

What is London 2012's Olympic mascot all about?



London black cab light

Eye is the lens of a camera, filming everything he sees.



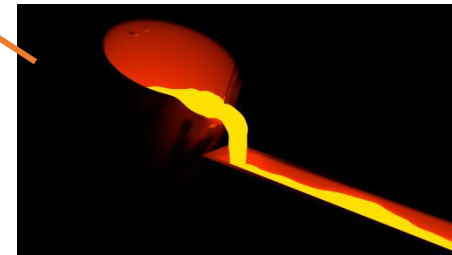
Shape of forehead is identical to Olympic stadium roof.

Five bracelets in the colours of the Olympic rings.



Wenlock

- Named after the town of Munch Wenlock in Shropshire.
- Hosts traditional Munch Wenlock Games.
- Pierre De Coubertin's source of inspiration for modern Olympics.



Metallic look is explained as Wenlock being made from last drop of steel used to build Olympic stadium in London.