

第四届中国-中东欧国家图书馆联盟馆长论坛

The 4th China-CEEC Curators' Forum of Libraries Union

阅读即场景：杭州“新阅读空间” 的社区活化实践与启示

Reading as a Scenario: Practice and Insights into "New
Reading Spaces" in Communities of Hangzhou

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01

阅读场景的时代转向与社区活化
The Era Shift of Reading Scenarios
and Community Revitalization

释义：何为“阅读即场景”

What is "Reading Constitutes a Scenario"?

空间重构 Spatial Reconstruction

资源整合 Resource Integration

活动创新 Activity Innovation

技术赋能 Technology Empowerment

用户参与 User Participation

场景生态共同体

Scenario Ecological
Community

阅读即场景

图书馆构建“人、书、环境、活动”深度交融的生态服务理念重构与实践方向。

Reading Constitutes a Scenario

Concept Reconstruction & Practical Directions for Libraries' Dynamic Service Ecosystem (Integration of "People, Books, Environment, Activities")

“阅读即场景”：破解数字时代阅读困境

"Reading as a Scenario": Addressing Reading Dilemmas in the Digital Age

- 数字时代重塑阅读，碎片化信息挑战深度思考，传统公共图书馆功能局限性明显，如物理时空约束降低可及性、功能设计难支撑新兴需求等。
- 公共图书馆创新服务模式，以场景化阅读满足多元化需求，应对数字时代阅读面临的困境，弥补传统图书馆功能上的不足。

- Digital age is reshaping reading habits, while fragmented information poses challenges to deep thinking. The traditional public library demonstrates evident functional limitations, such as physical and temporal constraints that reduce accessibility, and design inadequacies in supporting emerging needs.
- Public libraries are innovating their service models, using scenario-based reading to meet diverse needs, addressing the dilemmas faced by reading in the digital age, and making up for the functional deficiencies of traditional libraries.

“阅读即场景”：破解社区活化核心命题

"Reading as a Scenario": Addressing the Core Proposition of Community Activation

- 社区活化需要破解的核心命题是让物理空间更新与精神联结重建同步。
- 公共阅读空间的价值重构，在功能上转向“社区文化枢纽”，通过场景化设计整合多元功能，服务上提供个性化内容，创新共建模式，为社区活化提供持续文化动力。

- The core challenge in community revitalization lies in synchronizing physical space renewal with the reconstruction of social bonds.
- Public reading spaces are undergoing value reorientation—functionally evolving into "community cultural hubs" that integrate diverse services through scenario-based design, delivering personalized content and fostering innovative co-creation models to provide sustainable cultural impetus for community vitality.

02

杭州“阅读新空间”的 社区活化实践图谱

The Practical Map of Community Activation for
Hangzhou's "New Reading Spaces"

(一) 拓展线下“阅读新空间”：多元共生·形态创新

Expand Offline "New Reading Spaces"

主题图书馆的“杭州模式”

The "Hangzhou Model" for Thematic Libraries

杭州图书馆联合社会力量已建成开放30家主题分馆，形成高质量、特色化“杭州模式”。通过制订统一标准和规范管理，抓住“主题特色”拓展服务，实现资源共建共享。

The Hangzhou Public Library has joined hands with social forces to establish 30 thematic branch libraries, developing a high-quality and distinctive "Hangzhou Model". By formulating unified standards, implementing standardized management, leveraging "thematic characteristics" to expand services, and collaborating with social forces, it has achieved resource co-construction and sharing.



音乐主题分馆
Music Theme Branch Library



环保主题分馆
Environment Branch Library



动漫主题分馆
Cartoon & Animation Theme Branch Library



茶文化主题分馆
Tea Theme Branch Library

(一) 拓展线下“阅读新空间”：多元共生·形态创新

Expand Offline "New Reading Spaces"

邻里阅读空间的“杭州模式”

The "Hangzhou Model" for Neighborhood Reading Spaces

目前，杭州图书馆已建成开放185家邻里阅读空间，覆盖杭州市各个区县。充分挖掘社会力量，优化布局、延伸场景，以阅读服务微循环促进全民阅读，助力精神文化共同富裕。

Currently, 185 neighborhood reading spaces have been built, covering all districts in the city. Adhering to relevant principles, we have tapped into social forces, optimized the layout, expanded services, and used the micro-circulation of reading services to promote universal reading and contribute to the common prosperity of the spiritual life.



