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Local designer's mascot picked by Choir Game

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Earlier this year, graphic designer Davis Stanard of Mount Lookout decided he'd give the World Choir Games mascot design contest a Whirl.

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It turned out to be a good decision. A local selection panel for the games chose Whirl, the name of Stanard's mascot design, as the official mascot for the international choral competition coming to Cincinnati in July 2012.

Stanard chose the name Whirl as a shortened version of world, and gave the blue mascot an oversized gold crown to reflect Cincinnati's nickname as the Queen City of the West.



ZOOM

Davis Stanard chose the name Whirl for his mascot design as a shortened version of world, and gave the blue mascot an oversized gold crown to reflect Cincinnati's nickname as the Queen City of the West. / Provided

"I was trying to think of a creative use of one of the city's icons," Stanard said. "I figured there'd be a lot of pigs because they're a popular mascot. The crown, I thought, was an interesting symbol of the city."

More than 60 entries were submitted to the contest, which launched in January. Stanard and his wife, Cynthia Stanard, who own Mount Washington-based Stanard Design Partners, were two of four finalists selected for a public voting process, which took place Feb. 27-March 13. Whirl finished third in the public voting, which accounted for 20 percent of the selection panel's final decision.

Stanard responded to Selection Panel requests by making modifications to his original design, which included by giving Whirl a microphone topped with a globe. A female version of Whirl also will be developed for the 2012 Games.



ZOOM

Davis Stanard's mascot was chosen as the winner in the 2012 World Choir Games mascot contest. He's a Mount Lookout resident. / Provided

Mascot contest prize winners

First place: Whirl (Davis Stanard, Mount Lookout), \$500

Second place: Maestro Note (Shelby Bertsch, Indianapolis), \$250

Third place: SoLa (Cynthia Stanard, Mount Lookout), \$100

Spirit Award: CONKY (Karen Prophet Tindall, Fort Wright), \$100 retail value in World Choir Games merchandise

Creativity Award: Barbershop Parakeet Quartet (Wendy Bentley, Southgate), \$75 retail value in World Choir Games merchandise

Judges Award: Atlas (Bryan Stone, Cincinnati), \$50 retail value in World Choir Games merchandise

"The mascot design contest was fun, engaging and brought out some fantastic design work," Nick Vehr, managing director of the Cincinnati organizing committee for the Choir Games, said in announcing the winning mascot. "The selection panel had an easy time envisioning Whirl in different poses and costumes reflective of the diversity of the event."

Northside-based Stagecraft Inc. will create the costume for the character. Stagecraft has been making costumes for more than 25 years and has worked with the University of Cincinnati, the University of Louisville, the University of Memphis, the Cincinnati Stingers, Disney, Dreamworks and Universal Studios, among others.

The 7th World Choir Games will take place July 4-14, 2012 in Cincinnati, the first time the event will be hosted in the United States. The event is expected to attract 400 choirs from 70 countries and an estimated 200,000 visitors.

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