

Nicci Hattingh, alumna and part-time Information Design lecturer, awarded at the International PromaxBDA Awards 2012

By Visual Arts

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Nicci Hattingh and Delarey at the PromaxBDA Awards 2012

Nicci Hattingh, an Information Design graduate and part-time Information Design lecturer at the University of Pretoria's Visual Arts Department, has fared exceptionally well at the International PromaxBDA Awards 2012, held in Los Angeles in June this year.

Hattingh is the co-owner and Creative Director of Monarchy, a company that she established with her husband Delarey in 2010, and which has since received more awards for broadcast design than any other South African company. As noted on their website, [Monarchy](#) is positioned as being a "multi-disciplinary, award winning creative agency that's in love with motion design in all shapes and forms". The company specialises in "design-driven strategy, branding and live-action".

For the second year running, Monarchy was nominated for and received more awards than any other company in Africa for their work done for the M-Net Movies channels. This year, the company was nominated for 11 awards and eventually walked away with an astonishing total of ten awards in various categories. A breakdown of the specific awards in the respective categories is as follows:

Promax BDA Global Excellence (DESIGN):

- Gold – Best Directing
- Gold – Best Editing
- Gold – Best Copywriting
- Gold – Best Collaborative Effort
- Silver – Art Direction and Design: Program/Content – Campaign

Promax BDA Global Excellence (PROMOTION):

- Gold – Best Animation
- Gold – Best Editing
- Silver – Best General Branding Image
- Bronze – Best Design

Owing to their impressive number of awards, Monarchy was also bestowed the international honour of "Global Creative Design Team of the Year – Out of House".

Nicci Hattingh also featured in the industry leading magazine Brief as one of the world's [Top 13 Creatives](#) under the age of 30 to watch. Nicci is grateful for the time she has been able to spend at the University and appreciates the support she has received from DSTV and M-Net Movies, which has enabled her to create world-class creative and marketing work.

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