

Driesnôte



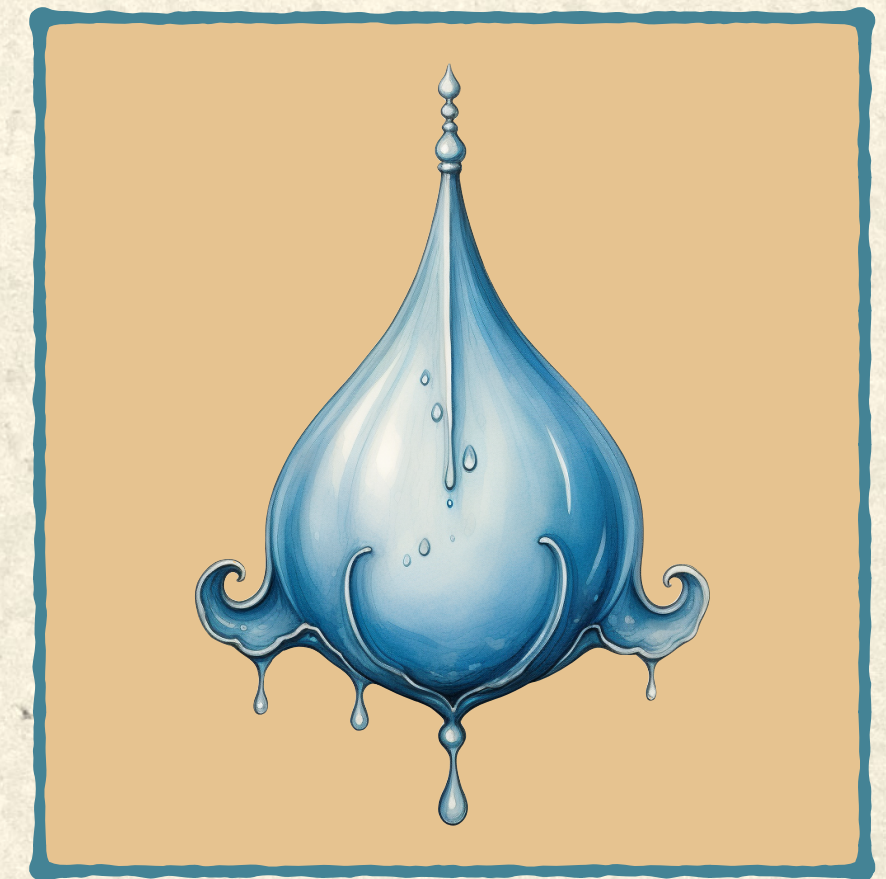
with Drupal Founder

Dries Buytaert

DrupalCon Lille | Seventeenth of October, Twenty Twenty Three



*Once upon a time, there was a CMS
called Drupal.*



Drupal had magical powers:
It was incredibly flexible and could
transform into whatever people imagined!

A large, circular crystal ball is the central focus, containing a detailed medieval landscape. Inside the ball, a village with numerous stone buildings and churches is nestled in a valley. In the background, there are jagged, misty mountains. A large, translucent blue teardrop is positioned in the center of the scene, appearing to fall from the sky. The scene is bathed in a warm, golden light, with a bright square of light visible in the sky above the mountains. The crystal ball's surface shows reflections and refractions, giving it a three-dimensional appearance.

Drupal's Village:

a happy place full of ambitious homes
and the villagers who built them



*There were homes
both large and quite small*

...from tiny apartments...

*...to chateaux
that enthrall*

From every turret to tower,
each home had its own
special superpower



From a cozy cottage to an ornate estate,
Each home was crafted with care



*Regardless of size or shape, each home was
built to last, with great attention to detail*



Their sturdy walls
exuded robustness
and safety



*In these cleverly engineered homes, walls moved
and rooflines expanded effortlessly*



No renovation
was impossible
or too hard!

*In these cleverly engineered homes, walls moved
and rooflines expanded effortlessly*

Drupal Village thrived thanks to its diverse villagers,
each contributing their own unique point of view



Each home melded form and function to meet the various needs of the villagers

Open floor plans

Handrails

Ground level,
wide entrances





*There were frequent
town hall meetings and
everyone had a say*



*Residents enjoyed owning their own homes,
and were free to come and go as they pleased*

You see, the Drupal Villagers believed in:

Creativity Flexibility Scalability

Accessibility Collaboration

Empowerment Security Freedom

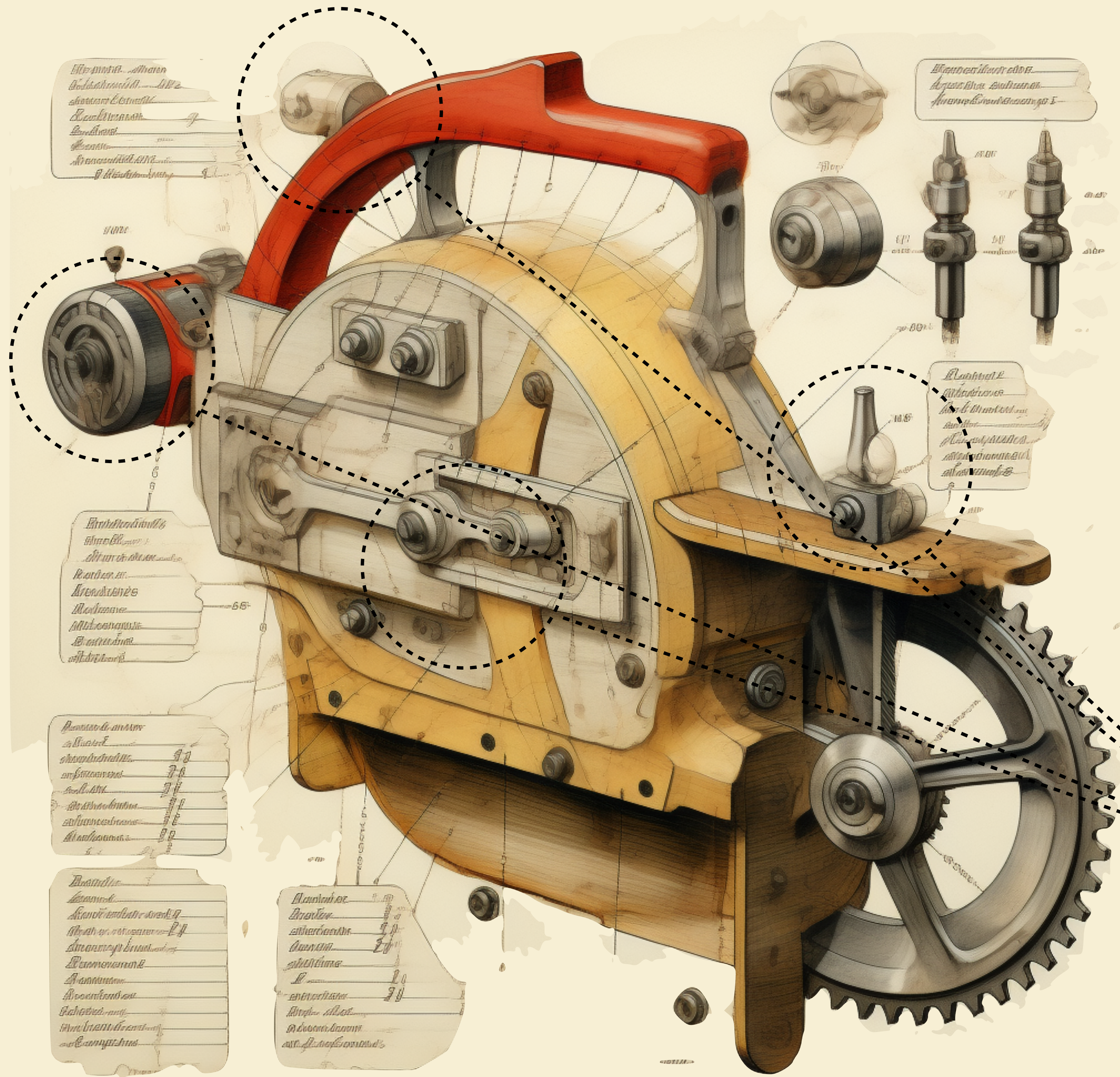


*But not everything was
perfect in Drupal Village...*

*While the homes in
Drupal Village were
stunning, building them
was no easy feat.*

“So many tools,
I don’t know
where to begin!”





