SUBMITTED 12/7/18, AND RESUBMITTED 12/23/18 BY:
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ABSTRACT:

This proposal is to request the inclusion of a piñata emoji representing the decorated object made from various types of materials. Some are made of clay jar, paper, ribbons, paper mache, balloons, reeds, and carisso - and they are usually filled with treats and sweets. The piñata is traditionally suspended from a height and broken open by blindfolded individuals at parties and celebrations. The spellings “piñata” and the anglicization “pinata” are both used in this proposal.

INTRODUCTION

The original and traditional piñata has seven points symbolizing the seven deadly sins: envy, sloth, gluttony, greed, lust, anger/wrath and pride. The ten-pointed piñata symbolizes the sins that come from breaking the ten commandments.

The stick which is used to break the piñata represents and symbolizes love. It is supposed to destroy the sins by hitting and breaking the piñata into pieces. The candies and treats that come pouring out from the broken piñata symbolize the forgiveness of sins and a new beginning. Originally, the piñatas were filled with candies, apples, pears, fruits, wrapped in paper. The candies were called colacions which were a flour-based, cooked candy with a seed in the middle such as from cilantro, anise, or mustard. Now, piñatas are filled with various types of candies — not just in Mexico, but across the world.

Piñatas today are most commonly associated with Mexican celebrations, but they have a global history dating back to Marco Polo’s discovery of them in China for their new year's celebrations. He then took the idea back with him to Italy where they were integrated into celebrations for Lent¹. The introduction of the piñata in Central America is somewhat debated, as some argue that it might have been a result of cultural diffusion over the land bridge between North America and Asia while others argue that it was an independent concept on its own.

Today piñatas are seen as a symbol of celebration that is understood in a global context in some form or another. They are a common staple at parties and other celebrations, where a piñata is typically hung from above while participants are blindfolded and then given a chance to hit the piñata to release treats and surprises. Piñatas are a strong component of pop culture today, and

¹ [https://universaldomainexchange.com/vivacue2/history-of-the-piñata/](https://universaldomainexchange.com/vivacue2/history-of-the-piñata/)
are often the subject of various pop culture references, including modern day party-related references among the youth.

In April 2014, the piñata was ranked number three on a list of emojis Latinos are waiting for that was curated by Latina Magazine. Popular depictions of the piñata include the beer piñata in the Miley Cyrus music video, "We Can't Stop". In 2010, Jennifer Garner can be seen hitting a piñata in the movie Valentine’s Day. In 2013, Harry Potter actress, Emily Watson celebrated her 23rd birthday with 23 piñatas.

Most recently, the piñata was mentioned in several memes for the popular Netflix movie Bird Box and earlier this year, Kourtney Kardashian celebrated her 39th birthday and had specialty piñatas made in the likeness of her party guests. Google Doodle has also used the piñata to mark Google’s 9th birthday in 2007 and in 2013 to celebrate their 15th birthday they created an interactive doodle, encouraging users to hit a swinging piñata with a stick using the spacebar to release sweets and earn points. The popular children’s program Dora The Explorer featured the piñata in The Big Piñata, the 11th episode from Season 2.

Popular recording artist Cardi B sings, 'beat it up like pinatas’, in her hit single “I Like It”, which has been viewed 774 million times on Youtube.

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2 http://www.latina.com/our-issues/emojis-that-should-exist
3 https://www.youtube.com/watch?v=xTlNMmZKwpA
Miley Cyrus Music video: We Can’t Stop

Kim Kardashian piñata at Kourtney Kardashian birthday celebration

Emma Watson celebrates her 23rd Birthday with 23 piñatas

Jennifer Garner hits a piñata in 2010 movie Valentine’s Day
Google’s 9th Birthday Doodle

Google’s 15th Birthday Interactive Doodle

The Big Piñata: 11th episode of Dora the Explorer from Season 2.

Cardi B ‘I Like It’ video: she sings ‘beat it up like piñatas’
The piñata resonates globally, and similar celebrations of hitting a hanging object can be seen across the world.

