

DRIESNOTE

Dries Buytaert / Founder, Project Lead of Drupal

DrupalCon Vienna October 2025

AUSTRIAN EMPIRE

EXCLUSIVE OF
ITALIAN POSSESSIONS AND THE AUSTRIAN NETHERLANDS

TERRITORIAL CHANGES 1648-1795.

English Miles



REFERENCE

Austrian territory in 1648.

Territory lost in 1648-1795

Territory acquired in 1648-1795.

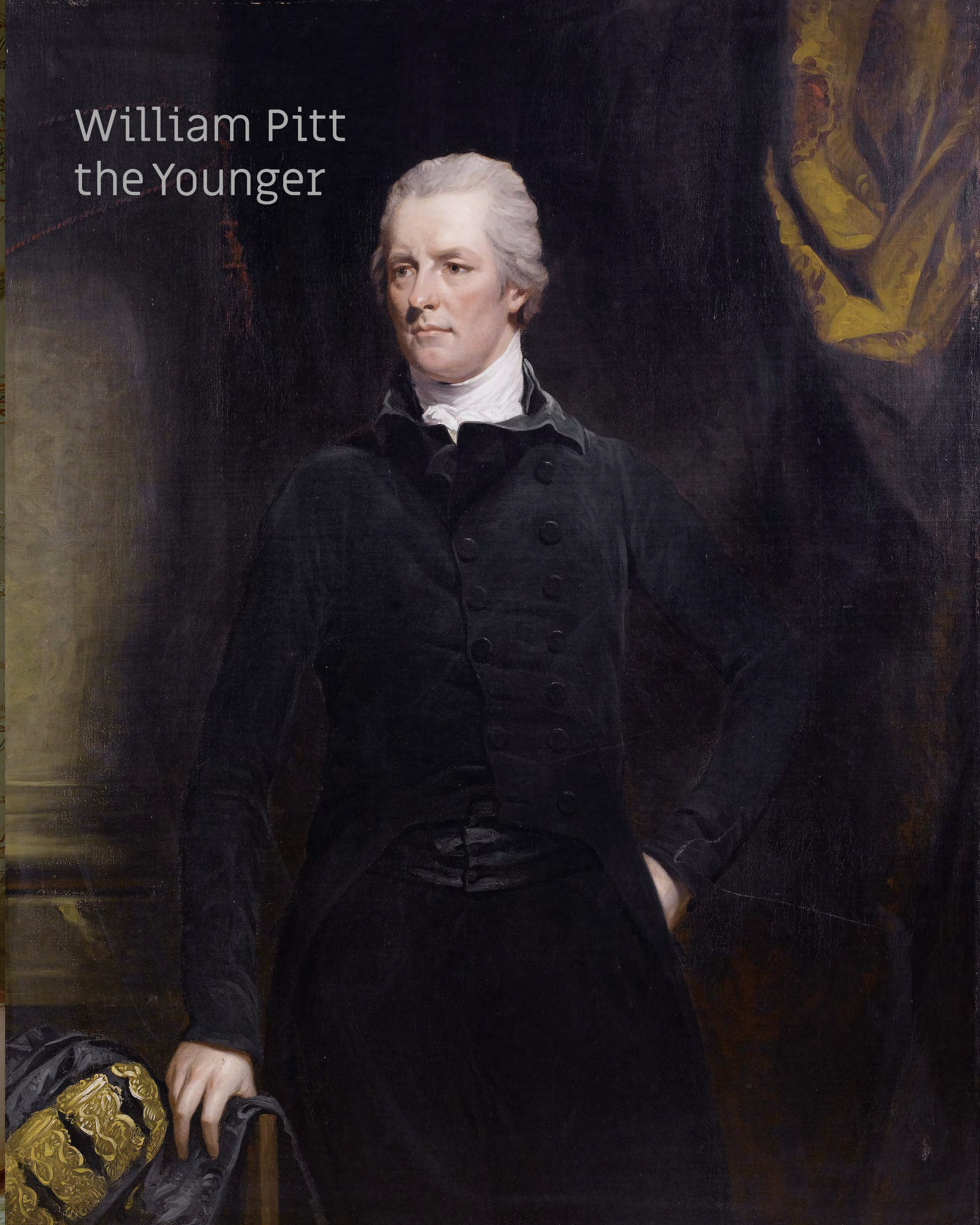


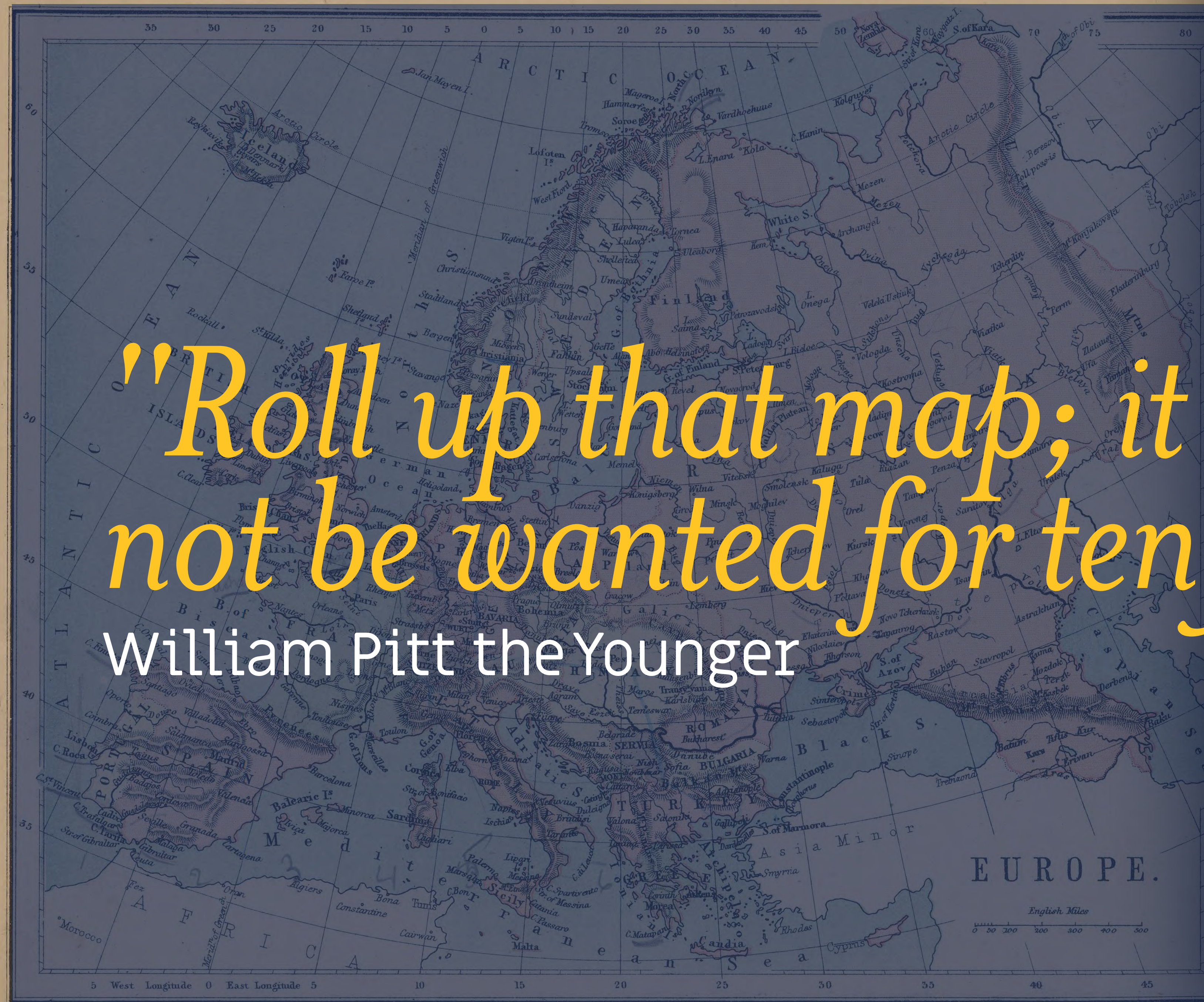


Battle of Austerlitz 1805



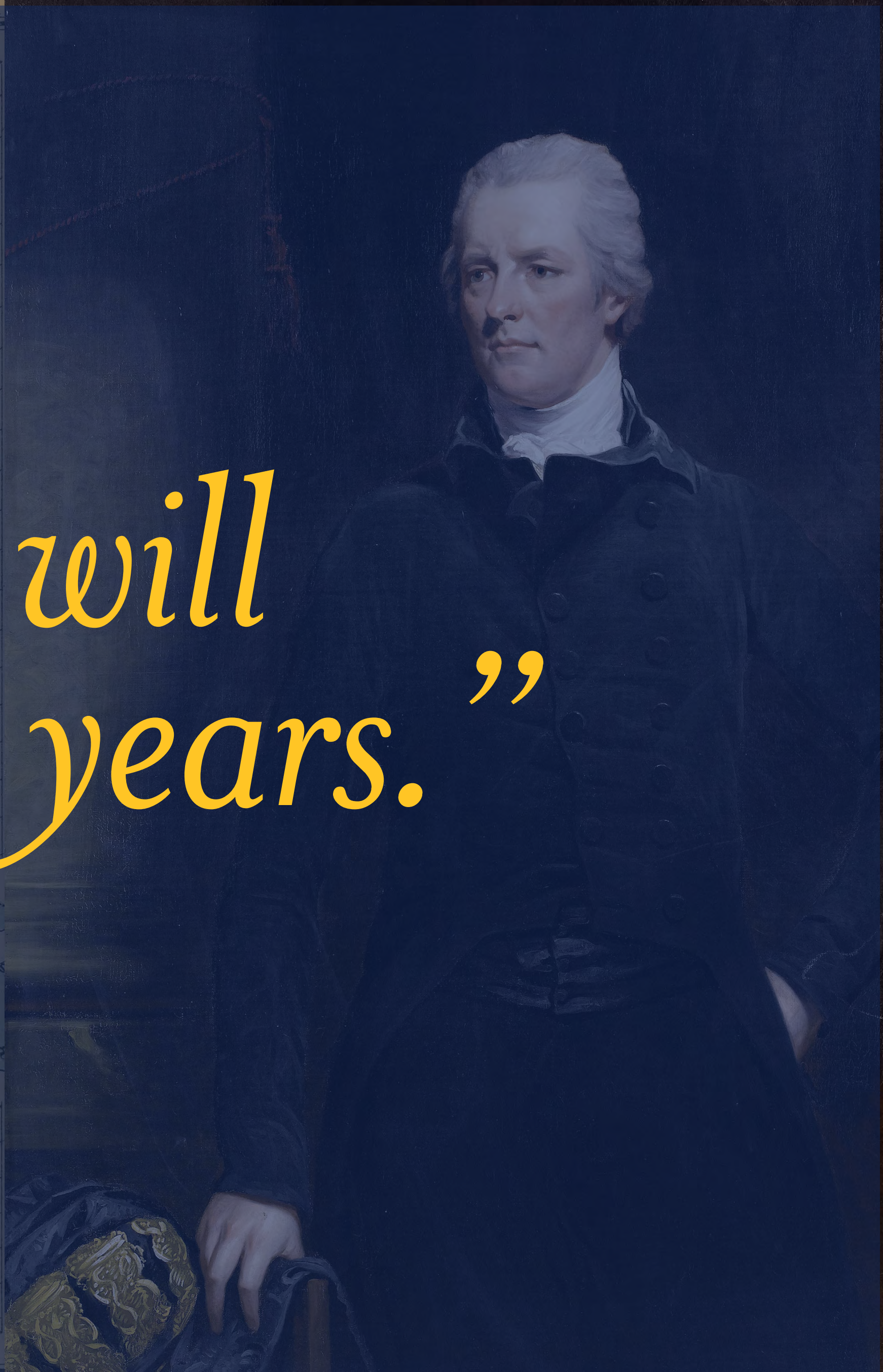
William Pitt
the Younger

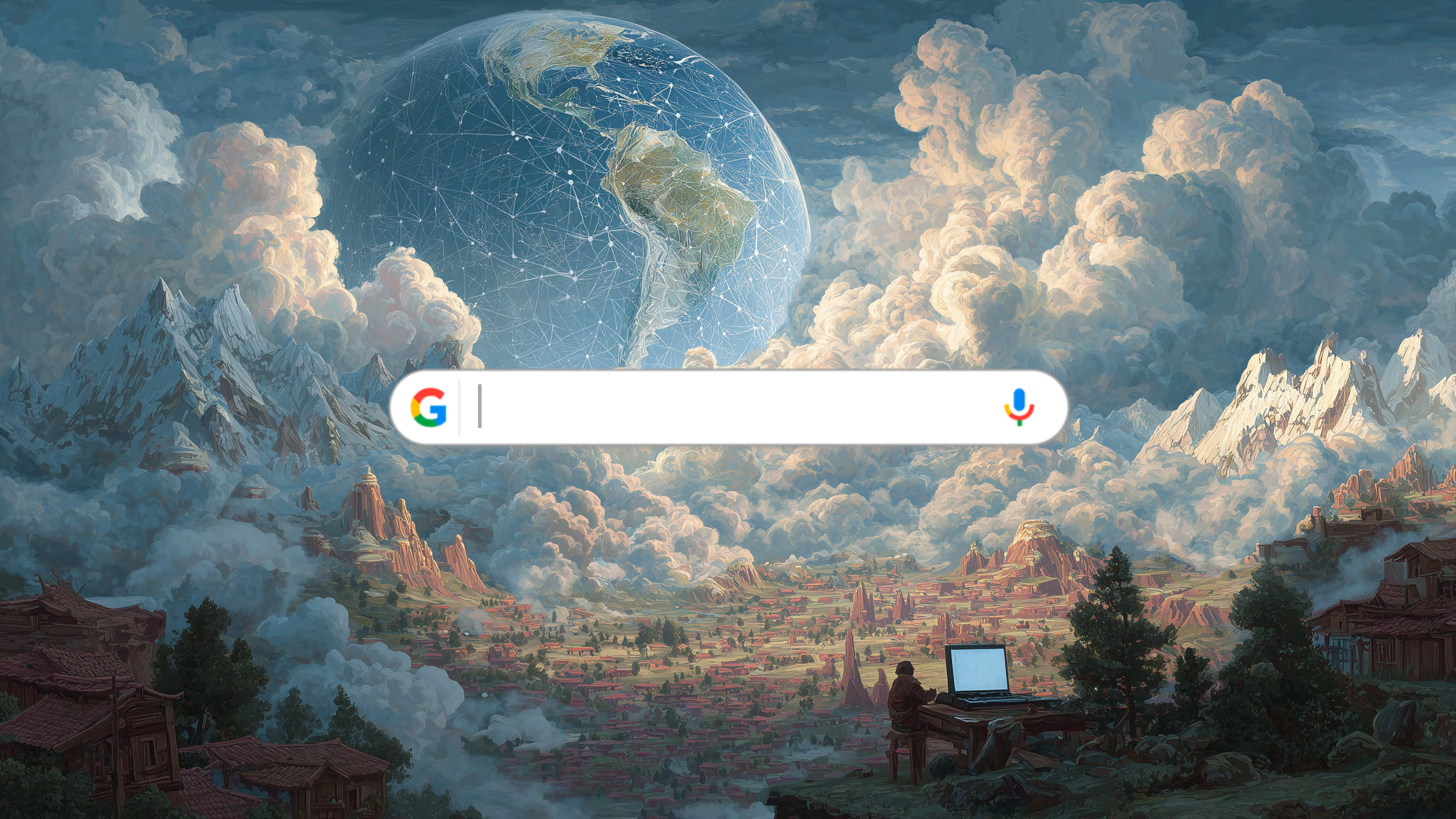




*"Roll up that map; it will
not be wanted for ten years."*

William Pitt the Younger





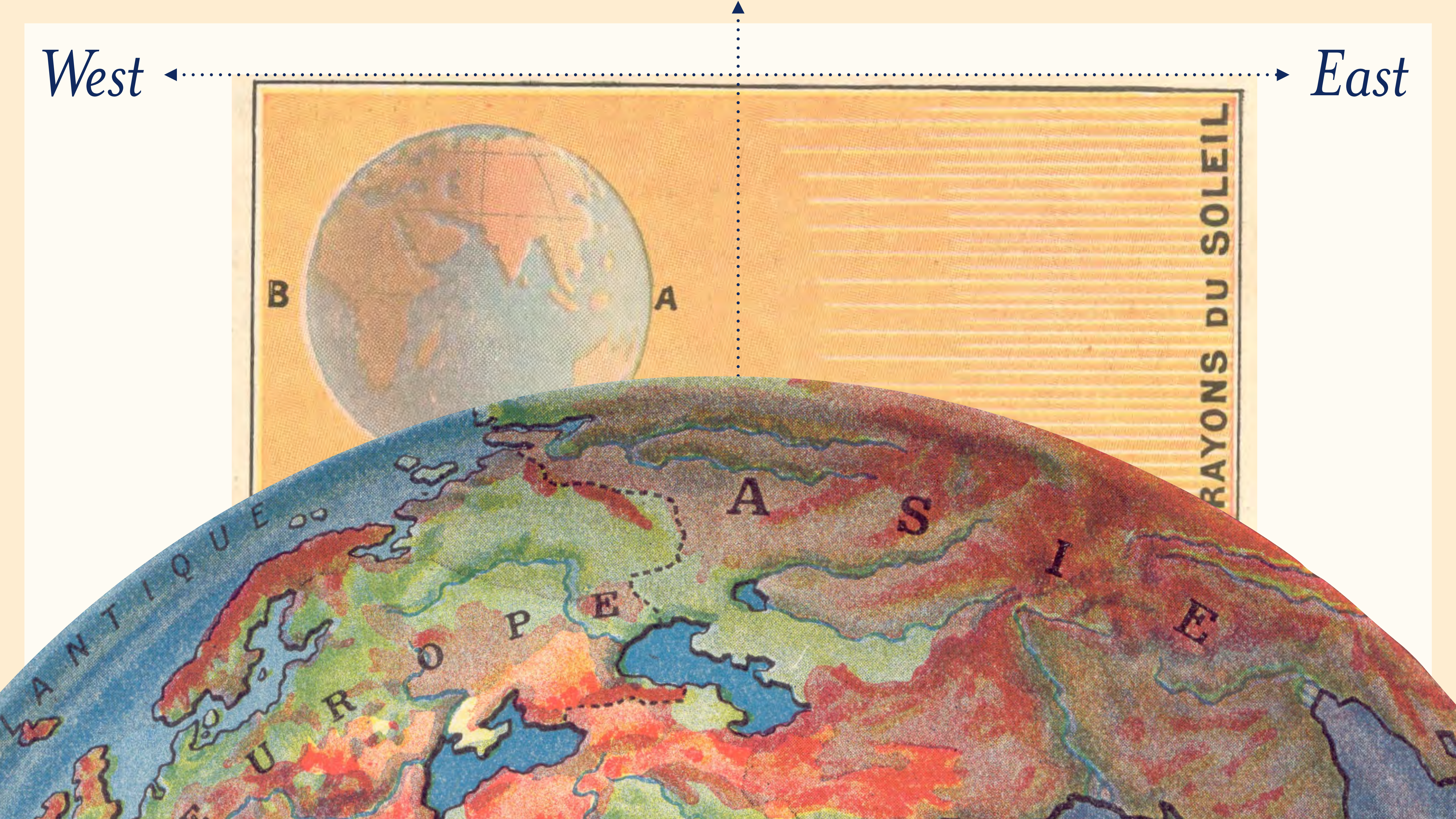
A topographic map of Europe, showing various shades of brown, tan, and red representing different elevations and terrain. The map includes major geographical features like the British Isles, Scandinavia, and the Alps. Overlaid on this map is the text "The map of the web is being redrawn." in a large, white, serif font. The text is arranged in three lines, with "The map of the" on the first line, "web is being" on the second line, and "redrawn." on the third line. The font is elegant and slightly italicized, giving it a formal or academic feel. The background map is detailed, with contour lines and various shades of color indicating elevation. The overall composition suggests a theme of digital transformation or the evolution of the web landscape.