The tools, while capable, had complex features that got in the way of villagers' building dreams

“Which is the ‘On’ switch??”





Everyone tenderly cared for their own homes, but
Demands of upkeep often soared high

Grumblings of dissatisfaction were growing among the Drupal Villagers

“Things aren’t moving fast enough”

“Things are too complex”





*The villagers, loving yet
longing, hoped for change;*
an easier way to build and take care of their homes.

Drupal always wanted to make life easier for the villagers, but it was hard not to feel discouraged.

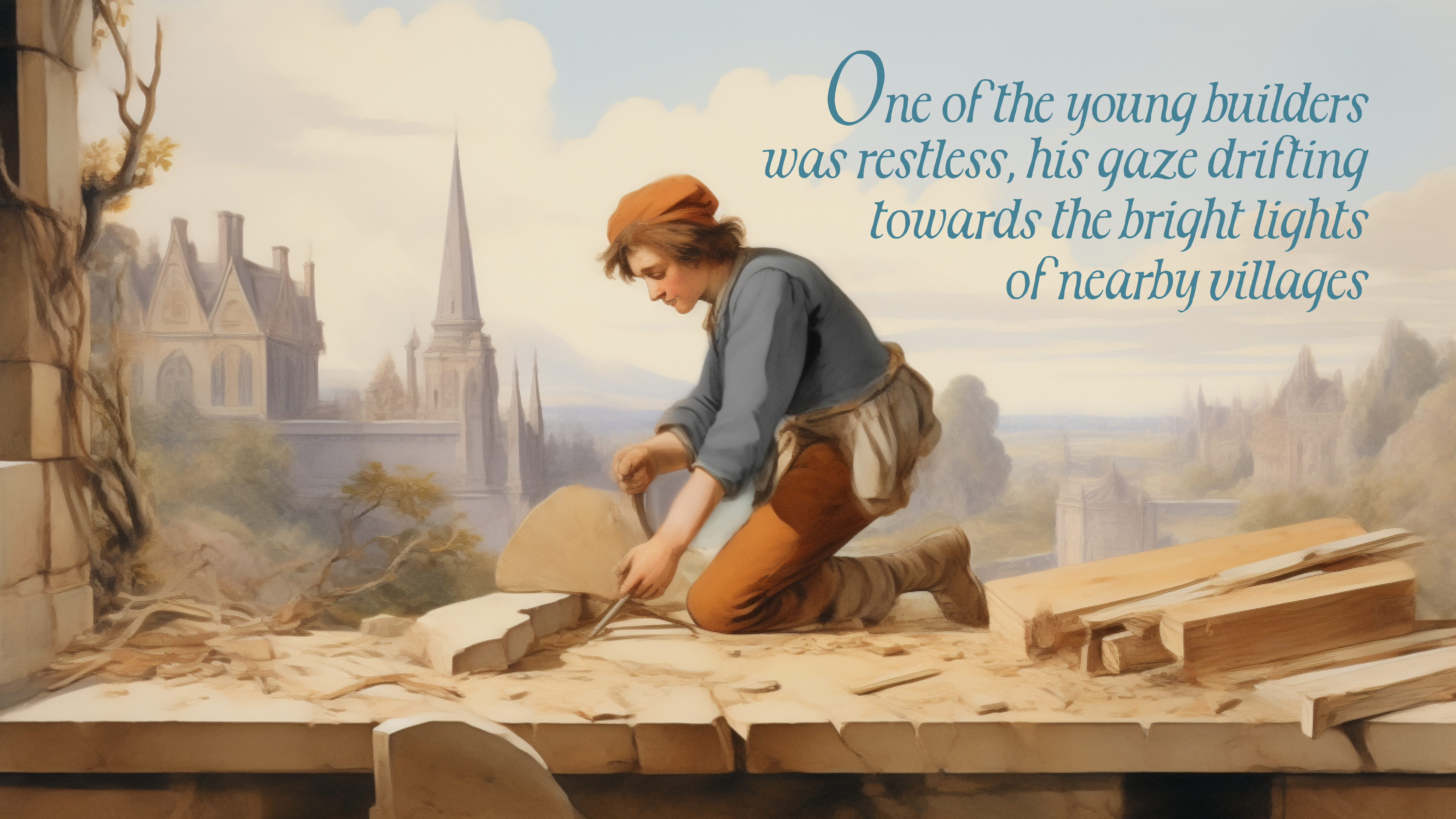
"We're always striving to improve but what if it's simply not enough?"



*Drupal came
upon a group
builders working
on a home*



*One of the young builders
was restless, his gaze drifting
towards the bright lights
of nearby villages*