(二) 开辟线上“阅读新空间”：科技赋能·体验升级

Creating an Online "New Reading Space": Technology Empowers · Experience



“一键借阅”：技术赋能优质文化资源直达基层
"One-Click Borrowing": Technology Empowers
Quality Cultural Resources to Reach the Grassroots



杭图元宇宙音乐图书馆：多模态数智场景触达用户
Metaverse Music Library: Multi-Modal Digital and
Intelligent Scenarios Reach the Grassroots

“一键借阅”：技术赋能优质文化资源直达基层

"One-Click Borrowing": Technology Empowers Quality Cultural Resources to Reach Grassroots Levels

2021年起，杭州图书馆依托全市公共图书馆四级服务体系，联合13个县级图书馆，创新打造“一键借阅”平台，集成“线上借书”、“书店借书”、“数字阅读”三大应用场景，整合各方资源，让市民享受便捷均等的借阅服务，深受用户好评，并获得多个奖项。

Since 2021, Hangzhou Library has leveraged the city's four-tier public library service system, joined hands with 13 district (county-level city) libraries, and used new technologies to build the "One-Click Borrowing" platform, creating the "1+13+N" service model. The platform covers three scenarios: "online book borrowing", "bookstore book borrowing" and "digital reading". It integrates resources and supports logistics, enabling residents to enjoy services equally. Digital resources are available around the clock, winning praise and important awards.



杭图元宇宙音乐图书馆：多模态数智场景触达基层

Metaverse Music Library: Multi-Modal Digital and Intelligent Scenarios Reach the Grassroots

技术应用 Technology Application

- 数字孪生技术复刻实体空间

Digital twin technology reproduces physical spaces

- 打造四大音乐虚拟互动场景

Four major virtual music

- VR端和手机端均可体验

VR devices and mobile phones devices

用户价值 user value

- 突破时空限制，提供沉浸式互动体验

Breaks the constraints of time and space

- 覆盖700+专辑、1万册文献资源

Over 700 albums and 10,000 volumes

- VR端可体验360度全景视频演出

A 360-degree panoramic video performance

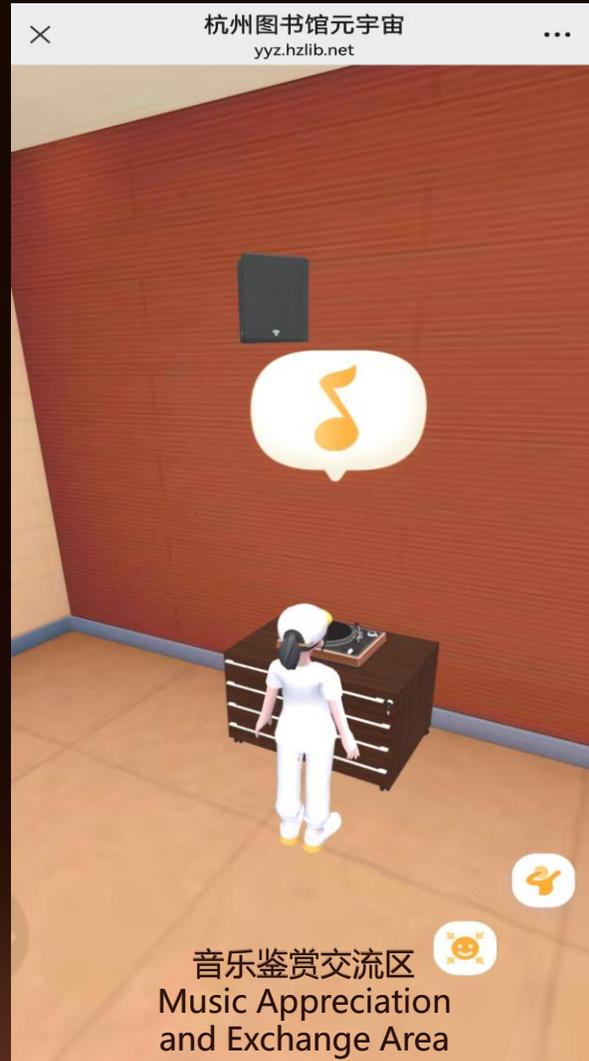


杭图音乐主题馆实景
Music Branch Library



元宇宙音乐图书馆 (VR端)
Metaverse Music Library (VR)

元宇宙音乐图书馆手机端 Mobile Terminal of the Metaverse Music Library



03

杭州实践的经验启示 Enlightenments from Hangzhou's Practices

(一) 理念先行：坚持“以人为本”，从“空间挖掘”到“生活营造”

Philosophy First: Adhere to "People-Centeredness" and Shift from "Space Exploration" to "Life Cultivation"

—— 各类阅读空间建设突出“以人为本”。以市民需求为导向，将阅读场景融入日常生活，是从“空间挖掘”到“生活营造”建设逻辑转变的生动实践。

—— The development of diverse reading spaces emphasizes a "people-centric" approach. Guided by the needs of residents, it integrates reading scenarios seamlessly into daily life, representing a vivid practice of shifting the construction logic from "space utilization" to "life enrichment."

