



"BEGUILING APPEARANCE – MURKY SHADOWS?" FINAL SEASON OF SPECIAL EXHIBITION IN SWISS CUSTOMS MUSEUM

MEDIA RELEASE

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Final run of counterfeiters and brand pirates' appearance at the Swiss Customs Museum in Cantine di Gandria in Lugano

STOP PIRACY's special exhibition "Beguiling Appearance – Murky Shadows?" in the Swiss Customs Museum in Cantine di Gandria (Lugano) is entering its fourth and final season. Visitors can immerse themselves in a dimly lit forger's workshop, pass through a mock customs and explore a family's living room to discover how we can protect ourselves from counterfeiting and piracy in our everyday lives. The exhibition in the Customs Museum runs from 7 April until 20 October 2019.

We all know about fake products. However, those who make a conscious decision to buy fakes often do not think about the consequences of their actions, nor about the background to counterfeiting and piracy. But what is really behind these supposed 'bargains'? "People often don't realise that behind counterfeiting and piracy lies organised crime." (Anastasia Li-Treyer, President of STOP PIRACY). "The special exhibition by STOP PIRACY clearly illustrates how Swiss customs take action against fake goods that can cause extensive damage to our economy and our citizens." (Maria Moser-Menna, Head of the Swiss Customs Museum).

The interactive exhibition vividly demonstrates how widespread fake products are and sheds light on the background to counterfeiting and illegal copying. Last season, the Swiss Customs Museum welcomed more than 7,000 visitors. Due to popular demand, the exhibition has been extended for another season. From 7 April until 20 October 2019, visitors can learn how to recognise fakes and counterfeit products and how to avoid falling victim to supposed bargains, which ultimately come at a high cost.

STOP PIRACY is the Swiss anti-counterfeiting and piracy platform. The non-profit organisation works to educate and raise awareness among consumers as well as to promote co-operation between the business community and the authorities. In the public domain, STOP PIRACY provides facts and analyses and actively informs the public about the risks of counterfeiting and piracy and what lies behind it.

The **Swiss Customs Museum** presents Swiss customs' wide range of tasks. Visitors can gain an insight into the day-to-day work of customs officers, from the founding of the Swiss federal state in 1848 up until today. The museum regularly organises special exhibitions on topical issues, often in cooperation with other institutions. Memorable, self-explanatory installations and several short films in multiple languages introduce the topics to visitors of all ages.

The Swiss Customs Administration is also a member of STOP PIRACY. Customs checks play an important role in stopping imports of counterfeit goods, and thereby also contribute



to the protection of Switzerland as a business location. The Swiss Customs Administration applies more than one hundred laws, ordinances and other legal enactments when carrying out its checks of which copyright law, trade mark law and design law are only three.

Links: [STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform](#)
[Swiss Customs Museum](#)

Image and video material:

[STOP PIRACY download images](#)
<https://www.youtube.com/watch?v=yx4rolY71Jo>

For further questions: STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform

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Swiss Customs Museum

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