

Feed me, feed me

Rui Zink

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1986: rede de bibliotecas públicas and now... the crisis industry

- <http://www.somosbibliotecas.pt/index.php/manifesto>
- <https://www.youtube.com/channel/UCkw-Jn7Cir6DOHa6LpyHvNA>

Feed me... Feed me...



TRUMP, THE IVANA MOTTO

- “Don’t get mad, get everything.”

Humour

- The flavour ingredient
- Salt
- Pepper
- Coriander
- Ketchup
- Cinammon
- Onion

AND THEN... AFTER THEY HAD
RIPPED OUT HALF OF HER PAGES...
THEY TURNED HER... INTO A MOVIE!

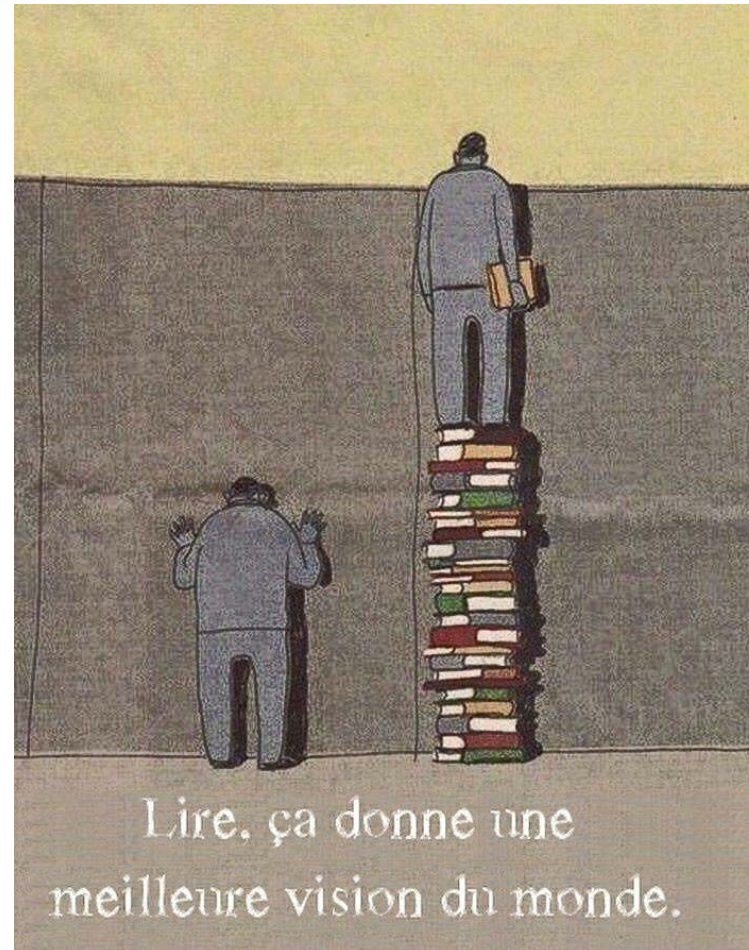
GASP!

GASP!



21 000 shares – plus likes

Real shares – and real likes
and, eventually, real users



Marshall McLuhan

The medium is the *message*

- How not to become a prisoner of new trend?
- to use it effectively is to be happy with it's use
- Not the results, not the “goals”, not the “objectivos”

What are we?

- What is a library?
- What is a book?
- What am I worth?
- “Make yourself useful”?
- Slow/Fast?
- Follow the trend?
- Objectives, marketing, effectiveness
- The game of pressure

The worst thing in a date is to be too eager

- Or worry too much
- Or getting disappointed too much
- It's not a race, "it's a process"
- I go there everyday, to water the potential (or the actual) relationship
- Karen Blixen: "Write a little every day, without hope, without despair."

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