Part 1.
A Shifting Map



West ◀

▶ *East*





Big tech is betting
the future on AI.

OpenAI is building a factory that
can produce 1 gigawatt of
new AI infrastructure
every week.

one gigawatt of new AI infrastructure
every week.

1 GW $\approx$ the output of a large nuclear reactor



The background of the slide is a repeating grid of 20 aerial photographs of a large data center complex. Each photo shows a massive, rectangular industrial building with a flat roof, surrounded by extensive solar panel arrays in a dry, desert-like environment with mountains in the distance. The top half of the slide has a white wavy banner.

one gigawatt of new AI infrastructure

every week.

1 GW $\approx$ 20-30 large data centers

The AI you use today
is the **worst** AI you'll use
for the rest of your life.



AI disrupts



69% of searches
now result in zero clicks

If AI gives everyone answers directly...

Why build websites at all?

The storm is here.

We are here.



*Bison instinctively
run towards a
coming storm.*



AI is the storm,
and the way through it.





Part 2.
Navigating the storm





Cōstantinopel

Serua

Bosina

Coruata

Venetia

Padus R:

Delphi

Bulgaria

Croatia

Histria

Medio
lanū

Carinthia

Saus R:

Draua R:

Septem
Castra

Buda

Stiria

Subaudia

Rodan

Valachia
magna

VNGARIA

Austria

Bauaria

Conſtātia

Heluetia

Burgi

Muldauia

Trans
ſiluania

Danubius R:

Vienna

Augusta

Suetia

GERMA

Argēti
NIA

Burgus

Treueris

Ruffia

Cracouia

Morauia

Praga

Slesia

Polonia

Bohemia

Mis
nia

Moguntia

Hassia

Erfordia

Turingia

Vueſtphalia

Brunſuic

Friſia

Polhinia

Podolia

Matouia

Lituania

Marca Bran
denbur
genſis
Pomeria

Saxonia

Vistula R

Odera R:



*We have successfully navigated
uncharted territory before.*

Early explorations:

The Big Reverse of the Web

"We are at the beginning of a massive re-architecture of the web where we go from "pull" to "push". Eventually, content will find us."

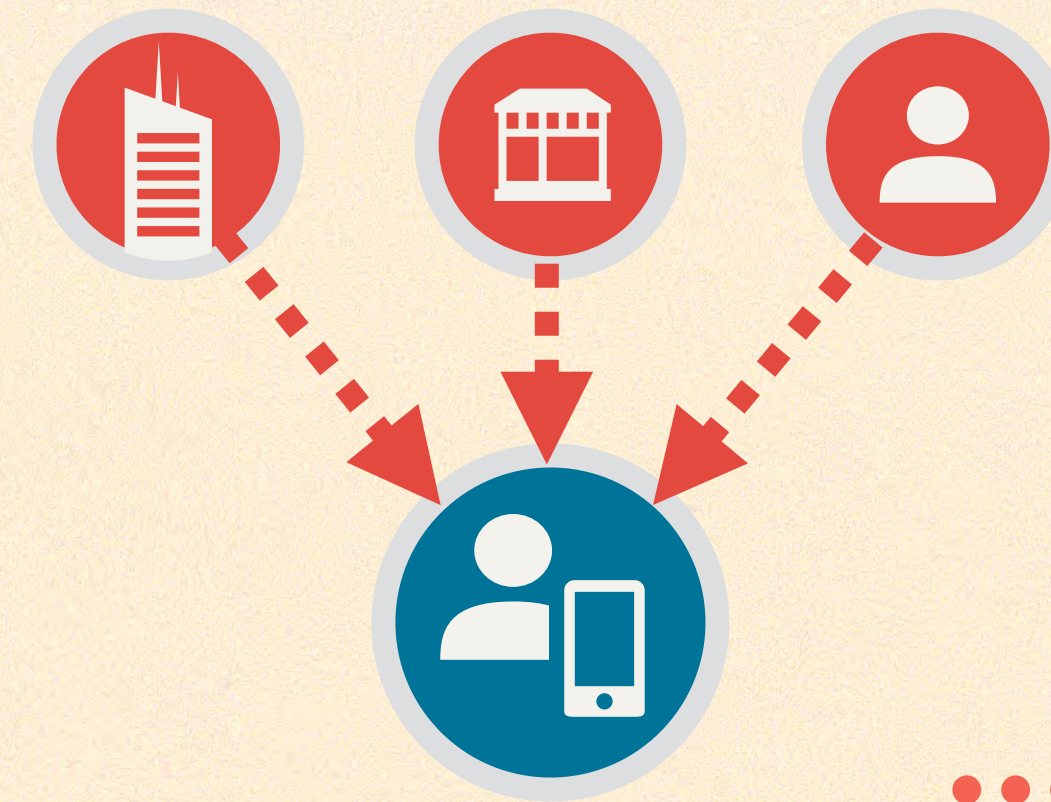
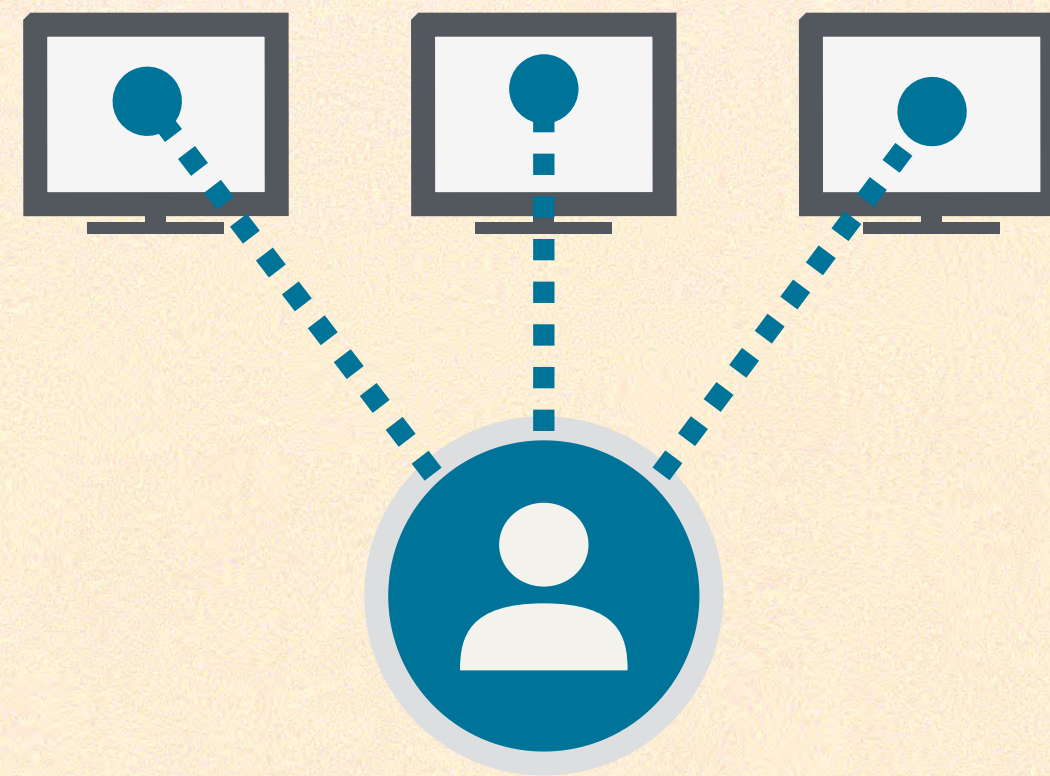
dri.es/the-big-reverse-of-the-web

March 2015

Early explorations:

The Big Reverse of the Web

From Pull...



...to Push

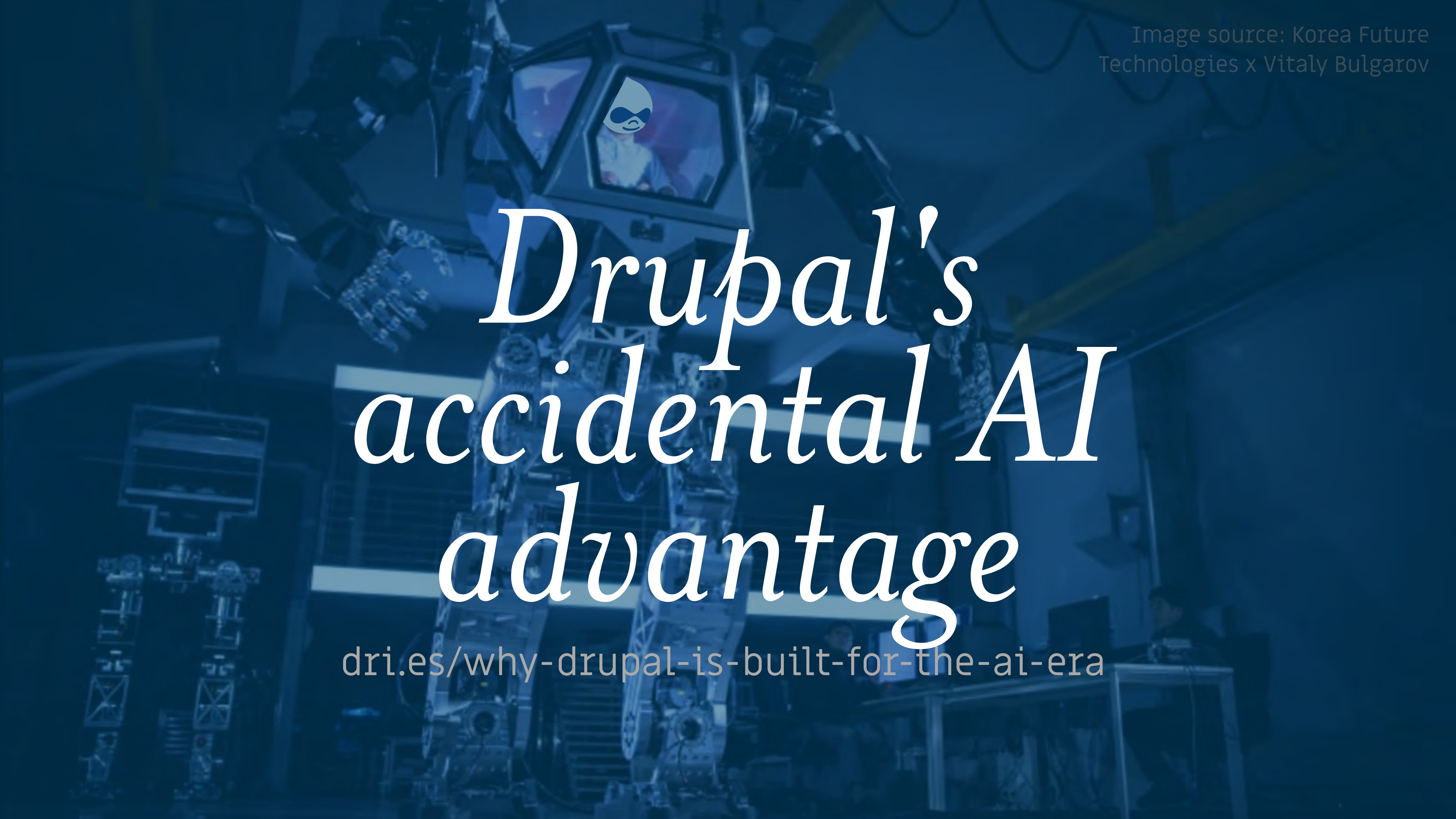
dri.es/the-big-reverse-of-the-web

March 2015

Painful steps:
Drupal 8

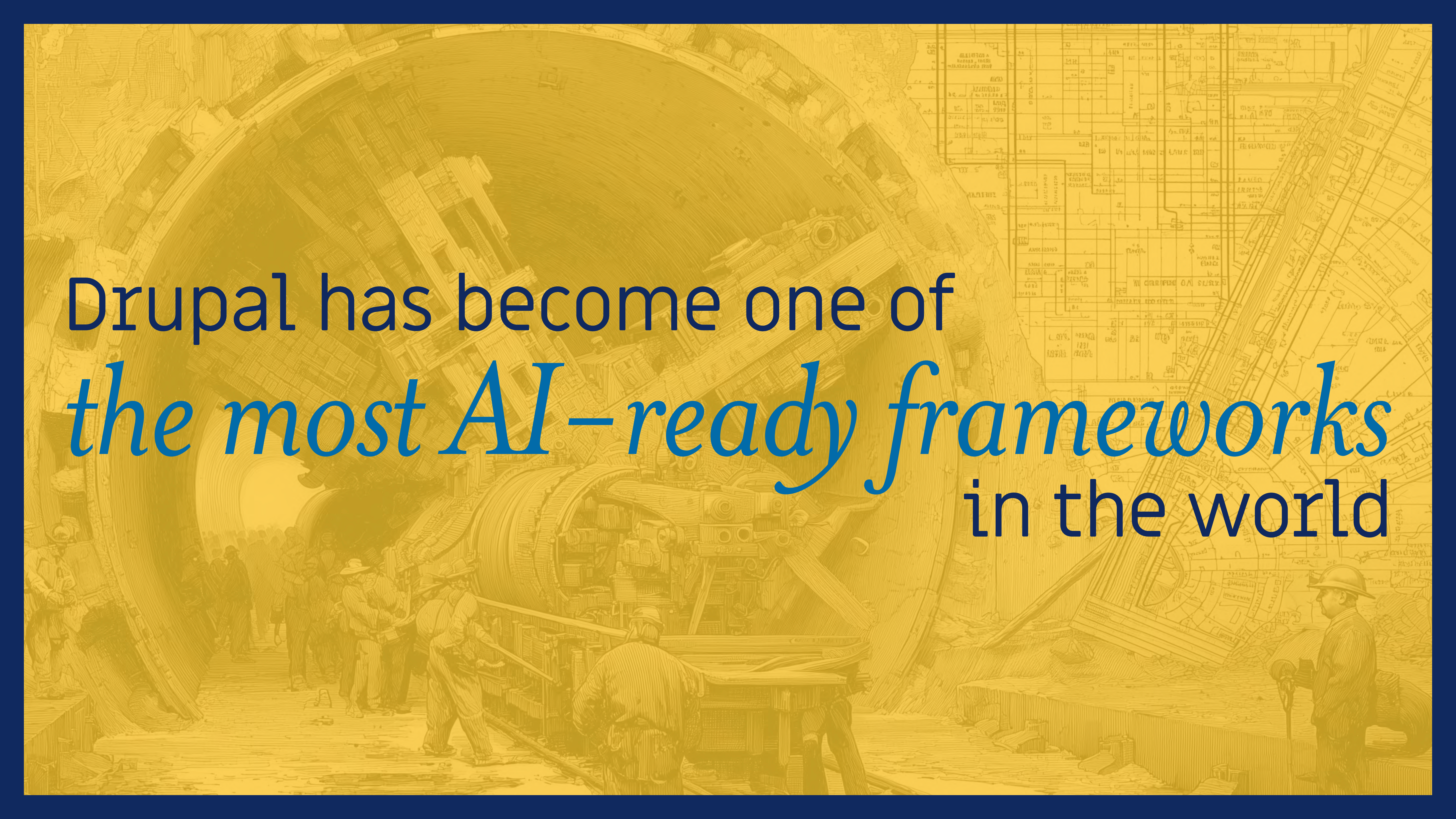


Image source: Korea Future
Technologies x Vitaly Bulgarov



Drupal's accidental AI advantage

dri.es/why-drupal-is-built-for-the-ai-era



Drupal has become one of
the most AI-ready frameworks
in the world

Active exploration:

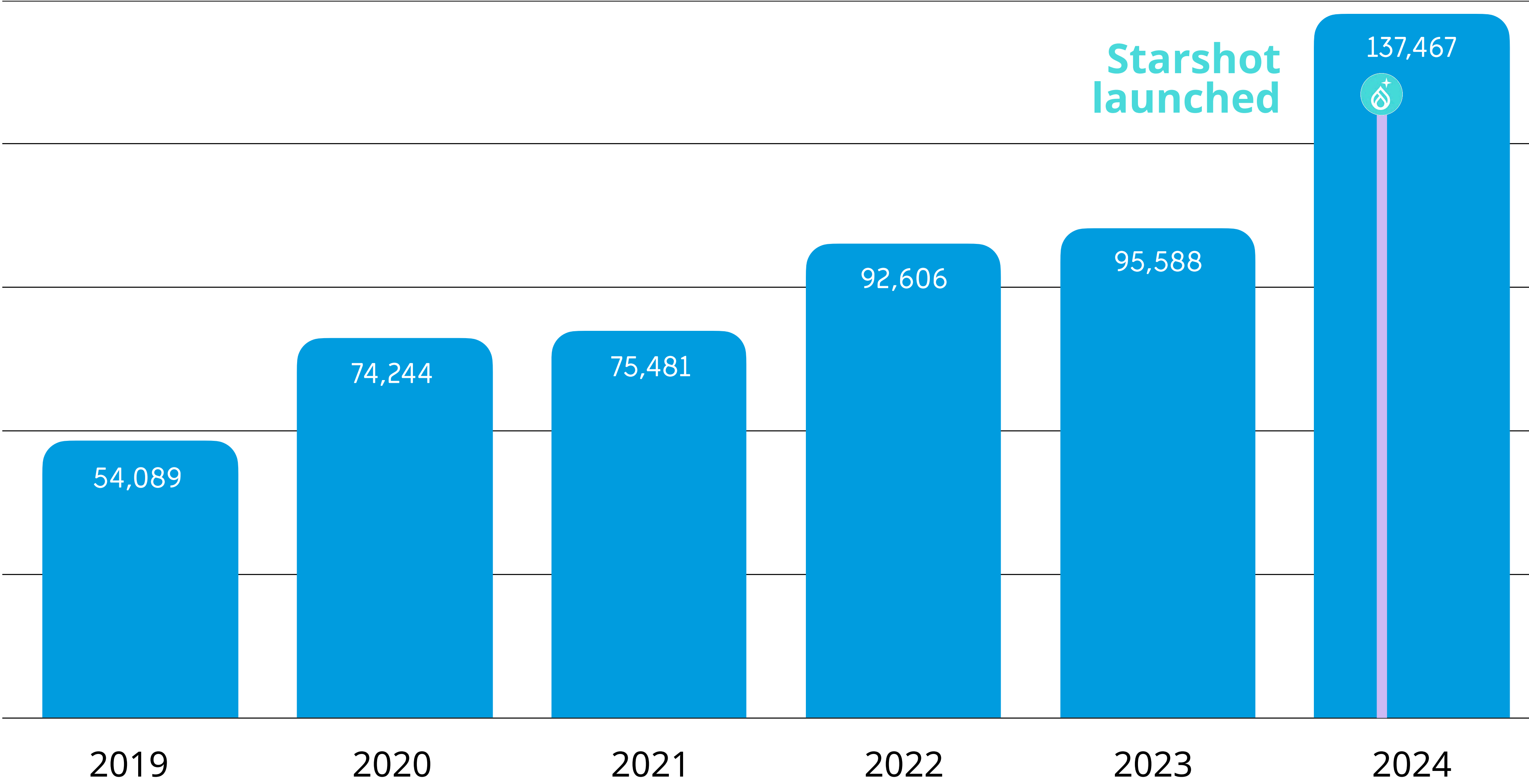
For Drupal CMS to
be the gold standard
for no-code website
building.

