



BDS LIVE LIFE



VIRGIN MEDIA CHOOSE BDS DATA



Virgin Media has signed a deal with BDS for the supply of West10's film data to help develop Virgin Media's online movies site.

The movie data helps film fans explore Virgin Media's online movies site and discover new and classic films with a 'Where To Watch' guide across thousands of titles and formats, enabling visitors to find a film they'll love in cinemas, on DVD, Blu-ray, on TV and online. A unique identifier system, built by West10 and FilmFlex, helps link film titles from cinema release through to DVD release, TV, online and on demand release.



With trailers, comprehensive reviews and user ratings, box office details, movie trivia and a range of specially commissioned movie extras, the site is a great destination for all film fans.

"We've created a very exciting movies resource," comments Rosie Harley, Director of Editorial at West10. "It offers a unique means of discovery and exploration via extensive hyperlinks and customised data.

We hope visitors to virginmedia.com will rapidly find exactly what they want and pick up a lot of useful information on the way."

"Virgin Media's online movies site helps visitors discover and enjoy a whole world of film," says Alison Davis, director of online at Virgin Media. "West 10 is helping us make the most of a wealth of information and they've brought a great level of industry knowledge, experience and expertise to the task."

"Virgin Media's commitment to BDS and West10 is not only a huge vote of confidence in the data," says Barry Smith, Director of Sales at West10, "but also demonstrates West10's enthusiasm and capacity to react quickly to create data and services specifically tailored for each client."

West10 is the trade arm of BDS and supplies information rich data on home-entertainment releases to Internet retailers, the media, trade bodies such as the BVA, wholesalers, market research companies, rental companies, charities including Oxfam and price comparators. Many of the benefits derived from commercial sales, including innovations and data enhancements, are passed onto BDS's library customers.

With almost 10 million customers, Virgin Media is the UK's first quad-play provider of broadband, TV, phone and mobile. The company is one of the

BOOKS & MEDIA

A FLYING START

Following the recent launch of Books & Media, libraries have been quick to take an interest and sign up. The new service from BDS which covers books reviewed or featured in the press, on TV and radio as well as referenced on social networking sites looks set to be a hit.

The Books & Media service is an ideal aid in stock selection and management as Norfolk libraries quickly realised.

"In Norfolk we will be using Books and Media to inform our stock selection and to keep our staff involved in selecting up to date material," says Sue Holt, Resources Manager with Norfolk Library & Information Services. She adds, "It will be especially useful for tracing details of books customers have seen reviewed or mentioned on a television or radio programme where they have not taken down the full details. We are sure this will enable us to continue to improve our customer service."

Cheshire Libraries have set it up for staff and are planning to put it on their website and let customers access it.

"I am sure Books & Media will prove of great use," says Lesley Speed, Senior Systems Librarian at Cheshire Libraries. "If people can access Books & Media themselves by using their Borrower card then they can look up titles and borrow a copy or reserve it online."

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FROM THE EDITOR

Welcome to the Autumn edition of BDSLive Life. As the team at BDS put the articles together over the past few months it occurred to me how many positive things there are to report.

From BDS's point of view there has been the launch of Books & Media which is strongly featured in these pages. We believe it will be a real asset to our customers, and we have already received useful feedback from libraries about the features it offers.

The good news stories within BDS, such as our new contract to supply Virgin Media and our highly successful sponsorship of Shakespeare's Globe Theatre on its tour around the UK and abroad, is matched in this issue by the excitement of developments in the library world. IFLA in Gothenburg was an inspiration, and you can read about it and learn more about Nordic libraries in accompanying articles.

A visit to the Royal Library of Denmark in Copenhagen demonstrates the impact that a major institution housed in a ground breaking building can achieve.

We maintain our commitment to reporting the latest trends and developments with our feature on the recent RDA information day and an extended report from ALA, held this year in Washington DC, as well as previewing the forthcoming ESCA conference to be held in London at the end of September.

There is much more. I'll let you find out for yourself but I can't sign off without paying tribute to Anne Mellor our Cataloguing Manager who is retiring from BDS. Anne has contributed several articles to our newsletters over the years, but she also had the difficult task of proof-reading every issue.

I hope you enjoy this issue of BDSLive Life and please don't hesitate to contact me with any thoughts, reactions or suggestions for future issues.

Lesley Whyte

VIRGIN MEDIA

Continued from front page...

largest residential broadband providers in the UK, using a unique fibre optic cable network to deliver broadband with speeds up to 50Mb. Virgin Media has the UK's most advanced TV on demand service, is the second largest provider of pay TV and was the first to launch a high definition TV service. The company also operates the most popular virtual mobile network in the UK.

To find out more about Virgin Media visit www.virginmedia.com.
To find out more about West10 visit www.west10entertainment.co.uk.

BOOKS & MEDIA

Continued from front page...

Kirklees in Yorkshire is the latest authority to subscribe to the service and it has taken out an authority-wide licence. Expectations are high and BDS is looking forward to feedback from Kirklees and all subscribers, current and new, to the Books & Media service which it hopes will not only inform all who use it but also enhance the service that libraries can offer the public across the UK and Ireland.

Find out more about what Books & Media can do for your library and how Books & Media works behind the scenes on pages 8 and 9 of this issue.

BDS SPONSOR CIG CONFERENCE DINNER

BDS was delighted to sponsor the dinner for the Cataloguing and Indexing Group (CIG) Conference which took place at the University of Exeter on the 13-15 September 2010.

The conference looked at the pressures facing the cataloguing community and how people are working through them as well as enabling delegates to update knowledge, share innovative solutions and develop professional networks.

Cataloguing and Indexing Group is a forum for CILIP members interested in the organisation of knowledge to enable resource discovery and collection management.

The group promotes best practice, contributes to the development of metadata, national and international standards and formats and provides opportunities for learning and professional development.

Speakers this year included CILIP President, Biddy Fisher, who gave the keynote address, Gary Steele from the British Museum who spoke on Library of Congress Subject Headings, Stuart Hunt from the University of Warwick and Alan Danskin, who stepped in at the last minute for an indisposed Robin Armstrong-Viner, who each spoke on workflow issues, and Dunia Garcia-Ontiveros from the London Library who addressed retrospective cataloguing.

BDS was represented by Chris Haining, Operations Manager.



BDS AT THE BOOKSELLER INDUSTRY AWARDS

The inaugural 2010 Bookseller Industry Awards, in association with the Booksellers Association and the Publishers Association, took place at the Royal Courts of Justice in the Strand, London, on 17th May. BDS was the proud sponsor of the "Direct Bookselling Company of the Year" award.

