Lightning Talk:

What's the Deal with Wapuu? 哇噗搞乜鬼？

Victor K. Nip

Hong Kong WordCamp Meetup #90

2025-09-24

About Victor K. Nip

- Start using WordPress for development since 2016
- Organizer of WordCamp Hong Kong (2019 & 2023)
- Co-organizer of Hong Kong WordPress Meetup since September 2024
- 5-time regular talk speaker at Hong Kong WordPress Meetup
- 2-time speaker at WordCamps
- Proud owner of 1 Wapuu plush toy and numerous Wapuu stickers

Why this Topic?

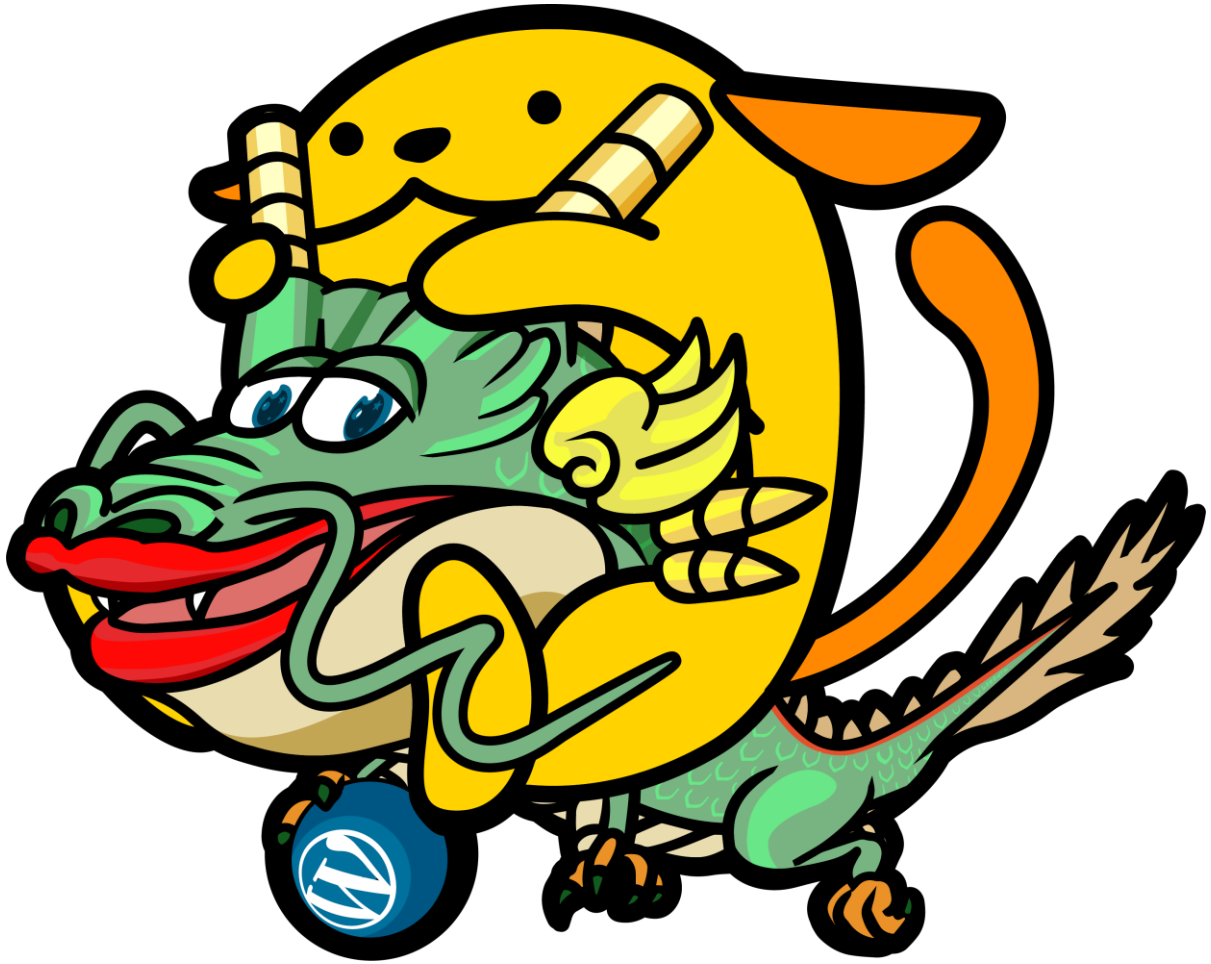
- Let our audience learn more about WordPress
- It’s time for Drakong Wapuu (龍港哇噗) to retire
- Pave the way for new Hong Kong WordPress Meetup Wapuu(s) to be born

