

Exploring the Construction of City Public Reading Space from the Perspective of Third Space

-- Taking Hangzhou as an Example

Aiyan Zhang^{a, *}, Hushinaidi Bin Hamid^b

Faculty of Creative Industries, City University, Kuala Lumpur, Malaysia

^{a, *} 736605083@qq.com, ^b hushinaidi.hamid@city.edu.my

* Corresponding author: Aiyan Zhang (Email: 736605083@qq.com)

Abstract: Under the third space perspective, urban reading space provides the public with a full range of reading services. With rich functions, diversified business forms, elegant environment, and convenient counting wisdom, they are favored by readers. Based on the current situation of city public reading space construction in Hangzhou, this paper combines the useful experience of urban public reading space construction in other regions, and puts forward improvement initiatives such as diversification of services, quality of activities, rationalization of layout, diversification of participation, and continuity of system. Continuously leading the direction of reading, expanding reading space, meeting reading needs, perfecting the reading system, designing reading carriers, and really making Hangzhou a city of books and a learning city.

Keywords: The Third Space; Nationwide Reading; Public Reading Space.

1. Introduction

Since 2014, reading for all has been included in the government's work report for five consecutive years, which means that reading for all has risen to the level of national strategy. 2020, November 2020, the "Regulations on the Guarantee of Public Cultural Services in Zhejiang Province" have been introduced, which provide policy and regulatory protection for the construction of public reading space. In the process of promoting the work of reading for all, the creation of city public reading space is essential, which retains a place for people who are eager to read to communicate with their souls.

Relying on the guidance of the concept of sustainable development, novel spatial design, scientific guarantee of the public cultural service system, and the participation of diversified social forces, Hangzhou has come out of a unique path in the construction of city public reading space. However, the existing city public reading space construction still has a lot of urgent need for improvement, which requires a serious analysis of the current situation of urban public reading space construction in Hangzhou, drawing on the beneficial experience of other cities, and exploring a more reasonable path of city public reading space construction.

2. Public Reading Space in the City under the Perspective of "Third Space".

2.1. Third Space Concept

The theory of "third space" was put forward by American sociologist Ray Oldenburg in his book "The Perfect Place" [1], who believes that the third space is distinctly different from the traditional first space (physical space) and second space (mental space). That is, in addition to the first space of the family home and the second space of the workplace, it is an informal public place for citizens to communicate, rest and

share knowledge, such as public libraries and coffee houses. It is characterized by public welfare and equality, cultivates public socialization skills, and enhances citizens' sense of well-being. The emergence of the new public reading space just fulfils the concept of the third space.

Typical features of the "third space" are: firstly, functional diversity, secondly, information denseness, and thirdly, shared public welfare. As far as public reading space is concerned, the third space mainly refers to the characteristics of easy accessibility, high degree of inclusiveness, free learning and free reading. Under the perspective of the third space, it is of great practical significance for city reading space to provide all-round reading services for the public.

2.2. The Concept of Public Reading Space

Professor Prince Zhou summarizes public reading space as a public welfare open place within a certain city, operated by the government or enterprises, social organizations or individuals, providing knowledge services for the public. Providing quality reading content, it is also a public cultural space for city residents to read, communicate and participate in cultural activities [2].

Public reading space is a book as the core, reading as the behavioral clues, culture, thought, aesthetics, leisure, entertainment, food and beverage and other elements of the mix. On the one hand, it utilizes modern technology to provide the public with public reading, circulation lending, art appreciation and other public cultural services. On the other hand, it is also a composite cultural venue for public cultural activities such as reading promotion, art exchange, education and training.

Public reading space connects the relationship between people and space firmly with special environment, makes cultural behaviors infiltrate into people's lives and enrich the spiritual world by the characteristics of public welfare and pro-people, embeds modern science and technology and art into people's thinking and improves the level of aesthetics by the characteristics of advancement and art, relaxes people

physically and psychologically by the characteristics of comfort and science and maintains a healthy state of mind, and draws people closer to each other and activates them in social activities and promotes the development of reading for the whole nation by the characteristics of interactivity and guidance.

