Youth Olympic Games Mascots from Singapore 2010 to Lausanne 2020

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INTRODUCTION

Inspired by former International Olympic Committee (IOC) President Jacques Rogge, the Youth Olympic Games (YOG) really began to take shape when the IOC Executive Board unanimously welcomed the President’s idea on 25 April 2007. The IOC members approved the project on 5 July 2007 during the 119th Session in Guatemala City.

In February 2008, the IOC awarded the organisation of the first YOG to the city of Singapore. This edition of the YOG comprised 201 sports events and brought together a total of 3,524 young athletes. For their part, the first Winter YOG were held in January 2012 in Innsbruck, Austria, a city that had already hosted the Olympic Winter Games twice before, in 1964 and 1976. Innsbruck thus became the first city to host both the Olympic Games and the YOG. These first Winter YOG comprised 63 sports events and brought together 1,022 athletes. The Summer YOG in Nanjing in 2014 and the Winter YOG in Lillehammer in 2016 brought together 3,759 and 1,067 young athletes, respectively.

The word mascot is derived from the Provencal and appeared in French dictionaries at the end of the 19th century. “It caught on following the triumphant performance of Mrs Grizier-Montbazon in an operetta called La Mascotte, set to music by Edmond Audran in 1880. The singer’s success prompted jewellers to produce a bracelet charm representing the artist in the costume pertaining to her role. The jewel was an immediate success. The mascot, which, in its Provencal form, was thought to bring good or bad luck, thus joined the category of lucky charms”.¹

An original image, the mascot has the job of giving concrete form to the Olympic spirit, spreading the values highlighted at each edition of the Games; promoting the history and culture of the host city; and giving the event a festive atmosphere. Just like the Olympic Summer and Winter Games, the YOG also have their mascots, all of which showcase imagination and artistic creativity, giving a personal and characteristic touch to each edition of the Youth Olympic Games.

In this document, each mascot is presented by a picture and a description. The mascots are a simple and efficient communications tool, just like a slogan – so follow the guide!

### SINGAPORE 2010

**LYO AND MERLY**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Lyo is an abbreviation of “Lion of the Youth Olympics”. Merly’s name comes from the French word “mer” [sea] and the letters L and Y refer to “liveliness” and “youthfulness”.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description:</td>
<td>Lyo reflects the national symbol of the city-state of Singapore, a lion. He symbolises the overflowing energy of young people, their determination to live life to the full and their ardour in their search for excellence. Merly is inspired by the Merlion, a mythical sea creature with a lion’s head and a fish’s body, part of the local folklore.</td>
</tr>
<tr>
<td>Creator:</td>
<td>Cubix International.</td>
</tr>
<tr>
<td>Did you know?</td>
<td>- The mascots’ names were chosen through a competition. A total of 375 entries from more than 20 countries were received. The winners, from Singapore, were able to meet Lyo and Merly at the mascot presentation ceremony.</td>
</tr>
</tbody>
</table>
— Lyo and Merly feature on 40,000 silver and two-metal commemorative coins, produced in June 2010 to mark the creation of the first Youth Olympic Games in history.
— The Merlion symbol was created in 1964 by Alec Fraser-Brunner as the logo of the Singapore tourist office. It gave birth to other works, among them includes an 8-metre statue, with a typical lion's head and fish's body, at Marina Bay in Singapore.

SOURCES
INNSBRUCK 2012

YOGGL

Name: Yoggl (pronounced like YOG) is inspired by the nickname “Joggl” for Jakob, a common and traditional name in the Tyrol region. The J is replaced by a Y as a nod to the acronym YOG.

Description: Yoggl is an Alpine chamois who lives at relatively high altitude in the steep, craggy Karwendel mountains between Innsbruck and Seefeld. He symbolises life in the Alpine regions, and his role is to make the public aware of respecting the region’s environment and natural resources.

Creator: Florencia Demaría and Luis Andrés Abbiati.

Did you know? The mascot was chosen through a Facebook competition. It was the chamois of the two Argentinean creators that was finally victorious over the ibex and which became the basis for developing the final design of Yoggl.
SOURCES
NANJING 2014

Nanjinglele

Name: Nanjinglele. The suffix “lele” refers to the noise of stones as they bang together and is pronounced like the Chinese word meaning happiness or joy.

Description: Nanjinglele’s shape and colours reflect the rain flower pebble or riverstone, a unique natural feature in China.