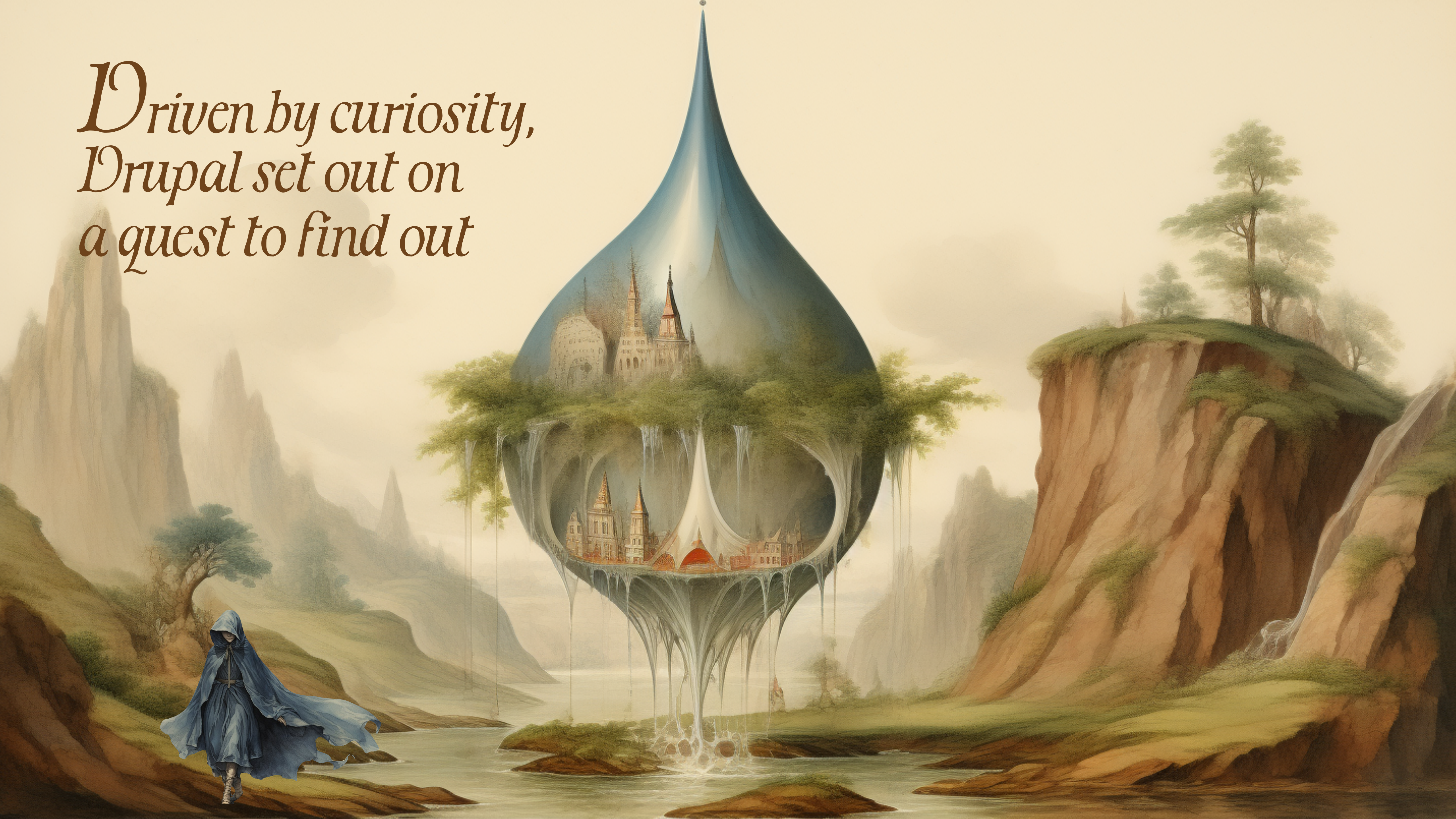
Drupal watched, heart aching, as the promising young builder left the village, headed toward a neighboring one





Drupal couldn't help but wonder if the other villages were truly as promising as they appeared to be...

*Driven by curiosity,
Drupal set out on
a quest to find out*



Quest I:

Drupal's Search



*Upon entering the town immediately
next door, Drupal marveled at the
intricacies of its houses*



Drupal noticed all the townsfolk were wearing eye-catching hats.



*The townsfolk seemed to constantly
react to whatever was in fashion*

The Reactionaries were under a spell,
blindly embracing whatever was in vogue.

It was the town of
Reactopia



*On the inside,
the homes were
fairly sparse
and required
a lot of hard
manual labor.*



Homes were missing modern conveniences like an elevator or a dishwasher — everything had to be done by hand.



Drupal saw familiar struggles in Reactopia, problems long solved in Drupal Village, where every day living flowed with ease

*In the following
place Drupal went,
all the homes were,
could it be — tents?*

Simple + enchanting,
they offered seemingly
effortless new beginnings...



*Each new resident
got an easy-to-
construct tent
starter kit*



*and easy-to-use
building tools*

*Each new resident
got an easy-to-
construct tent
starter kit*

Plus a plate of...
Swedish meatballs?



*and easy-to-use
building tools*

It was the encampment of *ConTentville*



Beneath the charming veneer, a stark reality lingered:
Every plot, every tent, was owned by a single landlord

Villagers were at the mercy of the Lord Contentless.





While passing through, Drupal happened upon an old friend, and asked her why she chose to move here.

“The quick setup and initial appeal of the freedom of #tentlife was enticing!

But when Lord Contentless raised the rent and I wanted to leave, I couldn't. I'm trapped in my own home!”

Truly, she looked DisContented.



As Drupal set out for the next village, concerns for their old friend weighed heavy.

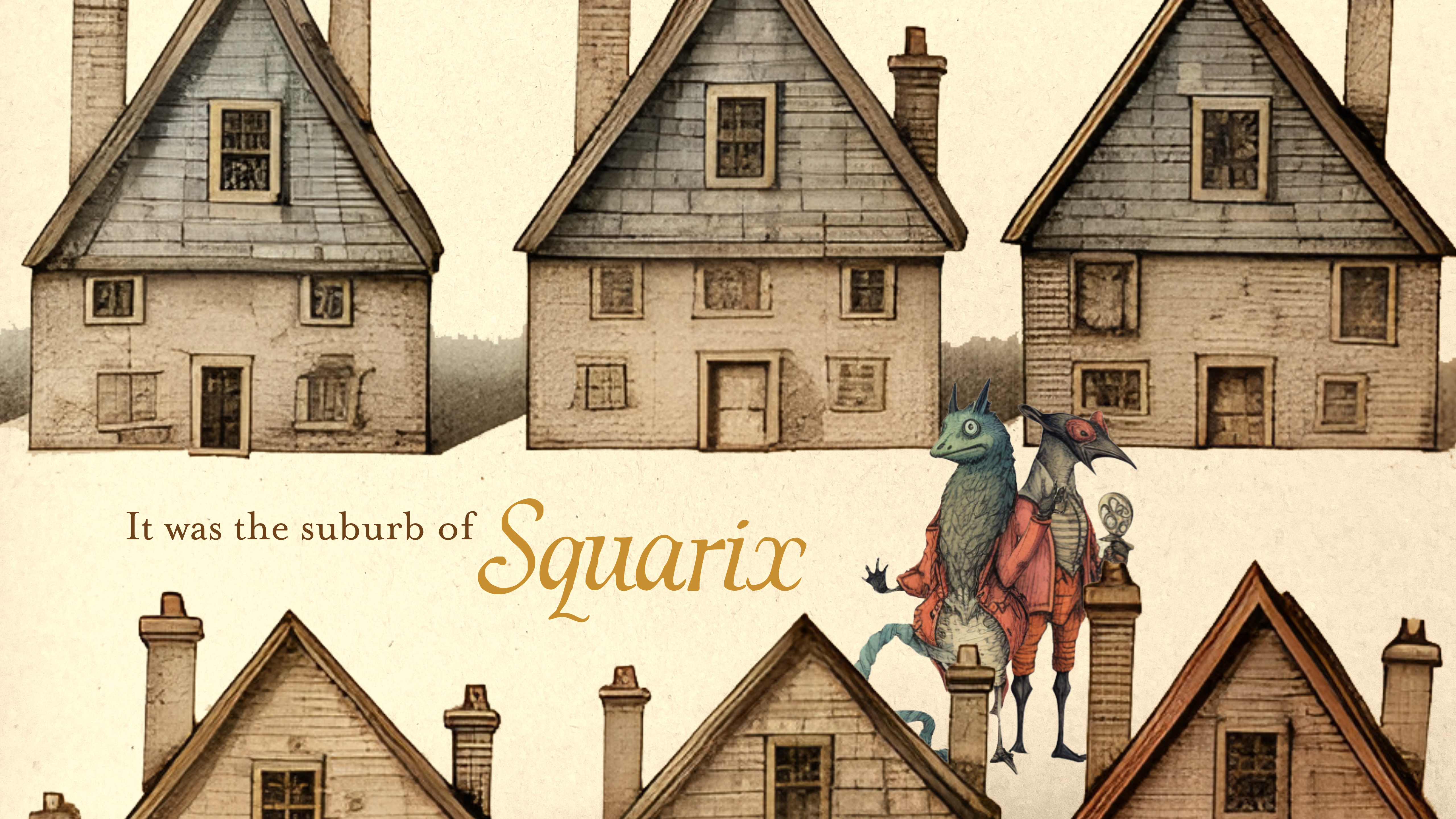
“How can I make Drupal Village easy to move into, without holding villagers hostage?”



