

Association of
Dutch Designers

bno.nl

BNO

The largest community of designers
and design agencies in the
Netherlands.

bno.nl

Designer Membership

We're in It for You!

Are you ready to embrace the freedom of entrepreneurship with the added advantage of substantial support? Join us today! We provide legal and business guidance, access to essential sample documents, a wide-reaching network, as well as inspiring training sessions and events. You'll also enjoy increased visibility through our media channels and much more. Our goal is to empower you to build and grow your design practice with confidence.

Designer Membership



Everything within Reach

Tailored Advice

Do you have legal or business questions? Our advisors are ready to help. You can come to us with questions about contracts, procurement conditions, intellectual property, disputes with clients and more. As a BNO member, you also get exclusive access to sample contracts such as terms and conditions, assignments, licences and non-disclosure agreements.

Our legal guidance focuses on intellectual property rights, contracts, privacy, terms and conditions and related matters. You receive hands-on advice: short, concrete and directly applicable, so that you can make your own decisions with confidence. For more extensive advice, we can often refer you to specialised lawyers at greatly reduced hourly rates. What exactly does this entail? Read more about this topic in our [FAQ](#).

Sample Documents

As a member, you have exclusive access to a comprehensive collection of sample contracts, which we regularly update and make available for download on our website. These include general terms and conditions, licensing agreements and non-disclosure agreements. Most documents are also available in English.

Reports and White Papers

As a member, you gain access to all the reports and white papers on our website, covering topics such as pitching, legal regulations and the copyright aspects of Artificial Intelligence (AI). We ensure up-to-date and design practice-focused information provision, especially concerning changes in laws and regulations, through online knowledge sessions.

Mae Engelgeer

“Over time, I’ve reviewed numerous contracts with BNO. It’s reassuring to see that they genuinely have your interests at heart.”



Designer Membership

Professional Development

Training

With us, you can take part in inspiring training sessions throughout the year that help you strengthen your professionalism and boost your growth and success. You'll learn to think strategically and define your position as a designer, improve your presentation and discussion skills, and refine your abilities in project and self-management.

Our programme includes, among others, the Core Competencies training series, consisting of five sessions that enhance your social and commercial skills – from positioning and communication to presenting and effective collaboration. In addition, Strategic Brand Design offers designers the opportunity to approach brand challenges strategically, from brand strategy and process to translating these into a convincing visual identity.

And for those looking to take things a step further, there's DDD Next Level: an interactive workshop programme that challenges you to take new steps and elevate your practice to the next level.

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Mentoring and Intervision

Sometimes in your work you come across questions you'd like to discuss with someone who understands your field. BNO offers Mentoring and Intervision for this purpose. Within the mentoring network, more than fifty experienced designers share their knowledge and expertise with colleagues on a voluntary basis. In addition, Intervision provides an opportunity to exchange ideas with fellow professionals about everyday challenges and to grow together in your work.

Coaching

Our coaches are here to address concrete work-related issues with you. Whether it's leadership, personal motivation, communication, assertiveness, or sales – our coaches can help you to resolve problems yourself.

BNO Start

Our BNO Start programme is essential for emerging designers who want to improve their entrepreneurial skills. Learn how to price your work correctly, negotiate rights agreements, network, acquire clients and develop your positioning and communication strategy. BNO Start is free for our members.



t/m 03.03.2024
Design Museum, Den Bosch



#Tentoonstelling
Pioniers in Keramiek
Historische en
hedendaagse
meesterwerken

t/m 29.02.2024
Museum Prinsenhof Delft



#Tentoonstelling
Schoenenlab 2023
Expositie met
opkomende ontwerp-
talenten

26.01.2024
Schoenenkwartier, Waalwijk

Alle events

Driving Dutch Design 2024

Wil jij samen met andere
talentvolle ontwerpers werken aan
je onderneming? Schrijf je dan nu
in voor Driving Dutch Design
2024.



Meld je aan!

