# The Bird Story: Connecting Cultural Narratives to a Sustainable Future
# 小鸟故事的图书馆实践：从文化叙事到可持续未来

Wang Yibing  王一冰

University of Nottingham Ningbo China Library 宁波诺丁汉大学图书馆

## ① Background Introduction
## 背景介绍

Amidst the global wave of digitalization, university libraries are experiencing a profound transformation. Transforming from traditional book depositories to **vibrant hubs of community culture**, libraries require innovative strategies to redefine their roles by merging **cultural narratives** with **Sustainable Development Goals (SDGs)**.

At the University of Nottingham Ningbo China (UNNC), the integration of library development and the challenge of campus woodland preservation has culminated in a distinctive practice model centered on the '**Bird Story**', fostering a sense of **cultural connection** and **ecological awareness**.

随着数字化浪潮席卷全球，大学图书馆的功能正在发生根本性的转变。从传统的书籍存储空间到**社区文化枢纽**，图书馆需要通过创新实践，将**文化叙事**与当代**可持续发展目标(GSDs)**相结合，重新定义自身价值。

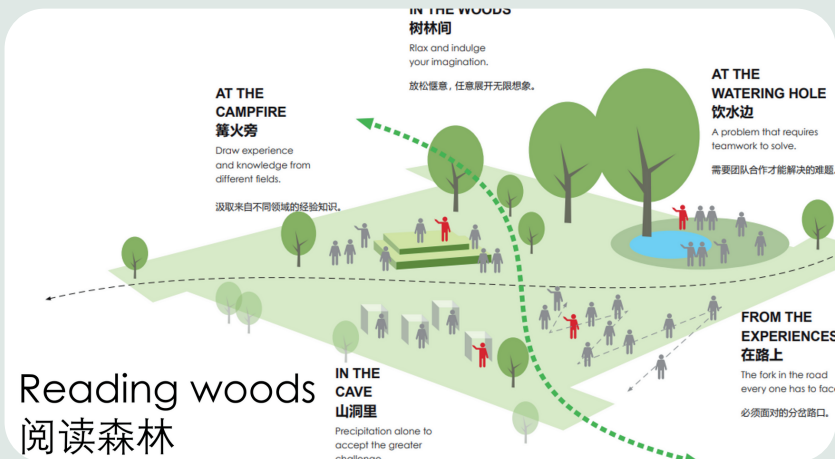在宁波诺丁汉大学，图书馆建设结合校园林地的保护问题，以"**小鸟故事**"为核心，创造了一种促进**文化联结与生态意识**的独特实践模式。



## ② Key Insights: How Was the Bird Story Operationalized?
## 关键亮点：'小鸟故事'如何融入实践？

### Space Design – Integrating Nature into the Library
### 空间设计 — 将自然融入图书馆

The "Reading Woods" concept incorporates natural elements, thematically organizing each floor around a specific bird species. This design synthesizes nature and cultural storytelling to foster a harmonious user experience.

"阅读森林"理念让每层楼以鸟类为主题，通过视觉设计充分植入自然元素，呈现文化叙事与生态和谐的结合。



Interior design concept of 'Reading Woods'
"阅读森林"空间设计理念

'Rep Birds' of each floor
图书馆的楼层代表鸟

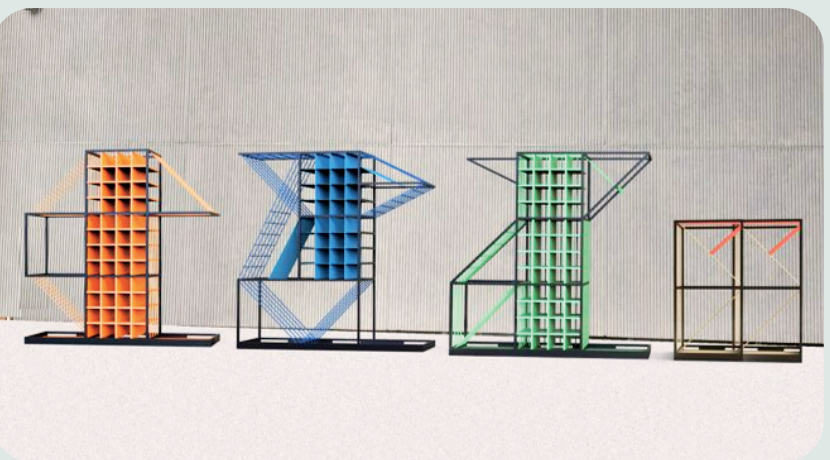### Collections Development – Emphasizing Nature and Cultural Education
### 馆藏推广 — 聚焦自然与文化教育

Launched nature-themed exhibitions that combined curated special collections with student-driven projects to offer immersive cultural and educational experiences.

