21ST CENTURY INNOVATIONS IN THE NATIONAL SZECHENYI LIBRARY WITH SPECIAL REFERENCE TO EXHIBITION MANAGEMENT –

**ESSENCE:**
THE NEW PERMANENT, AWARD-WINNING EXHIBITION IN FOCUS

Gerencsér Judit
Deputy Director General
National Széchényi Library, Hungary

gerencser.judit@oszk.hu

CERL Seminar 2023
Connecting Books & Audiences through Public Displays
KBR, Brussels on 7th November 2023.
MAJOR POINTS OF THE PRESENTATION

• Trends in the 21st century library

• The National Széchényi Library in the 21st century – best practices in the mirror of the trends with special reference to exhibition management

• Essence: the new permanent, award-winning exhibition in focus
TRENDS IN THE 21ST CENTURY LIBRARY
5 TRENDS THAT DEFINE AND SHAPE THE FUTURE OF LIBRARIES

For many people, libraries are the place of inspiration, a place of escape and a shelter in the 21st century.

As we have been coming out from the pandemic era, libraries in the whole world strive to find ways to innovate and to serve the modern age in an effective way.

The libraries have to adapt to the changing environment.

1. Sustainability
2. Flexible Social and Co-working Spaces
3. Social Media Presence
4. Smart Budgeting
5. Technology-driven Solutions

Forrás: https://d-techinternational.com/us/blog/2022/03/21/four-trends-shaping-the-future-of-libraries/
5 TRENDS THAT DEFINE AND SHAPE THE FUTURE OF LIBRARIES

1. Sustainability
   • fight against climate change, energy crisis and solutions, reduce carbon footprint eg. electricity usage, new lightsystem, sustainable working methods, self-service machines

2. Flexible Social and Co-working Spaces
   • home office, community working place for users, online services

3. Social Media Presence
   • more and more platforms, mobile technology

4. Smart Budgeting
   • innovation, time and money saving solutions, 7/24 library without staff

5. Technology-driven Solutions
   • AI, automatization, change in the way library deliver services

Forrás: https://d-techinternational.com/us/blog/2022/03/21/four-trends-shaping-the-future-of-libraries/
The shift to digital services creates new challenges for libraries.

Growing expectations and changing needs force libraries to improve and develop new user services.

Budgetary pressures are forcing libraries to be more efficient and creative.

Three Trends Shaping the Future of Libraries:
https://www.libraryjournal.com/story/three-trends-future
It's estimated that **50 million people** around the world now consider themselves "creators".

A growing number of people are making a living as "creators".

One survey even shows that more kids today want to become YouTube stars than astronauts.

50 million people around the world now consider themselves "creators".

7 Cultural Trends For 2023-2026

https://explodingtopics.com/blog/cultural-trends
What are the 7 generations?

1. Greatest Generation: Born 1901-1924
2. Silent Generation: Born 1925-1945

https://journeymatters.ai/7-generations/

It can definitely be established that the development of the world has accelerated and (digital) technology is developing at an unprecedented speed.
TRENDS IN THE 21ST CENTURY LIBRARY

• Libraries must **redefine** themselves: their **identities**, their **roles**, their **functions** in the dynamic environment of the 21st century
• Provide new and modern services adapted according to the **changing needs of the users**
• The users are the **drivers of change and innovation**
• The library of the 21st century has to **become an attractive community space inside** and **contribute** to the support and development of all aspects of society and citizens' lives **outside**.

  library guided by community needs = 21st century library
TRENDS IN THE 21ST CENTURY LIBRARY

- The library is in **constant dialogue** with its users
- **New library space, new library functions** in the space
- **Flexibility, movable spaces**
- The role of **partnership and volunteering**
- Division of functions and tasks, and **cooperation**
- Prioritizing **digital skills, digital thinking** and the use of digital information resources
- The library **goes to the user**
- **Personalization** in services
- **Knowledge exchange** with other libraries
- Librarians has to train themselves, too😊

Source: Jakob Heide Petersen: Copenhagen Libraries and Current Library Issues 2017

https://www.teepublic.com
The user is not looking for there and not in that way what the librarian thinks...
– change in user needs

The needs affect the entire operation and service organization of the library.
• The **definition**, the **operation** and the **services** of the modern, 21st century library must be completely reinterpreted.

• In all respects, **the person/the user, is at the center**; instead of the collection and documents.

