

Choir Games mascot vote begins



Written by

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More than 60 people entered a contest to design a mascot for the 2012 World Choir Games in Cincinnati, but only four looked like possible winners to the games' selection panel.

Today through March 13, the public can vote for their favorite among the four finalists online at www.2012worldchoirgames.com/mascotvoting.

[2012worldchoirgames.com/mascotvoting](http://www.2012worldchoirgames.com/mascotvoting).

The selection panel will consider the public vote and choose a winner. The winner will receive \$500 and the thrill of seeing the mascot all over in the summer of 2012, when 400 choirs from more than 70 countries and an estimated 200,000 attendees will be here for the world's largest international choral competition in July.

When choosing the finalists, the selection panel considered creativity; representation of Cincinnati and musical elements; flexibility and versatility of design; and appeal to different cultural backgrounds, gender and age groups, said Nick Vehr, managing director of the Cincinnati

organizing committee for the 2012 World Choir Games. The selection panel includes members of the organizing committee and eight business and community leaders with experience in design, merchandising, marketing and international events.

Unsurprisingly, given Cincinnati's pork-producing history and its embrace of flying pigs, the panel received many pig mascots, flying and grounded, Vehr said. But the panel opted not to choose any of those as finalists because it wanted to be sensitive to concerns of citizens from countries who might find a pig inappropriate for cultural reasons.

Here are more details about the four finalists:

Conky, submitted by Karen Prophet Tindall of Fort Wright.

Concept: "CONKY stands for Cincinnati Ohio Northern Kentucky and represents the region and the history of this river town. When the river boats are in town and the

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calliopes are "singing," you can hear them all over town."

Selection committee comments: "Has a Cincinnati feel. Nice to have the river represented."

Maestro, submitted by Shelby Bertsch of Indianapolis.

Concept: "An anthropomorphized note, dressed in the attire and appearance of a maestro."

Selection committee comments: "Fun. Captures the musical element. Could be versatile with different outfits and colors."

SoLa, submitted by Cynthia Stanard of Mount Lookout, a partner in Mount Washington-based Stanard Design Partners.

Concept: "SoLa is pure music. From her name to her distinctive headdress. A whole note adorns her outfit, indicating that the whole world will join together in song at the World Choir Games. The name SoLa is derived from the syllables of the major scale, Do Re Mi Fa So La Ti. Being derived from music, her name has a distinctive and natural audio translation, spoken as it is sung."

Selection committee comments: "Nice international look and feel. Youthful, fresh, creative, edgy."

Whirl, submitted by Davis Stanard of Mount Lookout, a partner in Mount Washington-based Stanard Design

Partners.

Concept: "Meet Whirl (short for 'World' Choir Games). Sporting an oversized crown, Whirl reflects Cincinnati's unique heritage as the Queen City. The pyramidal treatment to the crown compliments the 2012 World Choir Games' visual system. Whirl's iconic shape allows for a variety of colors, patterns and finishes to be applied to reflect local to international interests." Selection committee comments: "Creative and original. Great potential for multiple uses. Could be designed to appeal to all cultures and ages."



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