红梅社区·邻里阅读空间

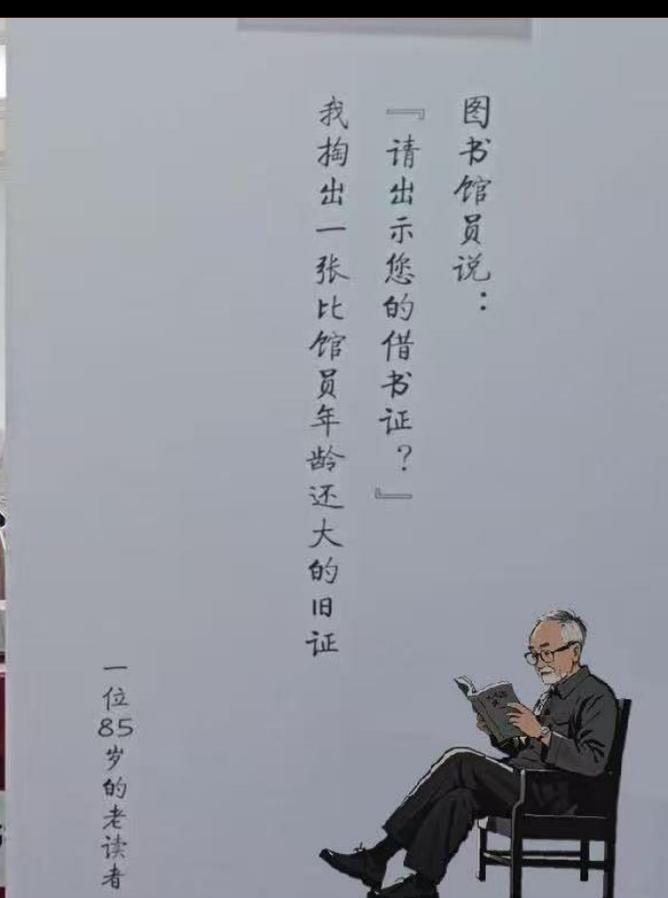
Hongmei Community · Neighborhood Reading Space



针对年轻父母开设亲子阅读角，配备柔软地垫和互动绘本，不定期举办育儿分享会。

A parent-child reading corner has been set up for young parents, equipped with soft floor mats and interactive picture books, and parenting sharing sessions are held from time to time.





生活主题分馆“银龄友好”阅读空间关注老年读者。提供大字本文献、设立“银龄”阅读专区、推出一系列符合老年读者需求的阅读推广活动。

The "Age-Friendly" reading space at the community-themed branch focuses on senior citizens. It provides large-print books, establishes dedicated reading zones for the elderly, and offers a series of reading promotion activities tailored to meet the needs of senior citizens.

(二) 多元协同：多方联动激活社区阅读生态

Diversified Collaboration: Multi-Stakeholder Linkage Activates the Community Reading Ecosystem

政策支持筑牢根基

The Government's
Top-Level Policy
Provision Lays a Solid
Foundation

社会参与激发活力

Participation of Social
Forces Enhances
Vitality

居民自治携手共建

Residents' Self-
Governance and Joint
Construction

**Multi-Stakeholder Linkage Activates
the Community Reading Ecosystem**

(三) 在地化创新：结合社区特色，打造“一区一品牌”“一空间一特色”

Localized Innovation: Integrating Community Characteristics to Build "One Brand per Community" and "One Feature per Space"

运河书房

硅谷书房

余阅书房 钱塘书房

杭州书房

新安书屋 西湖书房

临品书坊

乡村生活书吧

04

让阅读场景成为社区活化的“金钥匙”

Let reading scenarios become the
"golden key" to community Revitalization

阅读场景与城市治理

Reading Scenarios and Urban Governance

在城市精细化管理中，社区是“最后一公里”，其活力与温度影响市民体验感幸福感。以阅读共同体建设为纽带，让阅读场景融入社区治理、公共服务与市民生活，为新型社区建设提供更多可能。

In the refined management of cities, communities represent the "last mile," and their vitality and warmth influence residents' sense of happiness. With the development of reading communities as a link, integrating reading scenarios into community governance, public services, and residents' daily lives opens up more possibilities for the construction of new-type communities.