2.3. Current Development of Public Reading Space in Hangzhou

Hangzhou is one of the first cities in the world and the first in China to join the United Nations Learning Cities Network. Over the years, Hangzhou has been attaching great importance to the construction of book-scented Hangzhou and learning city, and has formed an integrated reading space system with public cultural facilities as the main force, folk reading space as the supplement, and the organic fusion of online and offline. It can be said that there are reading spaces in Hangzhou step by step, and there is reading everywhere. Hangzhou has a reading benchmark, the national version of the library Hangzhou branch, is the gene of Chinese civilization, the new location of Zhejiang culture, where you can enjoy the Chinese classics, as shown in Figure 1. Hangzhou Library aims to be first-class in China and leading in the world, and has won the name of "the warmest library".

By the end of 2022, Hangzhou city level has 13 existing libraries have reached the standard of national-level libraries, built and opened 115 Hangzhou bookstores, 217 city bookstores, 10 subway station lending service points, 120 floating book kiosks and other new cultural spaces. Exquisite environment to enhance the quality of reading. There is a very good reading environment in Hangzhou. Many special bookstores, such as the Buddhist branch of Hangzhou Library, are hidden in a small, hidden village on Tianzhu Road. Many convenient Song Feng bookstores also attract a large number of readers. Hangzhou also has a larger capacity of online reading space; digital library project continues to promote.

The second national reading conference was held in Hangzhou on April 23, 2023, and the 2022 Survey Report on the Reading Situation of Zhejiang Province Residents was officially released. The report shows that the comprehensive reading rate of residents in the province was 91.9% in 2022, maintaining steady growth for three consecutive years. The per capita book reading volume of residents was 14.3 books, continuing to maintain an upward trend. The proportion of residents reading for more than one hour a day was 33.7% (including paper reading and digital reading), an increase of 1.2 percentage points over the previous year. According to the survey, the satisfaction rate of Zhejiang residents with reading activities such as the National Reading Festival and Reading Day in 2022 will be 96.3%, an increase of 0.4 percentage points compared with the previous year. 88.9%, of which, the library has the highest utilization rate of 44.7%, an increase of 3.3 percentage points from the previous year, followed by bookstores (44.4%), community bookstores (20.6%), and urban bookstores (19.3%) [3].

Overall, in 2022, national reading in Zhejiang Province presents a favourable situation of continuous improvement of residents' reading situation and continuous improvement of public reading service effectiveness. The atmosphere of national reading is getting stronger, and the reading rate of both paper media and digital media has increased compared with the previous year.

3. Useful Experiences in the Construction of Urban Public Reading Space in Hangzhou City

Building a book-scented Hangzhou and creating a learning city is a goal that Hangzhou has been pursuing. In recent years, Hangzhou has also summarized its own useful experience and formed the characteristic construction model of Hangzhou public reading space.

3.1. Reading Position Building

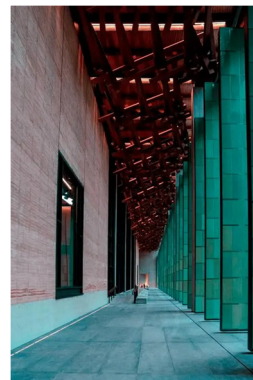


Figure 1. Hangzhou Branch of the National Publications Library

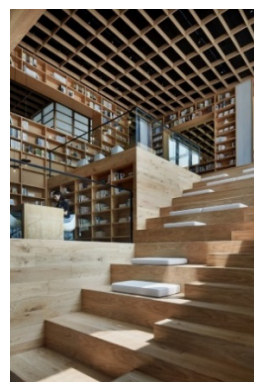


Figure 2. Xirui Jiangnan Community Bookstore



Figure 3. Xiaofeng Bookstore



Figure 4. Xiaoshu Library

"The Hangzhou Reading Model" is based on the Hangzhou Library as the central library, with themed branches underneath it. Through extensive cooperation and co-construction with social forces, Hangzhou Library has built 28 thematic branch libraries by 2020, covering the whole city. They provide Hangzhou citizens with services covering a wide range of themes, such as life, music, movies, science and technology, environmental protection, Buddhism, tourism, sports, art, tea culture, parenting, financial management, etc. forming a service pattern of "space+ reading+