Created by AI

Drakong Wapuu
龍港哇噗

Mascot of WordCamp
Hong Kong 2019 and 2023

Designer: Johen Redman
(Lorentz Yeung)



WORDCAMP HONG KONG 2019

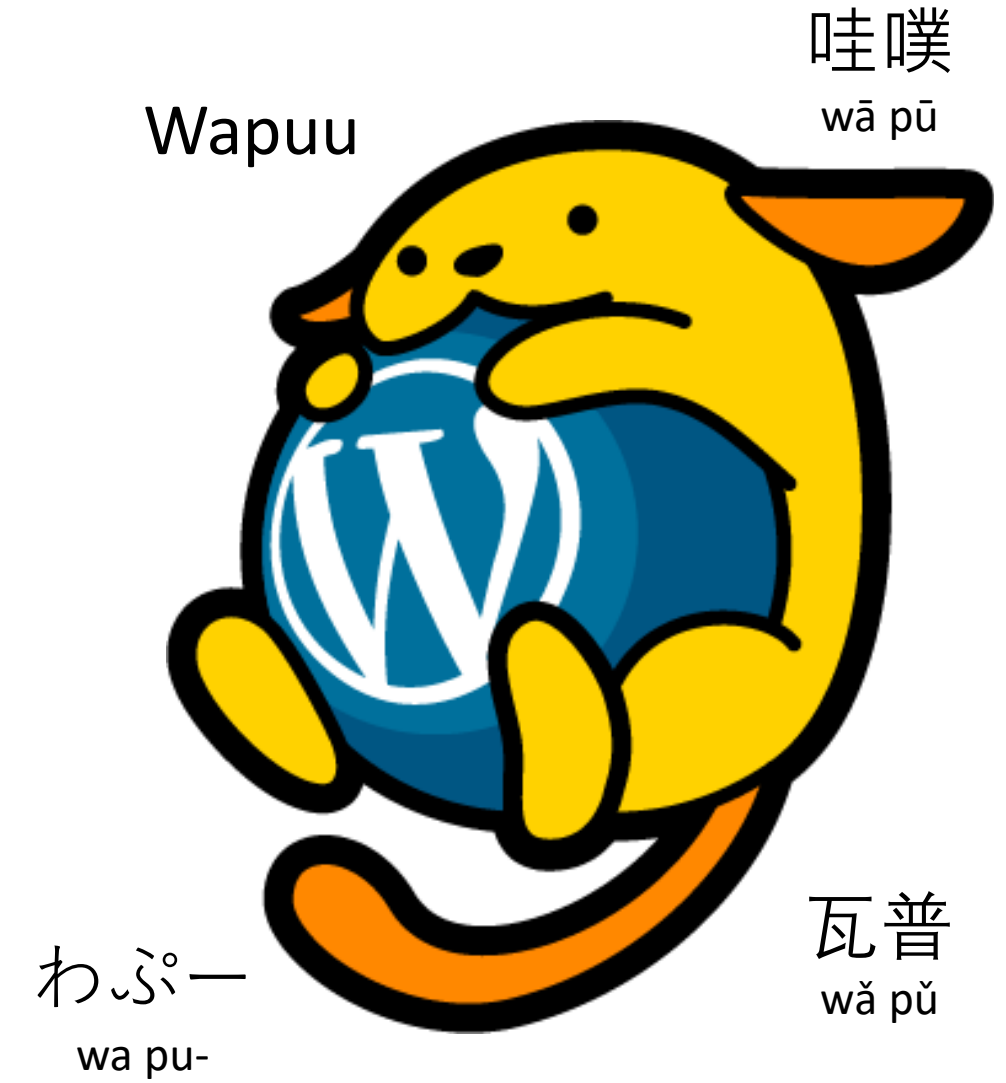
Welcome to
HONG KONG
WORDCAMP
2023
https://hongkong.wordcamp.org/2023
WORDCAMP HONG KONG 2023
WORDCAMP HONG KONG 2023
Coffice

About Hong Kong WordPress Meetup

Welcome to the official website of Hong Kong WordPress Meetup, the officially recognized user group of WordPress in Hong Kong.