dri.es/introducing-drupal-starshot-product-strategy



DRUPAL
STARSHOT

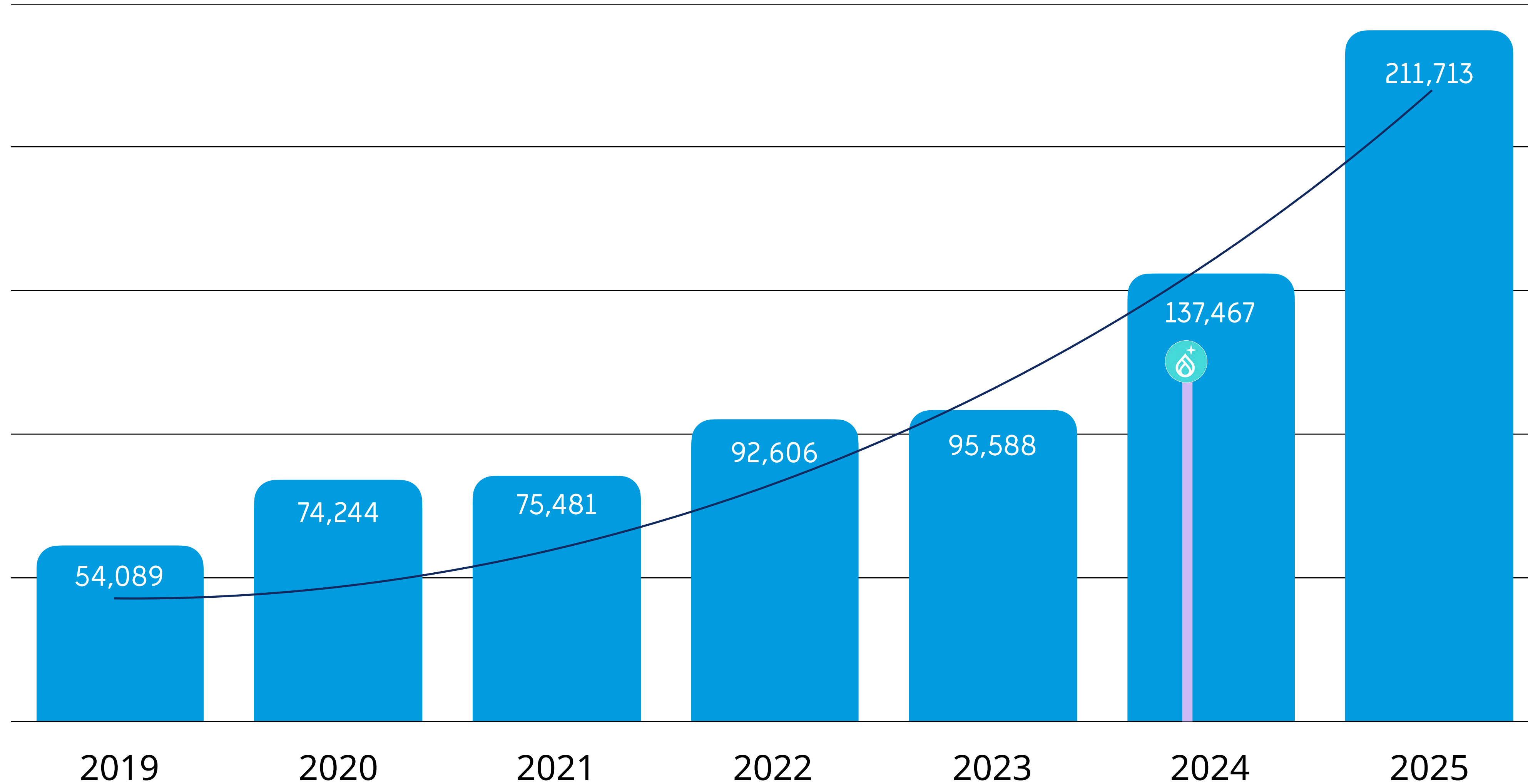
From a spark to a surge in innovation...



* Organization credits on Drupal's strategic initiatives. Projection for year end as of September 1.



Contributions have doubled since 2023!



* Organization credits on Drupal's strategic initiatives. Projection for year end as of September 1.



The background of the slide features a collection of drafting tools rendered in a light blue, sketch-like style against a darker blue background. From left to right, the tools include: a large compass with a ruler, a pencil, a fountain pen, a divider, a ballpoint pen, a rolled-up tube, and a compass with a map. The text is overlaid on these tools.

Site templates + Marketplace

Drupal Canvas

AI

*Site templates
+ Marketplace*

*Drupal
Canvas*

AI



ASIE 44.000.000 kil.carrés
AMÉRIQUE 43.000.000 kil.c.
AFRIQUE 30.000.000 kil.c.
EUROPE 10.000.000 kil.c.
AUSTRALIE 9.000.000 kil.c.
Océan Pacifique 175.000.000 kil.c.
Océan Atlantique 88.000.000 kil.c.
Océan Indien 75.000.000 kil.c.
Océan Glacial Antarctique 20.000.000 kil.c.
Océan Glacial Arctique 15.000.000 kil.c.

Mission:

Making it easier and faster to build sites.

Ancien continent

Nouveau continent

Recipes let you build an idea in hours, not days

Drupal CMS [Change Language](#)

What are your top goals?

You can change your mind later.

Multilingual support

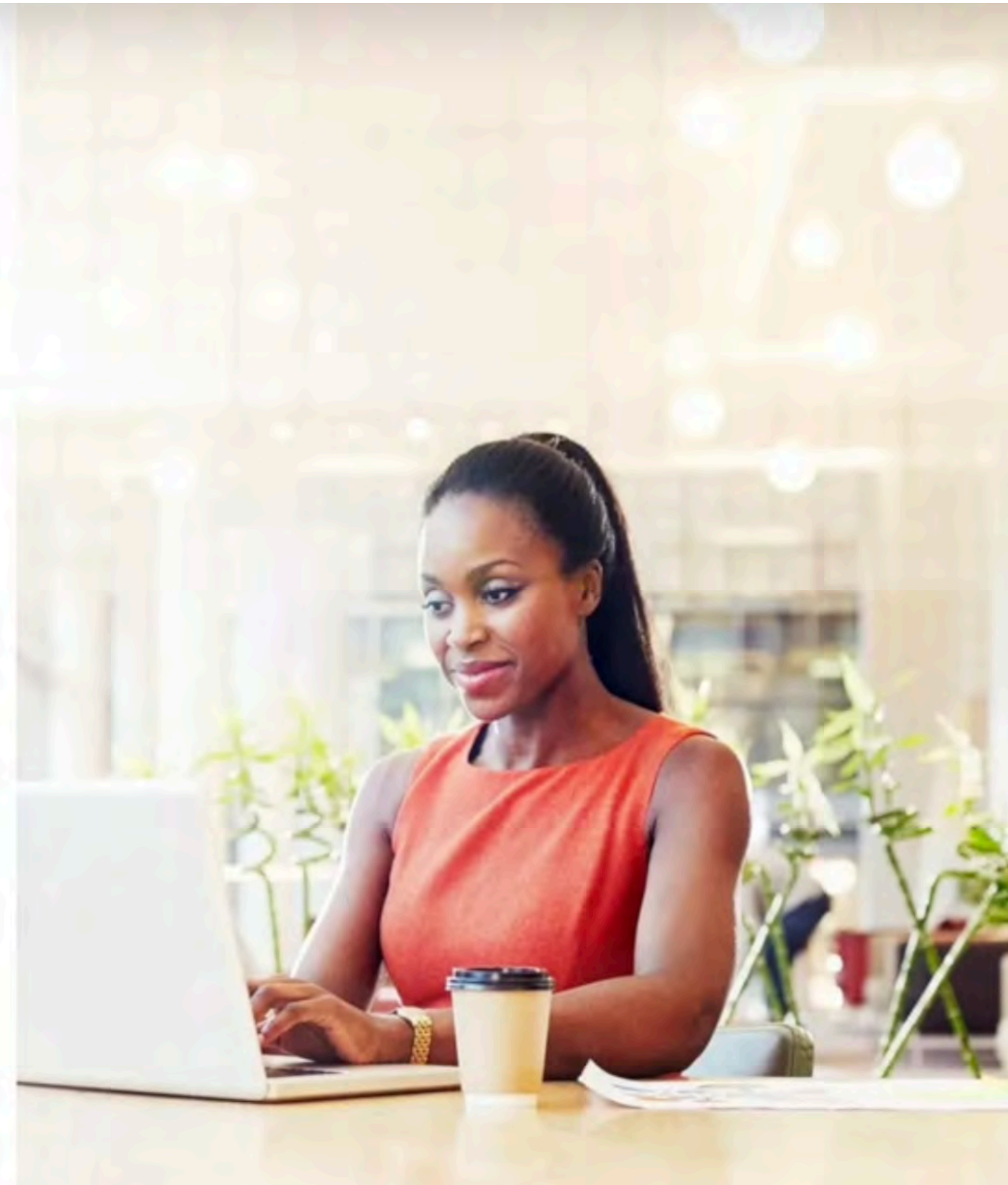
Accessibility tools

Events

Advanced SEO tools

Next

[Skip this step](#)



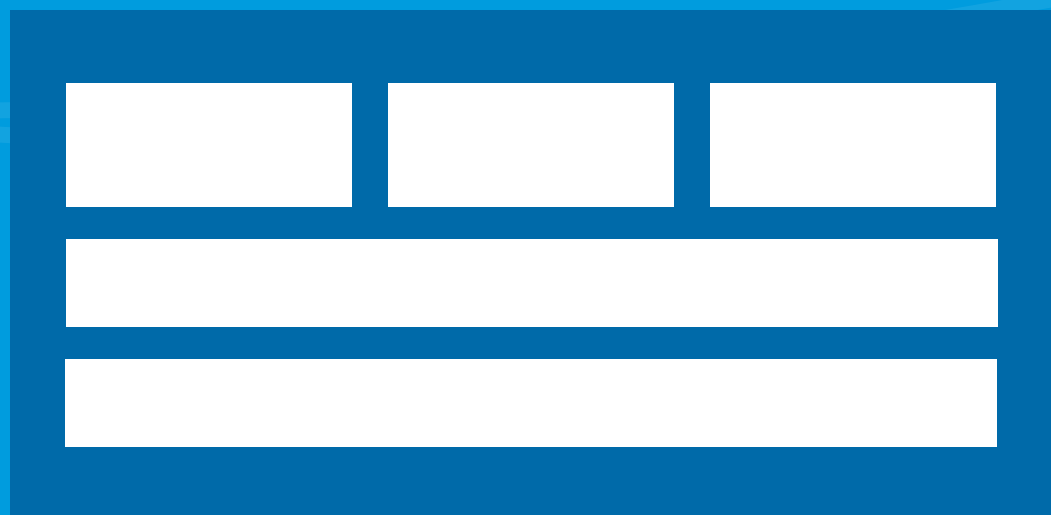
Flashback to DrupalCon Portland

Site Templates: From setup to launch in minutes



Flashback to DrupalCon Atlanta

Site Template



Recipe 2

Recipe 3

Drupal Canvas theme

Relevant demo content

Flashback to DrupalCon Atlanta

Give your site a name

You can change this later.

Site name *

A text input field with a blue border and rounded corners, containing the text "My Drupal CMS site" and a mouse cursor.

Next →





Mercury

A new theme and design system for Drupal

Higher Ed

Medical

Hospitality

Storefront

Real Estate

News

Charity

Gallery

Step 2

Hundreds of site templates

Flashback to DrupalCon Atlanta

Biotech

Gaming

Vet

Classes



The big question:

Should Drupal have a site template marketplace?

Flashback to DrupalCon Atlanta

TIME
NxtYear

TYPE
[Car, Bus, Person]

DISTANCE
15.2 km

HOME
14:05

Turning vision into reality:

We've green-lit building a Drupal Marketplace

Recipes

Today

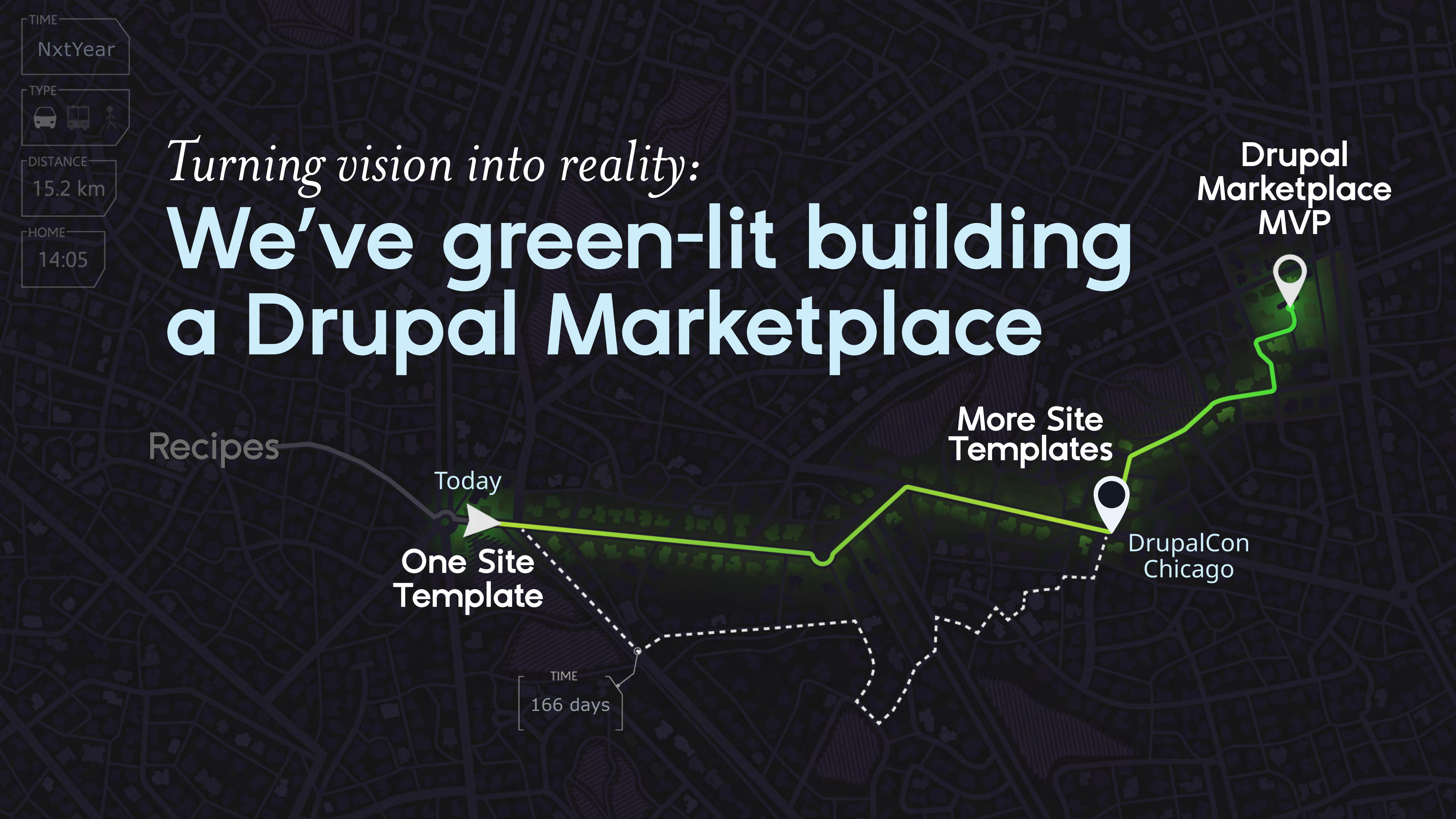
One Site Template

TIME
166 days

More Site Templates

DrupalCon Chicago

Drupal Marketplace MVP



No-code site template creation is required for a thriving Marketplace

Designers + Developers

Site
Template
Export
Feature





*Site templates
+ Marketplace*

*Drupal
Canvas*

AI

Introducing Drupal Canvas

The screenshot displays the Drupal Canvas editor interface. At the top, there's a navigation bar with 'Home' and 'Published' buttons. The main workspace shows a live preview of a website for 'MERCURY'. The website has a dark blue header with navigation links: 'Features', 'Pricing', 'Resources', 'Blog', and 'Contact'. The main content area features a large hero section with the text 'Powerful solutions to scale your business' and a subtext 'Discover how our innovative AI tools can transform operations, enhance efficiency, and drive growth.' Below this is a blue button labeled 'Let's get started →'. The left sidebar contains a 'Layers' panel with a tree view of the page structure, including 'Content', 'Hero billboard', 'Hero content', 'Section', 'Header', 'Grid', and 'Logo Grid'. The right sidebar shows 'Page data' and 'Settings' tabs. The 'Settings' tab is active, displaying options for 'Hero height' (set to 'Full screen'), 'Content position' (set to 'Bottom/left'), and 'Background image' (set to 'awmleer-nCgosM9IsTE-unsplash_1.jpg'). A message at the bottom of the background image settings states: 'The maximum number of media items have been selected.'

Layers

- Content
 - Hero billboard
 - Hero content
 - Heading
 - Text
 - Button
 - Section
 - Header
 - Heading
 - Grid
 - Card
 - Card
 - Card
 - Footer
 - Section
 - Header
 - Heading
 - Grid
 - Logo Grid
 - Logo components
 - Logo
 - Logo
 - Logo
 - Logo

Tablet

MERCURY

Features Pricing Resources Blog Contact

Powerful solutions to scale your business

Discover how our innovative AI tools can transform operations, enhance efficiency, and drive growth.

