading for all. Transform the library into a library space that adapts to the needs of multiple scenarios, is attractive to all kinds of users, and realizes composite service functions (Chen & Ying, 2019). Public libraries should take books as the medium and activities as the carrier, give full play to the advantages of public library collection resources, hold public welfare cultural activities such as reading essays, speech contests, reading salons, and recitation of classical and beautiful texts on a regular basis, carry out national reading guidance and services, and cultivate citizens' interest in reading, thus making the general public go into libraries to read more and read well. To form a good reading atmosphere in the whole society, in order to enhance the public's reading enthusiasm, effectively promote the reading activities and form a long-term reading effect in the whole society.

Conclusion

With its unique social education function, the National Library has become one of the important forces in leading reading activities for all people, an important base for social education for all citizens, and the best place for lifelong learning for the public, and its role in leading reading for all people and in the social education system is irreplaceable by other educational institutions.

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