What is Wapuu?

- Wapuu is a cute, cartoonish creature that serves as the mascot for WordPress. The character is a symbol of the WordPress project.
- Wapuu has appeared in various forms and styles, often customized for different WordPress events, meetups, and themes.



The Story Begins

- Place: WordCamp Tokyo 2009 after-party
- Matt Mullenweg (Co-founder of WordPress, Principal of WordPress Foundation) asked for ideas to promote WordPress in Japan
- Inspired by Firefox's mascot Foxkeh, someone suggested a mascot
- Matt said he thought it was a cool idea
- ja.wordpress.org admins thought he was kinda joking

Immediate Follow-up

- A few weeks later, Automattic hired Naoko Takano (高野直子) as community manager.
- She attended WordCamp San Francisco and explored the mascot idea in detail.
- Matt asked Naoko to take the lead to create the mascot.
- Matt threw the ideas
  - Jazz Cat
  - Body parts should be available so that different versions can be made

Jazz Cat

"Jazz cat" can refer to an early jazz slang term for a cool, hip person who enjoyed jazz music, often characterized by a relaxed, independent, and sometimes nocturnal lifestyle. The term also describes the use of "cats" as slang for jazz musicians, owing to traits associated with the animal, such as coolness, resourcefulness, and street smarts. Additionally, "Jazz Cat" can refer to specific entities like Jazz Cat Records, a British jazz record label, the Jazzcat mascot of Berklee College of Music (since 2004), or a professional DJ and music platform user named Jazzcat.

The Right Artist: Kazuko Kaneuchi (カネウチカズコ)

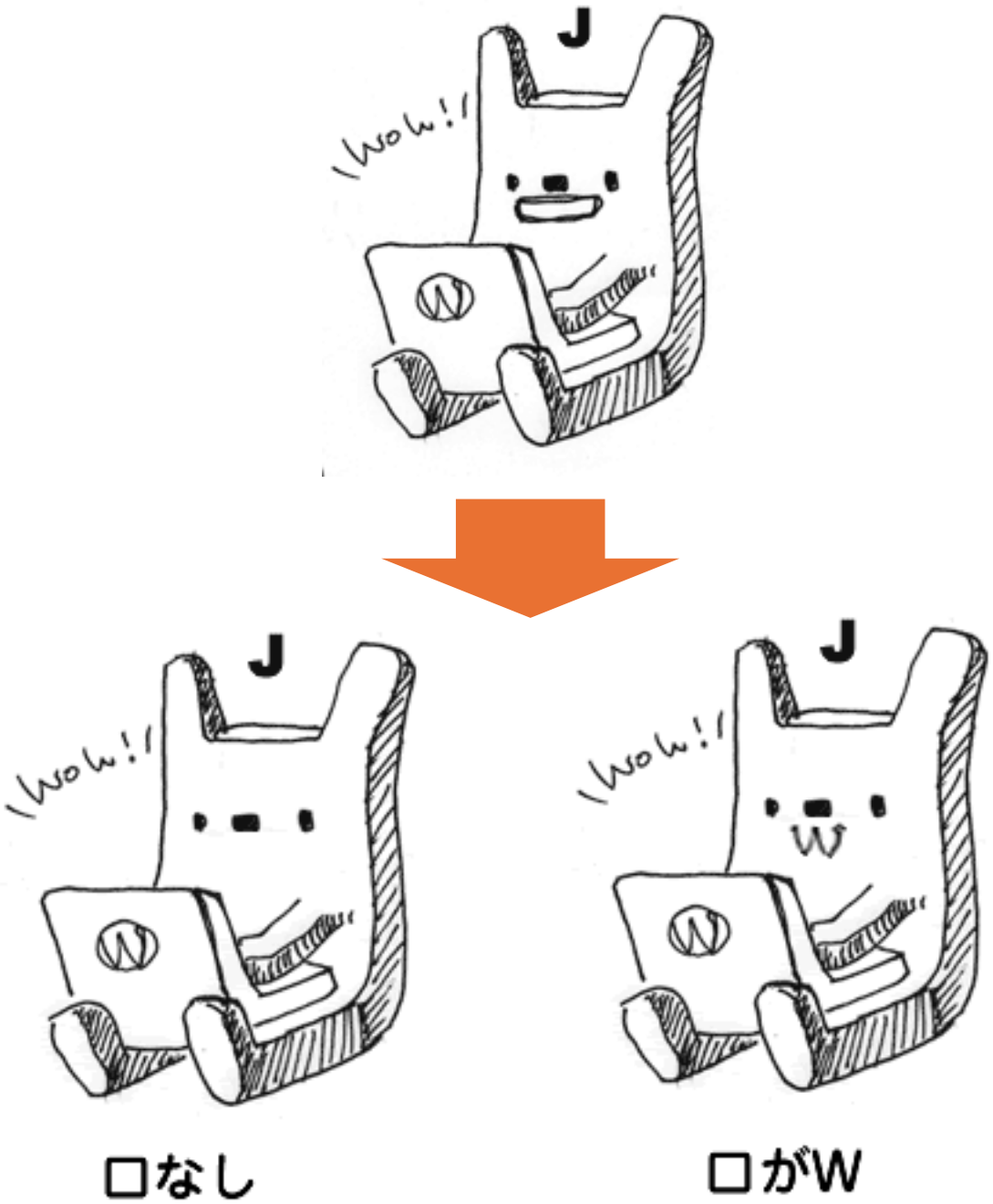
- ja.wordpress.org admins shortlisted a number of illustrators and eventually decided to pick Kazuko Kaneuchi from Fukuoka.
- Kazuko had other OSS mascots including nekobean and basercms.
- Kazuko was offered cash and character goods for the project, but she actually designed Wapuu as free gift to the WordPress community.
- In WordCamp Tokyo 2016, she was addressed as「わぷーの母」(wapu-no haha) in her talk.