Dd Stories



the guide

01.05.2024
BNO, Amsterdam

Alle trainingen

Dd

Jo



#Vast
Mattmo
Visual Designer

12.01.2024



#Stage
Story Studio
Stagiair(e) grafisch
ontwerp

04.01.2024

Design Community

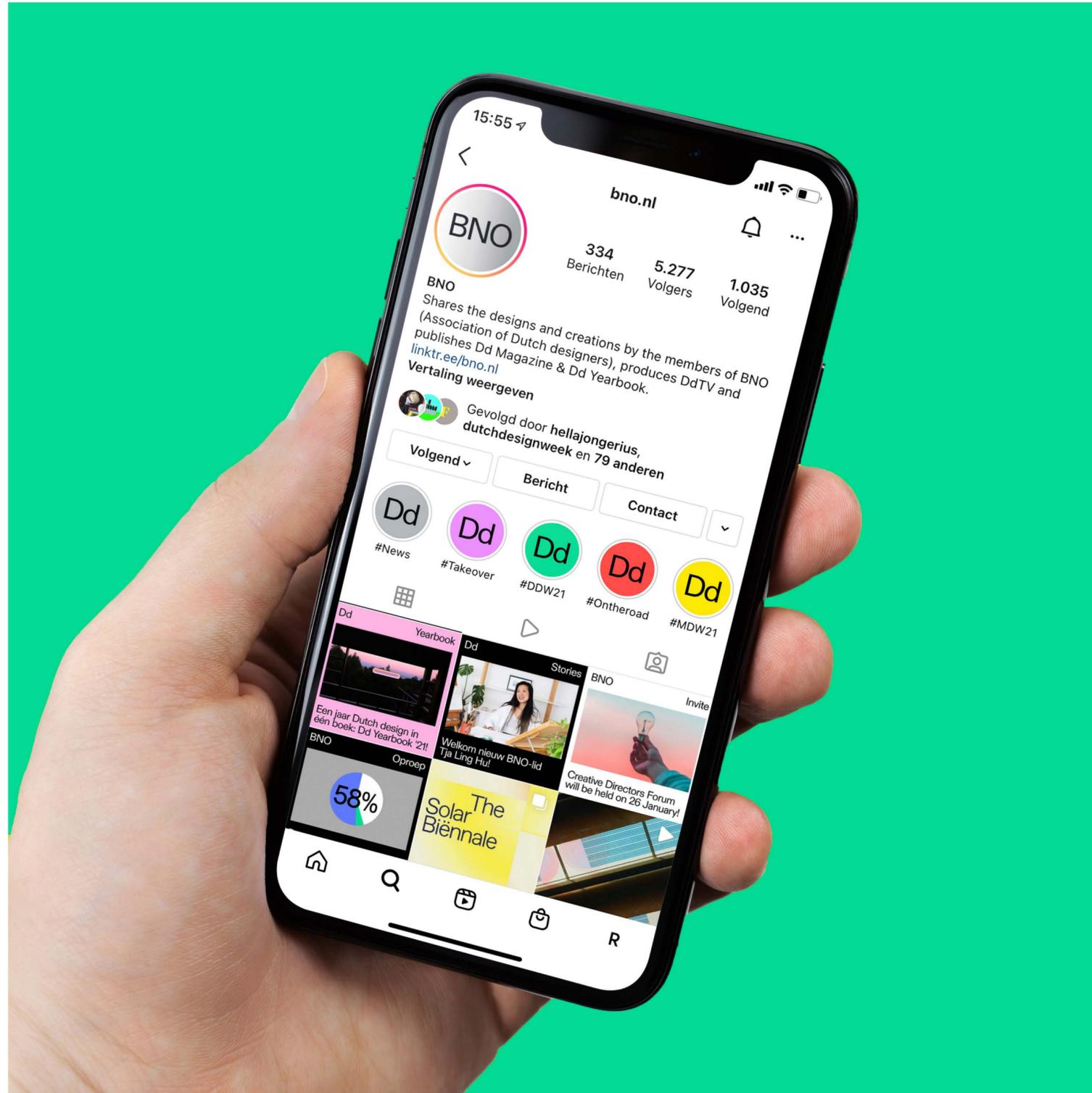
By Designers, for Designers

We connect, represent and empower designers and design studios in the Netherlands. As a member, you join a large, innovative and multidisciplinary design community.

Advocacy and Network

We advocate for the (copyright) interests of the design sector and represent the industry in politics and business. We are part of both the Federation of the Creative Industry, which aims to create a favourable design climate in the Netherlands, and the Federation of Image Rights, which works to improve the copyright position of image makers through joint lobbying activities with the organised professional field towards policymakers and politicians.

We also maintain close relationships with the Ministry of Economic Affairs and Climate Policy and the Ministry of Education, Culture and Science, the Netherlands Enterprise Agency and organisations such as VNO-NCW/MKB-NL and the Chamber of Commerce.



Designer Membership

Where Ideas Meet People

Join a vibrant community where designers inspire and strengthen each other. At BNO, we believe knowledge grows when it's shared. That's why we organise networking events, workshops, and working groups — free or discounted for members — where you can exchange ideas, gain insights, and build lasting connections within the creative field.

Taskforce AI x Design

The AI x Design taskforce monitors the developments and impact of generative AI across diverse design practices and serves as a knowledge platform for exchange and exploration. Engaged members share insights and discuss real-world examples, aiming to enhance AI literacy within the design field and to harness the creative potential of this technology responsibly.

Taskforce Sustainability x Design

The Sustainability x Design taskforce brings together committed members dedicated to a sustainable and circular future. Acknowledging that the climate crisis demands fundamental change, they work to embed sustainability structurally within design practice and within BNO itself.

Sharing your Stories Everywhere

We provide our members with a platform in our (online) media to share their work, creative process and entrepreneurial experiences. Follow us on [Instagram](#) and [LinkedIn](#) and visit our website bno.nl, where we regularly share engaging interviews with our members, as well as a wide selection of articles, columns, opinion pieces and news items. Additionally, our Instagram channel is taken over biweekly by members, allowing them to showcase their work to our community. Do you have an inspiring story you'd like to share? Email us at redactie@bno.nl.

Podcasts

Tune in to our popular podcast Designers Inc. with Roel Stavorinus on [Spotify](#), where he explores the business side of design with various designers.

Dd Yearbook

Our annual Dd, Dutch Designers Yearbook highlights contemporary designers' work and ideas. It features award-winning work, notable graduation projects, member interviews and more. Members receive a free copy.

Dd News

[Subscribe](#) to Dd News, our weekly newsletter, for the latest updates on news, interviews, podcasts, events, training sessions, and job opportunities in the creative world.

Joris Wintgens

“BNO is always there for you, offering extensive knowledge on nearly every aspect of design. As an emerging designer, I have greatly benefited from their resources.”



Designer Membership

Become a member!

Benefits

Start your membership today with an annual fee of 450 euros.

Membership fees are business expenses and are therefore tax deductible. The VAT included on your invoice can be claimed as an input tax deduction.

Explore all the benefits of membership, review the pricing overview and browse our terms and conditions at: bno.nl/join.

Designer Membership

Discount

Are you a recent graduate and an emerging designer? Benefit from our special starter's offer and join at a reduced rate. Pay only 148 euros in your first year after graduation and 296 euros in the second year.

Questions?

Contact Dymphy Smeets at dymphy@bno.nl or +31 (0)20 624 47 48.

bno.nl/join

Yes, join

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