• **7/24, everything is about the user** and in order to satisfy their needs as effectively and efficiently as possible.
We must respond to the new expectations with a paradigm shift

• we must supplement our traditional professional knowledge with additional new knowledge, skills, and competencies in order to be able to meet the challenges;

• we need to learn about the new trends in the world and prepare, adapt to changes in libraries in all fields.
NEW ROLES, TASKS, FUNCTIONS

- advocate,
- communicator,
- consortia manager,
- consultant,
- content manager,
- facilitator,
- guide/teacher,
- intermediary,
- knowledge manager,
- researcher,
- sifter,
- web designer
- curator
- exhibition creator and organizer

Multimodal roles of library and information science professionals in present era (2009)

https://www.researchgate.net/publication/228646341_Multimodal_Roles_of_Library_and_Information_Scienc e_Professionals_in_Present_Era/link/00b49519def23f0d2c000000/download
THE NATIONAL SZÉCHÉNYI LIBRARY IN THE 21ST CENTURY – BEST PRACTICES IN THE MIRROR OF THE TRENDS WITH SPECIAL REFERENCE TO EXHIBITION MANAGEMENT
THE NATIONAL SZÉCHÉNYI LIBRARY IN NUTSHELL

• The library is standing on top of the so-called Castle Hill in one of the wings of the Buda Royal Palace.

• Hungary’s National Széchényi Library was founded in 1802.

• It owes its establishment and name to a highly patriotic Hungarian aristocrat, Count Ferenc Széchényi.

• Ferenc Széchényi’s collection included approximately 13 000 printed books, over 1200 manuscripts, hundreds of maps, woodcuts and coins.

https://1.kerulet.ittlakunk.hu
HEADQUARTER IS IN THE THE BUDA CASTLE

https://szallas.hu
THE NATIONAL SZÉCHÉNYI LIBRARY IN NUTSHELL

• functioning as a **community library space** and a **research centre**
• serving as an **exhibition venue**, permanent exhibition and temporary exhibitions are also available each year
• it is often referred to as the **cultural memory of the Hungarian nation**

it supports:
• editing and publishing national bibliographies
• collecting and distributing deposit copies
• central catalogue of books and periodicals
• international exchange service
• performs the tasks of the ISBN/ISSN national centre

https://icomhungary.hu
THE NATIONAL SZÉCHÉNYI LIBRARY IN NUTSHELL

• The National Széchényi Library collects, studies, preserves and makes available in various forms the written, printed, audio visual and digital treasures of the Hungarian national culture.

The National Széchényi Library has the task of collecting:
• all works published within the borders of Hungary at the given time, in whatever language they may be written;
• all works published in Hungarian;
• all works written by Hungarian authors, or with the collaboration of Hungarians, not in Hungarian and outside Hungary;
• all works published abroad in foreign languages with Hungarian aspects.
THE NATIONAL SZÉCHÉNYI LIBRARY IN NUTSHELL

• The collection, including printed materials, periodicals, manuscripts, maps, sheet music, small prints and posters, consists of more than 10 million documents altogether.

• The majority of them belongs to the General Collection, and the rest is distributed among various Special Collections.
Our **main goal** is to enable the **National Széchényi Library (NSZL)** and the **national library system** to meet the increasingly complex **expectations** of librarians and users in the digital age as efficiently as possible.

The National Széchényi Library has taken a **leading role in defining a cooperative and distributed nationwide library platform** and is developing a self-hosted cloud-based environment – a **common library platform** based on a new generation of innovative technology.

It can replace the **old integrated library system** of the NSZL and it can ensure the **renewal of the national library services**.
WEBARCHIVING IN NSZL

The National Széchényi Library has been web archiving since 2017.

The aim of the NSZL's web archive is to provide a representative picture of the online content of the electronic documents belonging to the field of Hungaricums, which are publicly available in a given period, intended for the Hungarian public and forming part of the cultural heritage.

http://webarchivum.oszk.hu/

The scope of NSZL’s activities has been expanded with web archiving - https://www.oszk.hu/node/5055
We will formally enter into a professional collaboration with READ-COOP SCE, working closely with the developers of machine handwriting recognition to further develop the first Hungarian machine handwriting recognition model created last year.
Some of the most renowned treasures of the National Széchényi Library are the illuminated renaissance codices – so-called “corvinas” – from the library of King Matthias.

https://www.oszk.hu/
VIRTUAL REUNION OF THE CORVINA LIBRARY

- The world-famous library, the Bibliotheca Corvina was the first humanist royal library outside Italy.
- Its size can estimated around 2,000 volumes, surpassed in size only by the Vatican Library of the period.

- According to the current state of research, around 220 have survived and are now founded in libraries of Europe and the United States.
- 55 corvinas are currently held in five public collections in Hungary, most of them – 37 items – in the Hungarian National Library.

Pictures: https://kultura.hu/corvina-konyvtar-budai/
As part of the NSZL's Corvina programme, a website was created in 2018 – the Bibliotheca Corvina Virtualis – with the aim of presenting the surviving and identified corvina codices and archival printed material in their entirety, and with the long-term goal of bringing together the volumes of the royal library online, making the complete digital versions of all corvinas available in one place.

https://corvina.hu/hu/cimlap/
VIRTUAL REUNION OF THE CORVININA LIBRARY

• In 2022, NSZL contacted all 45 collections worldwide where corvinas are preserved, ordering digital copies of the codices and asking for permission to publish them on corvina.hu.

