

# InsideCincy

{ COUNTDOWN }

## Whirling, Twirling to the 2012 World Choir Games

**H**e's danced with Bob Herzog on Dance Party Friday. His best friend is Drew Lachey. He's stood before an international crowd on Fountain Square and made goo-goo eyes at his purple significant other.

With his oversized "Queen City" crown, the blue mascot Whirl is certainly the man for the job of revving up the PR engines in the countdown to the largest international arts event in the city's history — next July's 2012 World Choir Games. It's a big job and the numbers are staggering:

- \$73.5 million economic impact for the U.S.
- \$22.3 million in increased earnings for Tristate households
- \$1.8 million in tax revenues for Cincinnati and other local governments
- 20,000 participants from 70 countries
- 200,000 spectators

Whirl was designed by Cincinnati native Davis Stanard, who co-owns Stanard Design Partners with his wife Cynthia.

Now, with Twirl at his side, there's no stopping him.

—THE EDITORS



Drew Lachey with Twirl (left) and Whirl

ELIZABETH ROSEGRANT

{ INNOVATION }

## Bright Lights and Beer Pong

**U**niversity of Cincinnati student Cameron Hoerig has given a classic college drinking game a bright twist. Hoerig, 21 and a third-year electrical engineering major, developed a beer pong table equipped with LED lights and photocells that create a ring of light around each cup.

The table contains 10 rings of eight LED lights on either end. When a cup is placed in a ring, the photocell in the middle detects the cup and lights up the ring. The lights turn on in succession, making it look like the ring is spinning around the cup.

Cameron Hoerig (left) and James Charles

Hoerig began the project in last August after, uh, research into friends' beer pong tables. The second version of the table, controlled mainly by software, was started in February.

He does not plan on reproducing and selling the table, but is more than willing to give others the instructions to make their own. He has ideas to take it to the next level. "I would like to place an LED array in the middle of the table along with a camera. Doing so would allow the table to track the trajectory of a ball throw and light up a trace in the LED array," Hoerig says.

All he needs now is the time and money.

— RACHEL SCHOWALTER

{ ENTREPRENEURSHIP }

## Graphic Tees Unveiled

**P**roject Iris Clothing has unveiled its summer women's shirt line, a series of chic graphic tees with vibrant floral prints.

The line is the latest by Ripple Junction, a Cincinnati-based clothing company. Five percent of all sales from Project Iris go toward World Food Program USA, a U.S.-based nonprofit focused on building support for the United Nations World Food Program, which works to feed hungry people in developing countries.

Project Iris is based in Cincinnati and all of its garments are manufactured in the U.S. Their clothing lines are sold in approximately 125 boutiques nationwide and online at [www.ProjectIrisClothing.com](http://www.ProjectIrisClothing.com).

—R.S.



LISA VENTRE/UC