First Draft

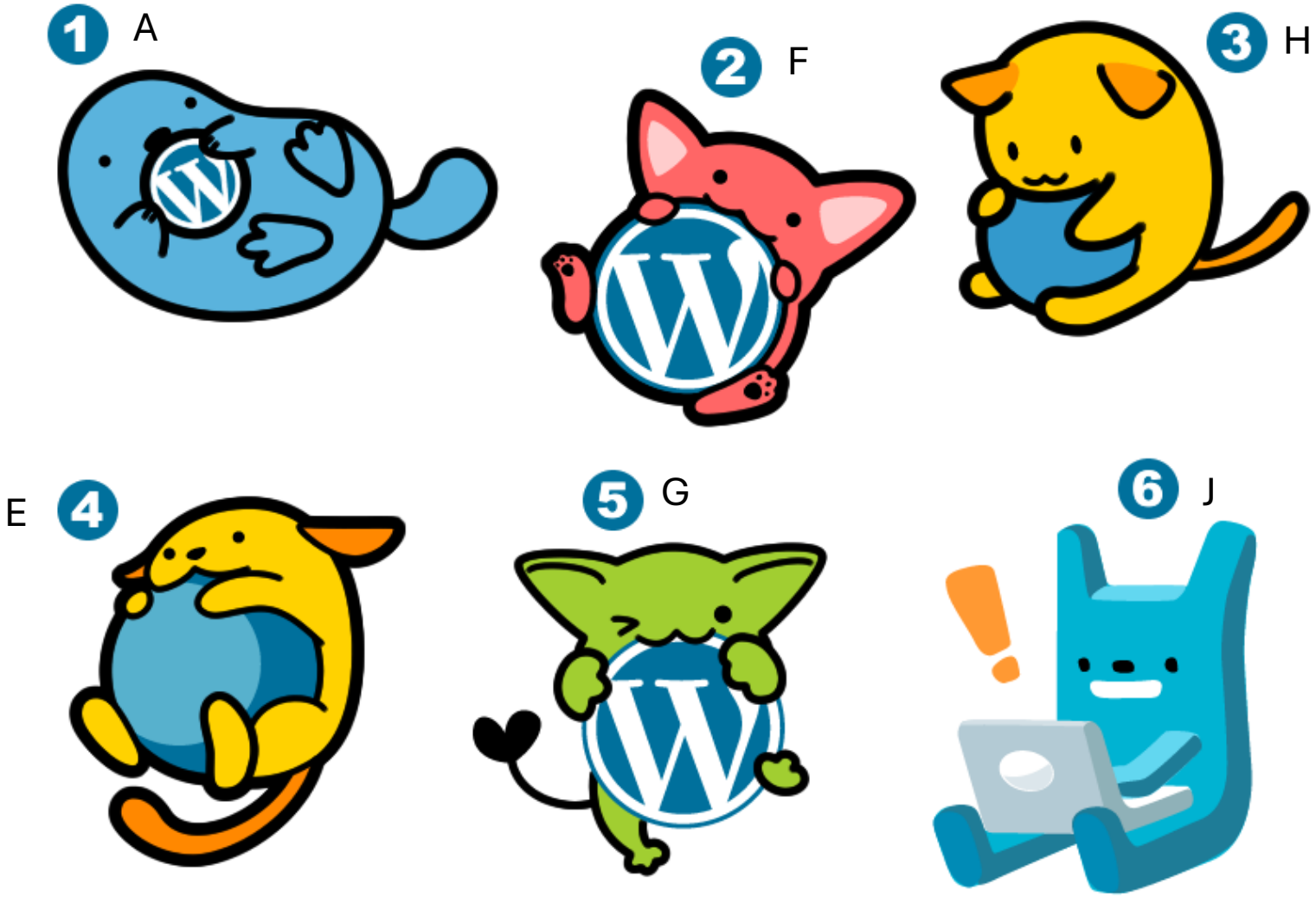
- She sent her first drafts of Wapuus to the ja.wordpress.org admins on May 12, 2010.