Creator: N/A.

Did you know?

- The mascot was selected through a competition held in China. Over 1.2 million students from 903 Chinese colleges and universities took part. The final choice was revealed at a ceremony held in Nanjing on 29 November 2012.
- As part of the Nanjing 2014 virtual torch relay, an animated image of Nanjinglele carrying the torch was sent on 19 June 2014 from the Beijing Aerospace Control Centre to the Chang’e 3 lander on a scientific mission on the moon. The sending of data via Jiamusi station and its receipt back via Kashgar station lasted 20 minutes in
The idea for including such a stage in the virtual relay came from high school students from Nanjing.

SOURCES
- “Nanjinglele journeyed to the moon with the Nanjing 2014 virtual torch”, news, website of Nanjing 2014, 21 June 2014.
**LILLEHAMMER 2016**

**SJOGG**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Sjogg means “snow” in the Gudbrandsdal, the valley where Lillehammer is located.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description:</td>
<td>The mascot is a sporty-looking lynx whose clothing illustrates the Look of the Winter Youth Olympic Games Lillehammer 2016.</td>
</tr>
<tr>
<td>Creator:</td>
<td>Line Ansethmoen</td>
</tr>
</tbody>
</table>

**Did you know?**

- The mascot selection process began in February 2012 with the launch of a competition open to anyone aged between 15 and 25. The Organising Committee then selected the 33 best candidates. These were then assessed by a jury composed of four people from the worlds of fashion, design, the media and sport: Simen Staalnacke, Julie Strømsvåg, Birgit Skarstein and Marianne Ågotnes. The jury selected three finalist designs, a moose, a weasel and a lynx. Between the end of May and the beginning of June 2014, these designs were voted on by the public via Facebook. More than 3,200 people voted. With 1,462 votes, it was...
the lynx which won, beating the weasel by just 30 votes. In December 2014, the final design of the mascot, named Sjogg, was presented.

- Line Ansethmoen, who designed the lynx, is from Lillehammer herself. She was 18 when she took part in the mascot competition.

SOURCES
- “Here are the three nominees for the mascot competition”, news, website of Lillehammer 2016, 11 April 2014.
- “Hi, I’m Sjogg!”, news, website of Lillehammer 2016, 6 December 2014.
BUENOS AIRES 2018

#PANDI

Name: #Pandi is a combination of the scientific name for the jaguar (panthera onca) and the word “digital”. The hashtag reinforces the mascot’s strong online profile.

Description: #Pandi is a young jaguar, which is the largest feline on the American continent. Jaguars live in the north of Argentina: on the dry plains of the Gran Chaco, in the low-altitude forests of the Andes and in the jungle of Misiones Province. In 2001, the jaguar was declared a National Natural Monument due to its status as an endangered species. #Pandi’s role is therefore also to raise awareness about the species’ risk of extinction.

Creator: Human Full Agency

Did you know? – The mascot #Pandi is gender fluid, neither female nor male. It symbolizes as well the gender balance of the Buenos Aires 2018 sports programme.
Before the mascot was unveiled to the public, clues as to its identity were left in the shape of paw prints on iconic monuments of Buenos Aires like the Obelisk, Women’s Bridge or the Planetarium.

**Sources**

- “#Pandi, the Youth Olympic Mascot” section, website of Buenos Aires 2018.
LAUSANNE 2020

YODLI

Name: Yodli is the mascot for the Winter Youth Olympic Games (YOG) Lausanne 2020. Its name is inspired by the word “yodel”, a singing technique mainly practised in Alpine areas.

Description: Yodli is a hybrid animal: a cross between a cow, a goat and a St Bernard dog, three emblematic animals that live in the Swiss mountains. Its multiple origins symbolise the diversity of those taking part in the Winter Youth Olympic Games Lausanne 2020.

Creator: 140 students at Eracom, an art and communication school located in Lausanne.

Did you know? - The colours of the mascot’s body were inspired by nature. There is the blue of the ice and the lake, the white of the snow and the brown of the fur and horns of the animals. As for Yodli’s eyes, they are a shade of yellow that recalls the raclette, a type of cheese from Switzerland.
- The final decision was taken by 500 young Swiss athletes aged 12 to 18 who chose their favourite mascot.

**SOURCES**
- “A hearty and warm welcome to Yodli!”, news, website of Lausanne 2020, 8 January 2019.
CREDITS

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