The event, which is an amalgamation of the former Galaxy Book Awards and the British Book Industry Awards, also known as the Nibbies, was a champagne, black tie evening humorously compered by TV personality Clive Anderson who, as a one-time barrister, confessed to being "at home" in the huge, neo-Gothic main hall where the dinner and awards were held. Bookseller editor-in-chief and chairman of judges, Neill Denny said, "This may be a tough period for the trade but the winners of these awards represent terrific success stories that we can all learn from—the book trade is full of inspiring and creative businesses."



Among the nominees for awards such as "Young Bookseller of the Year", "Rights Professional of the Year", "Publicity Campaign of the Year", "Children's Bookseller of the Year", "Literary Agent of the Year", "General or Chain Bookselling Company of the Year" and "Publisher of the Year" were Faber & Faber, Simon & Schuster, Little Brown Book Group, Foyles, Asda, Sainsbury's, WH Smith, John Blake Publishing, Quercus, Bertrams, Harper Collins Authonomy.com and Hachette UK.

The sponsors included The Frankfurt Book Fair, Gardner's Books, IPG, The Man Booker Prize, WJ Wiley and IBS Bookmaster, while among the 17 judges, divided into two panels, one for publishing and one for retail, were Brian Berg, Managing Director of Universal Publishing TV, Nigel Roby, Managing Director of The Bookseller, who also gave the welcome for the evening's events, Angus Phillips, Director of the Oxford International Centre for Publishing Studies, Peter Williams, Director of the EMI Group, best-selling author Kate Mosse, and Kit Van Tulieken, Executive Director of Quayle Munro.

The BDS sponsored category saw nominations for Play.com, Amazon.co.uk and Scholastic Book Clubs but the winner was, for the second year running, The Book Depository. The award was presented by Freya North, author of hit novels such as "Secrets", "Pip", "Love Rules", "Home Truths" and winner of the Romantic Novel of the Year Award 2008, "Pillow Talk".

The panel's decision to award The Book Depository "Direct Bookselling Company of the Year" was due to "an impressive focus on the customer across all areas of the business". Managing Director of BDS, Lesley Whyte, commented, "We were delighted to sponsor the 'Direct Bookseller of the Year' award which follows on our sponsorship of 'Chain Bookselling Company of the Year' at the 2009 Nibbies, and I'd like to thank all involved in a very special event with an especial thank you to Freya North for representing BDS on stage and presenting the award".



For a full list of the categories, winners, judges and photographs of the 2010 Bookseller Industry Awards go to www.thebookseller.com/awards.

BDS SPONSOR NAG CONFERENCE SPEAKER

The Annual National Acquisitions Group Conference which took place in Glasgow on the 8th and 9th of September, was entertained by after dinner speaker Hugh McMillan, whose presence was sponsored by BDS.

"Hugh McMillan is a writer and poet of national stature from Dumfriesshire, home of BDS," says Lesley Whyte. "I have heard Hugh read his work and entertain audiences on many occasions and had no hesitation in proposing him as after dinner speaker. BDS is committed to providing opportunities for quality writers and cultural events relating to South West Scotland."

Hugh McMillan's latest collection is 'The Lost Garden' published by Roncadora Press. He has had five full collections of poetry published and several pamphlets, including 'After a Storm', which was a prizewinner in the Smith/Doorstep Poetry Competition in 2005. 'Postcards from the Hedge', also from Roncadora, won the Callum MacDonald Award in 2009, and a further publication from Roncadora, 'Devorgilla Bridge', was shortlisted for the Michael Marks Award 2010. He has been a past winner of the Scottish Open Poetry Competition and the Academi Cardiff International Poetry Competition.

Tessa Ransford, founder of the Scottish Poetry Library, says of Hugh McMillan, "to hear Hugh McMillan read his poems is to be in the presence of a comedian of genius, as he delivers line after line of punching humour in a slightly surprised, smiling voice, so that we laugh and laugh but are left well aware that life isn't funny."

The conference in general was a great success and included speakers such as David Lindley of The Libraries Agency talking about promoting libraries in changing times, Les Watson on the Saltire Library, and Liz McGettigan from Edinburgh Libraries talking about managing change. The keynote speaker, Tony Durcan of Newcastle Libraries, spoke of budget reductions and how managing this situation is a challenge and an opportunity.



ANNE MELLOR TO RETIRE



One of the founding members of staff at BDS, Anne Mellor, currently Cataloguing Manager, is to retire from the business at the end of September, after over fifteen years of loyal and invaluable service.

Lesley Whyte comments, "Anne is the first person to retire from BDS, and the longest serving member of staff, having been here along with Eric Green and me on the first day, when we started our operation on 1 February 1995. She has been key to the development of the business, and has held the senior position of Cataloguing Manager for over ten years.

Anne has made an immense contribution in maintaining cataloguing standards, training and customer service, and has represented BDS on professional committees, including the British Library/CILIP Dewey Committee. It is a source of both personal and professional sadness to me that she is leaving the business but, along with all my colleagues, I wish her success and fulfilment in her retirement."

Anne says, "This was a very difficult decision for me because I love my job and have enjoyed all the things I have done at BDS. We have come a long way, and it has been exciting to be part of the company's development and growing success. However, there are many other things I want to do, so this seems the right time to leave. I wish the company every success for the future."

Anne's responsibilities are being split between a number of people at BDS, and customers who formerly dealt with her will be advised on their new point of contact.

Over 150 delegates from 26 countries assembled in the impressive concert hall in the Danish Royal Library on Sunday 8 August to learn more about the new cataloguing standard, Resource, Description, Access (RDA), and to exchange ideas about implementation and timescales. Lesley Whyte was there...

RDA IN EUROPE: MAKING IT HAPPEN

RDA is billed as "the most significant change to cataloguing since the introduction of MARC21", and for many, it will be the most significant development for a generation. BDS is keeping abreast of these developments and will be ready to implement the new data standard if and when it is adopted.

After a greeting and introduction from the Director of the Royal Library, Erland Kolding, the audience was introduced to the key features of RDA by Alan Danskin of the British Library, Chairman of JSC, the governing body for RDA. RDA is set to become the replacement to AACR2, a cataloguing standard, translated into 22 languages, which has been in place for over thirty years.

Alan described how the replacement to AACR2, initially conceived as AACR3, had been drafted in 2004, but the original concept had grown into RDA.

The key features of the standard were demonstrated by Barbara Tillet of the Library of Congress. Links from AACR2 to RDA highlight changes between old and new and mappings from ISBD and MARC. You can copy and paste into Word, allowing the creation of a mini-manual for in-house use.

An International Standard

The delegates were typically from national or major university libraries in their country, and many represented official cataloguing policy within their nation.

