



**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 Farmani Group:



## 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.

**"THE CORE MISSION OF SIT IS TO SHINE A SPOTLIGHT ON GROUND BREAKING DESIGNS AND PRODUCTS THAT HAVE THE POTENTIAL TO CHANGE THE WAY WE LIVE. SIT LOOK AT "SEATING & BEYOND" BEING THE CENTRAL FURNITURE OF OUR DAILY LIVING AND WORKING SPACES. WITH THE CURRENT GLOBAL CRISIS, WE OBSERVE A MAJOR SHIFT IN FURNITURE USAGE, REDEFINING PRIVATE VERSUS WORKING AREAS, REORGANIZING OUR LIVES FROM HOME WHILE CHANGING OUR HABITS... ALL THESE WILL HAVE AN IMPACT ON FURNITURE AND INTERIOR DESIGN."**

**"WINNING THE SIT FURNITURE DESIGN AWARDS IS AN EXCITING OPPORTUNITY FOR BOTH ESTABLISHED AND NEW TALENTED CREATIVES AND ARCHITECTS. THESE ARE THE DESIGNERS AND PRODUCTS THAT WILL HELP TO SHAPE OUR FUTURE".**

## FARMANI GROUP

The Farmani Group, established in 1985, is responsible for many successful awards around the globe. Farmani Group organizes the International Design Awards (IDA), Architecture Masterprize, DNA Paris Design Awards, Lighting Design Awards (LIT), European Product Design Awards (ePDA) all focusing on Innovation, Esthetic, Concepts & Enhancement, which have emerged as some of the most well-known Design Awards today.

The group portfolio is also including London International Creative Awards, Prix de la Photographie in Paris, and the Annual Lucie Awards for Photography, which has emerged as one of the world's most prestigious awards.

Farmani Group





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