Let's get started →

Page data Settings

Hero height

Full screen

Content position

- None -
- Top/left
- ✓ Center/left
- Bottom/left
- Center/Center

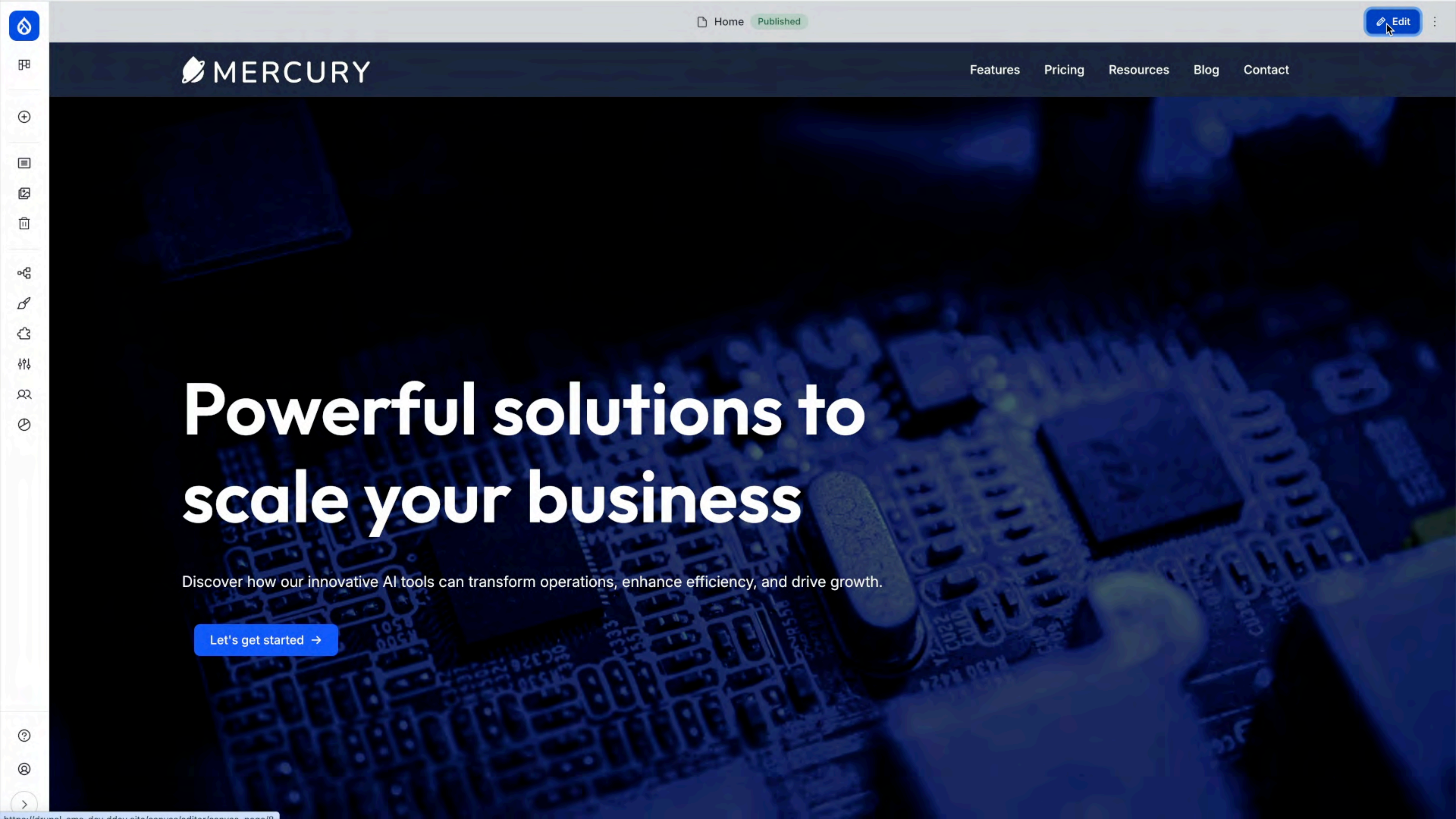
- None -

Background image

Thumbnail

awmleer-nCgosM9IsTE-unsplash_1.jpg

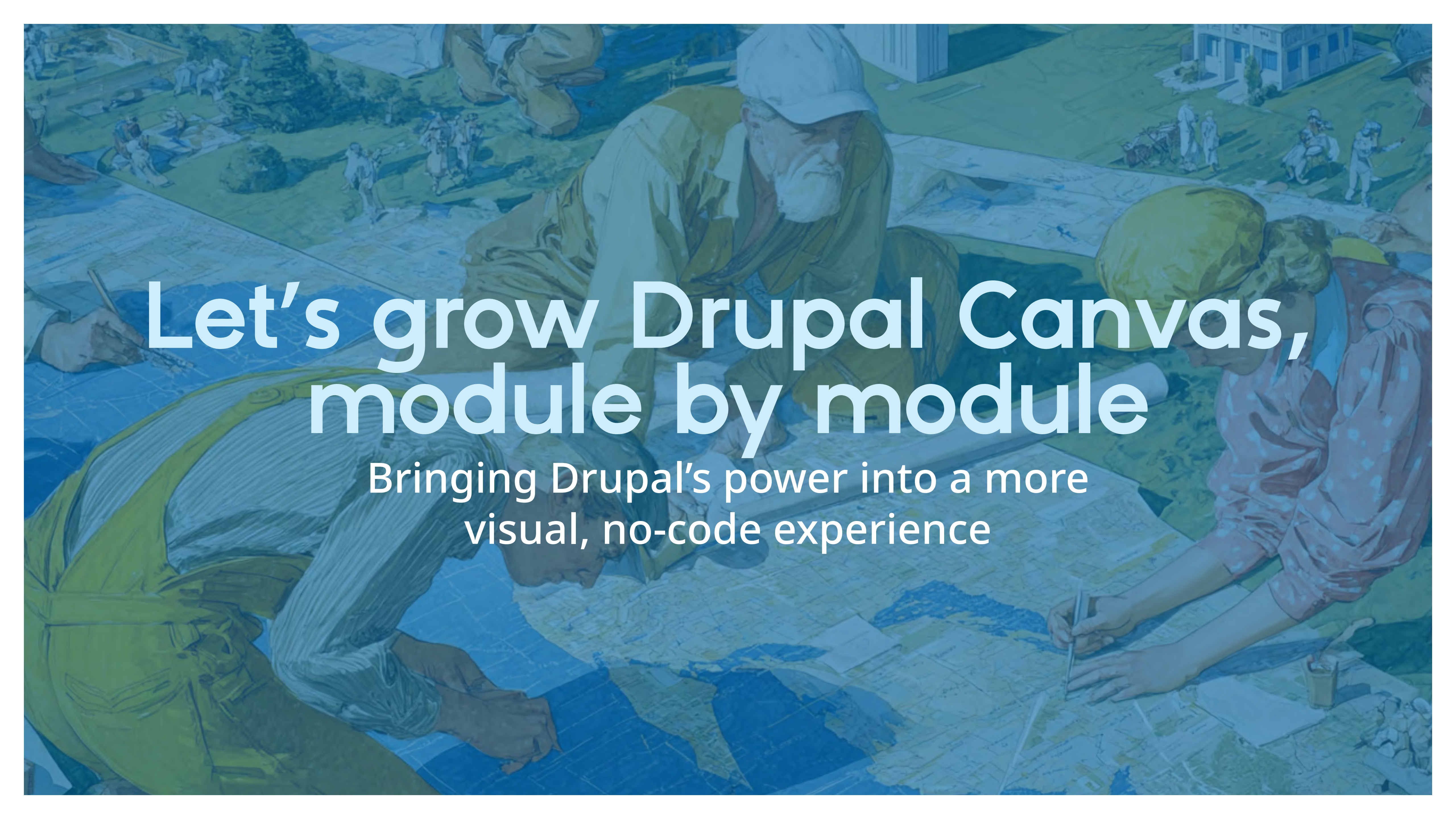
The maximum number of media items have been selected.



Powerful solutions to scale your business

Discover how our innovative AI tools can transform operations, enhance efficiency, and drive growth.

Let's get started →

A blue-tinted illustration of a group of people working on a large map outdoors. In the foreground, a man with a white beard and a cap is looking down at the map. To his right, a woman with blonde hair is also looking at the map. In the background, other people are visible, some sitting and some standing, all engaged in the activity. The scene is set in a grassy area with some buildings in the distance.

Let's grow Drupal Canvas, module by module

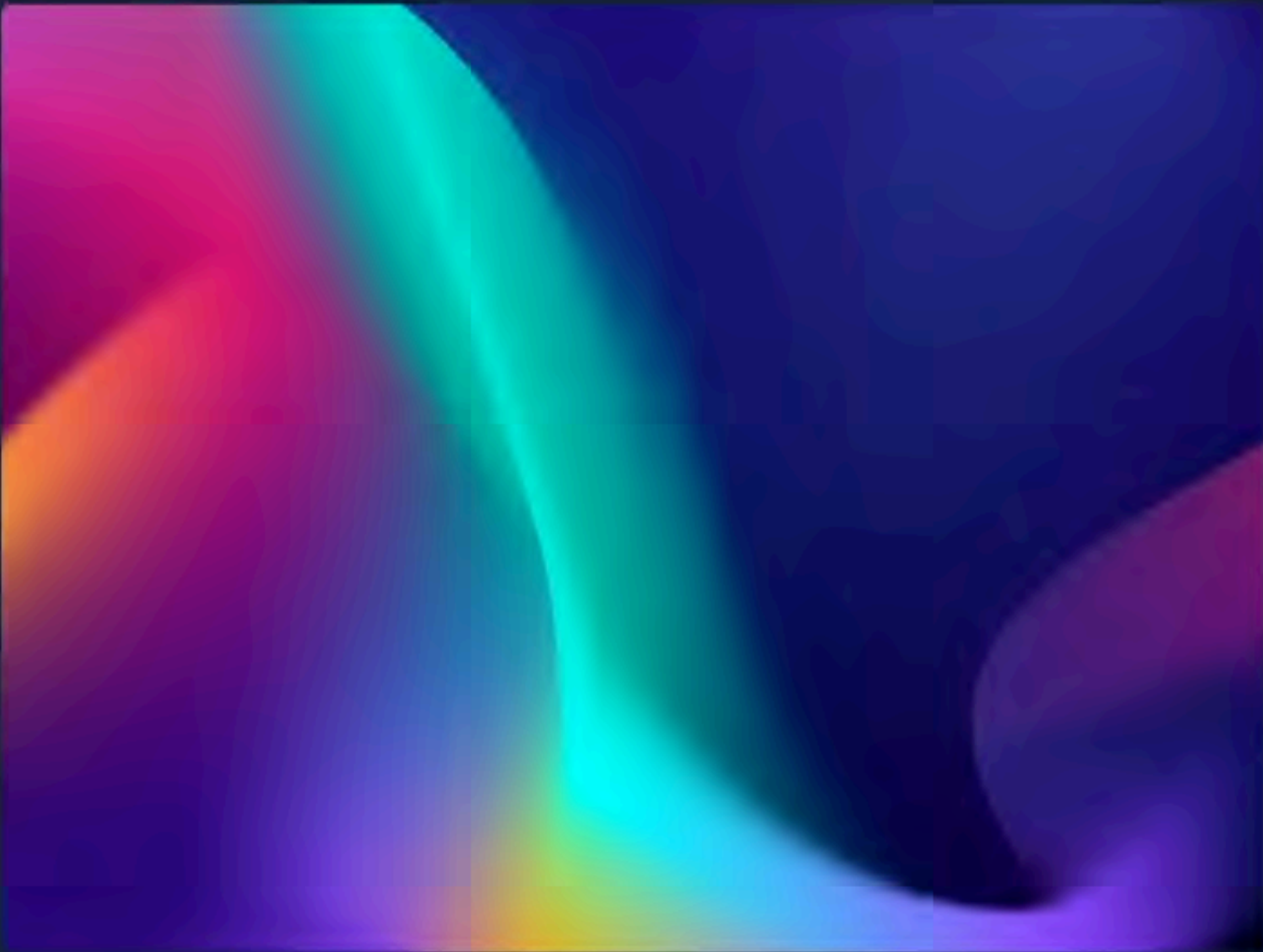
Bringing Drupal's power into a more
visual, no-code experience



Smart budgeting how-tos

Track spending against budgets with visual dashboards that show you what matters. Spot trends, prevent overruns, and make data-driven decisions in seconds.

Read more →



Articles

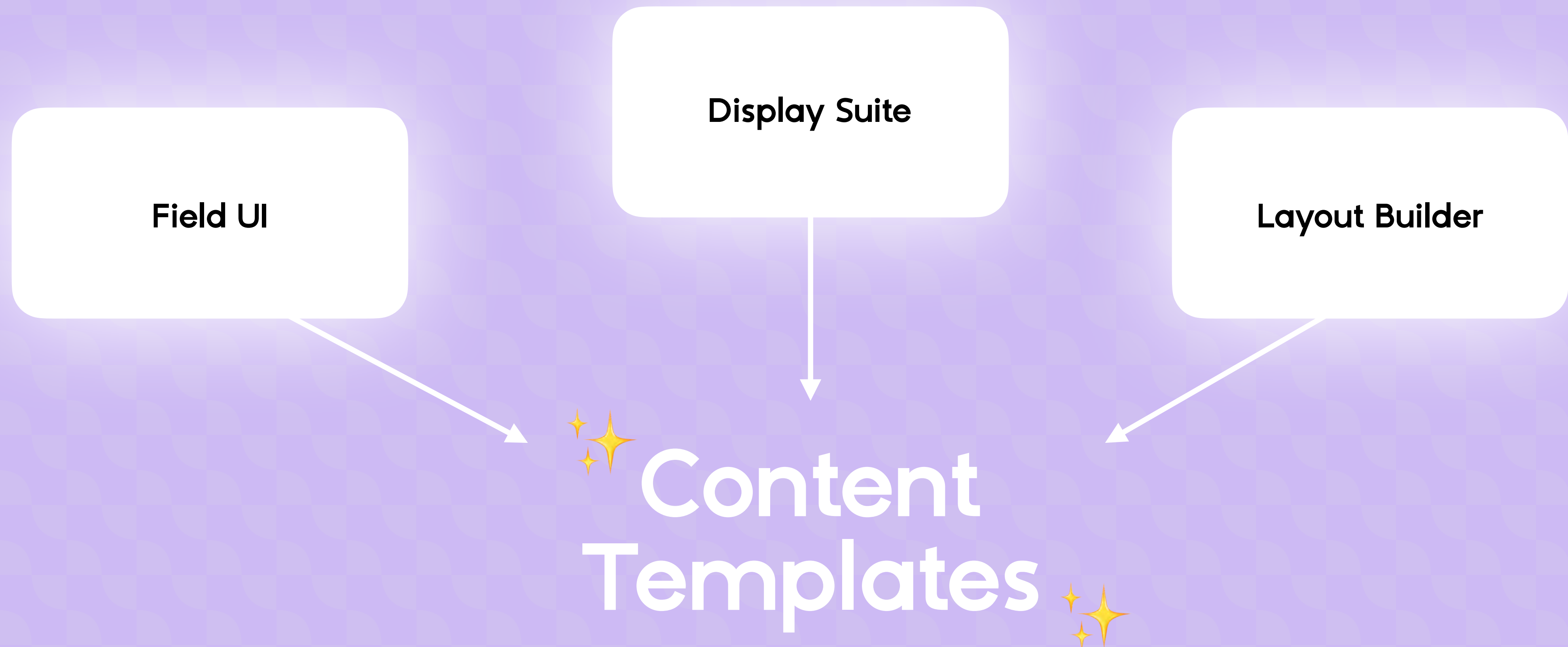
Add a blog post

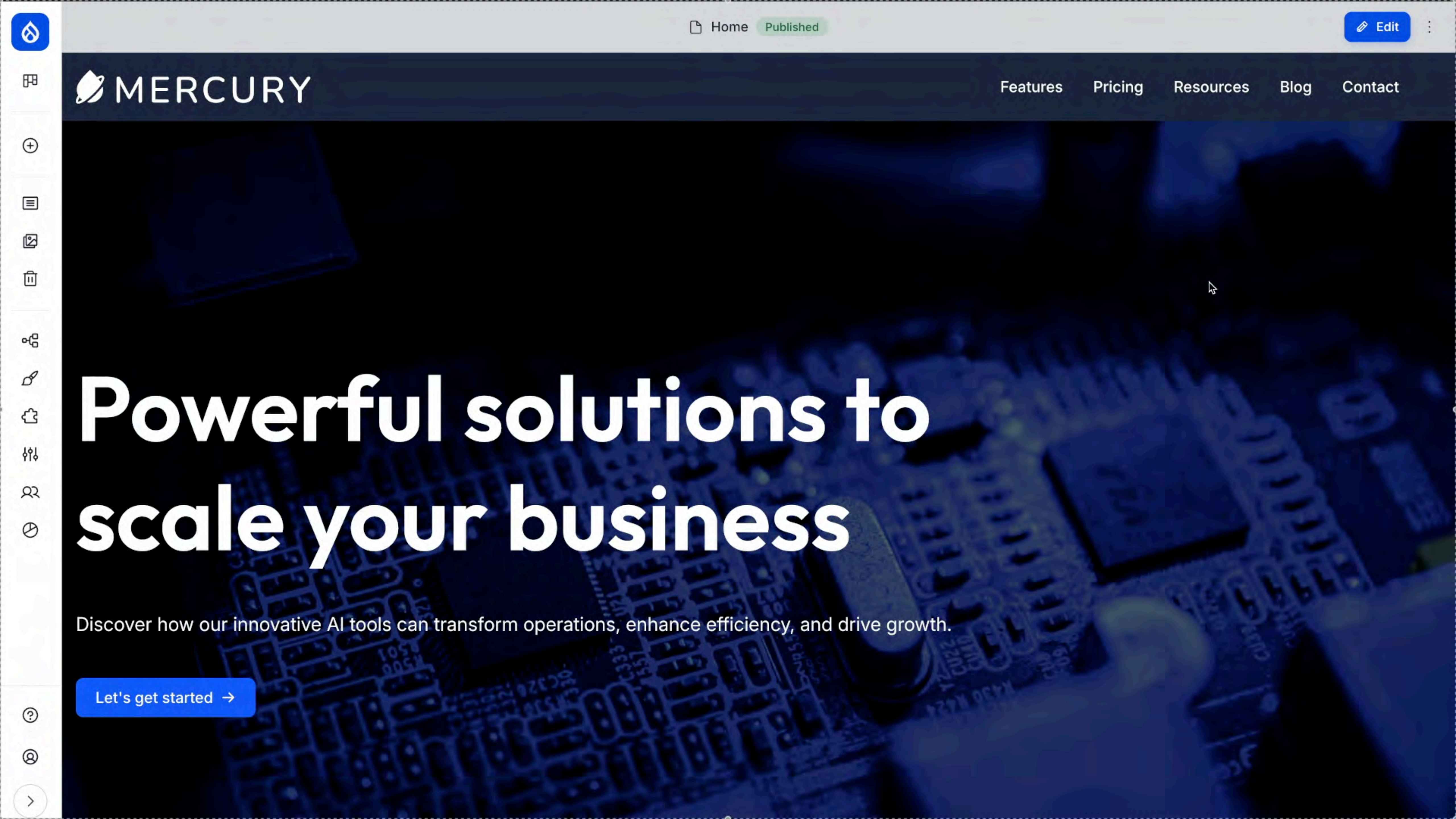


New Feature

Content Templates:

Reinventing how Drupal designs content





Powerful solutions to scale your business

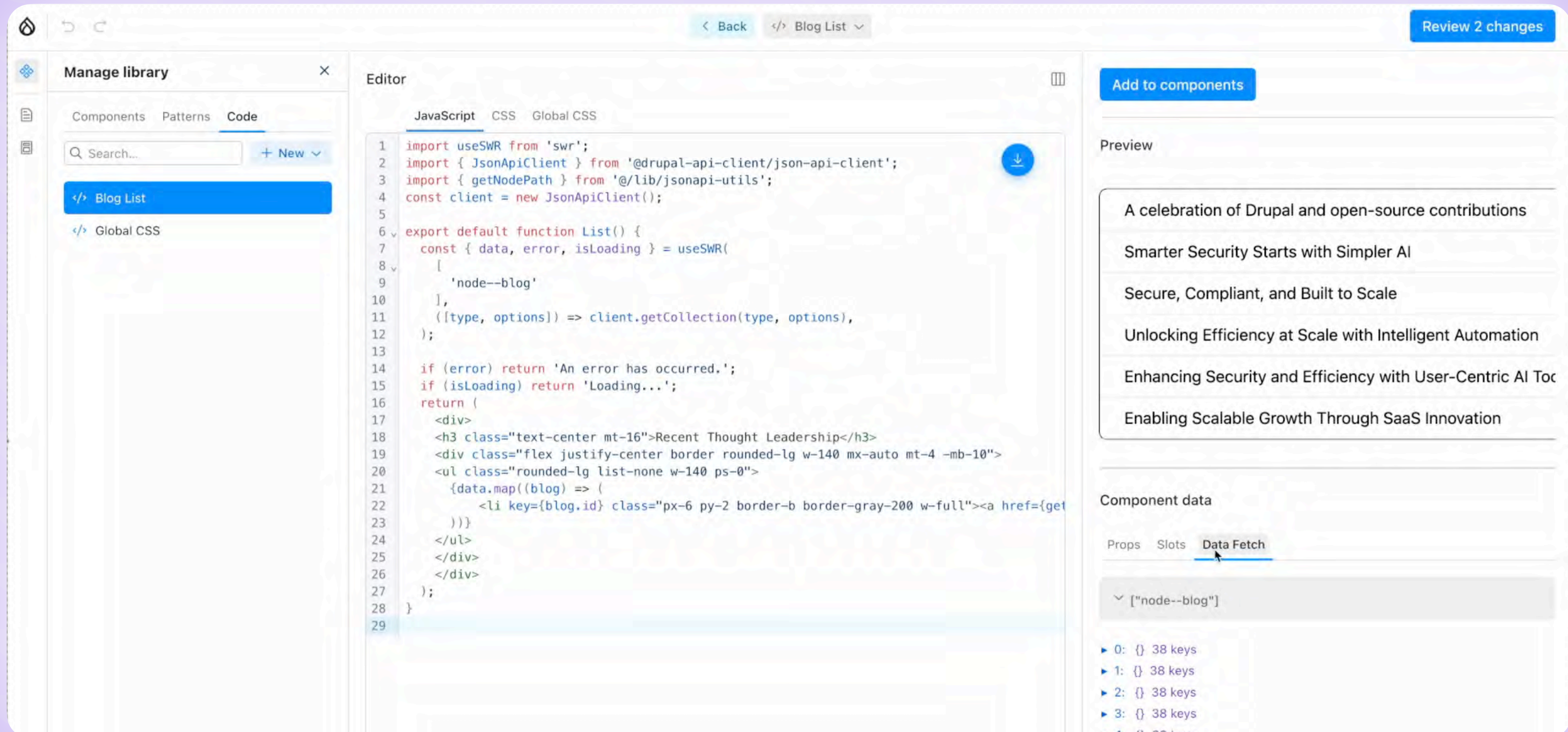
Discover how our innovative AI tools can transform operations, enhance efficiency, and drive growth.

