

Design: Jenny Leibundgut

Jenny Leibundgut was born in Gümligen in 1959. She initially took the preliminary course at the Bern School of Design and then completed a diploma with a four-year apprenticeship under the well-known Swiss graphic artist Kurt Wirth in Bern. Through her training as a graphic artist, she acquired a solid foundation in illustration, typeface, colour and form. At Gottschalk+Ash in Zurich and later with Stuart Ash in Toronto, Canada, she consolidated her Swiss Design-influenced training and her love of detail. She then moved to San Francisco, California, where she spent two years working successfully with the internationally renowned design agency Landor Associates. During this time, she collaborated on numerous international image designs including the world-famous WWF logo. She returned to Switzerland, where she taught the specialisation in graphic art for nine years at the Bern School of Design. She has been running her own graphic art workshop in Bern since 1990. Her main fields of work include corporate design, typography, photography, illustration, posters, postage stamps, and book and brochure design, and her focus areas cover healthcare, education, research, science, renewable energies and culture. She has a special interest in illustration, which she was able to apply in particular in a three-year series of Christmas postage stamps for Swiss Post. Further information is available at leibundgutdesign.ch.



Characteristics

Effigy

Alpine Edelweiss

Artist

Jenny Leibundgut, Bern

Technical data

Alloy: outer ring in aluminium-bronze,
core made of copper-nickel

Weight: 15 g

Diameter: 33 mm

Legal face value

10 Swiss francs

Date of issue

28 January 2016

Mintage

Uncirculated coin:

30,000 pieces

Proof coin:

6,000 pieces



Coined and issued by

Swiss Federal Mint Swissmint

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Official commemorative coin 2016

Alpine Edelweiss FLORA ALPINA



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Swissmint



Commemorative coin series: FLORA ALPINA

The Federal Mint Swissmint is launching the new, three-part Alpine flower series with the commemorative coin «Alpine Edelweiss». The other designs are gentian and silver thistle.

Official commemorative coins

Each year, the Federal Mint Swissmint issues a small number of commemorative coins featuring carefully selected subjects. The coins in bimetal, silver and gold bear an official nominal value and are available in various minting qualities – as collectors' pieces in their own right or as an exquisite gift.

The Alpine Edelweiss

The edelweiss, the Alpine symbol par excellence, has achieved cult status. It symbolises beauty, desire, honesty, purity and courage. Contrary to popular belief, the Alpine edelweiss is not at all a plant that is only found on steep rocky slopes. Although it also grows on rocky terrain, it feels much more at home in Alpine pastures as it originated in high-altitude plateaus. Due to excessive picking, however, the flower was almost completely wiped out to the point that nowadays it is very often found only in areas that are difficult to access. So, finding an edelweiss in the wild is a rare stroke of luck. It is more commonly seen in tourism advertisements and on fashion items or souvenirs.

Anyone bold enough to pick this rare and difficult-to-access flower for his beloved will certainly be rewarded. The star-shaped part with fuzzy, white «petals» (technically, bracts) which is generally considered to be the flower is in actual fact not the flower, but a pseudanthium. The actual inflorescence in the centre is rather inconspicuous and consists of between two and 12 similar cup-shaped flower heads with 60 to 80 pale yellow florets each. This hardy and herbaceous plant can grow to between 5 and 20 cm in height. A new long-stemmed variety of edelweiss called Helvetia has been on the market for some years now, so even the more faint-hearted can give the gift of an edelweiss.