Dahi-Handi in India

Uri adithal in South India
Controversially, the piñata has also been used to show disdain for political figures including President elect Donald Trump who has asked to build a wall across the US and Mexico border. Leftist candidate Andres Manuel Lopez Obrador, stated “Neither Mexico nor its people will be the piñata of any foreign government.” In 2016, the popular band Guns N’ Roses invited fans onstage at the music festival Coachella to bash a Donald Trump piñata.

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The piñata is a strong candidate for frequent use among emoji users and would add a lot to the conversations of people around the world and further expands cultural representation, making the selection more inclusive towards groups that are currently underrepresented in the emoji collection.

The piñata is recognised globally and should be represented in the Unicode emoji set.

1. NAMES

1A. CLDR Short Names

Recommended names: piñata

1B. CLDR Keywords

Recommended keyword: piñata | celebration | party
2. IMAGES

Images created by Rebecca Blaesing. Free for use in conjunction with this proposal.

3. SELECTION FACTORS - INCLUSION

A. COMPATIBILITY

This is a new emoji for inclusion in Unicode and then other systems. It will contribute to the various phrases and usages defined below. There is no known similar emoji.

B. EXPECTED USAGE LEVEL

i. Frequency

The expected usage of a piñata emoji is high as shown below:

- The Instagram hashtag counts for ‘piñata’ and ‘piñatas’ and ‘pinata’ as of the date of this proposal are shown below.

<table>
<thead>
<tr>
<th>Tag</th>
<th>Count</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>#piñata</td>
<td>616,762</td>
<td><a href="https://www.instagram.com/explore/tags/pi%C3%B1ata/">https://www.instagram.com/explore/tags/pi%C3%B1ata/</a></td>
</tr>
<tr>
<td>#piñatas</td>
<td>164,656</td>
<td><a href="https://www.instagram.com/explore/tags/pi%C3%B1atas/">https://www.instagram.com/explore/tags/pi%C3%B1atas/</a></td>
</tr>
<tr>
<td>#pinata</td>
<td>362,342</td>
<td><a href="https://www.instagram.com/explore/tags/pinata/">https://www.instagram.com/explore/tags/pinata/</a></td>
</tr>
<tr>
<td>total</td>
<td>1,112,161</td>
<td></td>
</tr>
</tbody>
</table>

- Usage of this emoji will be widespread and global as it is a common and immediately recognised object.
- Piñatas are most closely identified with Mexico and other Latin American countries, whose combined 2018 population is approximately 650,000,000 people.
● One party-goods industry expert estimated that about 10 million piñatas are sold annually throughout the country.⁵
● As of 7 October 2018, a search for “piñata” on Google videos returns over 4 million results
● The extremely popular song ROMPE LA PIÑATA (break the pinata) has been viewed over 57 million times in just one video version on Youtube⁶ and a further 34 million times in a second version of the video⁷
● The popular children’s show Caillou featured a piñata episode which has been viewed over 1.7 million times on YouTube⁸
● A comparative search of “party popper” (blue) and “confetti” (red) and “pinata” (yellow) on Google trends shows a high interest for piñata.
● A comparative search of ‘piñata’ as a topic, piñata’ as a search term and ‘pinata’ without the tilde as a search term is also provided and shows high interest and better captures the semantics and associated variations for pinata.

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⁵ http://articles.latimes.com/2005/jun/19/local/me-piñata19
⁶ https://www.youtube.com/watch?v=scm2dNzFBKM
⁷ https://www.youtube.com/watch?v=dPhDW1yeN0c
⁸ https://www.youtube.com/watch?v=7wYtMT-AkQQ&t=866s
Frequency Data:

- The emoji “elephant” was used as the median comparison as required in the proposal submission specifications. Google, YouTube, Bing and Wikipedia results are highlighted below. Since there would be a very high usage of the piñata emoji in Spanish-speaking countries, many of the searches were done using the Spanish translation, “elefante.”