Let's get started →



New Feature

Code components: Bridging Drupal and JavaScript front-end development

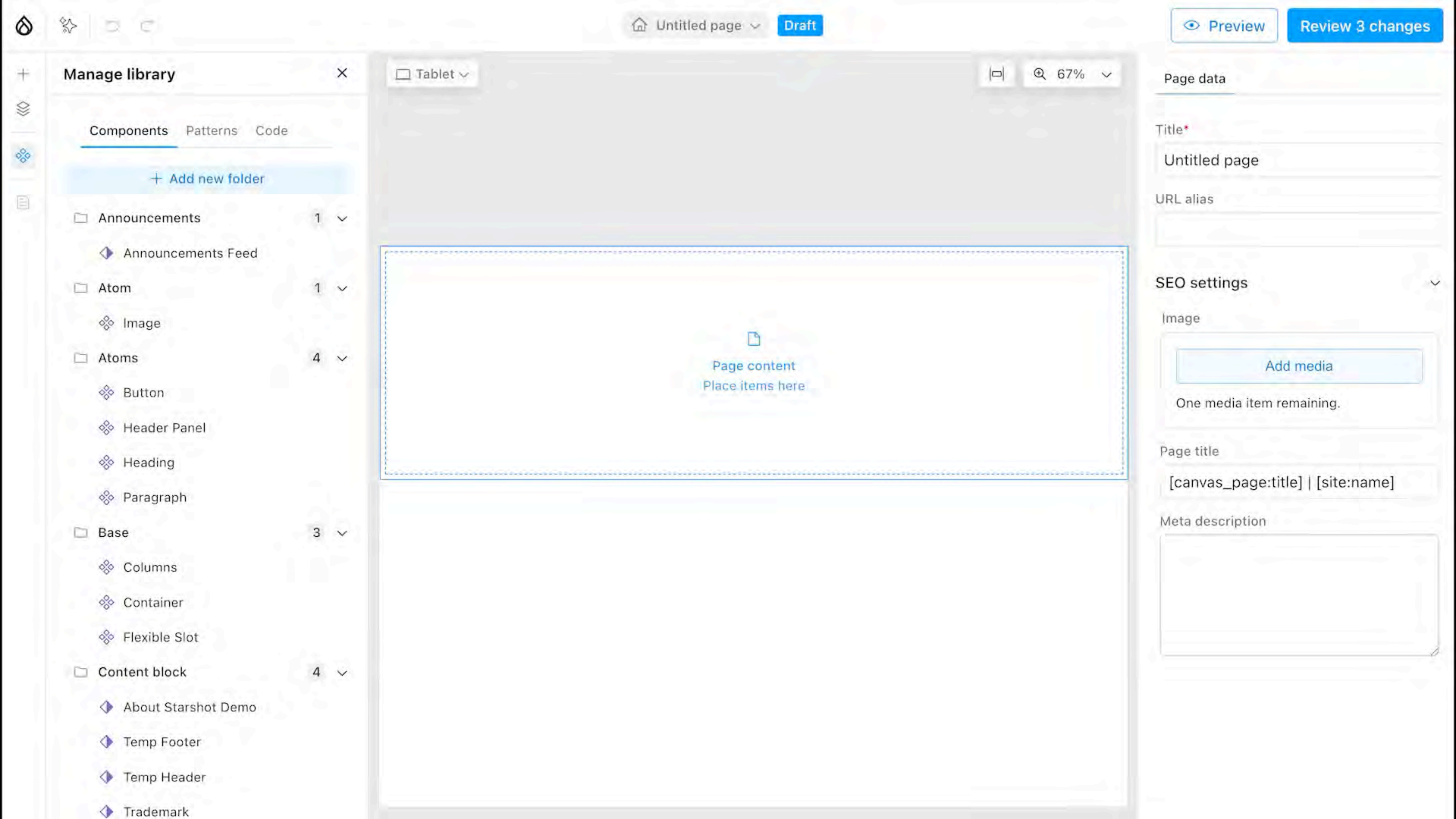


The screenshot displays the Code components interface, which is used for bridging Drupal and JavaScript front-end development. The interface is divided into three main sections:

- Manage library:** Located on the left, it contains tabs for Components, Patterns, and Code. The Code tab is active, showing a search bar and a list of components, including "Blog List" and "Global CSS".
- Editor:** The central area where code is written. It shows a JavaScript file named "Blog List" with the following code:

```
1 import useSWR from 'swr';
2 import { JsonApiClient } from '@drupal-api-client/json-api-client';
3 import { getNodePath } from '@lib/jsonapi-utils';
4 const client = new JsonApiClient();
5
6 export default function List() {
7   const { data, error, isLoading } = useSWR(
8     [
9       'node--blog'
10    ],
11    ([type, options]) => client.getCollection(type, options),
12  );
13
14  if (error) return 'An error has occurred.';
15  if (isLoading) return 'Loading...';
16  return (
17    <div>
18      <h3 class="text-center mt-16">Recent Thought Leadership</h3>
19      <div class="flex justify-center border rounded-lg w-140 mx-auto mt-4 -mb-10">
20        <ul class="rounded-lg list-none w-140 ps-0">
21          {data.map((blog) => (
22            <li key={blog.id} class="px-6 py-2 border-b border-gray-200 w-full"><a href={get
23          ))}
24        </ul>
25      </div>
26    </div>
27  );
28 }
```
- Preview:** Located on the right, it shows a preview of the rendered component. It includes a blue "Add to components" button and a list of blog titles: "A celebration of Drupal and open-source contributions", "Smarter Security Starts with Simpler AI", "Secure, Compliant, and Built to Scale", "Unlocking Efficiency at Scale with Intelligent Automation", "Enhancing Security and Efficiency with User-Centric AI To", and "Enabling Scalable Growth Through SaaS Innovation".

Below the preview, the "Component data" section shows the props, slots, and data fetch for the component. The "Data Fetch" tab is active, showing a list of data items: "0: {} 38 keys", "1: {} 38 keys", "2: {} 38 keys", and "3: {} 38 keys".



Untitled page

Draft

Preview

Review 3 changes

Manage library



Components Patterns Code

+ Add new folder

Announcements 1

Announcements Feed

Atom 1

Image

Atoms 4

Button

Header Panel

Heading

Paragraph

Base 3

Columns

Container

Flexible Slot

Content block 4

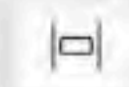
About Starshot Demo

Temp Footer

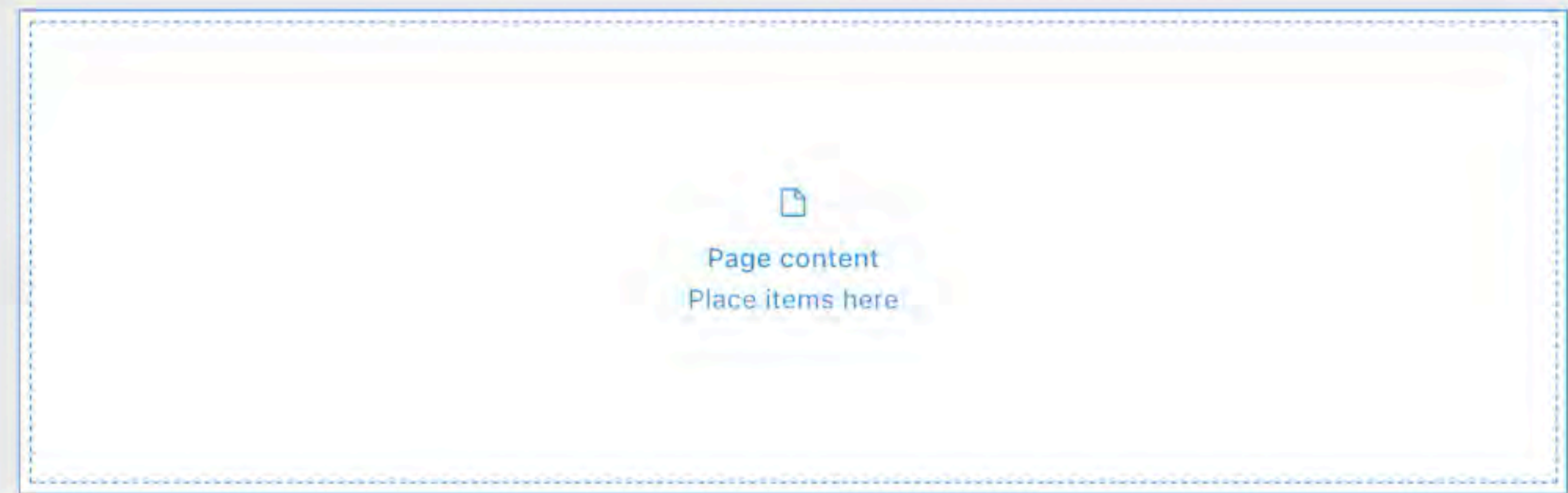
Temp Header

Trademark

Tablet



67%



Page data

Title

Untitled page

URL alias

SEO settings

Image

Add media

One media item remaining.

Page title

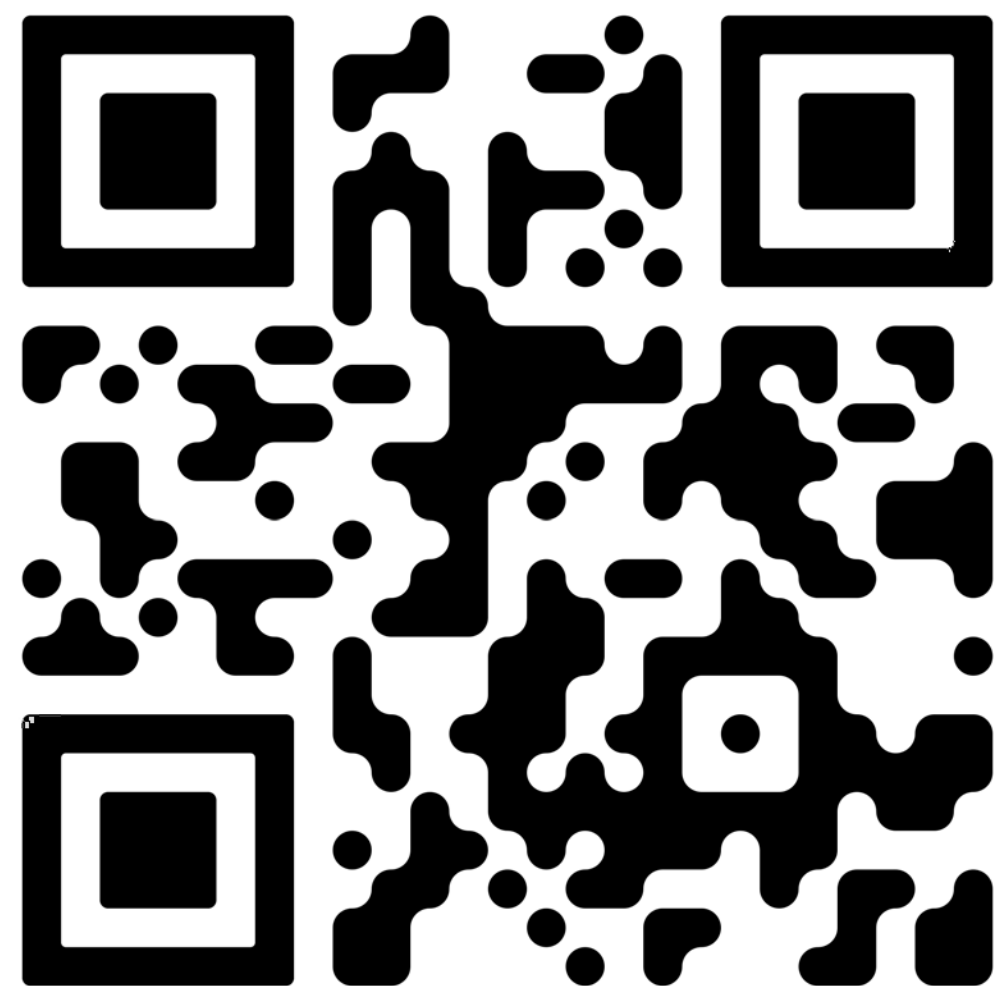
[canvas_page:title] | [site:name]

Meta description

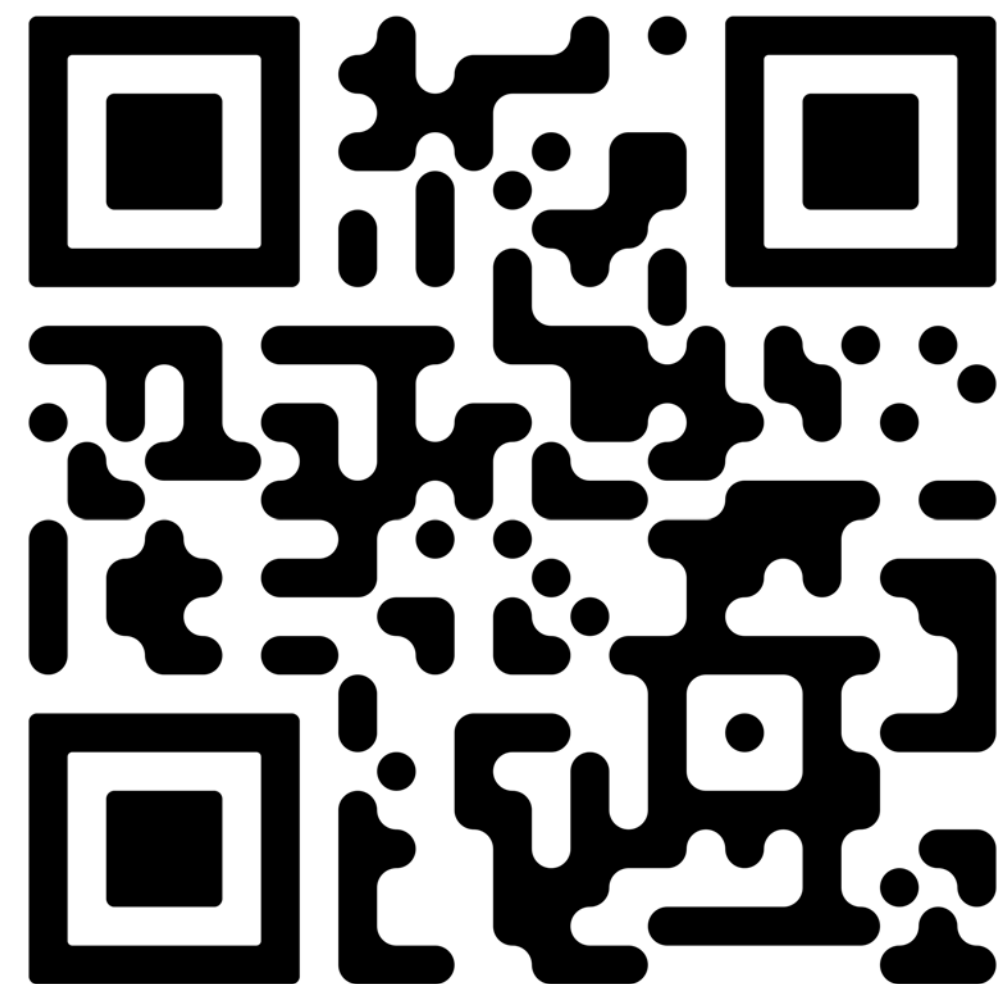
Prototype

Figma to Drupal Canvas

A truly integrated Design to Code experience in Open Source



Youtube Tutorial



Drupal.org Project



Thank you
Witze Van der Straeten
💧 witzevds

A collection of drafting tools including a compass, pencil, pen, divider, and compass box with a map.

*Site templates
+ Marketplace*

*Drupal
Canvas*

AI

AI, the Drupal Way.

#AI  slack

Drupal AI Initiative

\$1M in funding
in 5 months

[drupal.org/ai/
become-a-maker](https://drupal.org/ai/become-a-maker)

 **1x** INTERNET

Acquia

dropsolid

FreelyGive.io

 SALSA DIGITAL

 **I/O** amaze.io

anonymous

 axelerant

 esnergia

Realizing ideas!
jo\$h I
Consultancy Services

 **Morphit**

 OpenSense Labs

 **PANTHEON**

 QED42

 seed

vardotTM
Enterprise Drupal Solutions

Zivtech

ZOOCHA
Digital Agency

**elevated
third**

 Foster
Interactive

imagex

PRONOVIX
Developer portals


DrupalTM

AI, the Drupal Way.

#AI  slack

Drupal AI Initiative

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[drupal.org/ai/
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 **1x** INTERNET

Acquia

dropsolid

FreelyGive.io

 SALSA DIGITAL

 **I/O** amaze.io

anonymous

 axelerant

 esinergia

Realizing ideas!
jo\$h I
Consultancy Services

 Morpht

 OpenSense Labs

 PANTHEON

 QED42

 seed

 vardotTM
Enterprise Drupal Solutions

Zivtech

 ZOOCHA
Digital Agency

elevated
third

 Foster
Interactive

image**x**

 PRONOVIX
Developer portals

It's not too late to join!
[your logo here]