Some Suggestions

- ja.wordpress.org co-founder Seisuke Kuraishi (tenpura) added additional suggestions which were not selected.



2nd Round in Color



The Eventual Pick

Admins of ja.wordpress.org made the decision.

Why this one?

- Easiest variations
- Embracing W logo and sphere that almost looks like a globe

Announcement was made of February 19, 2011 at WordCamp Fukuoka.

WORDCAMP MONTRÉAL
CACHE
RULES
EVERYTHING
AROUND
ME
C.R.E.A.M.
WordCamp
San Diego
2011
CLIMATE
HAWK

1st Mascot Birthday Cake

When it still hasn’t got a name.

Getting a Name

- On June 25, 2011, Naoko asked for submissions from the Japan WordPress community of possible names before July 8, 2011. 66 entries were submitted
- On August 2, 2011, a poll was started to vote for the name. 530 votes were cast.
- On August 10, 2011, it was announced that the winner was “ワッピー (Wappy)”.
- Why not Wappy?
- Because “Wappy” was already a trademark!

2011年8月10日

Naoko Takano による

WordPress 日本公式キャラクター名が決定しました

【2011年8月12日更新】投票の結果、ワッピーという名称に票が集まりましたが、Wappy というレンタルサーバー会社（http://www.wappy.ne.jp/）があることを指摘され、投票で2位であった「**わぷー**」を採用することにしました。
調査不足のため、決定後に変更という混乱を招いてしまい本当に申し訳ありません。

経緯につきまして詳しくは後ほど情報を共有させて頂きます。

追記: 2011/08/22

パソコンサポートのWappy

wappy-japan.com

パソコンのわっぴー

http://www.wappy-japan.com

〒756-0817 山口県山陽小野田市大字小野田1385
TEL&FAX:0836-81-1389

Menu

- Home
- Support
- Creation
- School
- Sale
- Mail
- BBS

個人情報保護

サポートエリア
山口県
山陽小野田市
宇部市

WappyTown

coreda! 人気

パソコンサポート

・トラブル診断・修復 ・パソコン修理 ・ウィルス駆除・対策 ・スパイウェア駆除 ・LAN構築
・インターネット接続 ・パソコンデータの引越し ・ハードディスク交換 ・周辺機器接続・設定
・パソコン・リカバリ ・その他お問合せください