Median Emoji: elephant/elefante

Google Trends: Web Search
Google Trends: Image Search
Google Search: “piñata” and “elefante” and “elefante animal”

Search results for “piñata”:
- About 70,600,000 results (0.48 seconds)

Search results for “elefante”:
- About 146,000,000 results (0.63 seconds)

Search results for “elefante animal”:
- About 65,400,000 results (0.54 seconds)

YouTube search results for ‘piñata’ and ‘elefante’
Bing ‘pinata,’ ‘piñata’ and ‘elefante’ search results

- **pinata**
  - 3,890,000 Results

- **piñata**
  - 3,190,000 Results

- **elefante**
  - 10,900,000 Results
An additional search for piñata +pinata and “goblin” was completed to further highlight the popularity of the pinata. The search term “piñata +pinata”, was used to highlight the use and absence of the tilde in search results.

Google search results highlight comparable interest for pinata + piñata and goblin.

Median Emoji: goblin

Google Trends: Web Search
Google Trends: Image Search

Wikipedia Search: “piñata”, “pinata” and “goblin”
The following final set of search results provides additional data as requested in the “Evidence of Frequency” section for submitting emoji proposals and all searches were completed in a private browser window. I have compared the terms ‘pinata’ AND ‘piñata’ for the proposed emoji and ‘confetti’ for the comparison existing emoji. The suggested examples from the sample Evidence of Frequency list do not fit the requirements for pinata, but ‘confetti’ is a closely aligned search term for the existing emoji and is more relevant to the proposed emoji.

- Google Trends web and image searches for “pinata” and “confetti” shows a high demand for the pinata
- Google, Bing, YouTube and Wikipedia search results for pinata’, ‘piñata’ and ‘confetti’

Google ‘pinata’, ‘piñata’ and ‘confetti’ search results
Bing pinata’, ‘piñata’ and ‘confetti’ search results

YouTube search results for pinata’, ‘piñata’ and ‘confetti’
ii. Multiple Usages

The **piñata** has several usages:

- The piñata is used to represent parties and celebration
- The piñata is used to represent intoxication
● The piñata is used to represent seven deadly sins
● The piñata is used to represent Christmas and Las Posadas
● The piñata is used to represent Quinceañera

iii. Use in Sequences

The piñata is a singular item and will work effectively alone. However, it can be used in sequence:

🎉 + 🎀 = PARTY AND CELEBRATION
🎉 + 1️⃣ 5️⃣ = QUINCEANERA
🎉 + = CULTURAL CELEBRATION (LAS POSADAS)
🎉 + 🎃 = HALLOWEEN COSTUME
🎉 + = BIRTHDAY

iv. Breaking New Ground

n/a

C: IMAGE DISTINCTIVENESS

The piñata is clearly identifiable – even on a small screen as an emoji character. It is clearly differentiated from other characters of related shapes or colours.

D: COMPLETENESS

The addition of a piñata emoji would be an important addition as it is globally recognized. Additionally, as there are few emoji that represent Mexican and Central American cultures, this will help make the emoji character set representative of worldwide cultures.

E: FREQUENTLY REQUESTED

A cursory search of the phrase “piñata emoji” on Twitter reveals plenty of demand for the character. A small sample from the past couple of months:
Ms. Cabrera
@mayelux1
Yep! I love piñatas! 😊 🎄 (we need a piñata emoji!)

12:26 AM - 8 Dec 2018 from Lyons, IL

10 Likes

Ashlyn Goolsby @AshlynWright_ · Oct 24
why is there no piñata emoji 🎁

1 Likes

susana renouato @renovatosusana · Dec 23
Exijo un emoji de piñata 😑

Translated from Spanish by Microsoft

I demand a piñata 😞 emoji
Mary Blaire @MaryIsFlpnSweet · Dec 28
Why isn’t there a piñata emoji???

Serge @pimpdaddy__ · Dec 28
Is Apple racist or I just can’t find a piñata emoji?

Aidee Ro @Aidee_Ro · Dec 25
No hay emoji de piñata 😊
Como disfrute en familia romper la piñata 😊🎄
Translated from Spanish by Microsoft

Omar López 😊😊😊 @osmarz · Dec 24
Acabo de caer en cuenta que aún no existe el emoji de la piñata.
Translated from Spanish by Microsoft

I just realized that there is not yet the emoji of the piñata.