*In the next village, Drupal noticed that
the homes had a rather square appearance.*

Yet they were even easier to move into than the tents
in ConTentville — in fact, they came fully furnished!





It was the suburb of *Squarix*




Upon closer look, Drupal noticed that all houses had strikingly similar layouts:
2 bedrooms, 2 bathrooms, and a few floor plans, all with the same finishes



On the bright side,
*Magical Maintenance
Fairies would come and fix
homes, automagically!*

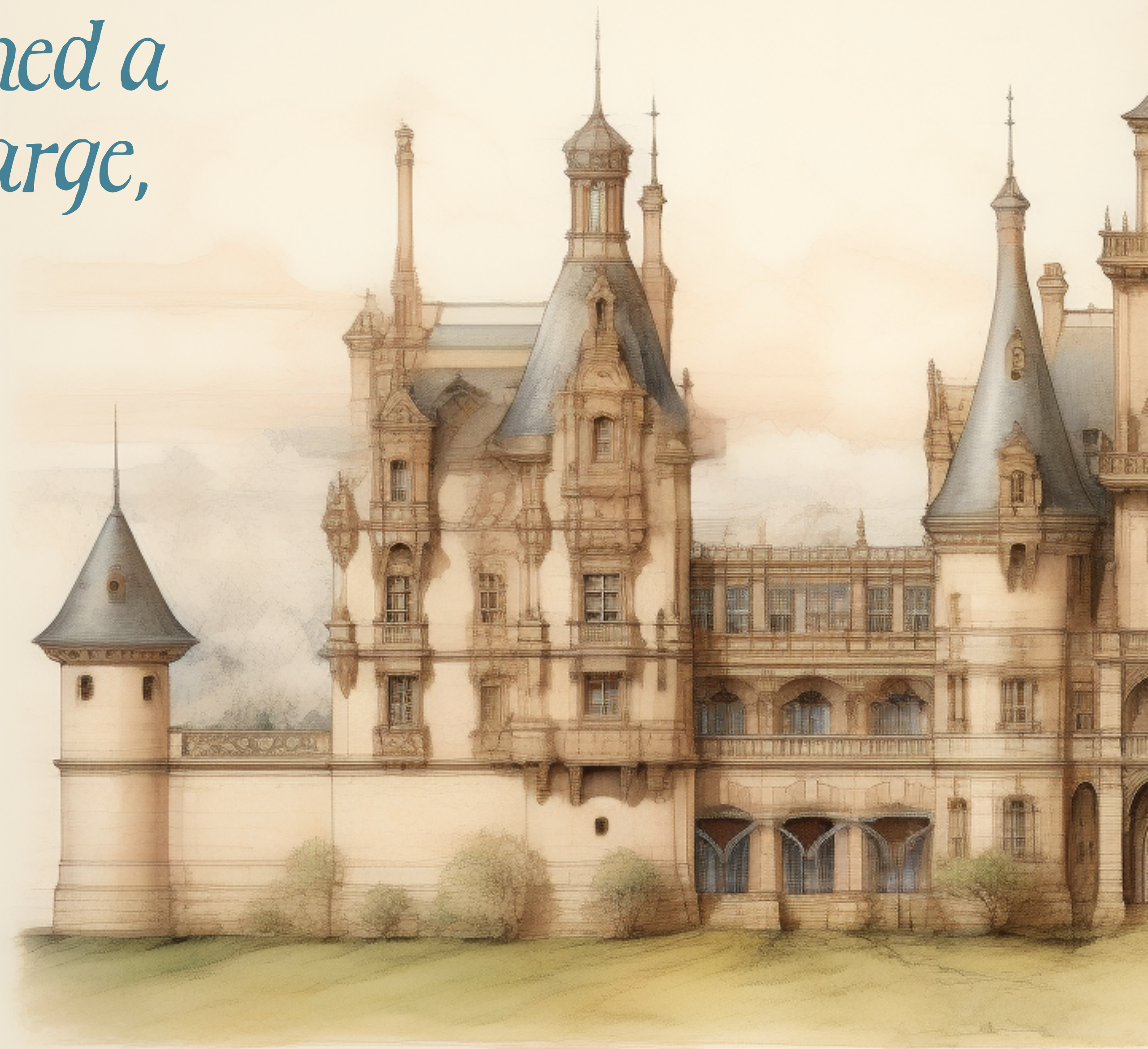




*Leaving Squarix, Drupal
was enchanted by the
thought of magical
maintenance fairies*

What if Drupal Village could
have some of their own?

*Drupal then approached a
place with some very large,
very grand homes...*



It was the gated community of

Edoby Heights



It was the gated community of

Edoby Heights



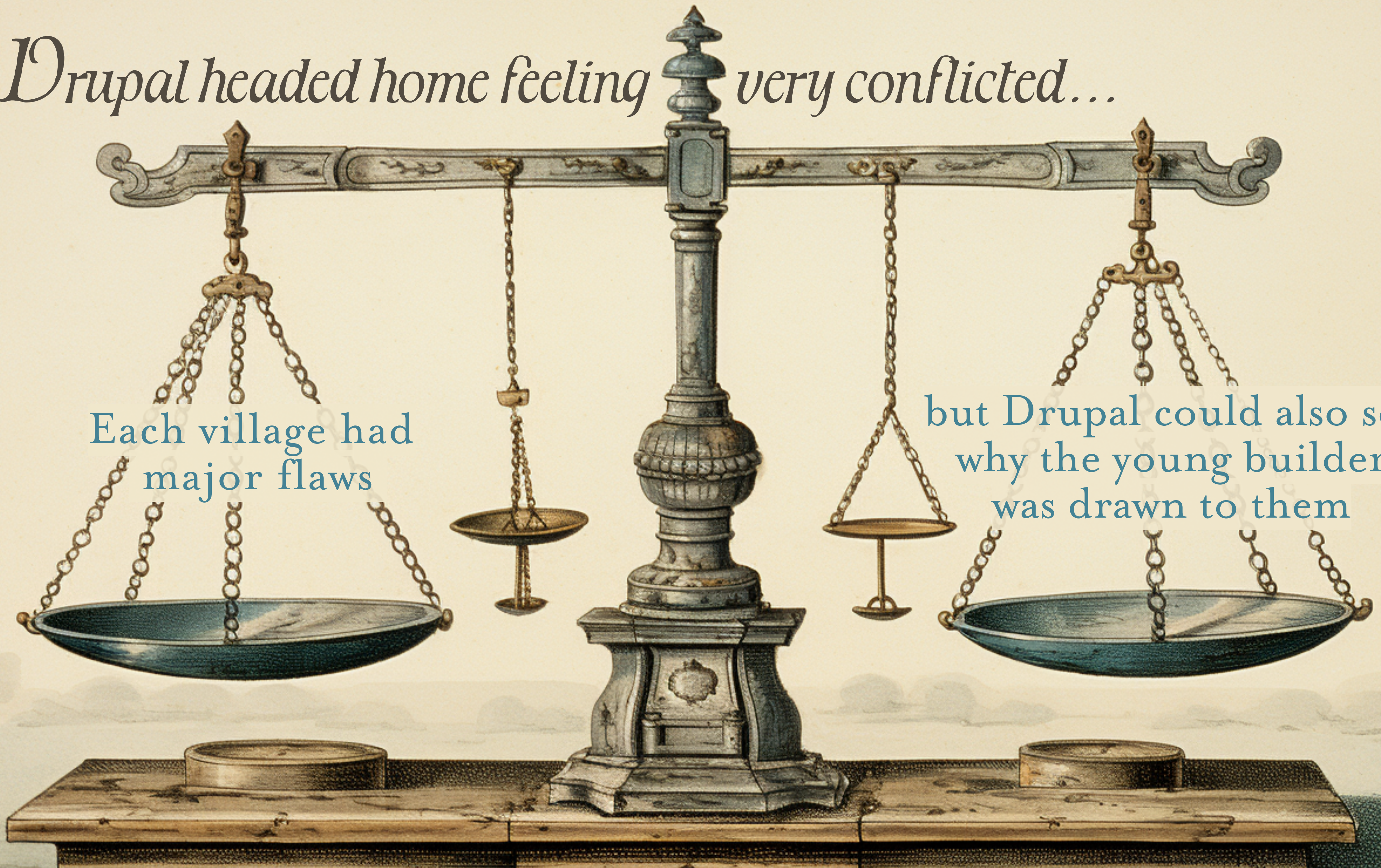
"I poured my life savings into living here, but now I find myself with nothing left!"