multiculturalism", and highlighting the characteristics of specialization, diversification and quality. These bookstores will have well-designed spaces and hardware facilities, and some of them will be built in conjunction with hotels, real estate, as shown in Figure 2, private bookstores, as shown in Figure 3, cafes, and celebrity brands, as shown in Figure 4.

3.2. Read Precision Services

In order to create an atmosphere of reading for all people, and to create a "book-scented Hangzhou". In recent years, it has launched the "Happy Reading" service and "Happy Borrowing" service, which has created a "Book Taobao" with the help of the Internet and Internet of Things technology; In 2020, Hangzhou Library launched the "One-Click Borrowing, Full City of Books" service enhancement project in the context of the digital reform, exploring new service models. On June 13, 2022, the "National Reading Online" intelligent service platform appeared.

3.3. Reading Activity Promotion

Hangzhou has organized 12 Hangzhou Learning Festivals, 16 West Lake Reading Festivals and 18 Lifelong Learning Weeks. From 2022, these three events will be integrated to organize the "Bookish Hangzhou". During this year's World Book Day, Zhejiang Exhibition Hall will open the "Bookish China Exhibition", "national reading public service advertisement exhibition" special exhibition. On the evening of April 22, the second National Reading Conference Yangtze River Delta "Library Night" activity was held in Zhejiang Library, inviting readers to visit libraries at night, read good books by famous authors at night, travel to Jiangnan at night, and enjoy the book-style life at night. Hangzhou Library organized the "Reading Lights Up China World Book Day Reading Ceremony and 4·23 libraryNight".

During the event, Hangzhou Culture, Radio, Film and Tourism Bureau released ten short videos of "Song Rhyme Hangzhou in Famous Classics". At the same time, ten "Welcome Asian Games Tour Hangzhou" Song Yun cultural theme tourism routes are launched, and on the basis of "Song Yun Hangzhou in famous classics", special cultural travel route products are tailored for Asian Games tourists. The cultural heritage carried by Song YUN and the spiritual connotation behind the Asian Games will continue to be "beautiful and shared", and with the trend of "Double Yun" integration, it will deeply explore the rich historical heritage of Hangzhou and create a new pattern of the integration of culture and tourism in Hangzhou [4].

4. Improvement of Public Reading Space Construction in Hangzhou City.

2022 Zhejiang to accelerate the construction of a modern public cultural service system. The construction of the "15-minute quality cultural life circle" makes the geographical distribution of public cultural venues and public cultural spaces more balanced and reasonable, so that city and rural residents can reach public cultural venues and public cultural spaces on foot in 15 minutes [5]. 2022 Hangzhou will build 850 different thematic "15-minute quality cultural life circle".

4.1. Rationalization of Layout

Rationally optimize the function of city reading space, accurately locate the service objects and contents of different

functional areas, take into account the aesthetic needs of readers, and strengthen readers' spatial visual experience and sensory experience. City reading space is different from the reading room in the conventional sense, its audience is more diversified, and the degree of openness is higher, so public libraries should explore the establishment of open city reading space, combining motion and static, so that readers can not only read quietly and comfortably in the static area, but also take part in a variety of activities and exchanges in the dynamic area. Public libraries are divided into functional areas based on the principle of the combination of static and dynamic can effectively avoid the mutual interference of the intervals, which is conducive to the realization of the rationalization, boutique city reading space layout goals, and enhance the overall cultural taste of city reading space, as show in Figure 5.

