Contract Furniture

BRODART

opening the book

North America

An Intuitive New Approach to Library Design

Our Philosophy

Only one out of every four people go to the library for something specific and most spend only 5-10 minutes inside.

Opening the Book makes it easier for them to find what they want — and fast.

Opening the Book furnishings are inspired by patron-driven research on why people visit libraries, what patrons expect, and solutions that further engage them as they browse.

Fast Facts-Library Research:

- A patron's attention must be captured the moment they enter the library
- Most patrons come to the library hoping to be tempted
- Few people ask staff for help

Opening the Book creates visually arresting and clearly-labeled displays that patrons see immediately.

Fast Facts-Retail Research[1]

- 50% of people buy the first thing they touch
- Studies find most customers only browse the front third of a store

Opening the Book presents materials in a way that encourages patrons to browse, touch, and take.

[1]Source: *Why We Buy: The Science of Shopping, Updated and Revised,* by Envirosell founder Paco Underhill

Fast Fact-Psychological Research[2]

- Many people find it easier to choose from a smaller selection.

Opening the Book creates distinctive, enticing displays that offer patrons a more manageable choice.

[2]Source: *The Art of Choosing* by Columbia Business School Professor Sheena Iyengar

Fast Facts-Educational Research[3]

- Reading by choice, rather than by obligation, is the biggest predictor of academic success
- Students aged 10-16 who read for pleasure make greater strides in math, vocabulary, and spelling than those who rarely read
- Reading for pleasure has a greater impact on development than parental income or level of education

The team at Opening the Book supplies intuitive designs that clearly guide students to new books and encourage them to further explore the library.

[3]Source: *www.rif.org*

First Impressions Count

Grab patrons' eyes the second they walk in the door and take them on a journey.

Opening the Book's unique and customizable layouts encourage patrons to explore every section of the library as they make new discoveries.

Work the Room

Entice patrons with Opening the Book's curved layouts, which guide readers through your library while giving them more space to browse.

This makes books once doomed to the far aisle more accessible to the readers who will love them.

Our Philosophy

The Magic Touch

Highlight key books with retail-style LED lightboxes.

These allow patrons to locate tempting titles more efficiently.

Growing Readers

Pique children's curiosity and engage their imagination with unique seating options that double as book displays.

In these child-friendly spaces, every new book opens new doors.

Conventional Layout

Straight row after straight row of shelving proves uninviting — this can make a library feel more like a warehouse than an exciting learning environment. The table area will be noisy while the bookshelves lie empty and unvisited.

Upon entering the space, the patron first sees the circulation desk. Next come the tables and chairs, presented in a classroom-style arrangement. The collection is tough to see upon entering the space.

People flow is limited—patrons rarely browse beyond the first two rows of stacks.

Discovery Layout

In this discovery layout, people flow is more organic. Enticing views await the patron at every turn, inviting them to investigate the entire library. This layout has exactly the same number of bookcases, desks, and seats as the conventional layout previously shown.

Here's the same library. Upon entering the space, the patron first sees face-forward book displays. These are complemented by various seating and table options.

The patron finds separate spaces specially designed for quiet study and group collaboration. Lounge seating welcomes the patron to relax or socialize.

Zoning the Space

An Opening the Book Library showcases different zones, each with its own identity. Distinct study zones, social zones, and fiction and non-fiction help guide patrons to the proper place.

SOCIAL & Wi-Fi
NON-FICTION
PROGRAM AREA FOR 75 SEATS WITH MOBILE SHELVING MOVED
LOCAL HISTORY
MAGAZINES
CHILDREN
STUDY

Library Shelving

Performance Shelving 101

Performance Shelving is designed for all ages in public, college and school libraries.

Performance shelving comes in three heights: 48", 60", and 72".

Performance shelving brings retail-style features to libraries - everything is designed to make your books look great.

48" 60" 72"

Display small and large book formats by turning L-shaped shelves in your bookcase. Special display shelves are available for face-out display.

Two-unit Mobile Bookcase

One-unit Mobile Bookcase

Create shelving shapes with one- and two-unit Mobile Bookcases. Double-sided Mobile Shelving features lockable casters, providing easy mobility.

Create flowing, organic curves with award-winning Arc and Propeller bookcases.

Propeller Bookcases

Arc Bookcases

Make books pop with optional lightboxes that identify each section. Use customized graphics for added impact.

Library Shelving

BookSpace Shelving 101

Bookspace is designed for children's areas in public libraries and school environments. Create a unique learning environment with Bookspace, a modular system that combines shelving with interactive displays, creative seating features, and the opportunity to play.

36" 48" 60"

BookSpace comes in three heights, carefully designed to meet the needs of children of all ages. Layouts can be created with the right shelving height for different age groups, making the books easy to see and reach.

Books come in all shapes and sizes. Finding the perfect shelf for them makes all the difference. Small books on large shelves look lost and waste valuable space. Large books on shelves that are too small for them look cramped and discourage children from finding what they want.

Show off your fiction with small shelves.

Proudly display your nonfiction and picture books with large shelves.

Face-out shelves for display

Spine-out shelves for capacity

Children are more likely to grab and read a face-out book than a spine-out book. Specify a custom combination of face-out and spine-out shelving.

Enjoy increased flexibility with BookSpace Mobile Shelving. Double-sided, Curved and Straight units are available in two heights: 36" and 48".

Add a splash of excitement with BookSpace feature units

Desks & Tables

Circulation and Inquiry Desks

Helps patrons feel at-ease when checking out or asking a question. Features a mix of adjustable shelves, lockable cupboard, and/or mobile pedestal. Also serves as clean cable management solution.

Tables

Curved tables for study or IT complement curved shelving and enhance the flow.

*The small Orbit table fits in the Byte and Cluster tables, and the large Orbit table fits in the Core table.

Shapes work well for both individual and collaborative activities.

An attractive and flexible signage system helps patrons navigate through the whole library and encourages independent use.

Choose from a range of stylish designs and color options with customizable text. Opening the Book will work with you to help with guiding for each bookcase.

Lightbox Headers

Available in six color options.

Bay Headers

Available in six color options.

On-shelf Acrylics

Capture that retail-style look with easels. Lets libraries showcase a book while keeping the rest of the shelf tidy.

All Sizes of Projects

Opening the Book designs have been used in every kind of library – K-12, public, university, hospital. The principles can be applied to every size of space from the smallest book corner to major new buildings. Start with one section – children, young adults, non-fiction – and you'll find that the popularity and performance of that one area will persuade people to come back for more.

Opening the Book K-8 install using BookSpace shelving

Opening the Book 9-12 install using Performance shelving

Contemporary design from Europe — Quality manufacturing from the USA

Brodart Co. Contract Furniture - Made in USA • 280 North Road, Clinton County Industrial Park • McElhattan, PA 17748
Toll-Free: 888-521-1884 • E-Mail: furniture@brodart.com

Printed in the USA F10-2-17G

www.brodartfurniture.com