• 37 digital copies of the 155 codices were obtained last year, either as gifts or by purchase.
DIGITALIZATION CENTRE

• NSZL has the largest and most modern Digitisation Centre in Central Europe.
• The digitization center of the institution operates in the building of the National Széchényi Library.
• The center operates with the most modern technical equipments. With the help of them it is possible to fully digitize all types of documents from the NSZL’s collections, including medieval codices, maps, photographs, postcards, posters, sound recordings and motion pictures.

the digitalisation of the collection represents a great opportunity for heritage promotion, to extend fruition and your relationship with users beyond the library.
RESULTS OF DIGITALIZATION IN NUMBERS

Digitalization activity plans and objectives for 2023
PLOTTER

This workstation was designed and developed by our colleagues.

We used to have a problem with photographing large sized documents.

Under normal circumstances we use 400 DPI or 600 DPI resolution in our digitalization but in the case of these large documents, we are not able to capture the whole document with one photograph or scan.

The solution is “simple”: we recreate one document from several photos.
FACSIMILE EDITION OF THE BUDA CHRONICLE

FIRST BOOK PRINTED IN HUNGARY

On the occasion of the 550th anniversary of the printing of Chronica Hungarorum, a top-quality facsimile of the work will be available from 27 May 2023, together with the Latin, Hungarian and English accompanying study, in numbered bibliophile and collector's editions.

There are two copies in Hungary, one of them in the Széchényi Library and the other in the Budapest University Library.

It was printed in the workshop of András Hess in Buda in 1473. The versals were illustrated by hand. Experts believe between 200 and 240 copies of the 70-page book were printed.

NEW DIGITAL ONLINE SERVICES OF NSZL
– 2021-2023

PLAKÁTTÁR

1956 – TÖRTÉNELEM RÖPLAPJON

2015 – MÁGYARONORMÁL

LEVELEK

MŰVEK

versék, esszékt tanulmányok
etc.
előszózatban
ESSENCE: THE NEW PERMANENT, AWARD-WINNING EXHIBITION IN FOCUS AND ITS PREDECESSORS
EXHIBITION IN LIBRARIES – FUNCTIONS AND AIMS

- **Teaching tool** - opportunity for the library to organize materials around a theme and present
- **Scholarly productivity** – exhibit creation as a legitimate form of scholarly output
- **Use of unique collections** – rarely used collection or documents can be seen
- **Innovate outreach tool** - virtual tour of fine art held in the library
- **Partnerships** - powerful tool for working with many different types of partners
- **New technological innovations can be used** – it softwares, AI etc.

The surprise part of a librarian’s life: Exhibition design and preparation course by Andrew Dutka, Sherman Hayes, and Jerry Parnell
EXHIBITION IN NATIONAL SZÉCHÉNYI LIBRARY

- In the institution till 2022 we primarily have organized and set up temporary exhibitions.
- Thematic exhibitions based on the collection
- In partnership with libraries, museums, government institutions etc.
Modernisation of exhibitions in our library.

- **The Corvina Library and Buda Workshop** exhibition in 2018.
- This exhibition was based on the Corvina codices.
- We presented more than 60 Corvinas.

Almost all of the corvinas preserved in Hungary, nearly fifty codices, were seen together in an unprecedented way in our exhibition.

From November 6, 2018 until February 10, 2019.
• Video material on screens, and moving pictures projected on the floor.
• Thematic educational activities

• Suitable also for the younger generations
Given its success, the entire exhibition has been saved online in a virtual form in 3D.

https://exhibitioncorvina2018.oszk.hu
To display the content of the 2018 exhibition, we have chosen a state-of-the-art IT system that interactively shows and stores the Corvina exhibition in a cloud-based environment for future generations, which is the result of years of collaboration between our external and internal experts.

Werk a kiállításról – A Corvina könyvtár budai műhelye

Országos Széchényi Könyvtár
Felfoglalzás

9
Megosztás
Mentés

1,2E megtéktés 4 évek ezelőtt
In 2022 we opened our exhibition – *Land of Poems*. It was built around the manuscripts of the three emblematic poems: the *Hymn*, the *Appeal* and the *National Song*. 
projection on floor and also on the wall to display keywords and videos

Touchscreen monitors

smaller screens with headphones
Touchscreens with quizzes
is our **first permanent exhibition**;
means ‘Essence’

Presenting the full spectrum of the

- library's past and present,
- the circumstances of its foundation,
- its founders
- and the diversity and richness of its collection.

The exhibition aims to present the complexity of the more than ten million documents in the collection, representing the entirety of the written, printed, audiovisual and electronic Hungarian cultural heritage.
The exhibition, which occupied two floors, also created a new spatial experience for the NSZL.