Drupal headed home feeling very conflicted...

Each village had
major flaws

but Drupal could also see
why the young builder
was drawn to them





React

Inaccessible to less technical users, but developers love it, and currently in fashion



Contentful

Proprietary vendor lock-in, but easy to get started



Squarespace & Wix

Limited, but easy to build, automatic updates



Adobe

Expensive, but powerful

The Drupal Village
Builder experience must be nothing short of exceptional!

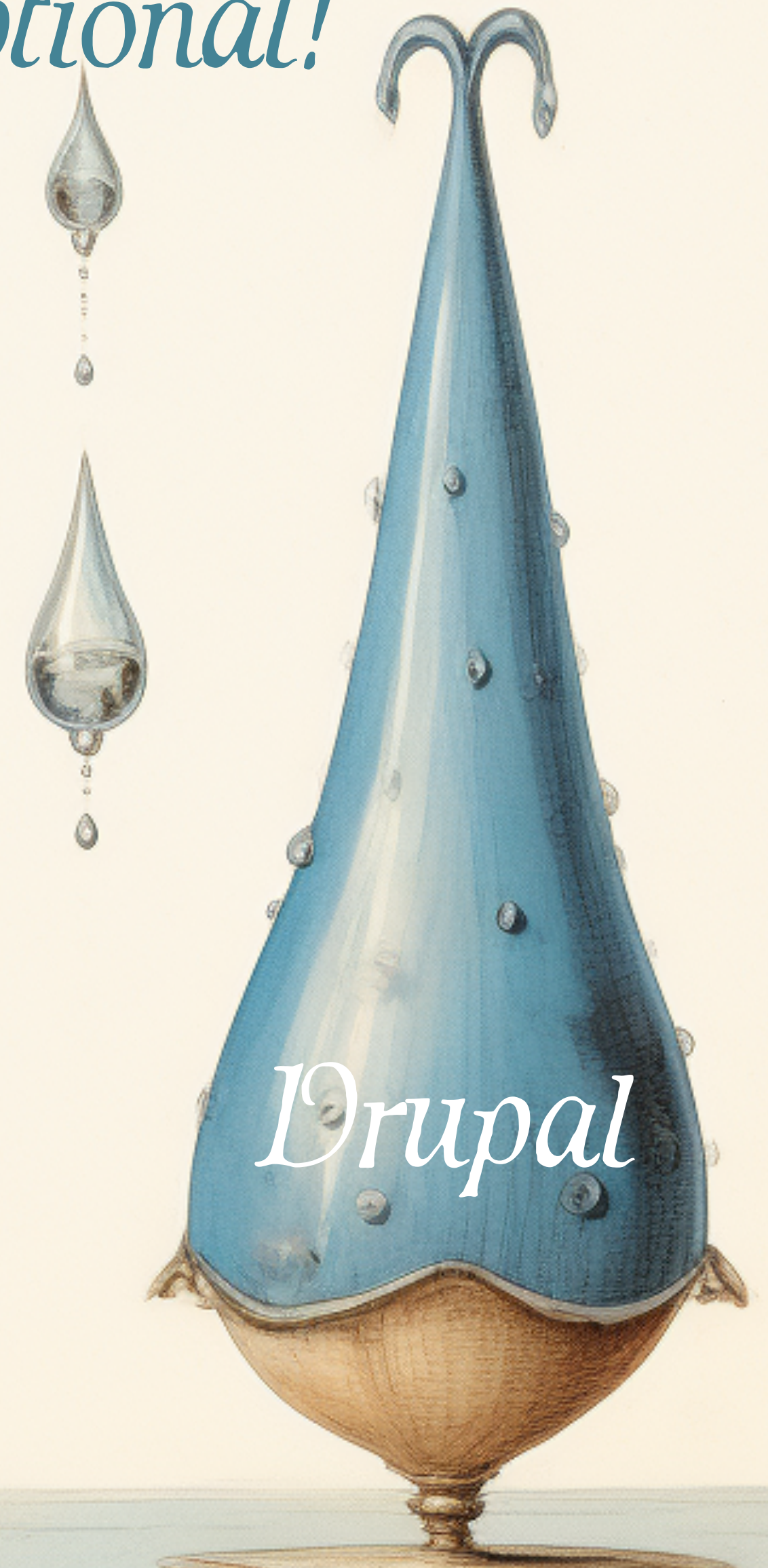
Easier
to start



Easier
to build



Easier to
maintain





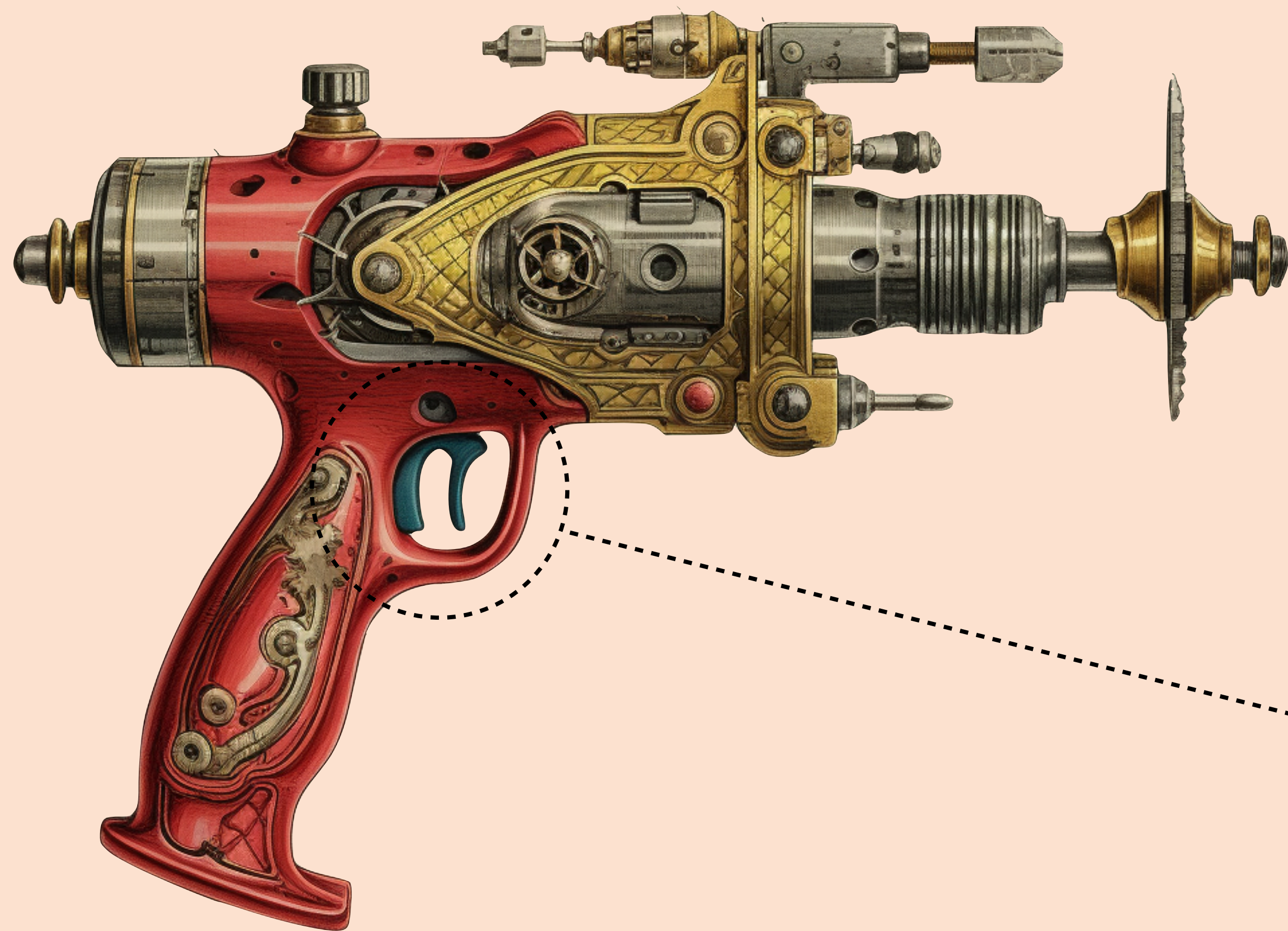
*Drupal summoned
some of the finest
craftspeople around
to gather at a
nearby atelier
called OuiWork*

First, make it
Easy to get started



Project Browser targeted