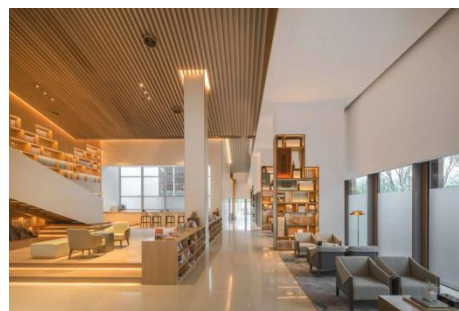


Figure 5. Combination of static and dynamic zones



Figure 6. Internet Industrial Park Reading Space

4.2. Diversification of Participation

At present, the public reading space from the government monopoly of a single model to the government, enterprises, social organizations to participate in the diversified public cultural service model change, has become China's public service supply development trend. In order to meet the high-quality reading needs of the general public, more social forces should be encouraged to participate in the construction of public reading space, enhance the synergy of public cultural development, and jointly promote the construction of city public reading space.

The founders have also shown a diversified trend in recent years. Due to the rebound and transformation of physical bookstores, as well as the implementation of cultural policies and various subsidies, the enthusiasm of various social subjects for the construction of bookstores is higher, and a relatively strong sense of "culture +" operation has been formed. Bookstores cooperate with hotels, cafes, shopping malls, cultural centers, complexes and many other public places to build public reading spaces, as show in Figure 6. Enterprises and enterprises, enterprises and social organizations cooperate to found them, and even foreign institutions intervene in the construction of public cultural

spaces.

4.3. Quality of Activities

The success of city public reading space lies in the application of the "bookstore + X" model. City public reading space is not only a place for reading, but also an important position for city cultural inheritance and development. Hangzhou should focus on the inheritance and protection of "Song Yun" culture, and come out with a unique development path of public reading space. The construction of more thematic public reading space is an important measure to avoid the homogenization of the development of reading space and to realize the sustainable development of city public reading space. In the future, Hangzhou should make efforts to promote the city public reading spaces, combining the selection of space themes, design, material selection, operation, marketing and promotion with a specific cultural type, phenomenon, or thing, so that new and unique public reading spaces can become an important carrier for the city's cultural inheritance [6].

4.4. Diversification of Services

As an important carrier of the "third space", the city public reading space is a space for readers to study, socialize and relax for the main purpose of activities, and should carry out diversified leisure services to attract readers. For example, with the help of WeChat public number, WeChat small program, Weibo, mobile APP and other media, it can purposefully expand offline physical services to online platforms, such as book information promotion, online book sales, daily salon activities, etc, and set up online reading interest communities, so as to expand the influence and appeal of the city reading space.

City public reading space should also build more diversified reading scenes and experience spaces through the deep integration of all-media channels, linking the virtual and the real, forming a cultural ecosystem with complementary advantages of online and offline, and boosting the development of city public reading space through round-the-clock, high-quality, and intelligent reading services.

4.5. Institutional Sustainability

Create a scientific construction and sustainable development mechanism. A solid scientific construction concept should be established, and the construction and operation of new public reading spaces should be integrated into the service system of local libraries. In the resource construction, technology upgrading, platform building, business guidance and other aspects of public reading space

to provide stable support, to realize the common construction and sharing of resources. According to the actual use of the effect, and constantly improve the relevant standards and norms, to ensure the construction and operation of new public reading space quality, and promote the continuous improvement of the level of service. It can also explore the establishment of a new public reading space development fund, or be included in the library development fund for overall consideration, mainly for the incubation of innovative projects, the cultivation of reading promoters, and the organization of activities outside the financial budget plan of the new public reading space [7].

5. Conclusion

In the face of the prevalence of digital reading, the accelerating pace of life, and the rising cost of reading, the construction of convenient and functionally rich city reading spaces is related to the well-being of the entire population and the construction of the soul of the city. In the process of building public reading spaces in cities, various places have also worked out unique construction models. In the future, Hangzhou will continue to deepen reading for all people, lead the direction of reading, expand reading space, meet reading needs, improve the reading system, design reading carriers, and really make Hangzhou a city of books and a learning city.

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