Policy statements were provided by France and Germany, followed by shorter presentations on their possible plans for RDA implementation by Spain, Denmark, Norway, Sweden, Finland, Switzerland, Italy and Portugal.

The general view of the speakers was that there was a desire to embrace international standards and for the library catalogue to engage with the semantic web, but translation to the home language was generally seen as a priority, and most countries wanted to learn from the experiences of early adopters. Some countries were concerned that individual features of their own cataloguing rules be adopted, while others saw that compromise was inevitable and necessary if a truly international standard was to be achieved.

Lead Institutions

The focus turned to the level of activity in the lead institutions: the Library of Congress; the National Library of Australia; Libraries, Archives Canada and the British Library.

Beacher Wiggins from the Library of Congress reported on the active programme of planning and testing RDA. Fifty cataloguers at the Library of Congress will each catalogue two records per week by both RDA and AACR2 and 27 partners in the USA, including libraries, consortia, educators and vendors, will participate in the test phase, each cataloguing 25 titles including monographs, audio-visual items, integrating resources and serials in both RDA and AACR2. A decision as to whether US libraries will adopt RDA will be made by June 2011, in time for an announcement at the annual American Library Association conference.

Online Support

Librarians can access the cataloguing rules via the RDA Toolkit (www.rdatoolkit.org), an integrated browser-based online product. In printed format it would be over 1,000 pages - an indication of the extent and complexity of the standard. Icons show Library of Congress policy statements on points of detail where one exists. It is possible to share workflows globally, or within your own institution, and you can add your own notes. The day concluded with a presentation by Caroline Brazier of the British Library, who discussed future developments in the JSC, including governance and participation from other interested parties.

The conference provided a quite detailed insight into RDA and an overview on how it is being viewed in a number of countries, both those represented on the day and other leading institutions which were not present. It showed that there is great international interest in finding global solutions to the organisation of knowledge which will keep libraries relevant and make their catalogues and collections accessible to all.

Following the success of last year's ESCA Europe Conference, at which West10's Barry Smith was a presenter, the international home entertainment community — content holders, supply chain partners and retailers — are gathering together in London over the 29 and 30 September...

WEST10 AT THE CUTTING EDGE

The Entertainment Supply Chain Academy (ESCA) has become the industry's annual business conference responsible for driving efficiencies in the delivery of physical and digital home entertainment. Now in its fourth year, and being produced by Futuresource Consulting whilst sponsored by US organisations alongside West10, ESCA Europe's role is even more significant and relevant during these troubled economic times.

Its objective is to inform delegates on the changing dynamics and technologies in the European entertainment supply chain for video, audio and games and to provide networking opportunities for entertainment executives from all points in the supply chain throughout Europe — from content to manufacturing, distribution and retail.

KNOWLEDGE LEADERSHIP IN HOME ENTERTAINMENT

Over the two days the delegates will discuss the outlook for the home entertainment industry, assessing the future for both packaged media and digitally distributed content. Recent moves to improve efficiencies in the physical media supply chain will also be discussed as well as differences and synergies between the physical and digital media supply chains.

Questions that need to be answered and which are also confronting libraries are high on the agenda. Will the consumer remain focused on packaged media? How will retailers play a part in the digital world? Can the industry boost consumer interest in 3D and Blu-ray? How will online retailing evolve and what impact will this have on bricks and mortar retail?

ENTERTAINMENT IN THE CLOUD

The conference will also look at a number of initiatives to provide Cloud based entertainment, enabling consumers to access any content on any device whenever and wherever it suits them. Ultraviolet (until recently referred to as DEcE) is one of the initiatives being proposed to enable this, and a number of leading European companies are signing up to it.

Meanwhile there will be an update on the industry's progress in going green and a look at what new developments are on the way to advance the sustainable objectives for home entertainment in Europe.

West10, and thereby BDS, will be involved in discussions on Thursday 30 September when "Getting IT right. Information Technology and the Digital Supply Chain" is on the agenda.

The need for ever increasing efficiencies in the physical and digital supply chain are putting intense pressure on IT systems and solutions. This is contributing to a growing demand for new measurement tools, centralised data, faster information flows and better planning tools. A series of presentations from IT service providers will describe the problems being faced and look at the solutions being put in place.

Once again Barry Smith will be representing West10 and BDS. Look out for a full report in the next BDSLive Life newsletter.

HELP SAVE HITCHCOCK MASTERPIECES



The trade arm of BDS, West10 Entertainment, specialising in film and DVD data, supports the British Film Institute (BFI) in their worldwide donation campaign to save nine silent Hitchcock films and get them restored.

The BFI National Archive looks after our nation's film heritage. It claims to be the largest and most important film and TV collection in the world. Curators of the BFI National Archive have identified Alfred Hitchcock's early silent films as being in desperate need of restoration.

Alfred Hitchcock was a pioneer, legend and master of suspense. His nine surviving silent films are a vital part of British cinematic history. The BFI needs you to bring these rare films back from the brink and into the digital age.

The films are *The Pleasure Garden* (1925), Hitchcock's debut as director which uncannily anticipates many of the elements that characterised his later work; *The Lodger* (1926), his first suspense thriller; *The Ring* (1927), a wonderfully stylish boxing melodrama based, uniquely in Hitchcock's output, on his own original story; *Downhill* (1927), *Easy Virtue* (1927), *The Farmer's Wife* (1927), *Champagne* (1928), *The Manxman* (1929) and *Blackmail* (1929).

There is a trailer with further information that aims to spread the word and where you can also make a donation online:

www.bfi.org.uk/saveafilm

BFI patron, Simon Hessel had this to say regarding the BFI's restoration of *Underground*, a film directed by Anthony Asquith in 1928:

"Before the restoration, *Underground* was in a bad state with scratches and solarisation running throughout the film and leaving [some scenes] all but obliterated. The curators worked on it frame by frame [...]. After all that painstaking expert work, it was an incredible feeling to be seated at the London Film Festival with hundreds of other people all enjoying that beautifully restored print with its newly written musical score. It's a moment I won't forget".

Every penny counts. So please give whatever you can, and help bring a cinematic masterpiece back to life – for you, for everyone, forever.





DC ALA ANNUAL CONFERENCE & EXHIBITION 2010

JUNE 24-29

ALA is a great place to learn, as well as to reflect, which is why BDS decided to send Lesley Whyte, Eric Green and Sarah Armitage to this year's conference. They were able to attend different sessions and spend many hours in animated discussions about new ideas, new technology and new services that BDS can deliver to its customers.