for Drupal 10.3

dri.es/the-evolution-of-drupal-composability-from-the-command-line-to-the-browser



Next,

*Create tools that
are easy to use*

“I can quickly
locate the ‘On’
switch, huzzah!”





*Making Drupal's content
modeling (Field UI) easier to use*

💧 tim.plunkett

*Making Drupal's administrative
navigation easier to use*




ckrina

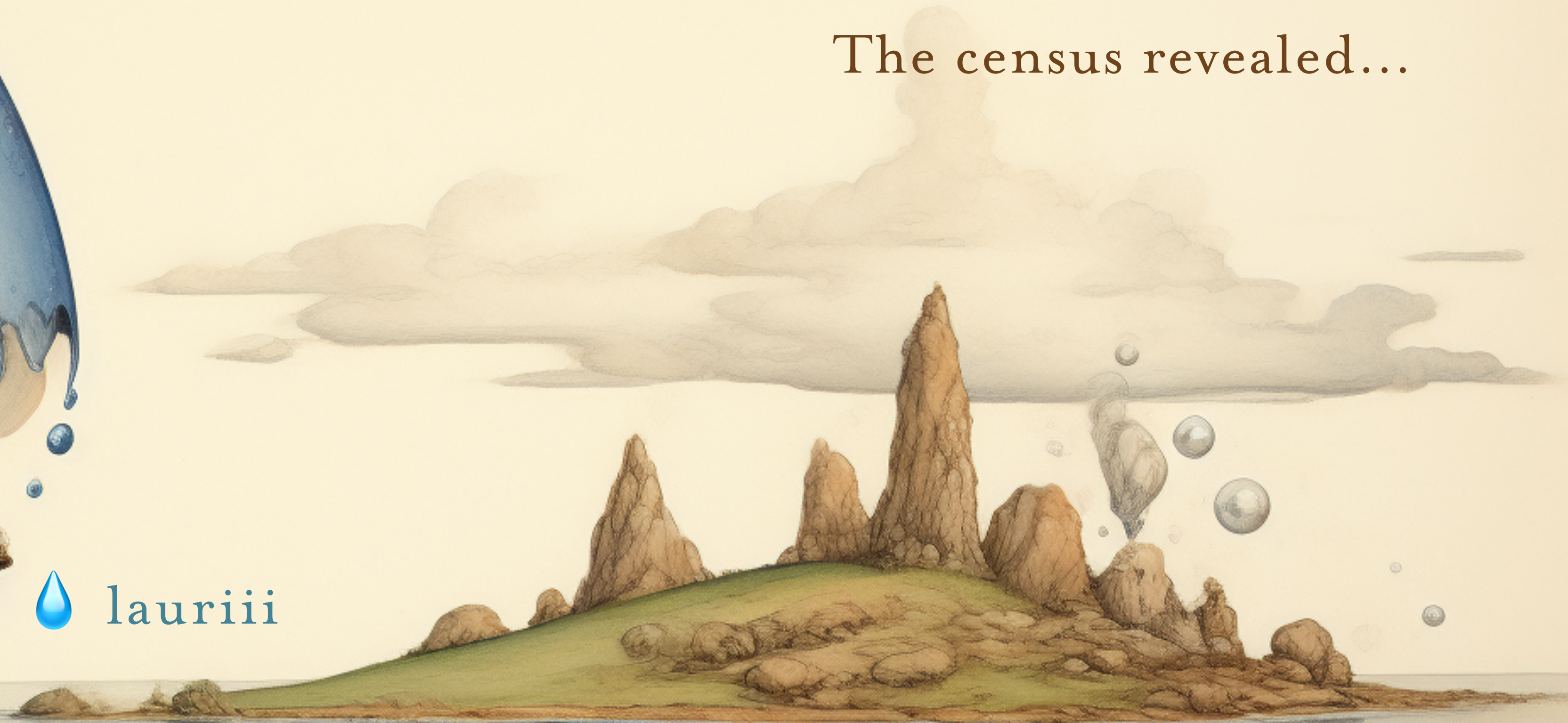
Ambitious Villager Census

Drupal entrusted council member Lauri to go and speak with all the Ambitious Villagers about their building needs.

The census revealed...



 lauriii





Talk about Dragon Drop functionality!

Next Generation Page Builder

“Hear ye! Hear ye!
A Strategic Initiative Announcement”



Lastly,

*Reduce
manual
upkeep &
maintenance*

Drupal Village
needed Magical
Maintenance
Fairies of its own!



