



Title: Kite Emoji Submission

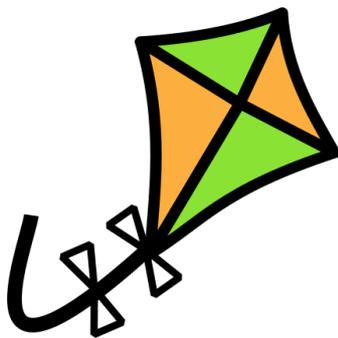
Submitter: Adam Johnston (adam@bamtang.com)

Date: October 17, 2017

Identification

- A. CLDR short name: Kite
- B. CLDR keywords: Wind | play | park | fly | high

Images



proposed_e000.png



proposed_e000.png

Art created by Adam Johnston. Public domain: free to share and use.

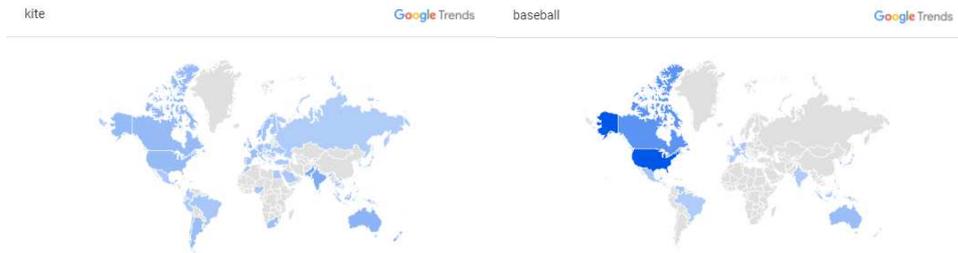
Abstract

This is a request for the inclusion of a kite emoji. Kite flying is an ancient and global pastime. It is also a pastime that is popular in the poorest countries. The kite symbol represents play, soaring, wind, respite, harnessing mother nature and reaching for the heavens.

Introduction

Kite flying was invented in China in the 5th century BC, but has been popular throughout the world for centuries. Kites have been used for festivals, recreation, transport, sport, scientific experimentation, musical performance, military applications and communication.

When families around the world go on a picnic, they come together to build and fly kites. Kites offer opportunities for parents to teach their children handy crafts, and enjoy the process of iterative design together. Since the cost can be just some sticks, paper and string, even the poorest of families can enjoy kite flying together.



SELECTION FACTORS - INCLUSION

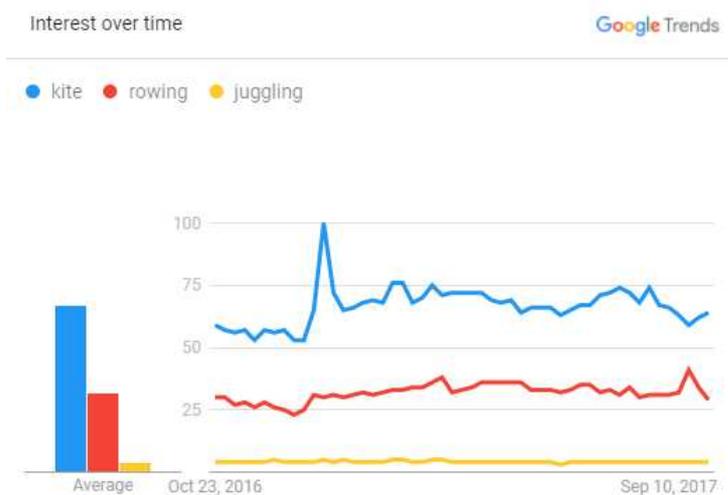
A. Compatibility

There are no kite emojis currently in use on the major platforms.

B. Expected Usage

1. Frequency

A Google Trends comparison with rowing and juggling, which already have emoji and are similarly old global recreational activities, shows that the use of kites is much more popular.



YouTube gives:

- **Kite: About 4,250,000 results**
- Ping pong: About 3,890,000 results (existing emoji) (109%)
- Badminton: About 1,460,000 results (existing emoji) (291%)

A Google Search for “Kite emoji” gives “About 451,000 results”, including requests for a kite emoji on

- Reddit https://www.reddit.com/r/iphonehelp/comments/6izw7g/kite_emoji
- Twitter https://twitter.com/nori_noreen/status/428427070935293952?lang=en



2. Multiple Uses

The kite emoji would also be used to represent wind, which has an emoji. The kite emoji would be more useful to represent wind in a fun and visual way.

In combination with surfing or snow, the user could invoke kite surfing or kite snowboarding.

In combination with a national park, the user could invoke the emotion of a picnic, rather than just a location.

“Go fly a kite” is a popular euphemism for “go away”.

In videogames, “kite” is a term for ranged attacks.

Drug users become “High as a kite”.

The popular movie Mary Poppins has a song that exemplifies the use of kites as a cheap, fun and inspiring recreation.

C. Image Distinctiveness

A kite emoji would be visually distinct from any current emoji and immediately recognizable as a kite. Kites can come in many shapes and colors, but the kite emoji would likely be designed as the classic diamond shape with a flowing tail.

D. Completeness

The emoji set needs more icons that represent family activities rather than competitive sports, or western pastimes.

E. Frequently requested

No statistics available

SELECTION FACTORS - EXCLUSION

F. Overly specific

The nearest other emojis are:

- i) 1935 Balloon
- ii) 1177 Person Juggling
- iii) 1941 Carp streamer
- iv) 1942 Wind chime

Kites are in fact less specific than most of these. Kites are a category rather than a specific type.

G. Open ended

Kites are a very specific category of item that cannot be confused by balloons, parachutes or any other item.

H. Already representable

Kites cannot be represented by another existing emoji or sequence.

I. Logos, brands, etc.

The kite is suitable for encoding as characters.



J. Transient

A kite emoji will be persistent as long as there is wind, sticks, paper and string available across the world.

K. Faulty comparison

The validity of the kite emoji is not based on a comparison with any existing emoji.