ホームページ作成サポート

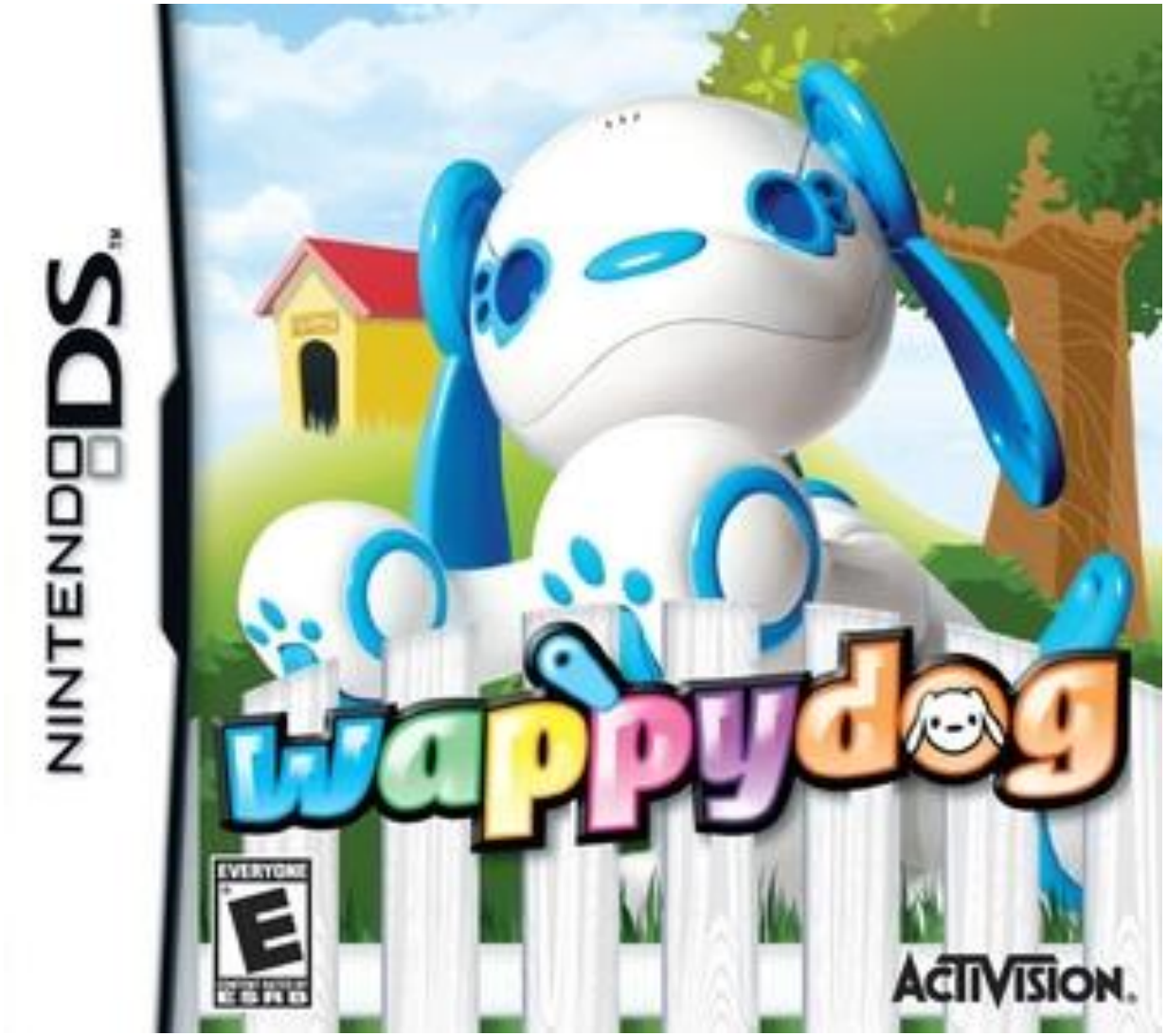
・フラッシュ作成 ・ドメイン取得代行 ・サーバー取得代行 ・サーバー管理
・CGI作成
ショッピング・カート アクセス解析 アクセス・カウンター メール・フォーム 掲示板
・WEB広告(WappyTown)
インターネットにお店の紹介を掲載。月額525円より

6ヶ月間のSEO(検索エンジン最適化)対策付ホームページ作成パック

SEO サービスパック

ホームページの要素に対して「検索エンジン最適化」を導入することによりキーワードマッチを最適化させます。これによりYahoo!およびGoogleの上位表示を支援します。

6ヶ月の間SEO(検索エンジン最適化)対策を行い上位表示を支援します



Wappy Dog

Wappy Dog, known in Japan as Heart Energy Poochi (ハートエナジープーチ, Haato Enajii Puuchi), is a 2011 pet simulation video game developed by MTO and published by Sega Toys and Activision for the Nintendo DS.