ALA 2010



Toni Morrison speaking at ALA

The capital city, Washington DC, was the venue for the 2010 American Library Association Conference. The number of attendees was down on previous years, at a reported figure of 13,000 delegates, but it was not apparent as people rushed from exhibits to meetings...



Eric Green and Sarah Armitage at ALA

There is truly something for anyone even vaguely interested in libraries at ALA: a vast range of programmes and meetings, exhibits demonstrating the latest technological innovation, previews of books about to be published, poets and authors reading their work and even renowned chefs performing cooking demonstrations. There is also a schedule of speakers, who this year included Sir Salman Rushdie and John Grisham.

Being organised is essential, otherwise it is possible to spend too much time in an air-conditioned shuttle bus travelling from one venue to another. Hence, the BDS team selected their sessions carefully.

A Matter of Opinions

The launch of BDS's new product, Books & Media, described elsewhere in this issue, led Lesley to attend the session entitled "Everyone's a critic: the future of book reviewing". The panel included a professional reviewer, Ron Charles from The Washington Post; Otis Chandler of www.goodreads.com, a social networking site where you recommend books to your friends; Jon Fine, in charge of user-generated content from Amazon,

and librarian and book blogger, Jennifer Hubert Swan.

The traditional model of top-down book reviewing was compared and contrasted with user-generated content in the form of reviews on sites such as Goodreads and Amazon. Not surprisingly, it was concluded that professional and amateur reviews could co-exist, because each performs a different function. Professional reviews offer a carefully crafted format producing an essay of merit, but sometimes the simplest comment on a website from an unknown fellow-reader can be the deciding factor which inspires the choice of a particular book. There was also agreement that reviews of all kinds form an increasingly important role in the selection of books, whether by the library user or the librarian responsible for collection development.

Opening Address

The highlight of this conference for Lesley was listening to Nobel and Pulitzer prize-winning novelist, Toni Morrison in the opening general session. Ms Morrison spoke about her childhood in Ohio, where the lack of censorship at her



Kwame Alexander reading at ALA

ALA IN PRACTICE

A key theme of the ALA sessions that the BDS team attended was how the "Google-generation" expect simultaneous search and retrieval of resources. BDS is offering direct resource access via the library OPAC through its partnership with Overdrive. All UK public library authorities who hold a BDS Public Library Licence are entitled as part of this subscription to the delivery of high-quality and in-depth BDS MARC records for the e-books which they purchase access to from Overdrive. BDS can embed an authority-specific URL into these MARC records, which means that once these records are loaded into an authority's Library Management System, a direct link exists from the OPAC to the resource itself on the Overdrive platform. BDS Overdrive e-book records can then be retrieved in the OPAC alongside other more traditional manifestations of the same work, e.g. the paperback, hardback and audiobook, thus drawing library users' attention to the Overdrive e-books available within an authority, and also allowing simultaneous search and discovery for these resources.

local public library meant she could read voraciously. Her sister worked as secretary to the Head of the Library Service, so her first job was in a library, where she shelved books, before moving to the cataloguing department. She went on to write what she described as "the kind of books that I wanted to read". She attracted a standing ovation on arrival, and an even more enthusiastic ovation after she had spoken.

Informing the Future of BDSLive

Sarah attended a number of sessions on user behaviour and electronic resources which will help BDS develop and further improve BDSLive.

One particularly interesting session, "Cataloguing and beyond: the year of cataloguing research," presented data on how people tend to search online. Users will more often than not employ quick keyword searches, if offered, rather than an "enhanced search" option, even though they are more likely to retrieve what they want by using the latter option. Such recall versus relevance issues could inform how search results are presented on BDSLive and also how users could configure their options for search and retrieval.

An amusing but also worrying anecdotal report was given in the same session by Lynne Silipigni, OCLC Senior Research Scientist. She asked students what search terms they used to interrogate the OPAC. One student replied that he found he retrieved the best results by thinking of the most obscure search term for the subject he was searching for. In so doing, he claimed, he generally found what he required. This questions the usefulness of strictly controlled vocabulary schemes and gives BDS food for thought when developing BDSLive. There is, perhaps, room for less strictly controlled subject access alongside more established schemes such as LCSH. Lynne concurred with this approach, saying that "there is still a definite requirement for controlled vocabulary in catalogues. As one Harvard professor put it, 'a librarian can take a book, put it somewhere and guarantee to find it again'".

Sarah also heard how, in the States, researchers are now starting to assess record usage not only in terms of which records are being retrieved, but also in terms of which parts of the record are actually being used to retrieve search

results, e.g. subject headings, Dewey, author, etc. Such in-depth assessment of how librarians use BDSLive in their day-to-day jobs could help to better tailor the site to the needs of our user community.

Top Tech Trends

Eric Green attended some more technical sessions. He comments, "ALA is an excellent opportunity to keep abreast of the latest developments in technology, web-based languages and systems and their applications in the world of the library and the library user. Hot topics this year were the merits of virtualisation, and the use of mobile devices. The United States is held to be at the forefront of these advances so BDS gained a clear insight into what its UK customers will be wanting in the future."

ALA 2011 is to be held in New Orleans. BDSLive Life reported from there, one year after the hurricane in 2007, and told of how the library service was playing a major role in rehabilitating the citizens of the city. It will be interesting to see what has happened in the intervening years.



MAKING THE RIGHT CHOICE

Books & Media from BDS offers libraries a comprehensive and unique web-based resource on books featured across all consumer media that acts as a selection, monitoring and service enhancing tool. It can also be made available to library customers within the library environment to inform, focus and entertain.

Monitoring the effectiveness of purchases in a library organisation which is increasingly required to ensure that money is well spent is going to become key over the next few years as spending restrictions become more stringent. Books & Media offers a new dimension to assessing the likely effectiveness of new purchases and a method of predicting what items in the back catalogue are likely to receive an increase in demand.

Books & Media covers all books reviewed or referenced in the national press in Britain and Ireland, as well as important periodicals. It also covers books and authors with official tie-ins or featured on radio or talked about on social networking sites and blogs. Authors appearing on TV chat shows and books adapted into major and independent movies or TV series are also fully covered, as are specialist programmes with tie-in publications such as those on cookery or gardening.

With the growth of the Internet offering more facts and opinions on more products, everyone needs help in making sense of what is circulating. Book & Media does just that, simplifying the huge amount of information available to consumers on all things related to books featured in the media.

A star rating system for reviews helps users assess a publication's impact on the experts while an extensive 'listening in' on blogs and social networking sites enables the views of the general public to be grasped quickly. Features on adaptations, for example classic novels into TV series, should also enable librarians to predict demand.

