SIT
FURNITURE
DESIGN AWARD

SIT FURNITURE DESIGN AWARD

SIT Furniture Design Award ™ was created to recognize the efforts of talented international furniture product designers and implementers. We believe that Industrial Designers improve our daily life; SIT celebrates creativity and share furniture designers' innovative SEATING vision to the world.

The concept

SIT Furniture Design Award™ exists to recognize, celebrate, and promote brilliant international Furniture Designers, Brands, Manufacturers, Emerging talents as well as Visionaries enhancing our daily life with innovation. SIT focuses on "**Seat and Beyond**", rewarding strategic thinking and imagination which goes into making great equipment.

The prize is open to submissions on a global level, accepting entries from Designers and Emerging Talents from all around the world.

About

Selected by our esteemed jury of creative minds, leaders in the Industrial and Furniture Designers world, SIT Furniture Design Award gives 5 winning titles per year:

- SIT Furniture Design of the Year – Professional
- SIT Designer of the Year – Professional
- Digital Innovation Center Winner – Professional
- SIT Emerging Furniture Design of the Year – Student
- SIT Emerging Designer of the Year – Student

Entries to the competition are anonymously judged by an influential jury panel of experienced academics and established design industry professionals whose mandate is to recognize and award the very best designers. Each Jury member brings a wealth of knowledge and understanding to the table and, with their combined insight and votes, the final winners in each category will be selected.

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Innovation Center

SIT Furniture Design Award has created a digital “Innovation Center” focusing every year on 3 topics to highlight invention, look at today’s challenges, and how to overcome them. The winner of the “Innovation Center” will receive a cash prize of $4,000 to create a prototype or start the production of their design.

Benefits

- **Brand Differentiation** - Becoming an SIT Award winner will set you apart from the competition. Whether it's your product design credential or an innovation concept, by carefully selecting the category you enter, you can create a niche to make you stand out from your competitors. The SIT Furniture Design Award is an independent endorsement and an outstanding indicator of success.
- **Marketing Opportunities** - Being associated with a business awards event provides excellent PR opportunities before, during, and after the event. SIT Winners will improve brand awareness and support the promotion of your business to new design professionals and potential clients worldwide.
- **Increased Credibility** - The SIT winner or Honorable Mention acts as a 3rd-party endorsement for your business. Our winning badge is a sign of quality for potential customers and can be a part of your sales strategy. It's a great way of differentiating your company from competitors.
- **Boosting Morale** - Winning a prize or receiving SIT Honorable Mention is a very public way of recognizing the hard work and achievements of your staff. Awards should be celebrated as a team to boost morale.
- **Attracting Talent and Investment** - Being recognized as an SIT Winner is building your brand to attract new talent and engage with potential investors.
- **Receive a Winner Package** - The SIT winners will receive a winner's seal, to promote your Award online and in print, Winners Certificate, be invited to the Bi-Annual Awards event where Grand Winners will receive their Trophy, be promoted in the newsletter to 120,000 design professionals, media, and potential clients worldwide as well as having a permanent online profile on the winners' page.

The Jury

Yolanda Wong
Beijing Zhijian Cultural Communication Co., Ltd.
Founder

Juan Mellen
Design Institute of Spain (DIOS)
President

Jakob Kjaer Nielsen
Jacob Jensen Design
Global Design Director

Robyn Self
Plan-IT Design and IID – The African Institute of the Interior Design Professions
Founder and Director

Fabrizio Constanza
Fabrizio Constanza Design
Founder and Director

Radhika Seth
Yanko Design
Sales Director

Michele Blasilli
Swarovski
Product Designer - Home

Yuk Cho
DesignKeeper
Chief Marketing Officer

Sébastien Maleville
Jacob Jensen Design | KMUTT Bangkok
Studio Creative Director

Annie Ivanova
Studio Ivanova
Executive Director

Zhou Wen Jun
Zhou Wen Jun ® Design , 524 STUDIO ® , NGISED.DESIGN ®
Founder and Design Director

Leslie Bragman
AFD Contract Furniture
Director of Design

SIT furniture Design Award is part of 3C Awards

HOSSEIN FARMANI

Hossein Farmani is a philanthropist, art collector, educator, photographer, curator, editor, and entrepreneur, with a globe-spanning career that began with a deep-rooted passion for art, photography and design. Farmani Group, which Hossein founded in the early 1980's, has been leading the way in curating and promoting design and architecture around the world for over two decades, with such renowned architectural and design awards as the European Product Design Awards, the Architecture MasterPrize, and the International Design Awards.

ASTRID HEBERT

Originally from France, Astrid Hébert is an accomplished entrepreneurial professional with more than fifteen years' experience in Business Development, Marketing, Events, and Project Management. After living for twelve years in Asia, working as Director of Sales & Marketing in the Hospitality industry, she moved back to Europe.

Astrid Hébert joined the Farmani Group in 2018 as Vice-President, opening the European office in Budapest and leading the company growth for two years. She is now the co-founder and Director of the 3C AWARDS based in Switzerland.

3C AWARDS

3C AWARDS is a leading organization curating and promoting design awards across the globe.

The company represent today's diversity and innovation in Lighting Design, Furniture Design, Interior Design, and Architecture. Each brand is a symbol of design excellence around the world, showcasing Professional and Emerging designer's work to over 100 expert jury members.

Developed by Hossein Farmani and Astrid Hébert, 3C Awards is part of a larger organization 3C GROUP based in Switzerland and specialized in Awards, Marketing, Media, and Events. 3C Group is a sister company to Farmani Group, founded by Hossein Farmani. Farmani Group is a leading organization curating and promoting photography, design, and architecture across the globe since 1985.

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