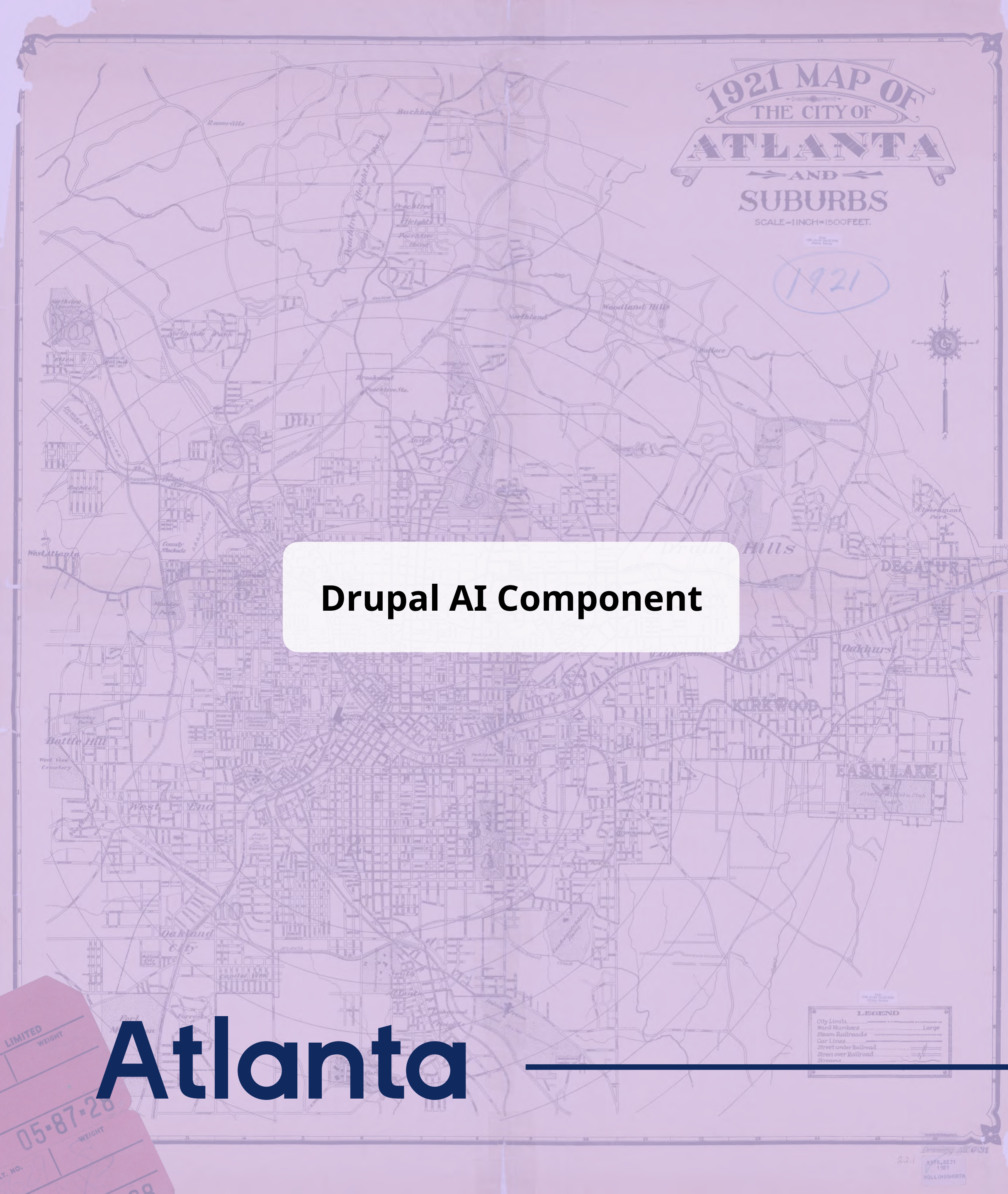


Find Dominique De Cooman (DropSolid) for details

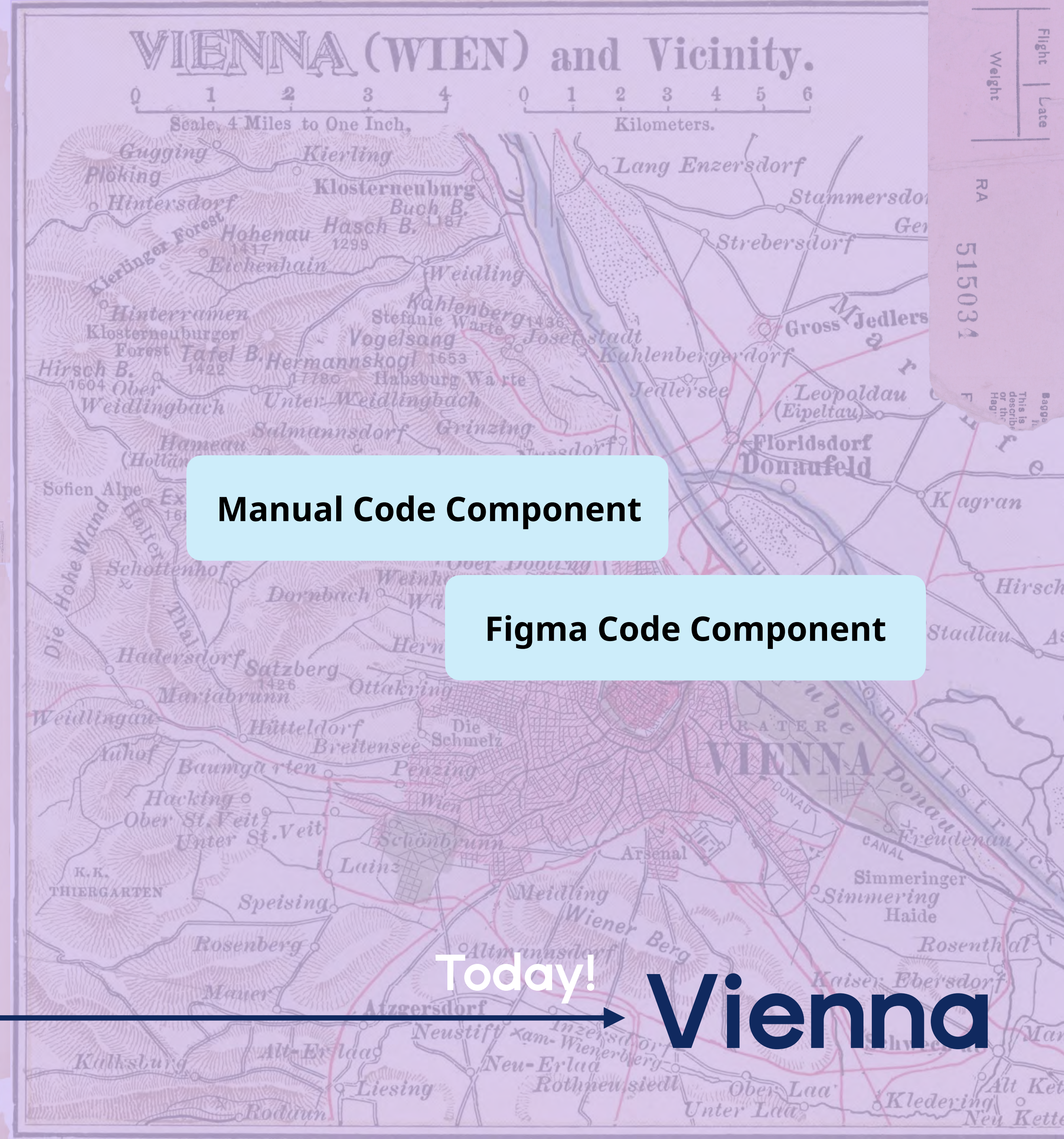


Drupal AI Component

Atlanta



Drupal AI Component



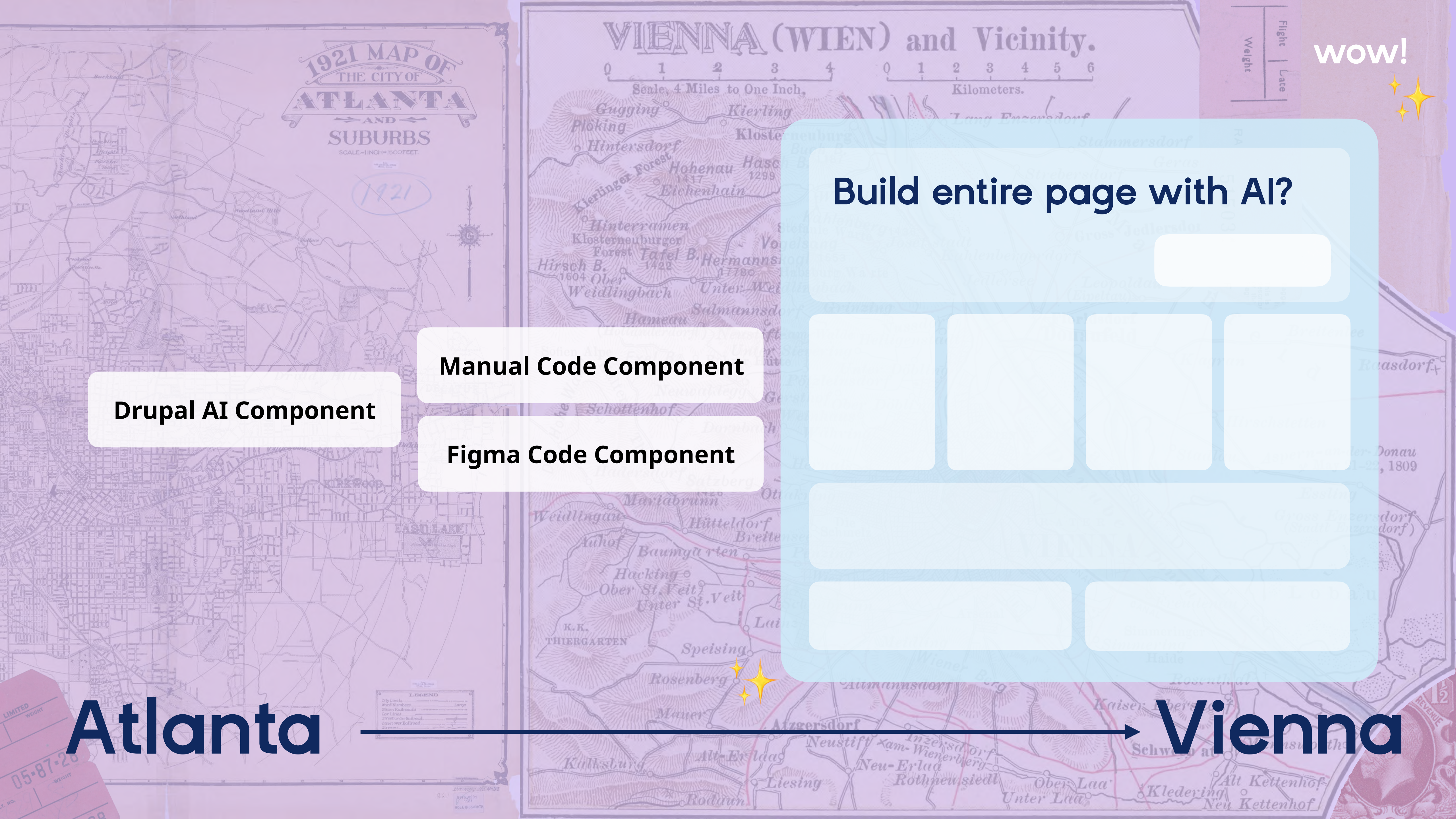
Manual Code Component

Figma Code Component

Atlanta

Today!

Vienna



wow! ✨ ✨ ✨

Build entire page with AI?

Manual Code Component

Drupal AI Component

Figma Code Component

Atlanta

Vienna





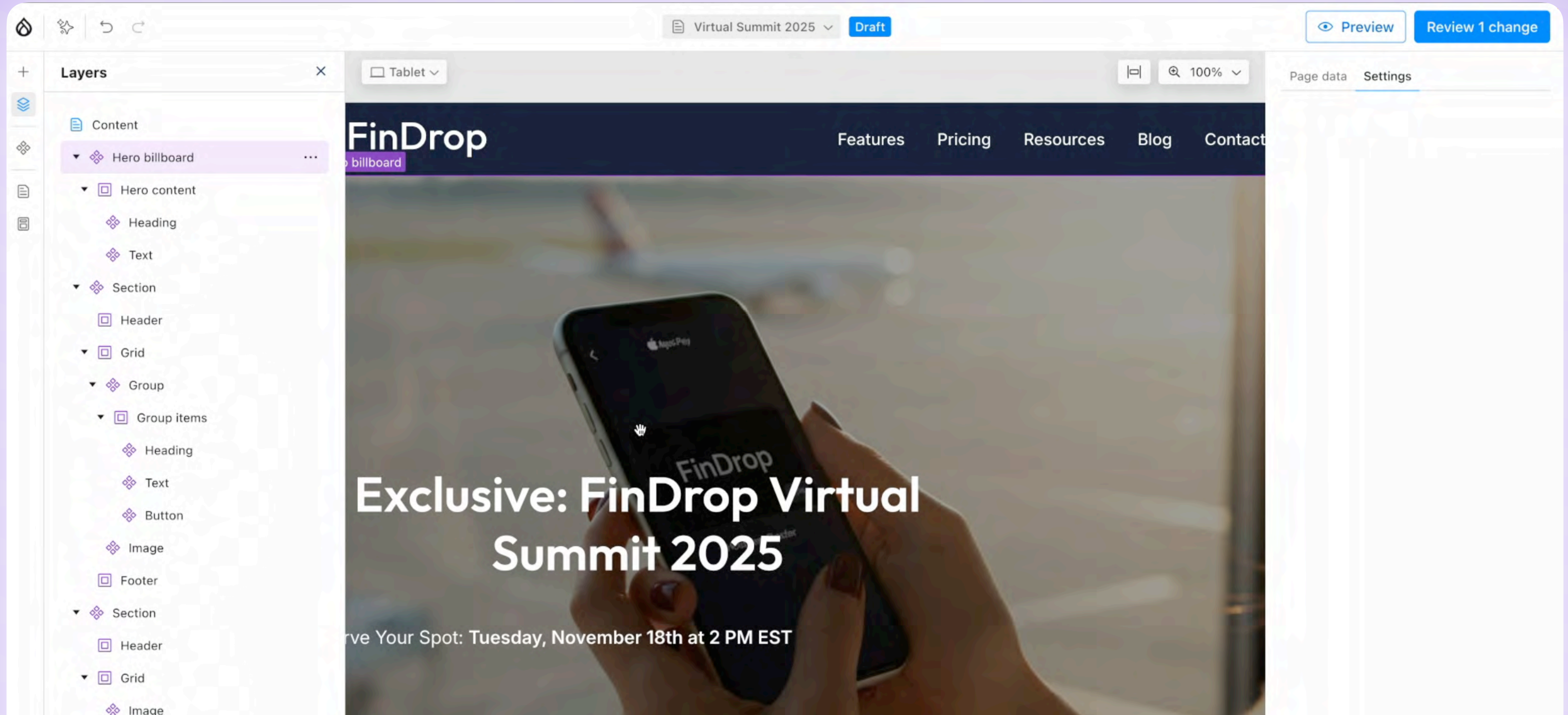
Powerful solutions to scale your business

Discover how our innovative AI tools can transform operations, enhance efficiency, and drive growth.

Let's get started →

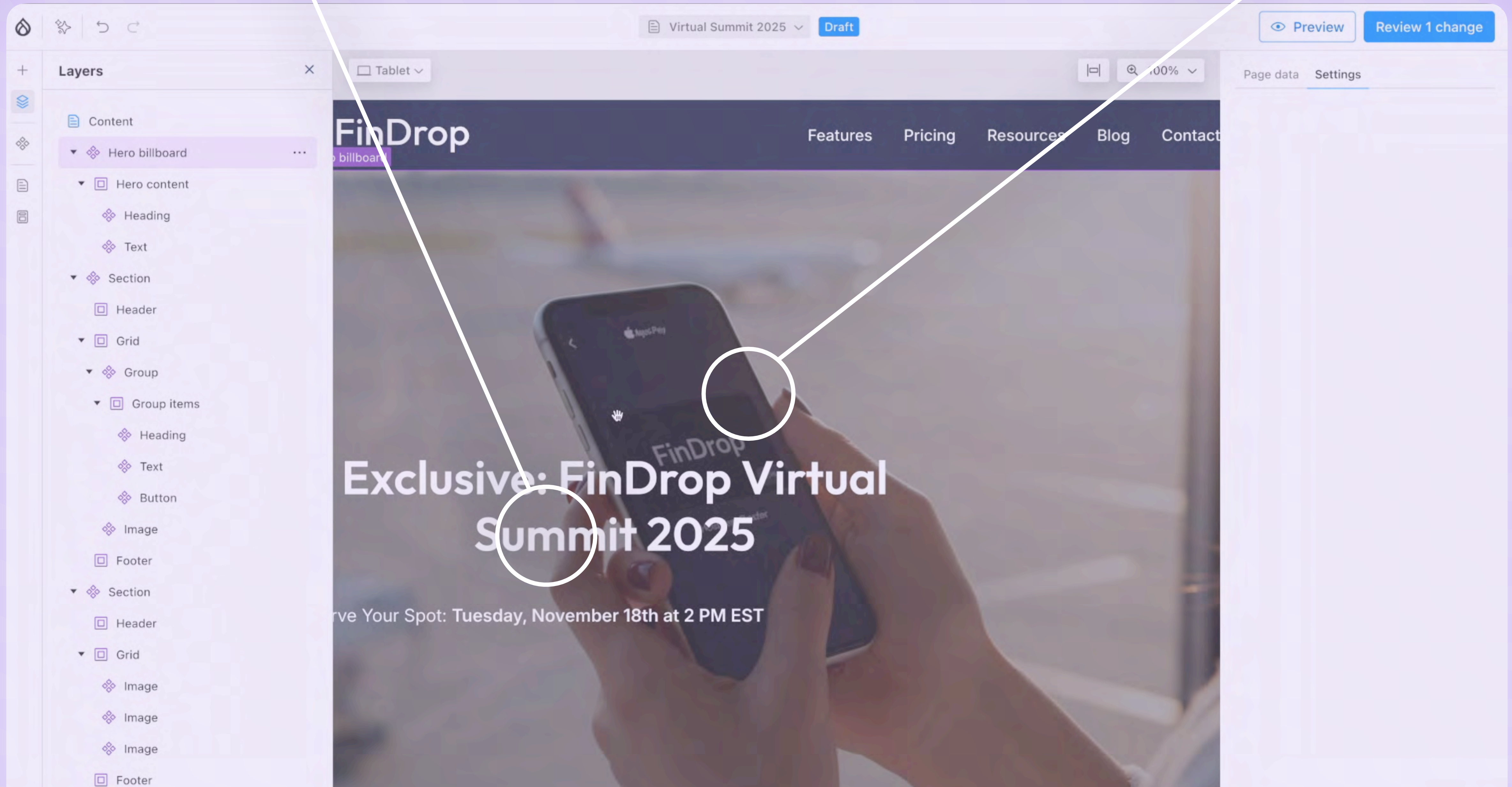
Drupal just got easier, and more powerful

AI + Canvas lower the barriers for everyone, without losing what makes Drupal great



Lacks relevant content

Wrong image



New Feature

Let's make things more relevant:

Context Control Center





















[Back to site](#)

[Administration](#)

[Configuration](#)

[AI](#)

+ Add AI Context

AI Contexts

Contexts

Context Pools

Settings

Label	Description	Tags	Operations
FinDrop Key Facts & Value Propositions	Product features, benefits, testimonials and target audiences	Drupal	Edit ▼
Landing Page Funnel Rules	Guidelines for creating landing pages tailored to three marketing funnel stages (top, middle, and bottom) with specific component structures	Drupal	Edit ▼
UI & Design System	General guidelines for our design system	Drupal	Edit ▼



AI Contexts



Contexts

Context Pools

Settings



Label	Description	Tags	Operations
Component Usage	Some background of what to think about when using components.	Drupal	Edit ▼
FinDrop Key Facts & Value Propositions	These are the FinDrop Key Facts & Value Propositions	Drupal	Edit ▼
Landing Page Funnel Rules	These are the landing page funnel rules	Drupal	Edit ▼



