

# BLENDER INSTITUTE



The Blender Institute is an animation studio that creates 3-D films using Blender software. Founded in 2006 in the Netherlands.

**Revenue model:** crowdfunding (subscription-based), charging for physical copies, selling merchandise

[www.blender.org](http://www.blender.org)

**Interview date:** March 8, 2016

**Interviewee:** Francesco Siddi, production coordinator

*Profile written by Sarah Hinchliff Pearson*

For Ton Roosendaal, the creator of Blender software and its related entities, sharing is practical. Making their 3-D content creation software available under a free software license has been integral to its development and popularity. Using that software to make movies that were licensed with Creative Commons pushed that development even further. Sharing enables people to participate and to interact with and build upon the technology and content they create in a way that benefits Blender and its community in concrete ways.

Each open-movie project Blender runs produces a host of openly licensed outputs, not just the final film itself but all of the source material as well. The creative process also enhances the development of the Blender software

because the technical team responds directly to the needs of the film production team, creating tools and features that make their lives easier. And, of course, each project involves a long, rewarding process for the creative and technical community working together.

Rather than just talking about the theoretical benefits of sharing and free culture, Ton is very much about *doing* and *making* free culture. Blender's production coordinator Francesco Siddi told us, "Ton believes if you don't make content using your tools, then you're not doing anything."