

London Introduces One-Eyed Monster as Olympicsâ€™™ Mascot

Contributed by Tom McGregor
Tue, Jul 24, 2012, 06:16 PM

The official mascot for the London 2012 Summer Olympic Games has been described as, “sinister, disturbing, creepy and frightening.” Nevertheless, London organizers contend that the “one-eyed Calypso monster,” is a good marketing tool.

The Houston Chronicle reports that, “the official mascots of London’s Olympic and Paralympic Games – Wenlock and Mandeville – have been called all of those things, but organizers are hoping to tack on a more positive title: merchandising magic.”

The Big Brother Orwellian mascot has popped up all over London, casting its sinister one-eyed stare at tourists and locals from posters, states and a swarm of Olympic merchandises that range from key chains to cutlery.

According to the Houston Chronicle, “bloggers and other commentators, however, have been skewering the duo for scaring children and projecting a creepy surveillance-state image of the Olympic Games.”

The mascot’s face is covered with a huge eye that is actually a camera for government officials to “record everything.”

To read the entire article from the Houston Chronicle, link here:tmcgregordallas@yahoo.com