The game makes use of a robot dog toy that can connect to the system. It was released three years later in Japan for the Nintendo 3DS, exclusively as a download code that comes with the toy.

It was released November 8, 2011.

Getting a Name

- On August 12, 2011, an amendment was sent out that said the runner-up “わぷー” was chosen instead.
- On August 22, 2011, a further announcement said “わぷー” should be spelled W-A-P-U-U in alphabets.

Chiaki Kouno
河野千秋

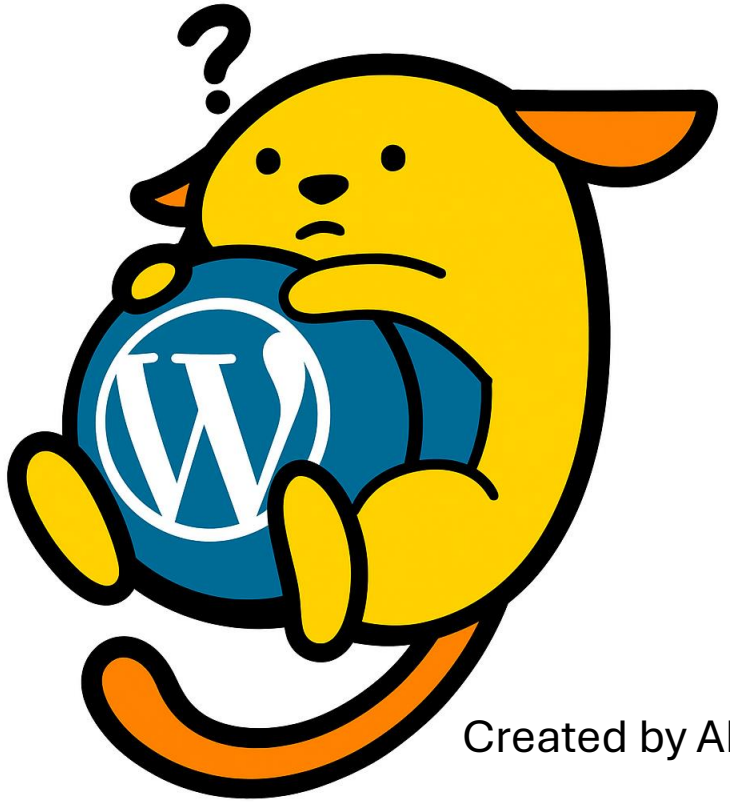
What About “わぷー”?

More digging...

License

- Naoko Takano: At the request of WordPress founder Matt, "Please select the GPL license so that there will be no problems if I include the characters in themes or plugins," the characters will be licensed under the same GPL license as WordPress. Copyright belongs to Kazuko Kaneuchi. (Translated from Japanese)

Wapuu Designs



Created by AI

Created by AI

Bad Designs!

WCMY Wapuu and Teknopuu

- Wapuus of WordCamp Malaysia 2025
- Designer: Ooi Peng Hao (黃鵬豪)

芒果艦長哇噗 & 水手哇噗

- Wapuu’s of WordCamp Taiwan 2025
- 芒果艦長哇噗（Wapuu）🥭⚓ —— 高雄港口第一甜心 🧡✨
- Designer: Fay Hsieh

鼓笛隊わぷー

- Wapuu of WordCamp Tokyo 2023
- Designer: Sayuri Nagashima (長島 小百合) and WordCamp Tokyo 2023 Design Team

Chao Phraya Boat Wapuu

- Wapuu of WordCamp Asia 2023
- Designer: Chiaki Kouno (河野千秋)

Tuk-Tuk Wapuu

- Wapuu of WordCamp Asia 2020
- Designer: Chiaki Kouno (河野千秋)

赤べこわぷー
(Akabeko Wapuu)

- Mascot of Fukushima WordPress MeetUp
- Designer: ayanoaizu
- A Wapuu does not need to be yellow.