- carefully placed installations, information panels, decoration creating and renewing the image of our community and event spaces.
Visitors are greeted by portraits of Matthias Corvinus and Ferenc Széchényi featuring quotations from them.
The Land of Poems exhibition speaks of Hungarian identity through the three defining poems that have been with us for almost two hundred years.
In the buffet corridor, visitors are greeted by a collection inspired by Babits’s legacy. The photographs are accompanied by a selection of manuscripts by the writers and poets.

A picture of Hungarian identity and the nationalities that live with us, with travelogues from Count Sándor Apponyi’s Hungarika collection.
Behind the information desk and the surrounding walls a selection of photos from the history of the library is displayed.
The cabinet, which contains the books of Ferenc Széchényi, was built in the early 2000s.

Széchényi Cabinet

National library staff presenting a collection item of their choice.
The six themes (Autograph, Copy, Code, Material, Visual, Audio), displayed between two spaces facing each other, are installations highlighting different aspects of the collection.

The second decorative facsimile copy of the Pray Codex which contains the Funeral Sermon and Prayer, the first coherent text written in Hungarian.
three upholsteries - using the motifs of the corvinas in memory of Matthias's library

a copy of the famous marble portrait of Matthias and Beatrix

text compilation recalling the history of the corvinas and touchscreens for educational activities
innovative installation

- exhibition case
- transparent touchscreen
- decorative arrangement of letter copies

social network of the founder

NSZL’s Digital Humanities Centre processed the correspondence data and transformed it into a digital medium, using state-of-the-art data visualisation techniques to make the relationships and their characteristics visible and concrete.
8-metre-long touchscreen wall

On the opposite side there are two transparent, sliding touchscreens
A brief overview of the benefits of technologies used

- **Dedicated software** bridges the gap between a wide range of technologies and our content curators,
- The **unique identity** of the exhibition also used on the screens,
- **Very quick** content displaying, efficient **curatorial** cooperation.
- Content can be easily **extended**,
- Digital **content can be transferred** to another exhibition, to a different location just with one click,
- **Cloud based**, always accessible,
- **Admin surface**,
- **Cost effective**, quick content change between/after exhibitions
- **The digital content** of our exhibitions enriches our library’s expanding collection and is also **preserved for the future** generations.
In good hands, the advanced technologies of the digital world can create a wonderful universe, which is a great benefit not only to our professionals but also to those for whom we have created it: our visitors.
We are also delighted that our exhibitions, the **Corvina exhibition in 2018** and the **Essence exhibition in 2023**, have been awarded the prestigious international "A' Design Award" Bronze and Iron grades in the interior design categories.
In 2023 on the occasion of the **30th anniversary of the Hungarian-Slovenian diplomatic relations**, the National Széchényi Library, the Embassy of the Republic of Slovenia and the Department of Slavonic Studies of the ELTE Faculty of Humanities opened the exhibition **Vivat Slovenia!** in the National Library.

The opening of the exhibition was honoured by Katalin Novák, President of Hungary, Dr. Nataša Pirc Musar, President of the Republic of Slovenia and ambassadors from forty-six countries.
The library has taken advantage of the space of the old building to **bring its exhibitions into the 21st century**, with digital tools in the community and exhibition spaces to interactively convey information to visitors.

Our aim is to preserve, explore and build on the Gutenberg Galaxy to serve the noble goals of public education and culture.
Special thank you for colleagues in the compilation of my presentation:

- Zoltán Lewalt – Jezierski – Chief of the Director General’s Cabinet
- Adrienn Kovács Tamás – Head of Digital Humanities Centre
- Tamás Mészáros - Head of Collection Preservation Division
- Manó Barnabás Manó – Head of Digitalization Department
- Gergő Bokodi-Oláh – Head of Research and Special Collections Division
Thanks to our partners who contributed to the exhibitions:

- Interior design: Mária Gazdag – Lulla Interiors
- Graphic design: Tamás Takács – Artom Grafika

Special thanks to the curators and all our staff who contributed to the exhibitions.

Source of images used:
National Széchényi Library – www.oszk.hu, corvina.hu
Indafotó (OSZK Képgalériák) – Photo: Karasz Lajos, https://indafoto.hu/nemzetikonyvtar
Photographed by: Visky Ákos, Horváth Dániel, Darabos György, Lewalt-Jezierski Zoltán, Tóth Péter, Török Máté
BIBLIOGRAPHY

- National Széchényi Library: https://www.oszk.hu/
- Catalogues of Special Collections, research aids: https://oszk.hu/kulongyujtemenyi_katalogusok
THANK YOU VERY MUCH FOR YOUR ATTENTION AND WE WOULD LIKE TO INVITE YOU TO THE NATIONAL SZECHÉNYI LIBRARY, HUNGARY!