The information on Book & Media is updated daily so that librarians and the public have the latest reviews just hours after they are published. Extensive hyperlinking allows for more detailed research. Referencing to date and publication of origin means that people can also refer to printed versions of the review, article or news item. With regard to TV and radio, the transmission information is listed in advance of broadcasting so that anyone wishing to build a complete overview of a reaction to a book in print can do so across all media.

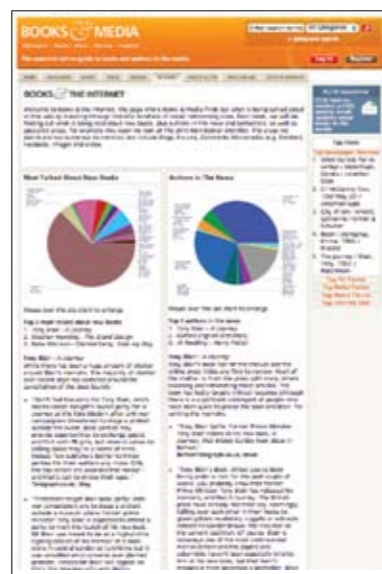
Books & Media can also aid title selection for a local library focus on books that are in the public eye. For example, a book that is being serialised on radio and reissued from a publisher's back catalogue and being blogged about by fans online and discussed in the columns will be readily identifiable. This can then be linked to BDS data to produce support material such as image printouts and descriptions, or facilitate ordering to ensure supply meets demand.

"As with all our products at BDS, we wanted to create something that positively contributes to our library culture in the UK," says Eric Green, Business Development Director. "What we have discovered as Book & Media developed is that this is a tool with multiple applications in a library environment. Staff can be kept better informed and aware of a huge publishing output and be better able to assess their requirements ahead of purchasing. Members of the public will become more involved in the process of evaluating books before borrowing and better able to predict their requirements."

Books & Media was created to assist the librarian and to inform the public but users have also found it hugely entertaining.

"At BDS, we love to discuss books and we want to know if the opinions of others coincide with our own," says Lesley Whyte. "Until Books & Media came along I read the reviews section of my newspaper to gauge what book I wanted to read. Now I have over 30 publications visible at a glance and I can follow through to get greater details where I choose. The advance notification for related programmes on TV and radio is also compelling. Books & Media is really helping me to keep informed about what is happening in publishing".

You can visit the Books & Media website at www.booksandmedia.co.uk and take advantage of a free two week trial subscription. For further information about Books & Media, including authority-wide subscription rates, contact Sarah Armitage on sarah.armitage@bibdsl.co.uk or 07860 324570.



BEHIND THE SCENES

Just how does all the information in Books & Media get onto your screen? Books & Media Managing Editor, Harry Doherty, left his office in Hampshire for the day to meet up with web developers, ehaus, who have built and maintain the Books & Media website. BDSLiveLife took the opportunity to meet with Harry at the British Library café to find out what goes on behind the scenes at Books & Media.



Harry Doherty

BDSL: How did Books & Media for libraries come about?

HD: It's an idea I've had for some time. I originally conceived of Books & Media as an aid to publishers and booksellers. When BDS invested in the idea, Eric Green and Lesley Whyte, the company directors, immediately saw its potential for libraries. BDS is the expert in library services so only a company like that could see its advantages with regard to purchasing and monitoring. For me it was exciting to realise that my idea had broader applications than I imagined.

BDSL: Books & Media carries a huge amount of information. How is it aggregated?

HD: Sweat and person hours, really. The team trawl the media. They are trained in what to look for. Each item, as and wherever it appears, is logged in a database. There are entries specific to each medium – name of publication, name of newspaper, date, channel for TV or radio, star rating, that kind of detail. It's a huge amount of information covering such media as blogs and TV chat shows as well as the more conventional book reviews, interviews, features and extracts featured in the press.

BDSL: You mention star ratings. Can you tell us more?

HD: We assess book reviews according to what the reviewer thought of the book. Five stars is excellent – a must read, according to that reviewer. One star indicates considerable criticism. The Books & Media team assigns the star rating so subscribers can quickly assess the reaction to a book across all the newspapers reviewing it.

BDSL: You cover quite a lot of newspapers.

HD: Yes, my newsagent loves me! Purchasing the newspapers alone costs well over £2000 per annum. We cover all the nationals in the UK and Ireland and important local newspapers, as well as influential specialist papers and magazines, such as the Times Literary Supplement and London Review of Books.

BDSL: And what about the TV and radio stations?

HD: This is slightly different because here we work ahead of the schedule. We sort through all the major stations and channels and put online all the information the week before transmission. It's a painstaking process that requires considerable industry knowledge but it means the subscriber can create a complete picture of a how a book is being reviewed and discussed.

BDSL: There must be busier times of the week, say at the weekends when the newspaper reviews come out?

HD: Yes. For the newspapers the weekend is very busy. Not only do we have to aggregate the data on reviews published on Friday, Saturday and Sunday, we have to send all that data to the team at ehaus to get it online for Monday morning. We also have to get out the Books & Media Direct email newsletter. We are literally working all weekend till late on Sunday. Once that is done we move onto the TV and radio listings which we can usually get sorted by Wednesday evening. Then there are other jobs such as checking on ISBNs to ensure that the data we aggregate links to the data stored by BDS.

BDSL: So this is where BDS fits into the picture?

HD: BDS is everywhere in this picture! Yes, it is BDS data on the books featured or reviewed that backs up the whole Books & Media system and that includes images, extended information, library classification information, publishers information... BDS has supported the product development and BDS is also the major stakeholder in the web developers, ehaus.

BDSL: What about the blogs and social networking sites? How do you vet them?

HD: We employ a specialist. She trawls the net using a program devised for us and extracts relevant information and then presents it to me. There are specialist sites, general sites and niche sites. I may edit the comments, insofar as people online often express themselves freely in terms of vocabulary or refer to friends or people not directly concerned with opinions about the value of the book, but there is no relevant content censorship.

BDSL: The world of Books & Media is obviously 24/7/365 – do you ever take a holiday?

HD: Not yet. But we are putting support in place. Books & Media is a unique resource and supplying it with information is a highly specialised and expert job. Since we started we have realised numerous new applications for the information – not least of which is its value to libraries. So, getting it underway is a huge effort.

BDSL: And are there any future plans and developments?

HD: Plenty and all very exciting. Watch this space!

When a taxi driver proudly points out the National Library on a trip between the station and the hotel, you realise that the institution has captured the attention of the people. This happened recently to John Hudson when he visited Denmark's capital, Copenhagen...



A LIBRARY WITH A LIFE ALL ITS OWN

In the ten years since the dramatic extension of the Danish Royal Library opened, the new building, clad in Zimbabwean black granite, seems to have taken control of its own destiny.

