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Whirl is 2012 World Choir Games mascot

Davis Stanard's winning design picked from more than 60 entries

CINCINNATI (OH) – Whirl, submitted by Davis Stanard of Cincinnati, will be the mascot for the 2012 World Choir Games in Cincinnati USA.

More than 60 entries were submitted to the 2012 World Choir Games Mascot Design Contest, which launched in January. Whirl was one 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 final decision – but the Selection Panel ultimately chose Whirl for its originality, versatility and likability. The Selection Panel included members with design, merchandise and international event experience.

Stanard, who co-owns Stanard Design Partners with his wife Cynthia, responded to Selection Panel requests by modifying his original design. There also will be a female version developed for the 2012 Games.

“I had a lot of fun with this, and I think it shows,” Stanard said. “Whirl is playful and whimsical. I’m excited to see him come to life in all the various forms. I’ll be the first to buy a stuffed Whirl doll.”

Stanard chose the name as a shortened version of “World” (*World Choir Games*). He said it’s also reflective of the World Choir Games logo – which appears to spin or whirl. He further explains the design concept:

“Whirl’s oversized crown, the mascot’s most prominent feature, is derived from Cincinnati’s moniker, ‘the Queen City of the West,’ ” Stanard said. “The pointed crown is visually striking and distinctive, making the mascot memorable and unique – an instant icon.

“Holding a microphone topped with a globe, Whirl literally sings to the world, reflective of the global stage that Cincinnati and participants will take during the 2012 Games.”

The mascot will become an integral part of promotion for the 2012 World Choir Games.

The World Choir Games, produced by Germany-based INTERKULTUR, is the largest international choral competition in the world and is held every two years. The 7th World Choir Games will take place July 4-14, 2012, and for the first time ever will be hosted in the United States. The event is expected to attract 20,000 competitors from about 70 countries. Procter & Gamble is the first Presenting Sponsor of the 2012 World Choir Games.

“The mascot design contest was fun, engaging and brought out some fantastic design work,” said Nick Vehr, managing director of the Cincinnati Organizing Committee for the 2012 World Choir Games. “The Selection Panel had an easy time envisioning Whirl in different poses and costumes reflective of the diversity of the event. “

[Stagecraft Inc.](#), in Northside, 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 many others.

Mascot Design Contest prize winners:

- **First place:** Whirl (Davis Stanard, Cincinnati), \$500
- **Second place:** Maestro Note (Shelby Bertsch, Indianapolis), \$250
- **Third place:** SoLa (Cynthia Stanard, Cincinnati), \$100
- **Spirit Award:** CONKY (Karen Prophet Tindall, Ft. Wright, Ky.), \$100 retail value in World Choir Games merchandise
- **Creativity Award:** Barbershop Parakeet Quartet (Wendy Bentley, Southgate, Ky.), \$75 retail value in World Choir Games merchandise
- **Judges Award:** Atlas (Bryan Stone, Cincinnati), \$50 retail value in World Choir Games merchandise

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ABOUT INTERKULTUR:

INTERKULTUR, based in Pohlheim, Germany, has ties to 120,000 choirs made up of 4.8 million choral singers around the world. In more than 20 years since INTERKULTUR was established, more than 5,600 choirs and 250,000 singers from 100 nations have taken part in the World Choir Games and INTERKULTUR's regional choir competitions.

For more information about the 2012 World Choir Games:

- www.2012worldchoirgames.com
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