Squirrel Wapuu

- Mascot of WordCamp Raleigh 2017
- Designer: Allen Moore
- A Wapuu does not need to be a jazz cat

Michelle Schulp Hunt

- Designed numerous Wapuus (at least 25)

Guidelines for Wapuus

1. Shape of the lips
   - All wapuus have a distinctive lip shape.
2. Nose
   - All wapuu noses are the same shape, regardless of the species. But a nose not mandatory.
3. Eyes
   - Eyes must be a solid color, usually black and beady; there can be no white in the pupil.
4. Border thickness of the illustration (depending on artistic style)
   - Most Wapuus need a border, depending on the art style. Usually, it's 1.5 the thickness of all internal lines. The outside border is usually double the thickness of the inside lines. This may depend on the style, and it would not apply to 3D designs.
5. Body Shape
   - Typically, wapuus have a rounder shaped figure.

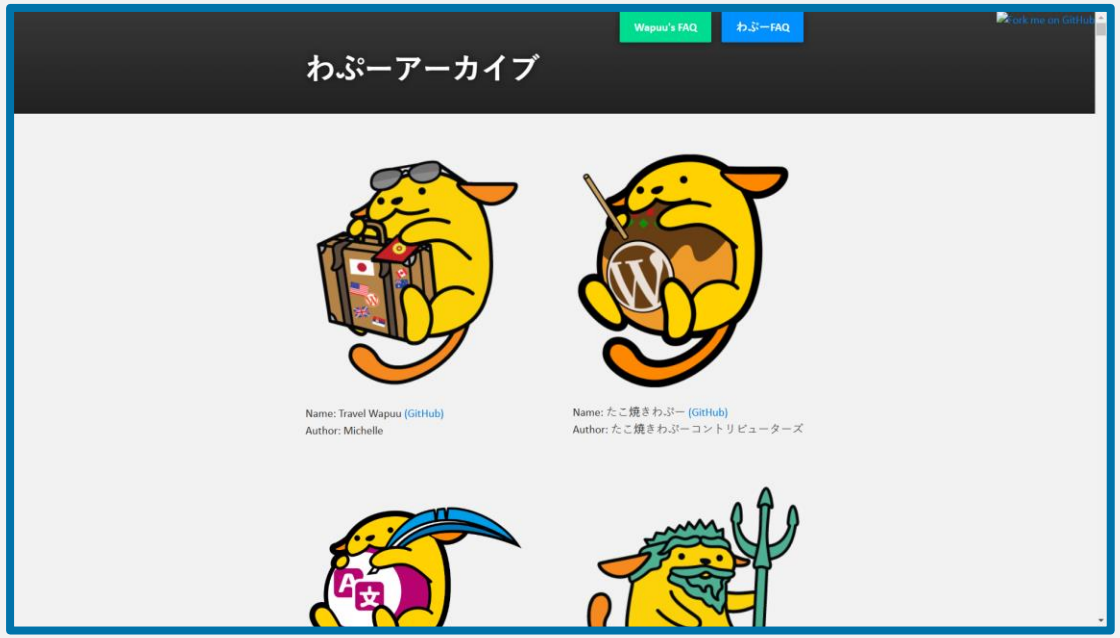
- There are no limitations on colors, species, props, or size.
- Reference: https://wapu.us/resources/wapuu-guidelines/

Wapuu Archives

Where you can steal ideas to create our own new ones

- Wapuus Field Guide & Trading Post https://wapu.us/wapuus/
- Wapuu.jp https://wapuu.jp/
- The WP World https://thewp.world/events/wapuu/
- ja.wordpress.org Wapuu GitHub https://jawordpressorg.github.io/wapuu/

Wapuu Archive on GitHub



- URL: https://jawordpressorg.github.io/wapuu/
- Links to Wapuu designs on Github
- AI/SVG/EPS/PNG files of Wapuus are available on GitHub for download
- How to add Wapuus to GitHub: https://wapu.us/resources/add-your-wapuu-to-github-repo/

Are we ready to let Drakong retire???

Watch out for “Call for Wapuu”!

Reference

- History of Wapuu https://wapu.us/wapuu-history-origin/
- Wapuu: Origins https://wapuu.jp/wapuu-origins/
- 日本公式キャラクター「わぷー」 (Japan's Official Mascot Wapuu) https://ja.wordpress.org/about-wp-ja/wapuu/
- WordPress 日本公式キャラクター名が決定しました https://ja.wordpress.org/2011/08/10/wordpress-japanese-character-name/

Q&A