围绕自然与生态主题推出专属展览，结合学生原创设计与特色资源，创造沉浸式的文化与教育体验。
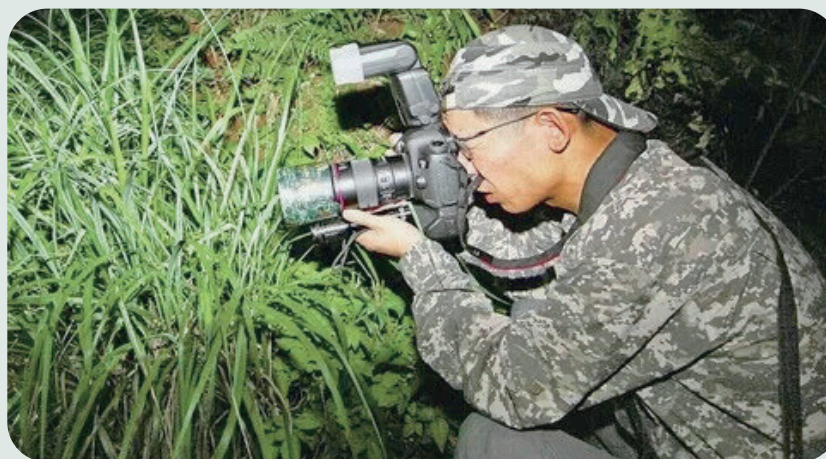


与馆藏结合的主题展览
Themed exhibition with collections

由学生设计的小鸟造型雨伞架
'Bird' Umbrella Rack designed by students

### Activities Planning – Encouraging Community Interaction
### 活动策划 — 激发社区互动

Activities, including birdwatching lectures, photography exhibitions, and nature education, served as platforms for community engagement while fostering environmental consciousness and cultural identity.

举办观鸟讲座、摄影展和自然教育活动，推动生态保护和用户归属感。



Bird watching activity
观鸟活动

Bird-themed collage workshop
小鸟主题拼贴画工作坊

### Branding – Building a Unique Institutional Identity
### 品牌塑造 — 独特身份的传播

Created bird-themed cultural merchandise, utilizing birds as cultural icons to amplify the library's brand identity and communicate its foundational values.

将图书馆小鸟作为文化标志，设计文创产品，强化独特的品牌形象并传播图书馆的核心价值。



图书馆小鸟文创产品 - 卡带
Themed cultural merchandise - lanyard

图书馆小鸟文创产品 - 卡套
Themed cultural merchandise - card holder

## ③ Key Findings and Impacts
## 核心成果与影响

**Fostering Cultural Identity and User Engagement:** The narrative and theme-driven activities substantially enriched users' sense of belonging.

**Interdisciplinary Collaboration:** Highlighting the efficacy of cross-disciplinary collaboration in library culture building, leading to innovative, goal-oriented models.

**Addressing Sustainability Goals:** The project is closely aligned with the United Nations Sustainable Development Goals (SDGs), showcasing noteworthy achievements in environmental conservation and youth education.

**文化认同感提升**：通过叙事和活动增强用户对图书馆的归属感。

**跨学科协作模式**：通过与设计和建筑学院合作，产生创新项目（如鸟形伞架）。

**可持续发展议题实践**：与SDGs目标（如环境保护和社区教育）深度契合。

## ④ Future Prospects and Research Questions
## 未来展望与问题t探讨

**Diversity and Internationalization:** How can users from diverse cultural backgrounds be encouraged to engage more deeply?

**Tech Enablement:** Employing digital tools such as AR and VR to further enhance narrative forms and reinforce user immersion and engagement.

**Evaluating Behavioral Change:** How can the long-term impacts of activities be assessed, particularly concerning users' ecological awareness and behavioral changes?

**多样化与国际化**：如何鼓励各种文化背景的用户深入参与？

**技术赋能**：利用数字技术（如AR、VR）进一步丰富叙事形式，加深用户的沉浸感与参与度。

**行为转变的评估**：如何衡量活动的长期影响，特别是用户的生态保护意识与实际行为转变？