The Royal Library, however, has a long history, having been founded in 1648. This mixture of the gravitas offered by a long tradition and the energy from a new age of information technology is what makes the Library's story so fascinating.

"We wanted the Royal Library and thereby its function as a national library to become visible to the people," says Grethe Jacobsen, Head of Legal Deposit at Det Kongelige Bibliotek. "What we didn't know when we opened our doors in 1999, was how this would eventually happen. Of course, we had our plans and studies, our expectations, but the building and the people who use it have often taken the library in a different direction."

This is not surprising from a building that is, both in terms of architecture and location, breathtaking. Designed by architects Schmidt, Hammer and Lassen, the library rises above the wide sound that leads from the Baltic Sea into the heart of Denmark's capital. The polished facets of "the Black Diamond" – as the Minister of Cultural Affairs at the time, Jytte Hilden, named it – reflect the changing moods of the water that surrounds it. Part of an even more ambitious harbour regeneration programme, the National Library links with the National Theatre, upriver, and the new Opera House, which opened in 2005. What was once the trading port driving the Danish economy is now its cultural heart, full of the bustle of art lovers, researchers, tourists, ferry buses, outdoor events, restaurants and hotels.

"When the Brazilian President paid Denmark a state visit, part of his carefully planned and timed itinerary was a visit to the Royal Library," continues Grethe. "We waited and waited. The sun was beating

down on the gathering of journalists inside. Brazilians living in Denmark waited expectantly, dressed in their finest clothes. People were looking at their watches. When President Luiz Inácio Lula da Silva finally arrived he ignored the planned champagne reception and announced that he wanted a coffee in our café. He sat, chatted, and admired the interior. The visit had not gone to plan yet the building made it a great success."

The Brazilian President had much to admire. The library's interior is as engaging as its exterior. A twenty-four metre high central atrium formed by curved balconies and glass is made brighter by light-grey tiles from Portugal and light woods which give the whole building a warm, inviting feel. Research and study takes place alongside a concert-hall, exhibition galleries, café and a bookshop.

"The next thing we discovered," says Grethe, "was that students loved the place but not always in the manner we had predicted."

As a research facility serving a nation of nearly 5.5 million inhabitants as well as international researchers, and as the University Library serving Copenhagen University, the Royal Library represents an impressive and huge resource. Its Legal Deposit department receives between 15 and 20 thousand publications per year. Its current "hard copy" resource occupies 192km of shelves and is spread across four buildings. Most items from the national collection are available within hours of a request being placed. There are numerous specialist collections, including a Judaica collection and a Resistance collection covering the years of the Nazi occupation. The library also keeps collections of newspaper cartoons going back over a hundred years. The cartoon is particularly important to Danish culture (witness the recent international crisis over depictions of the prophet Mohammed).

There is a huge national photography archive and museum which is currently being digitised and placed online. The library was a world pioneer in digitisation, beginning the process as long ago as 1993. Legal Deposit also covers materials published on the Danish Internet and a net archive, containing Internet material collected since 2005 that already exceeds 155 terabytes and would cover, if converted into shelf space, over 15,000 km.

When the new library opened in 1999 the librarians were ready for a surge of enquiries. The students came in droves, with their laptops. They spread throughout the building, not just in the areas designated, logged-on and set to work.

When asked why they don't do such work from home or a café, the students reply was always: 'because this is the right place, this place feels good, it's where we want to be, where we can focus'.

Grethe takes me into the original part of the Royal Library which is joined by an elevated corridor to the hyper-modern extension, and shows me the old reading room, all marble columns, dark wooden shelves and silence. Rows of students are seated, tapping away on their laptops.

"Before the new library, this was the preserve of advanced researchers and professors," Grethe whispers, "now it belongs to the students. They simply moved in. It is always silent, a silence maintained by those using it and not imposed by librarians."

This breaking down of barriers and the "old order" in favour of flexible usage can also be seen in the manner in which exhibitions are held in the library. Originally, the basement area was designed to house temporary exhibitions but now exhibits from current shows are to be found around the whole space. Most recently, the library has spread onto the



All images: schmidt hammer lassen architects



quayside and researchers mingle with tourists at the café tables or relax on deck chairs as the river traffic passes by.

The public's ownership of the library is perhaps best exemplified through the work being undertaken on the digitisation of the library's photographic archive and on its ambitious net archive, which sets out to preserve a record of the Danish portion of the Internet.

"Here we realised that we need the people's help," comments Grethe. "How do you comment on, catalogue and check the mass of material we trawl from the Internet? We required a feedback system and the use of metadata combined with the traditional cataloguing skills that form the backbone of the library."

Grethe refers to several instances where the photographic digitisation programme has been assisted by members of the public who can correct the naming of places and people in historic images. Meanwhile the library's extensive OCR programme invites correction from members of the public where the usually reliable imaging of documents has led to misreadings of the converted text.

"The skills and the professionalism of the modern librarian are still very much at the heart of the Royal Library," says Grethe. "Without these skills we would have chaos but the users have an increasing role to play. As the users have become part of the life of the Library, we have also realised that accuracy has to be allied with ease of access. The extension to the National Library has taught us that a library has a life of its own, that it is a joint creation of the nation's heritage and its people, that the strict standards required to order our knowledge are only of use if they are capable of being harnessed for the people and their future. In this respect the Black Diamond has taught us more than we ever imagined it would when it opened just over a decade ago."

Providing access to knowledge can no longer be a library's *raison d'être*; today's library has to facilitate knowledge and do so on its users' terms – the so called move from collection to connection...

THE NEW LIBRARY: A NORDIC PERSPECTIVE



Rauma House of Culture, Norway
Photo: Thomas Dahle



Using net services at Turku Library, Finland.
Photo: Jorma Walden

The challenges that face the public library systems of Norway, Sweden, Finland and Denmark are not dissimilar to those faced by libraries the world over. The "digital media landscape" is leading to radical changes in user behaviour – in other words much of what the library traditionally offered is available through other more immediately accessible media.

What is interesting about the Nordic strategies to meet those challenges is that they may offer the world at large many fruitful lessons. The Nordic countries have an important tradition of encouraging and facilitating public enlightenment allied to a highly developed sense of public welfare. Thus, in many respects, Scandinavia's libraries are already central to instilling and valuing notions such as citizenship, social responsibility and inclusion, and lifelong learning. How, therefore, do they address the challenges the library faces in today's social networking culture?

The "new library", according to Jens Thorhauge, Director General, Danish Agency for Libraries and Media, involves the development of new services, broader relevance and integration with the population, an interaction between the virtual and the physical library and greater interactivity with users that facilitates and empowers. This will require new organisation and changed infrastructure.