阅读场景与社区治理

Reading Scenarios and Urban Governance

在社区治理层面，阅读场景可作为“柔性治理”载体。未来社区阅读空间或许会成为市民议事的“文化会客厅”，通过“阅读 + 议事”模式，让市民在平和氛围中表达诉求，用知识赋能社区自治。

At the community governance level, reading scenarios can serve as a carrier for "flexible governance". In the future, community reading spaces may become "cultural reception halls" for residents' discussions. Through the "reading + discussion" model, residents can express their demands in a peaceful atmosphere, and community self-governance can be empowered by knowledge.



阅读场景与公共服务

Reading Scenarios and Public Services

在公共文化服务里，阅读场景能与多元服务深度融合，构建“阅读+”生态网络，像“阅读+养老”“阅读+教育”“阅读+生活服务”等，精准对接不同群体的需求。

In public Cultural services, reading scenarios can be deeply integrated with diverse services to build a "reading +" ecological network. Models such as "reading + elderly care", "reading + education", and "reading + life services" accurately meet the needs of different groups.



阅读场景与市民生活

Reading Scenarios and Residents' Daily Lives

在市民生活层面，阅读场景会更强调“个性化”与“沉浸感”，成为精神文化生活的“定制化驿站”。未来可能会出现“流动书架”、“口袋书角”，催生“主题阅读共同体”。

At the level of residents' daily lives, reading scenarios will place greater emphasis on "personalization" and "immersion," serving as "customized hubs" for spiritual and cultural life. In the future, "mobile bookshelves" and "pocket book corners" may emerge, giving rise to "themed reading communities."

借助数字技术，阅读场景将发展“线上线下融合”模式。线上可提供丰富数字资源，线下能营造实体阅读氛围，满足市民多样化的阅读需求，提升阅读体验。

With the help of digital technology, reading scenarios will develop an "online-offline integration" model. Online platforms can provide abundant digital resources, while offline spaces can create a physical reading atmosphere. This model meets residents' diverse reading needs and enhances their reading experience.

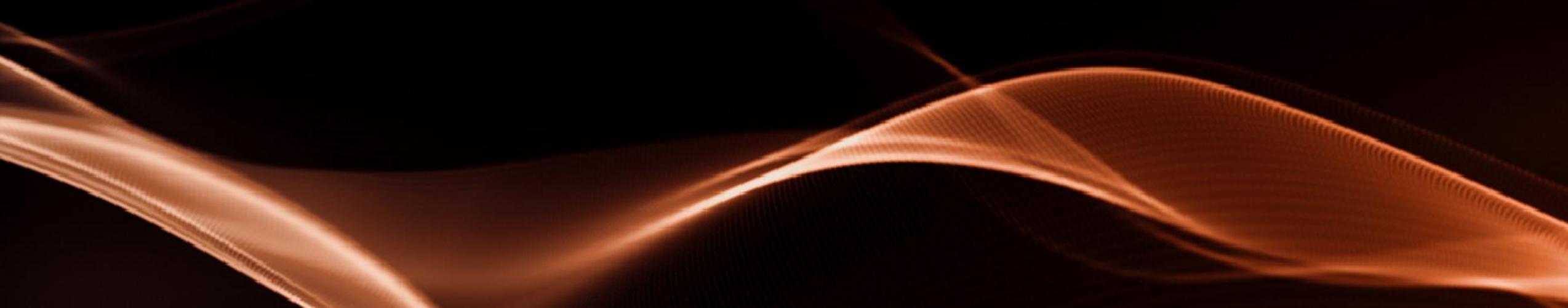
阅读场景的核心价值与未来展望

The Core Value and Future Outlook of Reading Scenarios

从杭州新阅读空间的实践到未来的展望，阅读场景的核心价值始终在于“连接”——连接知识与生活、连接个体与群体、连接社区与未来。当阅读真正成为社区治理的“润滑剂”、公共服务的“增效器”、市民生活的“必需品”时，它便能持续为新型社区注入文化活力与情感温度，让每个社区都成为有故事、有温情、有活力的美好家园。

From Hangzhou's practices to future outlooks, the core value of reading scenarios has always lain in "connection" — connecting knowledge with life, individuals with groups, and communities with the future. When reading truly becomes a "lubricant" for community governance, an "efficiency enhancer" for public services, and a "necessity" for residents' daily lives, it can continuously inject cultural vitality and emotional warmth into new-type communities, turning every community into a beautiful home filled with stories, warmth, and vitality.

谢谢
Thank you

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in shades of orange and red. These lines create a sense of motion and depth, resembling a stylized flame or a liquid surface. The lines are most prominent in the lower half of the frame, fading into the black background towards the top.