

## Design: in the style of Robert Lips

Robert Lips was born in Zurich on 21<sup>st</sup> August 1912. During his architecture studies at the Winterthur school of engineering, he worked as an illustrator and sports cartoonist. In 1932, he created the parrot character Globi in conjunction with Globus advertising manager Ignatius Karl Schiele to mark the anniversary of the Globus department store chain. Robert Lips drew a series of Globi picture stories which appeared from 1933 – 1970 in the customer magazine for children «Der Globi», in 1935 («Globi's World Journey») and annually from 1938 in book form. Although Lips ceased working as an illustrator in 1966, his unpublished material was used to release a Globi book each year until the beginning of the 1970s. Robert Lips was also actively involved in sport. He was the Swiss fencing champion in 1941 and 1948, then trainer of the national team. Robert Lips died in Wallisellen on 28<sup>th</sup> February 1975 at the age 63 and was buried in Enzenbühl cemetery in Zurich.



## Characteristics

### Effigy

«Globi»

### Artist

In the style of Robert Lips

### Technical data

Alloy: Silver 0.835

Weight: 20 g

Diameter: 33 mm

### Legal face value

20 Swiss francs

### Date of issue

5<sup>th</sup> June 2012

### Mintage

Standard coinage, uncirculated:

max. 50 000 coins

Proof coin in presentation case:

max. 7 000 coins



### Coined and issued by

Federal Mint Swissmint

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## Official commemorative coin 2012

## Globi



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Swissmint

Official commemorative coins

Each year, the Federal Mint Swissmint issues a small number of commemorative coins featuring carefully selected subjects. The coins in bimetel, silver and gold bear an official nominal value and are available in various minting qualities. The net proceeds from the sale of the coins are used to promote cultural projects throughout Switzerland.

80 years of Globi

Everyone knows Globi. For 80 years, he has been delighting generations of children with his jests. In the course of this time, he has grown into the most successful Swiss children's book character. The distinctive features of this mischievous blue parrot figure are his chequered trousers and black beret. Developed as an advertising figure for the Globus department store chain, Globi was intended to attract new customers to the shops via children during the economic depression in the 1930s. This was one of the first customer loyalty campaigns to occur. The idea for the comic figure came from Globus advertising manager Ignatius Karl Schiele, initiator of the Globi Verlag publishing house founded in 1944. The figure itself was drawn by the cartoonist and painter Robert Lips who was born in 1912. Since 1<sup>st</sup> January 2007, Globi Verlag has been owned by Orell Füssli Verlag AG. After being continually replaced, jester Globi has finally been liberated from his former function as an advertising figure. Despite his advancing years, he still appears in youthful vigour in the new book «Globi on Pirate Island».