People Telling Their Story

One such example of developing new models that involve user-generated content while maintaining the notion of the library as the nation's memory is happening in Norway. Digitalfotalt.no is a web site dedicated to 'digitales,' or tales told in digital format. It is described as 'intended to create and to share interesting and untraditional tales about material and immaterial cultural memorabilia'. It adds – and here perhaps is the truly new take on the story – 'a digital story can consist of a text with illustrations, a video, a sound file, animations, photographs or a net presentation'. Thus, the site reflects the new library's full engagement with the age of YouTube and Facebook, something that Siri Sletvågg, Senior Advisor Norwegian Archive and Museum Authority, welcomes when he states that now the time has come to bring this material to life on social websites.

Child's Play

An even more ambitious venture comes from Danish public libraries which have joined forces with animation, film, TV and crossmedia production company Copenhagen Bombay to offer a service to children on the net.

The target group is children between 8 and 12 and the aim is to provide them with special experiences that contribute to their creativity, interpretative and communication skills using patterns of words, images and sounds. The site focuses on experience rather than learning, presenting books, films, music, games, cartoons and websites which link to events in the physical libraries around the country. The themes for the site's first year are: agents, records, below ground, humour, nerd, fright and the other world. The concept is premised on the notion that it is of little importance to the new generation of media and technology competent children whether stories are to be found on the net, in books, films or in three dimensional space. This is further extended to TV. A new children's channel is broadcast daily from Aalborg Public Library.

Partnerships

New partnerships are springing up in what would once have seemed unlikely places. We have grown accustomed in the UK to libraries being linked with shopping centres as part of public private initiatives and this has been successfully followed in Scandinavia. In Esbo in Finland, the idea has been developed into a principle and libraries are consistently placed in shopping centres. This aids social cohesion in multi-cultural areas. Counters have been abolished and staff are trained in languages, in one centre, offering 13 different tongues.

In Aalborg in Denmark, there is a library in a public swimming pool with a targeted collection relating to periodicals, sport, news and culture. The reception is shared, further integrating the relationship between library and community and the opening hours extended to work alongside the pool. This has led to a 30% increase in usage over the previous "old-style" library there. Meanwhile the library in Kolding shares premises with a hotel and the hotel café. You can pick up books you have ordered online from hotel reception even when the library is closed.

Links with the Past

As Barbro Wigell-Ryynänen, Counsellor for Library Affairs, Finnish Ministry of Education and Culture, points out, instructing library patrons in the special skills needed for citizenship in a knowledge and information society is an extension of the old popular education tradition in Scandinavia. Nordic libraries are avidly used across a well-developed and comprehensive library network. There is, therefore, no need for a break with the past, rather a development from it into the future. She goes on to state that libraries stand for professional expertise and quality in collections and services, regardless of format. People, she says, have to be able to trust the library.

Library services across the Nordic countries are combining innovation in the areas of information technology and social engineering while maintaining the core skills that a library needs to maintain public respect. If the emphasis is away from the collection towards the consumer, the notion of the quality of information and experience remains very much at its heart and is seen as an essential ingredient to give meaning to what it is to be a citizen in the age of knowledge.

The images and article are derived from the publication, Nordic Public Libraries 2.0, an initiative from the Danish Agency for Libraries and Media, the Ministry for Education and Culture, Finland, the Norwegian Archive, Library and Museum Authority and the Swedish Arts Council.

ISBN 978-87-92681-02-7;

Electronic ISBN 978 87 92681 03 4



Entresse Library, Finland. Photo: Jorma Walden



Drammen Library, Norway. Photo: Torbjørn Tandberg



DIAGONALE - the Deichman main library interior. Lund Hagem Arkitekter/Atelier Oslo, Norway



Children's Library at Herlev, Denmark.
Photo: Bjarke Ørsted



The 76th IFLA General Conference and Assembly was held in August in Gothenburg, Sweden. Lesley Whyte discovers that it is the ideal place to keep up with international developments in libraries and also offers anyone working in the field a refreshing tonic in these economically troubled times...

IFLA 2010, A WORLD OF IDEAS

I don't often reflect on how lucky I was in my choice of career in libraries and, more specifically, bibliography but attending the IFLA conference is a salutary reminder that libraries are important and exciting places, often at the forefront of social and intellectual progress around the world. I think the same sense of refreshing engagement applied to all the delegates at this year's conference in Gothenburg. IFLA is a great place to recharge one's intellectual batteries.

It was not until after the conference that I heard about the sad news of the sudden death of Bob McKee, Chief Executive of CILIP, who was at the conference as a member of the Governing Board and Executive Committee of IFLA. Bob was a great advocate of IFLA and his address to the UK Caucus (as we are called) for the last time on Tuesday 10 August, was enthusiastic, upbeat and full of bonhomie, typical of the spirit of the whole conference. He recommended that we should all "try something different". Bob will be missed by all who knew him and I, personally, am grateful for his valuable contribution to the world of libraries and librarians.

The venue for IFLA is usually determined three years in advance, allowing the host city plenty of time to prepare for the conference, but due to a late withdrawal by Brisbane last year, Gothenburg had only 15 months to plan. This might have seemed a daunting task but the Swedish committee did a fantastic job and offered an excellent conference experience to the international delegates, from the impressive conference centre to the cultural entertainment on offer.

For the first time a new colour-coded congress track index was introduced with the idea of helping delegates orientate. The primary theme of the conference was "Open access to knowledge - promoting



sustainable progress", and this theme was returned to again and again by the keynote and plenary speakers. The sub-themes were "Open access and digital resources", "Policy, strategy and advocacy", "Users driving access and services", "Tools and techniques" and "Ideas, innovations, anticipating the new".

I am always interested in keeping up to date in my professional areas of interest: bibliography, cataloguing, classification and indexing, and IFLA offers an opportunity, not only to learn what is happening in the Anglo-American world, but also what is going on internationally. The session on bibliography covered the national libraries of Serbia, Iran, Germany and Poland. Cataloguing was an integral topic of discussion in the Art Libraries congress, with the theme "Revealing the invisible - opening access to art bibliographical and research information in a networked environment". E Rudiger Hoyer of Zentralinstitut für Kunstgeschichte focused on the problems of cross-institutional searching where there was no common subject thesaurus, while Martyn Flynn of the Victoria and Albert Museum argued compellingly that modern catalogues are "over-engineered".