Jackie 🎇
@luxmachina
I need a piñata emoji!!!
Cynthia Dinorah @dinorah_18 · Mar 1
I want someone put so happy when see me as when Dillon saw the replica to Gerald!!! 😭😭😭
*I need a emoji of piñata

Shea Serrano 🩣 @SheaSerrano · 8 Jan 2017
just looking for Mexican Twitter

54 153 598

Mary Tyler Moreno @MaryTylerMoreno
Repllying to @SheaSerrano
Can we get some Mexican emojis while we’re at it? I need a piñata emoji. In my mind it’s a burro

Rainbow Zone 🇲🇽 @Rainbow_Zone · Dec 20
Acabo de descubrir que no hay un emoji de piñata 😢
Translated from Spanish by Microsoft
I just found out there’s not a piñata 😢 emoji
4. SELECTION FACTORS - Exclusion

F. OVERLY SPECIFIC
The piñata emoji is not overly specific. There are several different piñata designs and including all of these designs and shapes would be overly specific.

The piñata can be used in a wide range of contexts in addition to its main connotation.

G: OPEN ENDED
The piñata is distinct with a specific and unique purpose and doesn’t open up a direct open-ended set of related symbols.

H: ALREADY REPRESENTABLE
There is no easy way to convey the piñata using existing emoji.

I: LOGOS, BRANDS, UI ICONS, SIGNAGE, SPECIFIC PEOPLE, DEITIES
The piñata is suitable for encoding as a character. It does not contain any references to deities, logos, specific people, historical or living. It is universally recognisable.

J: TRANSIENT
The piñata has been around since the 13th century. They enjoy on-going high popularity in Mexican culture as well as those of other Latin American countries, and increasing popularity the United States. It is unlikely that they will discontinue being a staple of parties in the near future.

K: FAULTY COMPARISON
The submission for piñata is one made on its own merits – in line with the Unicode selection factors for inclusion – and it avoids the factors for exclusion. No case is made that the piñata should be included due to other emojis, emoji patterns – or due to comparison.

5. SORT LOCATION

A. CATEGORY
The piñata should be inserted within the OBJECTS section of the emoji ordering.

B. EMOJI BEFORE
There are a few places that this would effectively fit, but it is recommended to fit in the objects category alongside PARTY POPPER and CONFETTI BALL. This would place it with other related objects.
Character Properties

The other character properties are suggested to be defined as follows.
General Category: So
Canonical Combining Class: 0
Bidirectional Class: ON
Decomposition Type: Decomposition Mapping:
Numeric Type:
Numeric Value:
Bidirectional Mirrored: N Unicode 1 Name:
ISO Comment:
Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

Rebecca Blaesing (rsblaesing@gmail.com) is an artist, graphic designer, creativity activist and roaming Texan who currently lives in Cumberland, Maine with her two sons.

Gabriella Gómez-Mont (gabriellagm@gmail.com) is the founder of Laboratorio para la Ciudad, the experimental arm / creative think tank of the Mexico City government, reporting to the Mayor. The Lab is a place to reflect about all things city and to explore other social scripts and urban futures for the largest megalopolis in the western hemisphere, working across diverse areas, such as urban creativity, mobility, governance, civic tech, public space etc. In addition, the Lab searches to create links between civil society and government, constantly shifting shape to accommodate multidisciplinary collaborations, insisting on the importance of political and public imagination in the execution of its experiments.

Melissa Thermidor (thermidor.melissa@gmail.com) is the Social Media Lead at NHS Blood and Transplant and a New Yorker who currently lives in London. She has hit quite a few piñatas growing up.

Kimberly Te (kimberly.te.321@gmail.com) is a video creator raised in Northern Virginia and currently residing in Brooklyn, New York. She once made a short film about a lot of cardboard boxes.

Jennifer 8. Lee (jenny@emojination.org) and Dwight Knell (dwight.knell@gmail.com) are Emojination admin folks who have been very impressed with the caliber of this proposal.