



blendernetwork

Blender Network - a social network & partnership program for professionals

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Today the Blender Foundation announced the launch of the Blender Network; a partnership program for professionals who are using and developing Blender. The network offering includes authentication and social networking for partners, and provides a public directory to showcase and promote business with and around the 3D open source program Blender. The Network will be led by Bart Veldhuizen - moderator of the successful Blendernation blog.

For the past ten years - Blender started as an open source project in 2002 - the Blender Foundation's goals have mainly been to organize Blender development and get the software stable, functional, and ready for serious 3D creation projects. In particular, the short film projects by the Blender Institute in Amsterdam have helped turn Blender into a more serious alternative to commercial software.

In order to continue the growth - and manage the high expectations from current professional users - the Institute was challenged to help establish high quality support, consulting, and integration services. Mirroring the nature of how Blender has grown the decision was made to not centralize this, but decentralize the business by establishing an open business network; a partnership program with the main goals of building and facilitating a successful ecosystem of Blender professionals.

At the Siggraph conference in Los Angeles, Blender Foundation chairman Ton Roosendaal said: "I am convinced that the Blender Network initiative will be as important for Blender's future as the open movies we made over the past 5 years. If we want to keep growing and keep investing in quality, we need to build a community of professionals specifically based on their own requirements."

The Network offers members a personalized page at blender.org for portfolio and contact information. All information provided by partners will be verified and authenticated by the Network manager. All partners can consult the Network manager for support and help with finding other members. The network will be financially supported by the members themselves with annual subscription fees.

The Blender network site is now available at www.blendernetwork.org.

For more questions you can contact Bart Veldhuizen, bart@blendernetwork.org or Ton Roosendaal, ton@blender.org.