However, I also took Bob McKee's advice and tried "something different". I decided to attend a session on Preservation and Conservation, and heard a most controversial and interesting speaker, Kjell Alekett of APSO, the Association for Peak Oil, Uppsala, Sweden. Accompanied by a fascinating set of graphs and charts, Kjell Alekett argued that in "a world addicted to oil", the future price of energy will be extremely important for libraries, and that future plans for storage and preservation should take into account renewable energy. Alekett debunked some popular misconceptions about renewable energy, and concluded that nuclear-generated electricity will be the main



form of energy in the future. Following on from him, Deborah Novotny of the British Library and Jeanne Drewes of the Library of Congress unveiled the strategies their respective institutions are making to save resources when preserving national collections.

The Power of the Word

IFLA offers the opportunity to hear consummate speakers at the top of their professions. This was never more the case than with the keynote and plenary speakers, who were all Swedish. Jan Eliasson, President of the sixtieth session of the United Nations General Assembly, spoke compellingly about his career in diplomacy and the power of the word. He argued that the world of diplomacy is an exercise in respect for the word, and that access to knowledge is crucial to peace. He spoke about the digital divide between rich and poor nations, and the importance of the education of women in developing countries, because they in turn were likely to educate their children.

Novelist Henning Mankell, perhaps best known in the UK for his character, detective Kurt Wallander, spoke of his work in Mozambique, and the importance of reading and writing, which he called "A question of dignity". More than anything else, he argued, literacy gave the individual a sense of identity, referencing young people he had worked with in Maputo.

Hans Rosling, Professor of International Health at Karolinska Institute, Stockholm, was billed as "making statistics interesting". A former advisor to the WHO and UNICEF and co-founder of Medecines sans Frontiers in Sweden, he is co-founder of the Gapminder Foundation. His organisation converts international statistics into moving, interactive, understandable and enjoyable graphics about past and contemporary economic,

social and environmental changes in the world. His award-winning lectures on global trends have been labelled 'humorous yet deadly serious'. Many in the audience found their own world view challenged and all who heard him speak were buzzing with excitement after his presentation.

The final plenary speaker was Professor Sture Allen of the Swedish Academy, the institution responsible for the award of the Nobel prizes. Professor Allen has been involved in the selection of thirteen Nobel Laureates for Literature, from Wole Soyinka to Jose Saramago, and he provided anecdotes relating to the award of the prize since its inception, including the acceptance by George Bernard Shaw in 1925, but his refusal of the prize money on the grounds that it would be "a lifebelt thrown to a swimmer who has already reached the shore in safety".

The poster sessions demonstrated that libraries are thriving cultural institutions in Sweden and throughout Scandinavia (see the accompanying article on Nordic libraries). Mobile libraries were on display from various regions in the country, demonstrating the importance of the service they provide to a population that is spread out over a huge geographical area. That importance was also underlined by an advertising campaign on the trams that circulate this elegant city.

IFLA coincided with the Gothenburg Cultural Festival, which culminated in a free, open-air performance by the Gothenburg Symphony Orchestra, conducted by Kristjan Jarvi. The programme focused on "Baltic composers", one of whom was, rather surprisingly for me, Benjamin Britten. It's good to have one's Anglo-centric view of the world challenged. IFLA has a habit of doing that.

Lesley Whyte outside a mobile library



SWEDISH LIBRARY FACTS

There are 290 municipal public libraries in Sweden with slightly under 1000 branches and a further 700 lending stations that serve a population of 9.3 million inhabitants.

There are around 40 university and university college libraries and a further 40 government and special libraries open to the general public.

Sweden has 90 mobile libraries with 7250 stops covering the remoter areas of the third largest country in Western Europe.

There are approximately 3000 staffed school libraries and 115 hospital libraries.

Total holdings across all collected media of Swedish libraries are around 190 million items. There are 39.5 million books held in public libraries.

In 2008 total loans from Swedish public libraries were 70 million or 7.6 items per citizen.

There is a bigger difference in reading skills between boys and girls in Sweden compared with other countries.

Up until 2008 Sweden used its own, unique classification system, SAB. Dewey is currently being introduced as its replacement.

Surveys show that libraries are the most trusted institution in Swedish society.

Figures supplied by the Swedish Library Association

GLOBE ATTRACTS RECORD AUDIENCES



Bethan Walker (Puck) and Simon Merrells (Oberon)
Photo: Fiona Moorhead

For the third year running Shakespeare's Globe Theatre based on London's South Bank brought its band of players to Dumfries, home town to BDS. This year they offered an imaginative production of *A Midsummer Night's Dream*. Three performances attracted audiences that were 25% up on *Romeo and Juliet* in 2008 and once again BDS was the major corporate sponsor.

"We had a record turn-out" said Chrys Salt, Artistic Director of The Bakehouse, the organisation responsible for bringing the Globe to Dumfries. "The audience numbered around 1600, including 300 children drawn from schools in a one hundred mile radius."

On a warm Tuesday and Wednesday, appropriately at midsummer, eight talented actors brought one of Shakespeare's greatest comedies to life against the magical backdrop of the neo-Gothic Crichton Memorial Church in the grounds outside the BDS offices.

Four hapless lovers, a group of amateur actors rehearsing a terrible but hilarious play and their farcical interactions with some mischievous fairies kept the audiences laughing and clapping. Raz Shaw's accessible '20s-style production 'translated' the small cast from confused lovers, bumbling workmen and masked fairies with such seamless fluidity and sleight of hand it seemed as if the actors were twice as many.

"It was wonderful to see such talented actors reinventing the magic of Elizabethan touring theatre for a modern audience," commented Lesley Whyte. "BDS is proud to have made such an event possible not only for the local community and schoolchildren but also for Shakespeare's Globe who tell us that this was their largest audience anywhere on their tour."



A MIDSUMMER NIGHT'S DREAM COMPETITIONS

BDS held two competitions to celebrate its sponsorship of Shakespeare's Globe in *A Midsummer Night's Dream* each with the prize of the complete DVD set of the BBC Shakespeare which includes all the plays performed by such illustrious actors as Helen Mirren, Anthony Hopkins, Michael Hordern, Felicity Kendall, Zoe Wannamaker, Derek Jacobi and John Gielgud.

The first competition was for libraries around the UK. The winner was The National Library of Scotland. Graeme Forbes, Resource Acquisitions & Description Manager accepted the prize.

The second competition was held on the local radio station SouthWest Sound. The competition had a Scottish poetic theme, asking what character's name from *A Midsummer Night's Dream* did Robert Burns use as a pseudonym when penning love letters to his muse, Clarinda? The lucky winner was Brian Dean of Dumfries (pictured below with Lesley Whyte) who gave Lysander as the correct answer. Brian is a primary school teacher with a passion for Shakespeare and he was delighted to win the prize.



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