



Foundation of 3C Awards  
part of the Three C Group GmbH

Switzerland, 14.04.2021

**3c Awards will be a leading organization curating, recognizing and supporting talented designers through awards, press, media exposure, events, and exhibitions organization.**

The company's key mission is to promote design through awarding great designs, exhibiting, developing designers and artist communities, providing networking opportunities, and advancing the appreciation of excellence in design through education, outreach, and grants.

Developed by Hossein Farmani and Astrid Hébert, 3C Awards is part of a larger organization Three C Group GmbH based in Switzerland and specialized in Awards, Marketing, Media, and Events.

3C Awards 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.

Under the Three C Group GmbH, 3C Awards will play a key role to develop our foot print in Europe and support the growth of our programs:

- LIT Lighting Design Awards
- SIT Furniture Design Award
- LIV Hospitality Design Awards
- BLT Built Design Awards

Three C Group GmbH 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.

**Three C Group GmbH**

Grabenstrasse 15a

6340 Baar

Switzerland

[www.3cawards.com](http://www.3cawards.com)

Hossein Farmani

Co-Founder

A handwritten signature in black ink, appearing to be 'H Farmani', written in a fluid, cursive style.

Astrid Hébert

Co-Founder & Director

A handwritten signature in black ink, appearing to be 'Astrid Hébert', written in a cursive style.