New release ≠ innovation model: Done

- Core updates became a LOT easier
- Contrib module updates also became easier





New release + innovation model: Done

- Core updates became a LOT easier
- Contrib module updates also became easier

Automatic Code Fixes: Done

Automatic updates: Targeting 10.3

*All of these
make Drupal
maintenance
easier than
ever before!*



9

3 weeks until
Drupal 9
end-of-life

Upgrade your Drupal 9 sites to Drupal 10

Good news

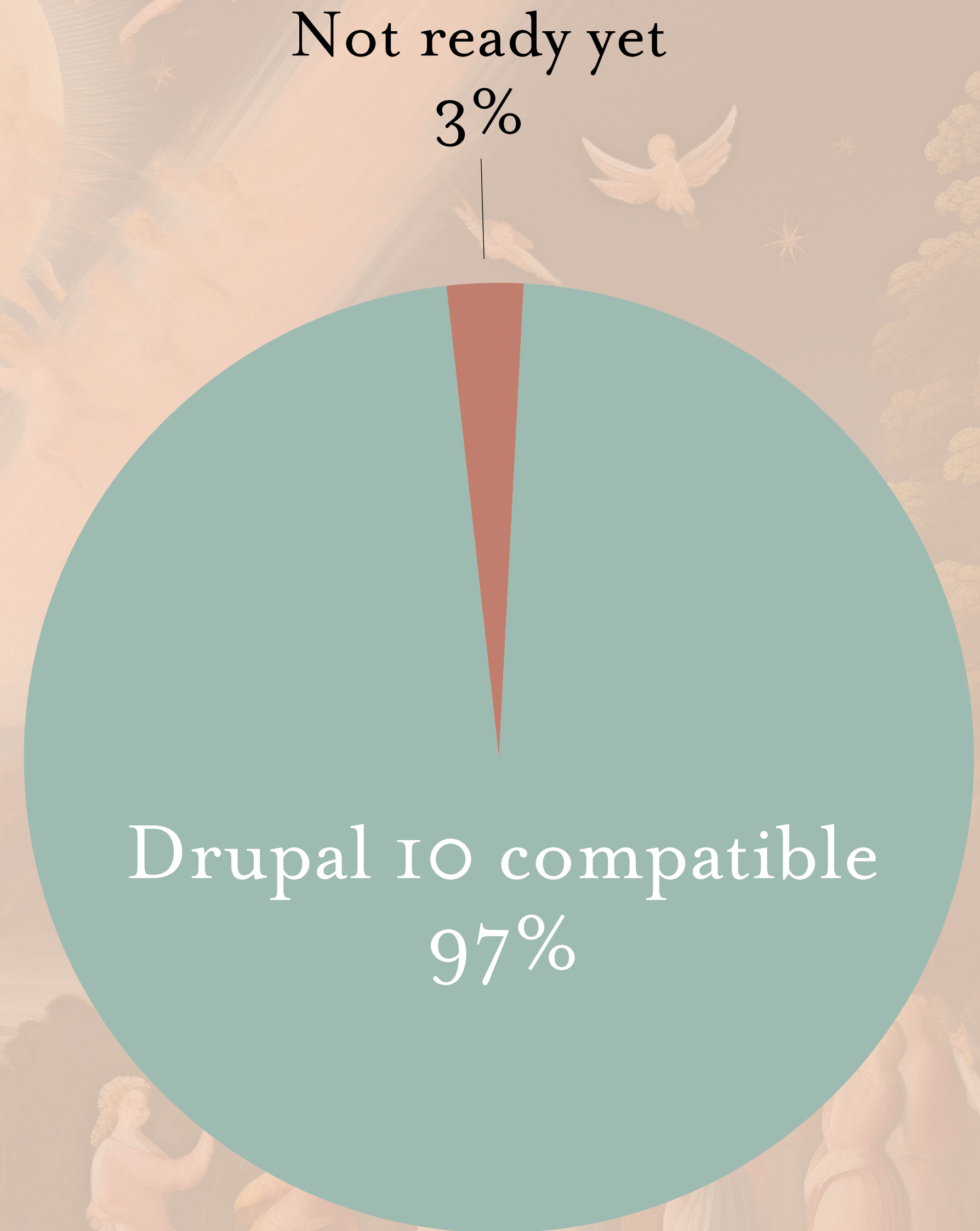
Most contributed modules
are Drupal 10 compatible


Thank you maintainers

for upgrading modules
to Drupal 10

Please upgrade

your modules if you haven't
already and tag stable releases





Builder Experience Promise

Easier to start

Easier to build

Easier to maintain



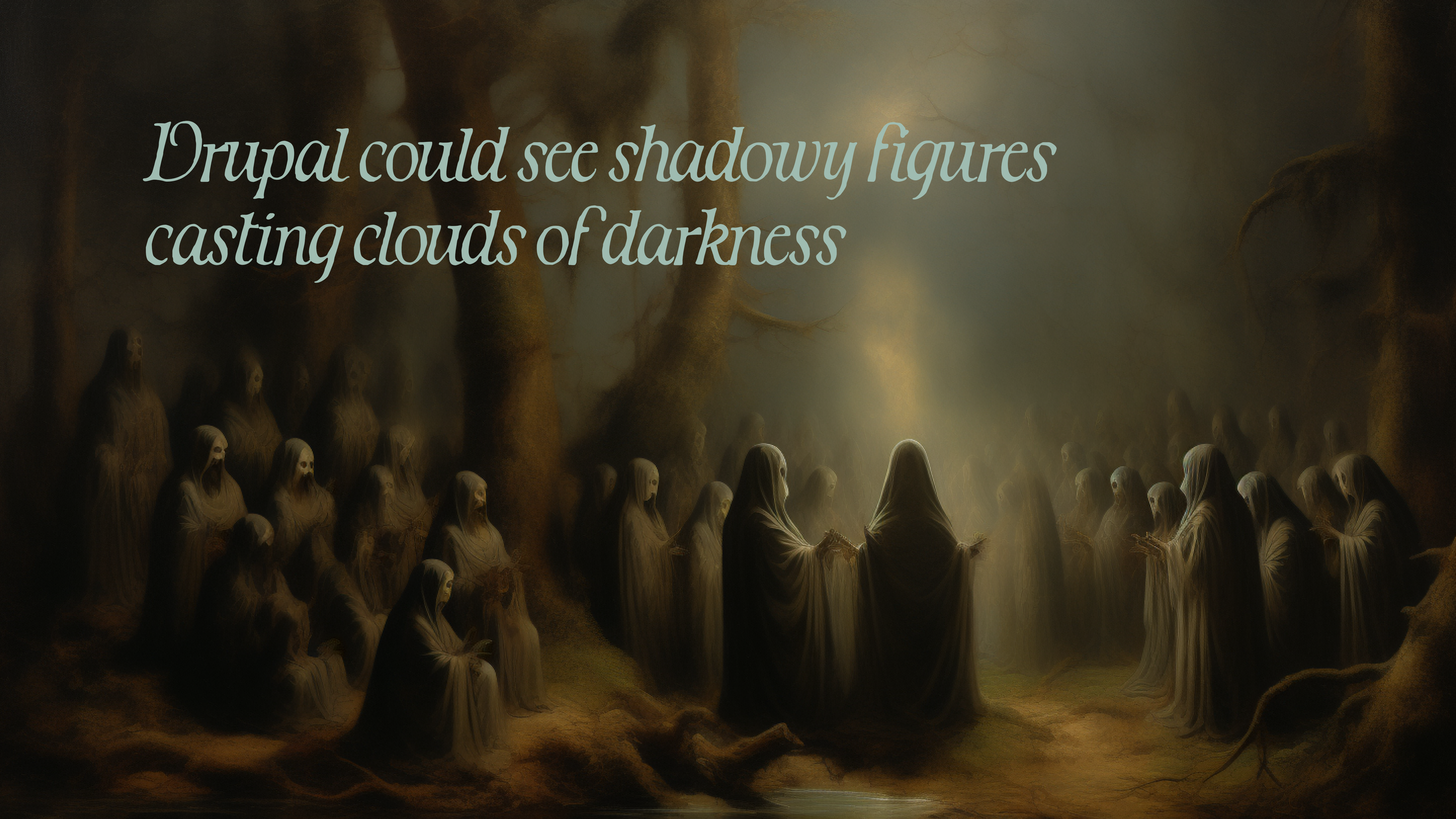
*The Drupal Village had become
shrouded in ominous dark clouds...*

