Title: Proposal for Hyacinth Flower emoji
Submitter: Elnaz Sarbar (elnaz.s@gmail.com), Jennifer Daniel
Date: 2019-03-28

1. Identification
   CLDR short name: Hyacinth
   CLDR keywords: Hyacinth, flower, persian new year, nowruz, haftsin, haftseen

2. Images

License
We certify that the images have appropriate licenses for use by the Unicode Consortium and are the creation of the document’s author.

Zip file
link

Sort location: After tulip emoji
Category Plant-flower

Reference Emoji
The reference emoji we’re using for evidence of frequency is the plant emoji median reference point: “RICE” 🌾
Introduction

Examples of the Noqruz’s Haft-sin

Hyacinth is a small fragrant flowering plant considered native to the eastern Mediterranean, including Turkey, Turkmenistan, Iran, Iraq, Lebanon, Syria and the Palestine region. It is widely naturalized elsewhere, including Europe (the Netherlands, France, Sardinia, Italy, Sicily, Croatia, Serbia, Montenegro, Macedonia, Albania, Greece and Cyprus), Korea, North America and central Mexico, Cuba and Haiti.

Hyacinths are often associated with spring and rebirth. The hyacinth flower is used in the Haftsin table setting for the Persian New Year celebration, Nowruz, held at the Spring Equinox.

Nowruz has been celebrated by diverse communities. It has been celebrated for over 3,000 years in Western Asia, Central Asia, the Caucasus, the Black Sea Basin, and the Balkans. It is a secular holiday for most celebrants that is enjoyed by people of several different faiths, but remains a holy day for Zoroastrians, Bahais, and some Muslim communities.

In Greek mythology, Hyacinth was a very beautiful Spartan prince and lover of the god Apollo. From Hyacinth’s blood that was spilled, Apollo created a flower, the hyacinth.
Self-Portrait with Hyacinth in a Pot by Lucian Freud  Self portrait by Gerda Roosval-Kallstenius
Selection factors - Inclusion

A. Compatibility
This character is not proposed for compatibility with non-Unicode emoji on an existing system.

B. Expected usage level
1. Frequency
We believe hyacinth will have great use in persian speaking countries and in muslim communities.
Please note: we’ve included data for both “rice plant” and “sheaf of rice” as searches since “rice” yielded a mix of results ranging from the University, medicine (rest, ice, compression and elevation), and recipes.

Google Search Terms

<table>
<thead>
<tr>
<th>Search term</th>
<th>Google all</th>
<th>Bing All</th>
<th>Youtube all</th>
<th>Is it an emoji already?</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hyacinth” in English</td>
<td>31,600,000</td>
<td>n/a</td>
<td>146,000</td>
<td>no</td>
</tr>
<tr>
<td>“Rice plant”</td>
<td>1,040,000</td>
<td>n/a</td>
<td>88,500</td>
<td>Yes</td>
</tr>
<tr>
<td>“Sheaf of Rice” in English</td>
<td>63,000</td>
<td>1,460,000</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>“Hyacinth” in Persian “سندل”</td>
<td>3,380,000</td>
<td>320,000</td>
<td>n/a</td>
<td>no</td>
</tr>
<tr>
<td>“Sheaf of Rice” in Persian “خوشه برنج”</td>
<td>12,500</td>
<td>5,910</td>
<td>0</td>
<td>Yes</td>
</tr>
<tr>
<td>“Rice plant” in Persian “گیاه برنج”</td>
<td>83,000</td>
<td>13,100</td>
<td>0</td>
<td>no</td>
</tr>
</tbody>
</table>

“HYACINTH” (youtube, bing, google all)

hyacinth site:youtube.com

About 146,000 results (0.48 seconds)

Bing N/A

About 31,600,000 results
“SHEAF OF RICE” (youtube, bing, google all)

- **“sheaf of rice” site:youtube.com**
  - All: About 8 results (0.25 seconds)
- **“sheaf of rice”**
  - All: 1,460,000 Results

“RICE PLANT” (youtube, bing, google all)

- **“rice plant” site: youtube.com**
  - All: About 88,500 results (0.35 seconds)
- **“rice plant”**
  - All: About 1,040,000 results (0.47 seconds)

**Bing N/A**
“سنبل” - HYACINTH (youtube, bing, google all)
Note: “سنبل” is name of cartoon in Arabic. The result are limited to Persian language to exclude that.

Google Trends
When it comes to Google Trends web-search data worldwide, you can see how HYACINTH emoji compares and out performs to the median emoji: “RICE 🌾. (Note: “Sheaf of Rice” yielded no results)
2. Multiple usages
As mentioned in the introduction, hyacinths is associated with spring and rebirth and hyacinth emoji can be used to share the joy and freshness one feels with arrival of spring.

3. Use in sequences/context
  - Looking forward to Nowruz! 🌺
  - Spring has sprung! 🌸
  - Happy New Year! 🌺
  - I got my haftsin going! 🍎🥚
  - Happy Mothers Day 🌺

4. Breaking new ground
Other than the apple, garlic, candle and egg there aren’t any other emojis effective at communicating, anticipating, or celebrating the Persian New Year. (Other elements not represented include: sabzeh, sumak, silver berry, vinegar, and of course HYACINTH).

C. Image distinctiveness
The HYACINTH is distinct from existing images particularly within the flowers group.

D. Completeness
The proposed HYACINTH provides a significant advance in coverage to represent the Persian New Year, Springtime and rebirth.

E. Frequently requested
In general, the flower emojis are the most commonly used emojis in the “animal and nature” category. The hyacinth does not appear on lists of most requested emoji, but some social media users have expressed a desire for one.

Selection factors - Exclusion
F. Overly specific
The HYACINTH emoji is no more specific than it needs to be in order to represent the intended range of expression.

G. Open-ended
HYACINTH is iconic of spring and rebirth and is an inseparable part of Persian New Year.

H. Already representable
The Persian New Year and the flora depicted in the proposed emoji is not representable with existing emoji.
I. Logos, brands, UI icons, signage, specific people, deities
   Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient
   Not applicable. As evident in the introduction, concepts and practices represented here are enduring.

K. Faulty comparison
   Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.