Relevant
pages

Basic AI
pages

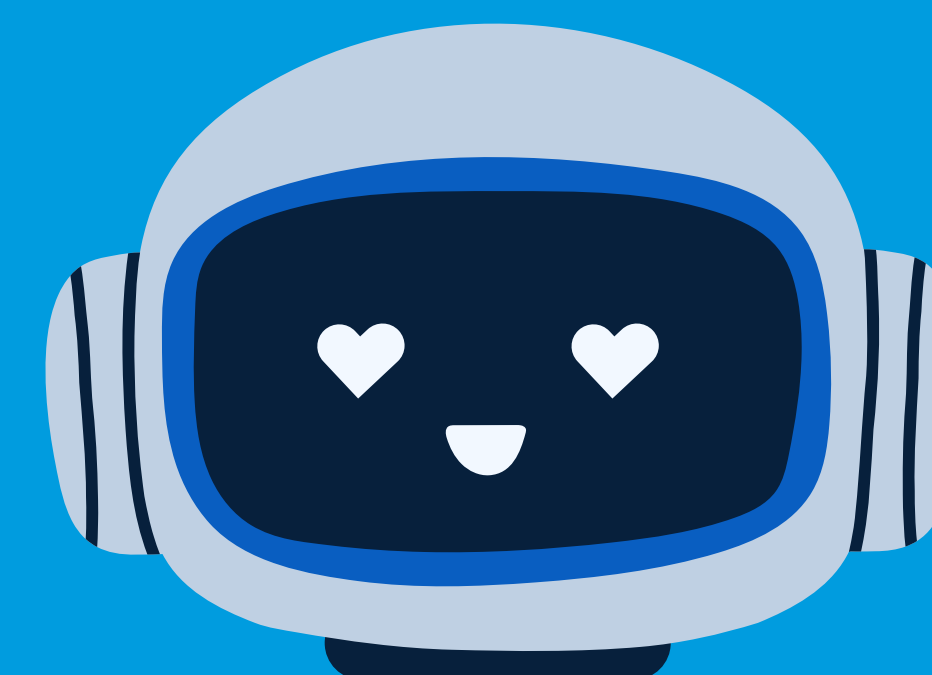
No AI
pages



Most CMSeS



Some CMSeS

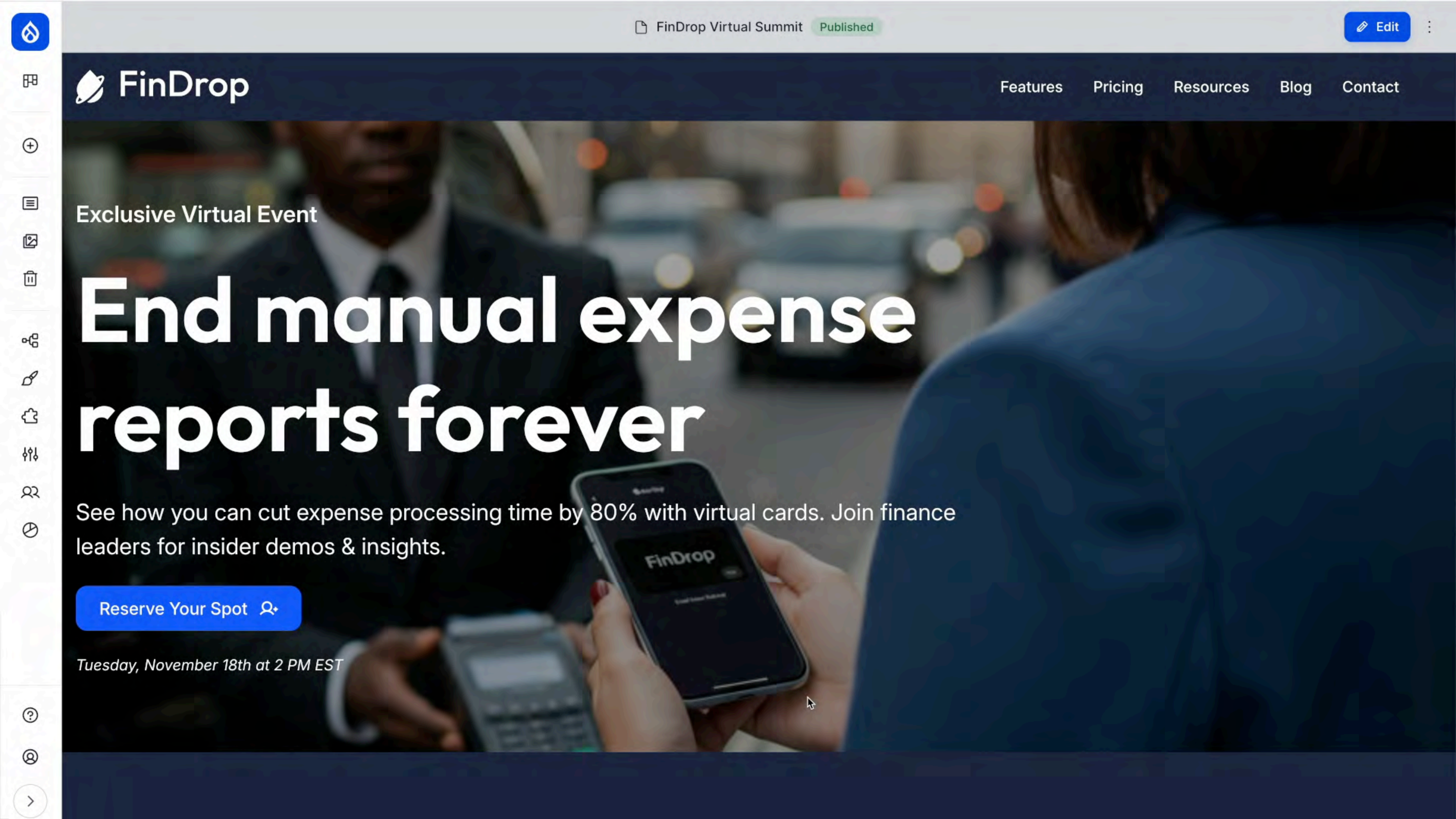


Drupal

New Feature

✨ Autonomous Drupal Agents ✨

Agents that don't wait for prompts
but take initiative, working alongside you



Exclusive Virtual Event

End manual expense reports forever

See how you can cut expense processing time by 80% with virtual cards. Join finance leaders for insider demos & insights.

[Reserve Your Spot](#)

Tuesday, November 18th at 2 PM EST

New Tools

Mercury, our first site Template

Multiple site templates committed by Chicago

Marketplace MVP is a go

Drupal Canvas has first contributed modules

Content templates

Code components

Figma to Canvas integration

\$1M in funding for AI initiative

AI page generation

Context Control Center

Autonomous AI agents

for Navigation

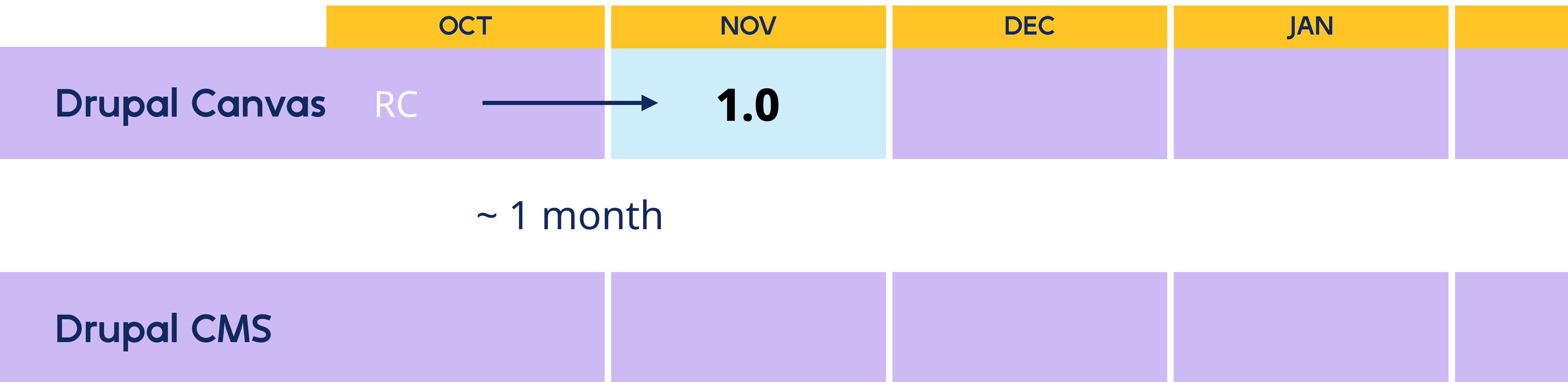


New Tools that benefit all of us:

End users, Digital Agencies, the Mid-Market & Enterprises

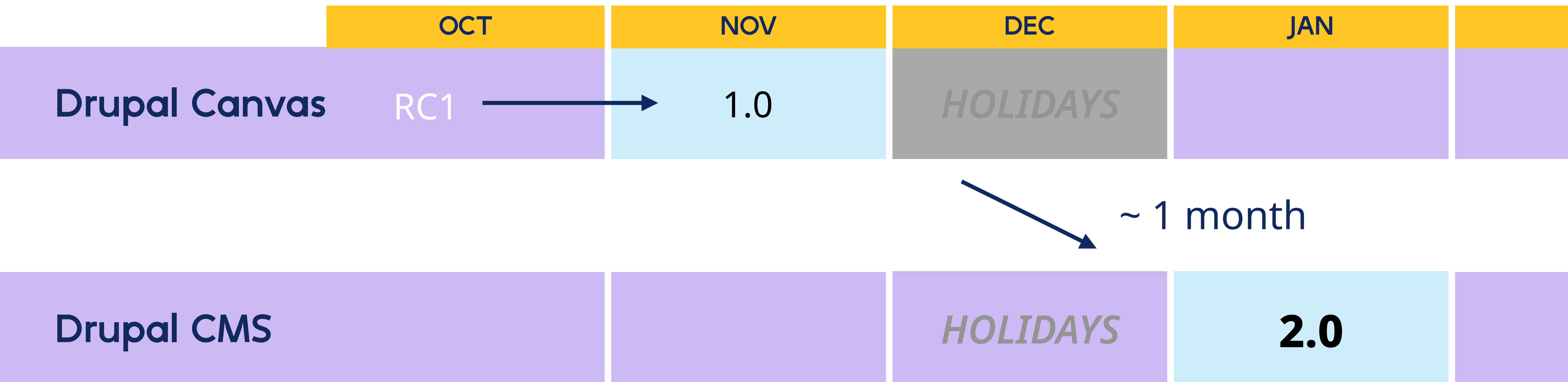
One giant leap for Drupal

Drupal Canvas 1.0 launches in November 2025



Bundling Drupal Canvas into Drupal CMS

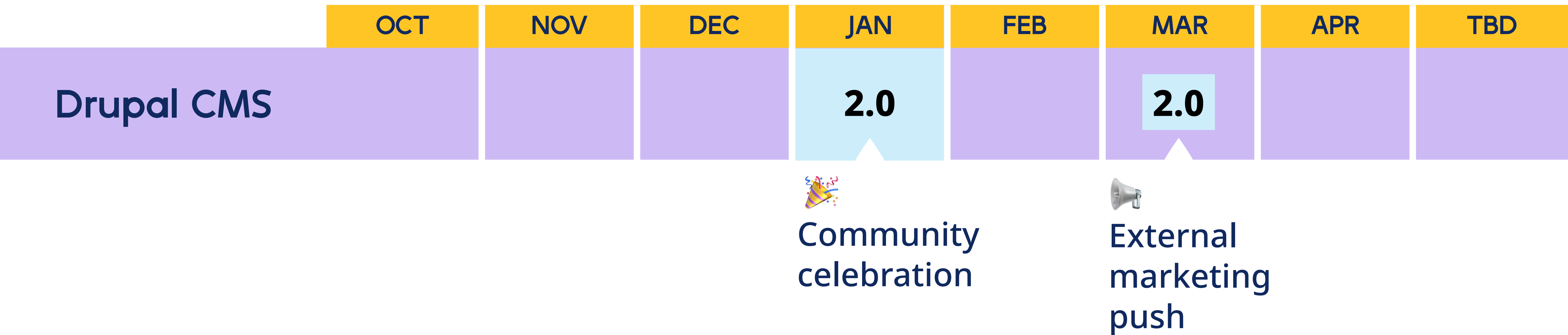
A new era for Drupal



Drupal CMS 2.0 with Canvas: Coming January 2026

We've built something extraordinary.

It's time to share it with the world.

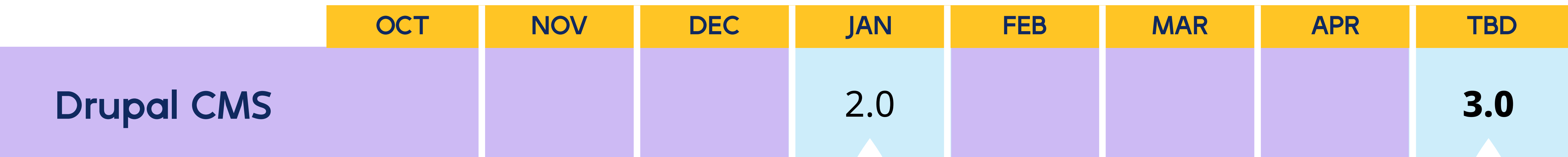


From party to push: Community party followed by Marketing push

Drupal CMS 3.0:

Tripling down on adoption

🎨 Drupal Canvas 1.0



🖋️ Designer-created site templates

🛒 Launch marketplace MVP

🖼️ Many more site templates

🚀 Easy hosting options

thank you
DRUPAL CONTRIBUTORS



Part 3.

Charting territory



The background of the slide features a collection of drafting tools rendered in a light blue, sketch-like style against a darker blue background. From left to right, the tools include a large compass, a pencil, a fountain pen, a divider, another fountain pen, a rolled-up scroll, and a compass box containing a map. The text is overlaid on this background.

Site templates + Marketplace

*Drupal
Canvas*

???

AI

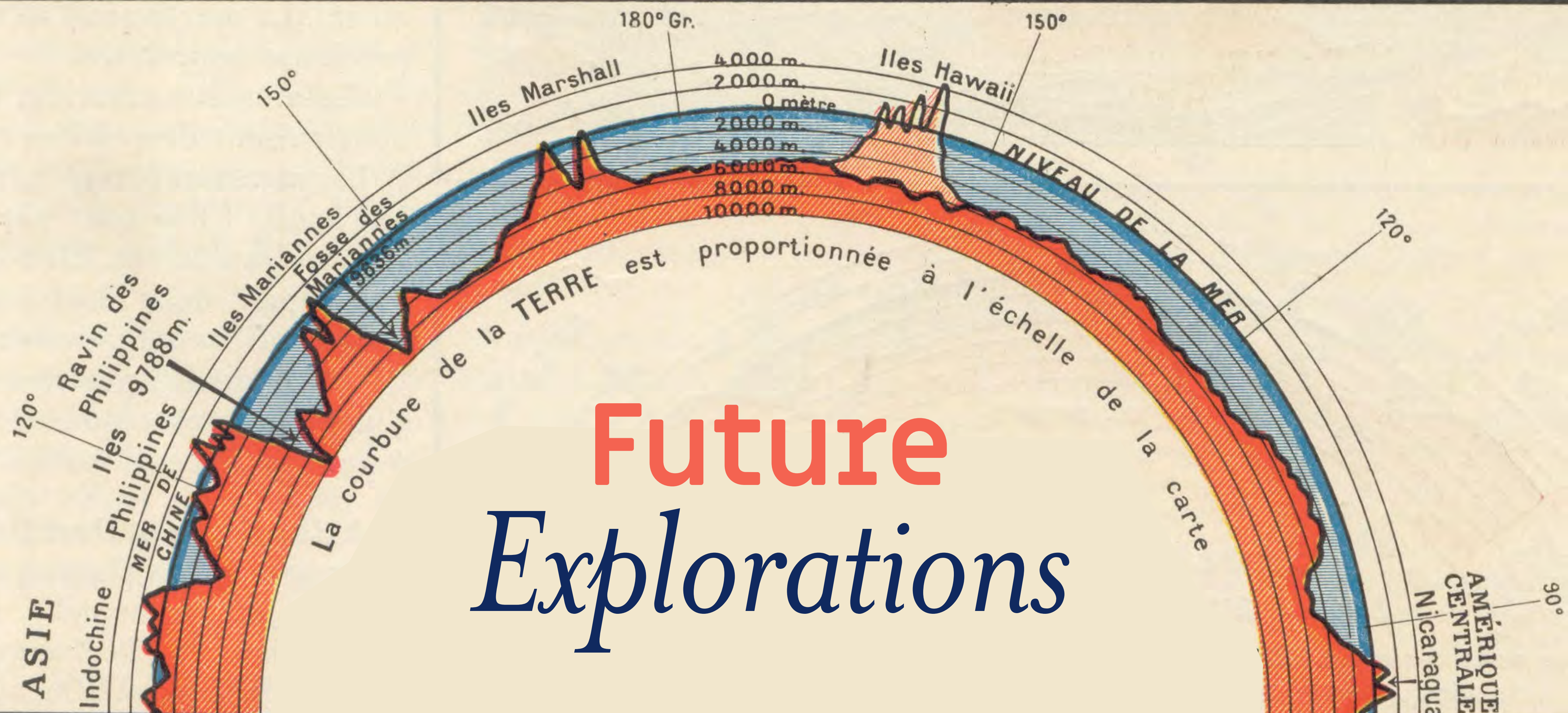
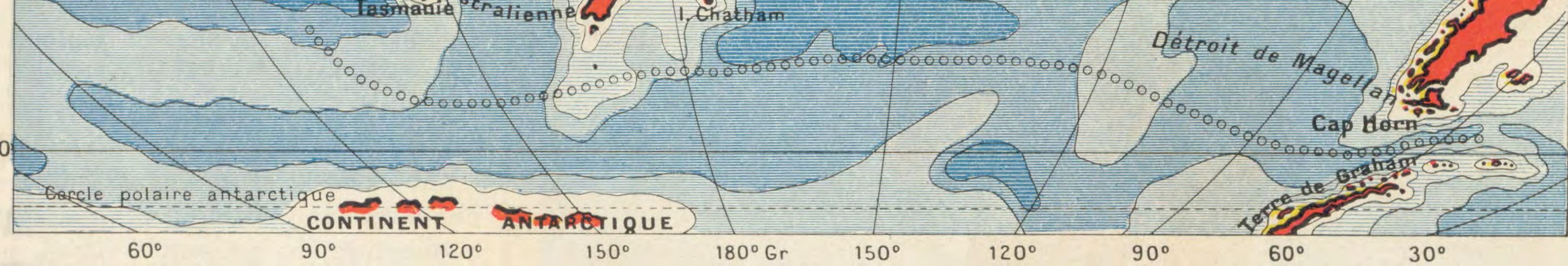
A vintage map of the Strait of Gibraltar, showing the Iberian Peninsula on the left and North Africa on the right. The map is colored with yellow and orange for land and light blue for water. Topographical features are indicated by hachures. Labels include 'Punta', 'Tolmo', 'pte Carnero', 'Gualmes', 'Tarifa', 'pte Marroqui', 'Phare', 'Kasr el Saghir', 'C. Almina', and 'Ceuta'. Overlaid on the map is the text 'A new navigation tool for Drupal agencies' in a blue serif font.

A new navigation tool
for Drupal agencies

A vintage map of the Strait of Gibraltar, showing the Iberian Peninsula on the left and North Africa on the right. The map is colored in shades of yellow, orange, and green. A dashed arrow points from the Strait of Gibraltar towards the right, passing over the text. The text is in a blue serif font, with the first line in italics and the second line in a bold, dark blue font. The map includes labels for various locations: 'Punta' and 'Tolmo' on the Iberian Peninsula; 'Gualmes' and 'Tarifa' on the coast; 'pte Marroqui' and 'Phare' near the strait; 'pte Carnero' on the right; and 'Kasr el Saghir', 'C. Almina', and 'Ceuta' on the North African coast.

