

Mission

Formidastic is a Dutch company specializing in the conception and organization of design contests.

History
For many decades design contests have been held all over the world, especially in the field of architecture. A good example is the Eiffel Tower. From the 700 ideas that were submitted, the design by Maurice Koechlin & Emile Nougier was chosen unanimously, with Gustave Eiffel as the contractor and Stephen Sauvestre as the architect.

Our vision

A design contest is an effective PR instrument in the media approach of an organization. Well-organized contests in the field of design, architecture, urban development, landscaping and interior design contribute to a cultural dimension in the physical environment and to a higher level of competition. A contest can improve public support for the assignment and stimulate professional discussion. A contest improves competition and gives the commissioning customer insight in the abilities of the contestants. The quality of a contest lies in the professional organization and in its continuity. (More important is the image enhancement of a forceful brand.)

Realization

We develop and organize effective design contests with a team of specialists. This requires thorough preparation and relevant expertise.

Jury
A jury of professionals assesses the contributions using five criteria:

- originality
- design
- functionality
- feasibility
- commercial value.

The jury consists of different members who each judge the contributions from their own specialized and practical perspective. We have a large network of designers, artists, creative thinkers and relations in business who are selected for the jury in accordance with the assignment.