Quest 2:

Lifting the Clouds



*Drupal could see shadowy figures
casting clouds of darkness*





Drupal could see shadowy figures casting clouds of darkness

Centralization


Proprietary software

Walled gardens

Data misuse

Vendor lock-in

They were proponents of the Closed Web.

A painting of a person lying in a bed, partially covered by a blue blanket. The bed is framed by a large, ornate red canopy with gold fringe. The background is dark with several stars, suggesting a night scene. The overall mood is somber and contemplative.


Drupal felt helpless, sad to have seen some old friends trapped,
both physically and financially, just for trying build their homes.

That night, Drupal lay restless in bed...

A painting of a man in 18th-century attire sitting on a rock, surrounded by butterflies, with text overlay.

In the night, Drupal was visited by a
Fairy Godfather, Tim Berners-Lee

*"Do not abandon your mission!
Remember, you are a Champion of the Open Web!"*



In the morning, with newfound
determination, Drupal wasted
no time writing down

The Open Web Manifesto

drupal.org/association/open-web-manifesto



The Open Web Manifesto

Drupal is built on *freedom*: You don't need permission to learn, build, or advance it. Anyone, anywhere can contribute to making it better.

It's defined by *decentralization*:
No single person or entity controls it.

It thrives on *inclusion*: Everyone in the world, regardless of background, identity, ability, wealth, or status, has a home on the open web as a user, creator, architect, and innovator.

It requires *participation*: The open web is a shared resource and a shared responsibility, sustained by deliberate choice and collaborative effort.

It exists for *empowerment*: The open web is fueled by humanity's collective quest for information, connection, and progress — and strengthened by every individual's right to choice, privacy, and security.

To live up to that definition, an open web must not be built on proprietary technology.

- It must be designed to protect — not exploit — personal data and public discourse.
- It must enable the next generation of innovators and entrepreneurs to compete effectively.
- It must be resilient to a changing world and not controlled by a select few.

drupal.org/association/open-web-manifesto

Two Promises

Builder
Experience
Improvements

Open Web
Champions

With these two promises made,
Drupal felt confident the villagers would finally be happy

But instead...



The clouds of the Closed Web




*had grown
even denser*

The background of the image is a dark, atmospheric landscape. In the foreground, there are dark, jagged rock formations. In the middle ground, a silhouette of a castle with multiple spires and towers is visible, partially obscured by mist or smoke. The sky is filled with heavy, dark clouds, and several bright sunbeams or rays of light break through the clouds, creating a dramatic effect. The overall tone is mysterious and somber.


The thick clouds of the Closed Web continued to hide Drupal Village

As a result, few people knew of the village,
and even fewer people were moving in

An illustration of three sorcerers standing in a forest. The sorcerer on the left wears a tall, pointed red hat and a dark robe, holding a staff with a small flame. The central sorcerer wears a tall, pointed grey hat and a red robe, with arms outstretched. The sorcerer on the right wears a tall, pointed grey hat and a dark robe, holding a staff with a small flame. The background shows a forest with trees and a cloudy sky.

During the journey, Drupal had heard
tales of a group with magical powers...

The Sorcerers

An illustration of three people dressed as wizards in a forest setting. On the left, a woman with blonde hair wears a tall, pointed orange hat and a dark brown robe, holding a wooden staff. In the center, a woman with long blonde hair wears a tall, pointed dark green hat and a dark green robe with a brown lining, gesturing with both hands. On the right, a man with dark hair wears a tall, pointed dark green hat and a dark brown robe, holding a wooden staff. The background features a large tree on the left and a misty, forest-like atmosphere. The names of the individuals are written above them in a serif font.

Lynne
Capozzi

Suzanne
Dergacheva

Nikhil
Deshpande

Drupal Marketing Committee

In fact, they weren't so spooky or mysterious after all

A dramatic landscape scene featuring a sunburst breaking through dark, heavy clouds. The sun is positioned in the upper left, casting bright rays of light across the sky and onto a village below. The village is nestled in a valley, with a prominent church featuring a tall, pointed steeple. The foreground shows a body of water reflecting the light, and the overall atmosphere is one of hope and illumination.


*Marketing will
shine a light on
Drupal and make
it visible to the
entire world!*

Drupal Marketing Committee Live Q&A

What can people expect?



Live Q&A



*At the end of the day, villagers want to
build safe, accessible, custom homes, fast*
and the bright light of marketing will show
them they can do that in Drupal

Live Q&A



2023

Ongoing fundraising

December
Marketing
Plan finalized

2024

Q1+Q2
Brand updates

May
drupal.org preview

Marketing plan
Timeline



Builder
Experience
Improvements

Open Web
Champions

Marketing
Investment

Drupal's Three Promises

*As the clouds pushed back, Drupal Village became
the most exciting place to be an Ambitious Villager*






*Drupal's heart soared as
the ambitious young builder
returned to Drupal Village*

Now we get to write what happens next...



An open book lies on a wooden floor, its pages glowing with a warm, golden light. From the center of the book, a brilliant burst of golden stars and sparkles erupts, filling the air. Several winged, dragon-like creatures with orange and brown scales are seen flying through the starry air. The background is a dark, starry night sky, framed by heavy, brown, draped curtains on either side. The overall atmosphere is magical and whimsical.

For site builders:

Sessions
Contribution Events

For marketers:

Submit case studies
Contribute marketing materials
drupal.org usability testing

[bit.ly/
drupal-
usability](https://bit.ly/drupal-usability)

Sessions about topics covered:

Innovation and the future of Drupal

Thursday at 9:15

Project Browser Initiative

Tuesday at 15:00

Next Drupal Admin UI Improvements

Thursday at 10:30

*What's Next for
Drupal Autoupdates*

Thursday at 15:00

*Making Drupal a Better
Out-of-the-Box Product*

Thursday at 11:30

Project Browser BOF

Maintainers: Prepare your
modules to shine in the
Project Browser

Drupal Initiative Leads Keynote

Thursday at 13:30

Tuesday at 16:15

A detailed painting of a meteor shower, likely the Perseid meteor shower, over a landscape. A large, bright meteor streaks across the sky, leaving a long, glowing trail. The sky is filled with numerous smaller meteors and stars. In the foreground, a dark, silhouetted tree stands on a grassy bank. In the background, a calm body of water reflects the light from the sky. The overall scene is dark, with the bright light of the meteor shower providing the main illumination.

*To be
continued...*

Slides and video
to be posted at
<https://dri.es>

Join us for the
group photo next!