



Media Release

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Lucerne students design Winter Universiade medals

The medals of the Winter Universiade 2021 were designed by students of the Lucerne University of Applied Sciences and Arts. The winning submission, by Nicole Schellhammer, is based on the logo of the multisport event and is a unique memento. A total of 67 sets of medals will be awarded at the Winter Universiade 2021.

The Winter Universiade will take place from 21 to 31 January 2021 and is the world's largest winter multisport event for students. In addition to the athletes themselves, who successfully combine top-class sporting achievements and university education, the focus should also be on Swiss students. This is why students at the Lucerne University of Applied Sciences and Arts were asked to design the medals for the Winter Universiade. Twenty-six students responded to the call for proposals within the university, with 13 young designers submitting a proposal. "Designing a medal is an exciting project – both for the students and for us lecturers. Working for a feasible project was a strong motivator for everyone," says Thomas Aregger, who heads the introductory design course. Course instructor Patrick Kälin adds: "The task was very demanding. To transform a two-dimensional drawing into a three-dimensional object is a challenge." A five-member jury chose Nicole Schellhammer's design for the medal of the Winter Universiade 2021. The graphic design student is thrilled about the decision: "This medal aims to ensure the athletes remember the Winter Universiade 2021 for a long time," she says. The design of the ribbon was also left in the capable hands of students at the Lucerne University of Applied Science and Arts. Céline Eberle, who is studying textile design, created the ribbons in the official Winter Universiade colours and adapted them to the final design in collaboration with Nicole Schellhammer. A total of 67 sets of medals will be presented at the largest winter multisport event for students.

Medal features Lake Lucerne and the cantons of Central Switzerland

When designing the medal, Nicole Schellhammer drew her inspiration from the snow crystal in the Lucerne 2021 logo, amongst other things. She therefore arranged the cowbells in a similar manner to the logo. Six cowbells surround an amulet. On the medal, the cowbells symbolise the cantons of Central Switzerland that border on Lake Lucerne, which represents the amulet on the medal. "It was important to me that the medal represented all the Winter Universiade's venues in Central Switzerland. I also wanted the design to be suitable for every sport," Nicole Schellhammer



explains. The organising committee wants to convey Swiss traditions and values to the visitors the event attracts from around the globe, so including the cowbells was convincing: “Cowbells and the Winter Universiade are a winning combination,” says Host City Manager Reto Schorno. “At the closing ceremony of the Winter Universiade 2019, our organising committee went on stage as a group of traditional cowbell carriers. Our mascot, Wuli, wears a bell around his neck. We also plan that the athletes parade at the opening ceremony will be opened by a group of traditional cowbell carriers.”

“Involving students is crucial”

A number of students have already contributed to the successful organisation of the Winter Universiade. For example, the mascot was designed by a student, while three music students from the Lucerne University of Applied Sciences and Arts took part in the presentation of the bid and provided musical accompaniment for the submission. “Involving students is crucial for us,” explains Esther Müller, Head of University Projects. “This event is a unique opportunity. We therefore want as many students as possible to be able to benefit from it.”

The Winter Universiade

The Winter Universiade is the largest winter multisport event after the Olympic Games. In 2021 the 30th occasion of this unique event will take place in Central Switzerland and Lenzerheide. The organisation is a joint project of the six cantons of Central Switzerland Lucerne, Uri, Schwyz, Obwalden, Nidwalden and Zug, and the City of Lucerne. The programme from the 21st to the 31st January 2021 comprises ten sporting disciplines, to be contested at seven event venues. Students aged between 17 and 25 from more than 540 universities in 50 countries are expected to attend. A total of over 2500 individuals will take part.

Images and further information about the Winter Universiade Lucerne-Central Switzerland 2021 may be found here:

www.winteruniversiade2021.ch

Media Contact

Selina Wyss

Marketing & Communications

Winter Universiade 2021

selina.wyss@winteruniversiade2021.ch

Telephone: +41 (0)79 585 55 37