



Turning the Pages 2.0

One Year On

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British Library access interface

3 ambitions:

- engaging user experience
- smart
- scalable

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Beach head project

Academic / lay audiences

Rare books

Underline BL technology leadership

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What's the point?

- Competitive knowledge landscape
- Special collections as differentiators
- Importance of comparative user experience
- Reinforcement of the brand
- Access and interpretation
- Donor appeal

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Not for everything

- Book as object
- Book as icon
- Book as gateway

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Let x flowers bloom
to the power of y

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**“THANK YOU! THIS IS ONE OF THOSE
THINGS THAT MAKE LIFE WORTH
LIVING.”**

**Adriana Redaelli
Lecco
Italy**

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www.bl.uk

www.turningthepages.com

digitalonlineculture.blogspot.com