A new navigation tool **for Drupal agencies**

dri.es/ai-and-the-great-
digital-agency-unbundling



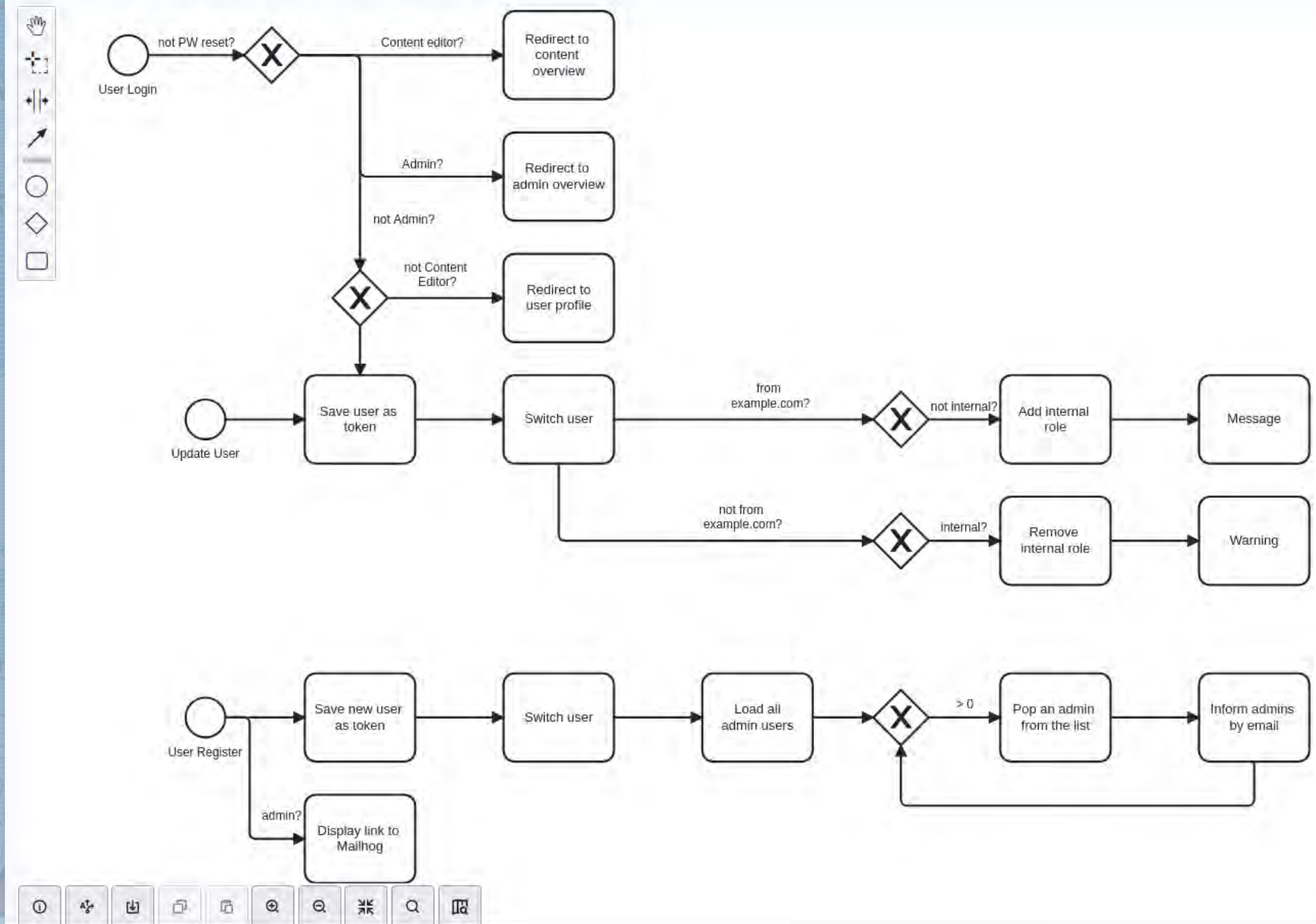
Future
Explorations

Event Condition Action

(ECA):

*A no-code
workflow
builder in
Drupal*

ECA Model: ECA Feature Demo ☆



LE CIEL





Open Source workflow
orchestration platform with
hundreds of integrations

Automate the apps that matter to you

Our pieces library grows every day
through our team and community
contributions

[Browse our 436 pieces →](#)



Dumpling AI
Artificial Intelligence



Dropbox
Content And Files



Drip
Marketing



Discord
Communication



Wrike
Productivity



Microsoft SharePoint
Content And Files



Text Helper
Core



Unacademy
Education



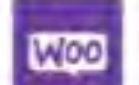
Zoho Desk
Customer Support



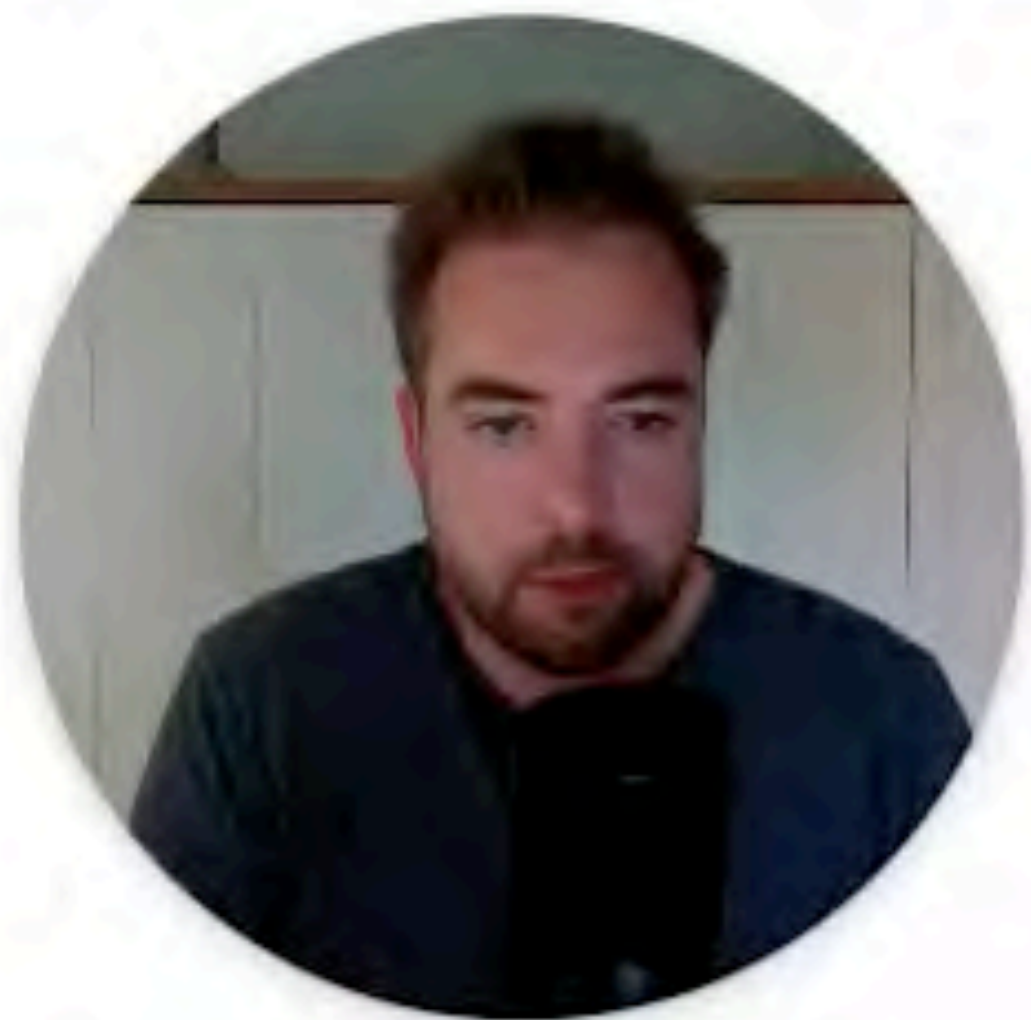
Zendesk
Customer Support



Xero
Accounting



WooCommerce
E-commerce



Test Flow ⌘ + D



1. WordPress RSS fe... ▾

RSS Feed

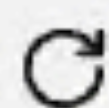
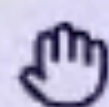


2. Create new node ▾

Drupal



End



Test Flow ⌘ + D



1. WordPress RSS fe... ▾

RSS Feed



2. Drupalify content ▾

OpenAI



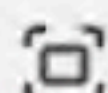
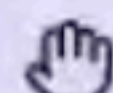
3. Create new node ▾

Drupal



4. Relevant for Drup... ▾

OpenAI





Node updated
User created
Permission granted
Form submitted
ECA models
etc.

**Hundreds of internal
Drupal actions**



*External automation
platforms*



etc.

**Hundreds of external
actions**

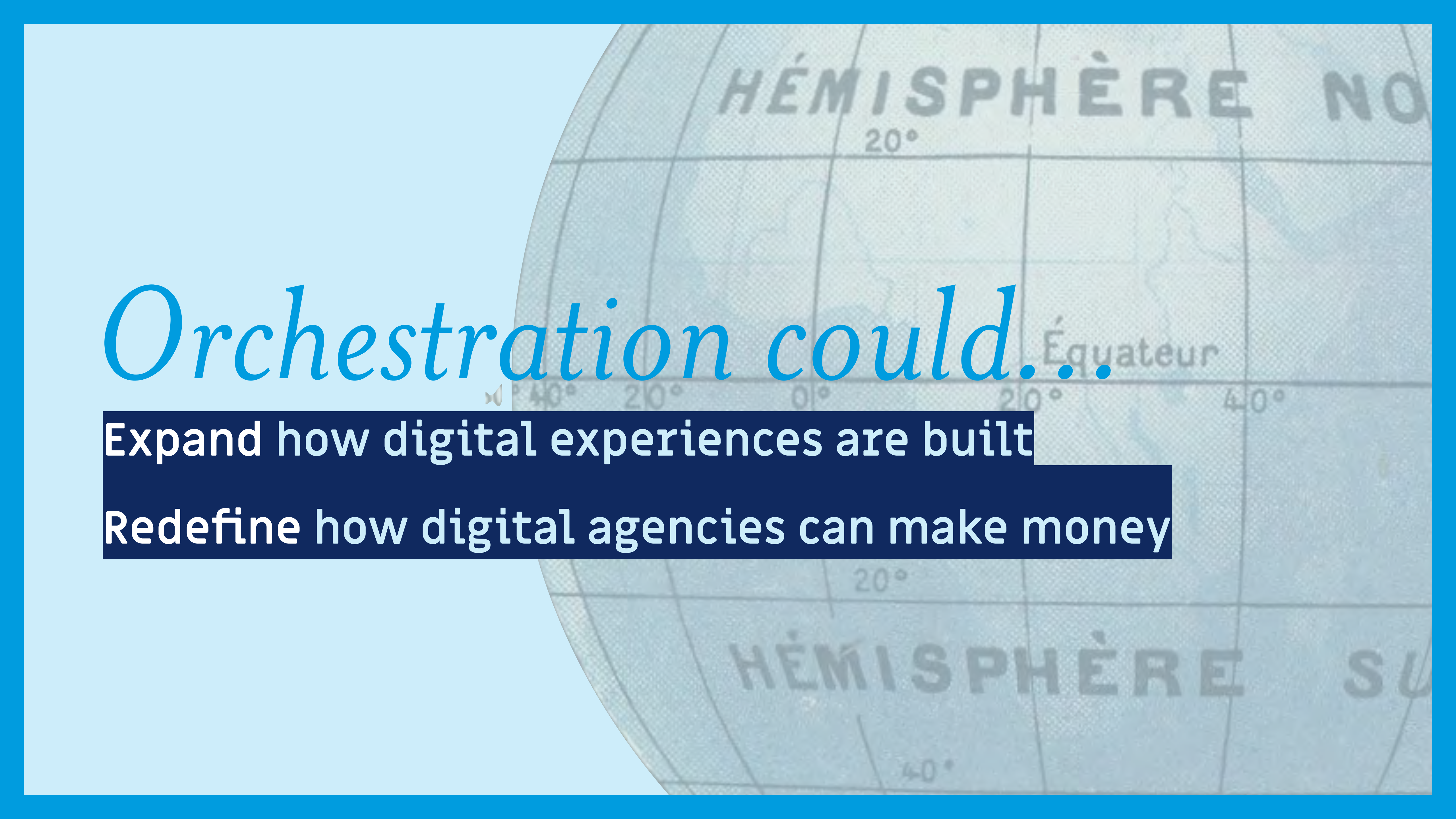


*Site templates
+ Marketplace*

*Drupal
Canvas*

Orchestration

AI



Orchestration could...

Expand how digital experiences are built

Redefine how digital agencies can make money

Come explore with us.

drupal.org/project/orchestration

What's next?

- Test the orchestration module
- Integrate more automation tools
- A simpler more powerful ECA

Join Now on Slack
#orchestration
#eca

Drupal

Modules

Orchestration

[View](#) Version control

The Orchestration module exposes Drupal's capabilities to external automation platforms like Activepieces. It lets external systems trigger Drupal workflows, call AI agents, and execute business logic through a unified API.

★ 2

By acting as a bridge between Drupal and automation tools, the module enables two-way interaction: external platforms can invoke Drupal functions (e.g. run workflows, execute AI agents) and also respond to Drupal events (such as content updates, user registrations, or form submissions).

This integration makes it possible to build end-to-end automated processes that span Drupal and external services like CRMs, email platforms, spreadsheets, and hundreds of other tools.

For example, when a visitor submits a contact form in Drupal, an automation platform could add them to a CRM, send a personalized email, open a support ticket, and update a spreadsheet, all without custom code.

Maintainers



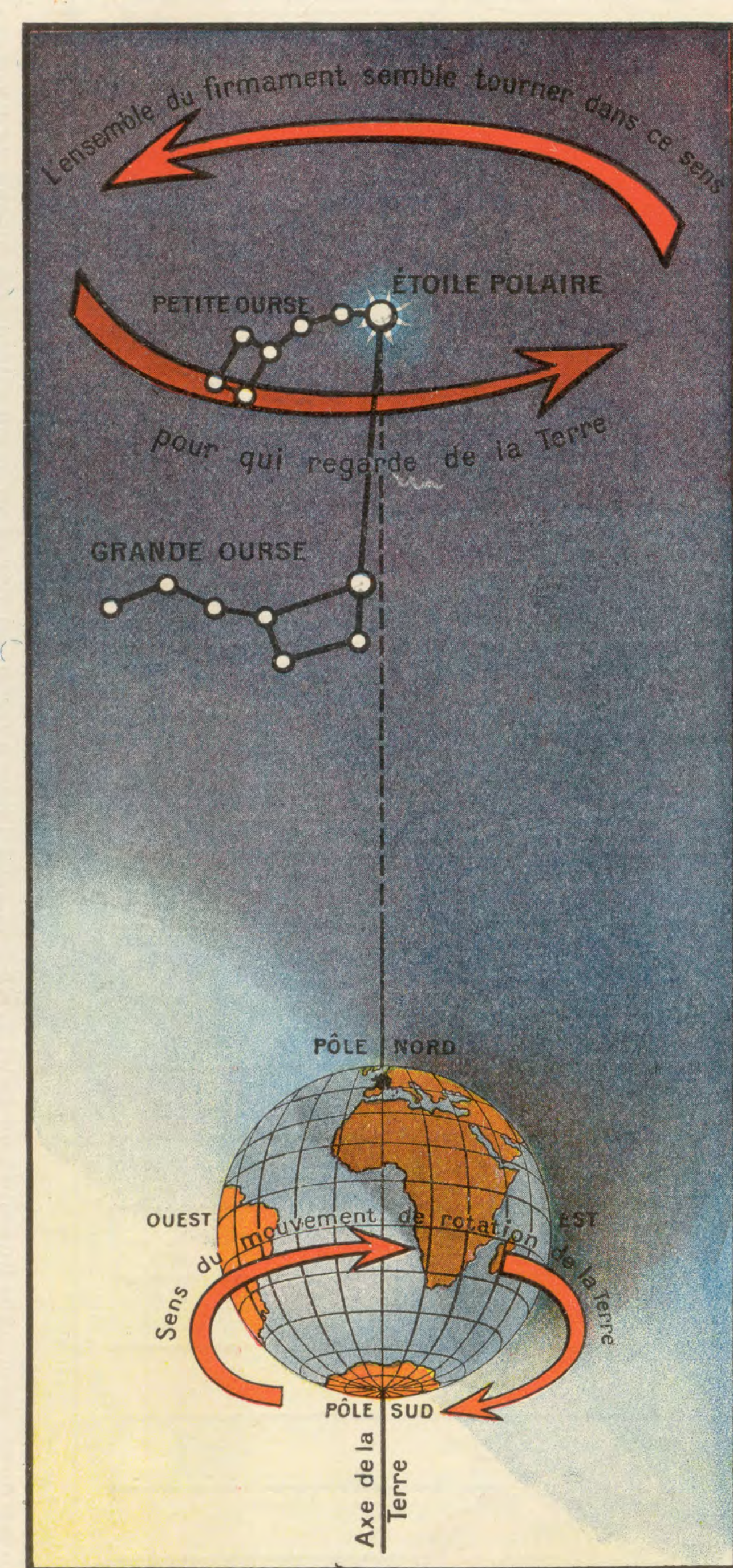
jurgenhaas



dries

Issues for Orchestration

Part 4.
Brave new world



*There are many reasons
for Open Web optimism.*

Fig. 12. — Orientation par l'étoile polaire.

The background features a soft, textured pink surface. Overlaid on this are several dark blue, organic, and somewhat blurry shapes. One large shape curves from the top left towards the center, while another, more elongated shape is positioned below it, extending towards the right. The overall effect is a modern, artistic composition.

**The world is still going
to need good websites**
where trust, ownership and identity live.

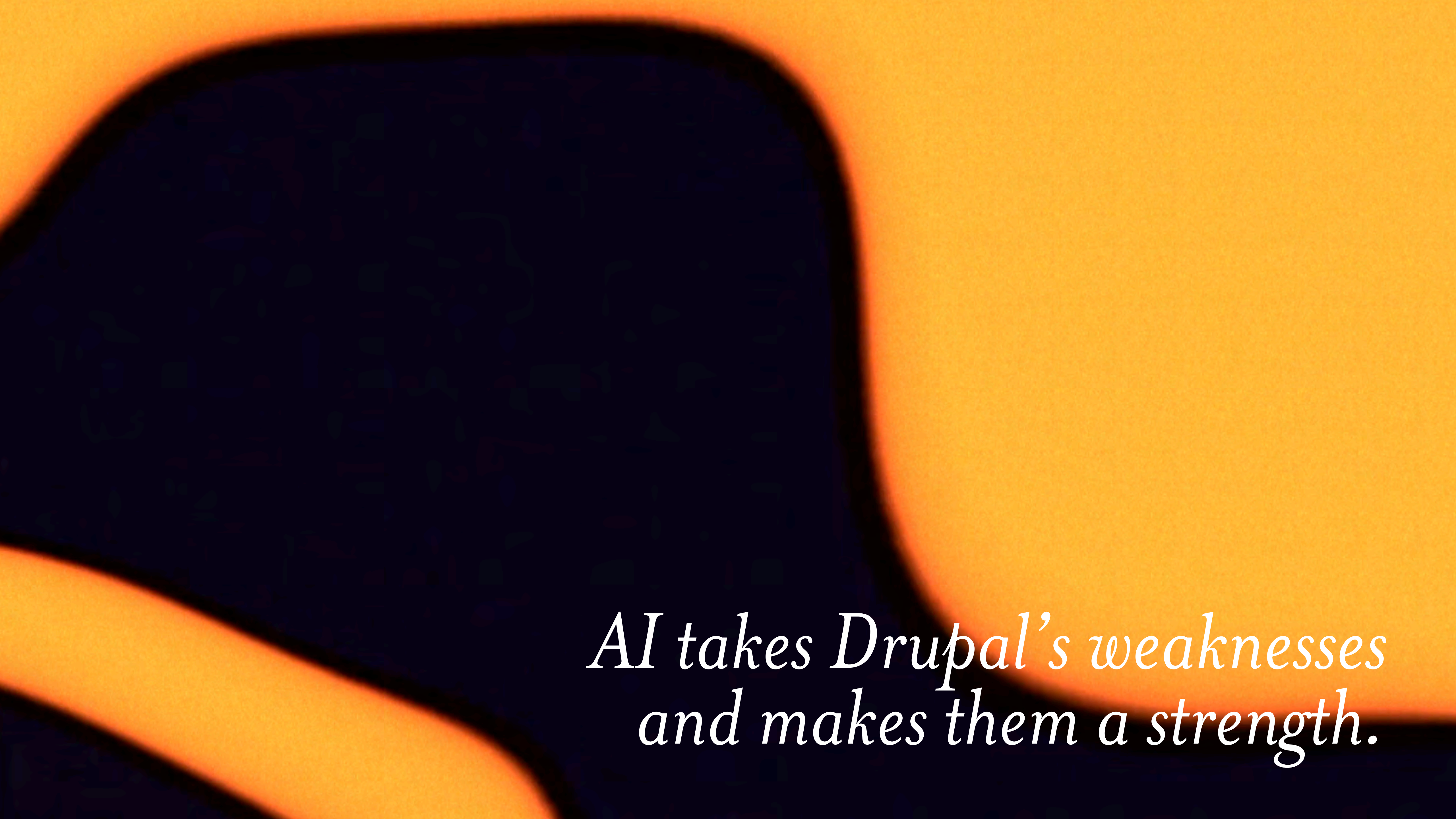
Agencies still matter.

*We'll always need builders
who turn ideas into systems.*

AI is a new channel,
not a system of
record.

*AI will augment
the web, not replace it.*

**AI unlocks the
power of Drupal
for millions
more people.**



*AI takes Drupal's weaknesses
and makes them a strength.*



*We have successfully
mapped uncharted
territory before.*



We are the
navigators charting
the future of the
Open Web.



CLIMATS

- Régions équatoriales à température peu variable
- Régions désertiques à température très variable.
- Régions chaudes tempérées, climat régulier (type méditerranéen)
- Régions tempérées de climat maritime, faible amplitude
- Régions tempérées de climat continental (forte amplitude)
- Régions de climat continental, (forte amplitude)
- Régions polaires





Navigating this new world will
require the right tools and people.

Fortunately we have both.



Thank you
Slides to be posted at dri.es