



**“BEGUILING APPEARANCE – MURKY SHADOWS?” A SPECIAL EXHIBITION AT THE
SWISS CUSTOMS MUSEUM**

MEDIA RELEASE

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The special exhibition "Beguiling appearance – murky shadows?" Visitors to the Swiss Customs Museum immerse themselves in the world of counterfeiters

Everyone knows about fake handbags at the beach and replica brand name sunglasses on the internet. But who is behind such goods, who gains and who loses by them, and who puts themselves at risk? On Sunday, the STOP PIRACY Association is opening its third season of the special exhibition on counterfeiting and piracy called, “Beguiling Appearance – Murky Shadows?” at the Swiss Customs Museum in Cantine di Gandria (Lugano). It will be open from mid-March until mid-October.

Smuggler-hunting border guards once lived in the Swiss Customs Museum, which is why the façade of the museum is currently adorned with a pirate hook. Visitors to the STOP PIRACY special exhibition are quick to realise, however, that counterfeiting and piracy is a special form of criminal activity. Whether copying brands or breaching copyright on the internet, piracy is the equivalent of destroying a product.

The size and scope of counterfeit goods is impressively demonstrated in a dimly lit forger's workshop. The assortment of fake products – from car breaks and household appliances to toothbrushes – is startling. Visitors track the criminals through the exhibition and discover what can happen when buying a fake. An abandoned locker tells the fictional story of a watch worker whose employer has had to cut jobs in the production department due to brand piracy. Another section of the exhibition calls for solidarity with creative minds.

When making a conscious decision to buy a fake, people often do not think of the consequences of their actions because they usually know little about the background and extent of counterfeiting and piracy. The exhibition therefore sheds light on this global phenomenon with a wealth of interesting facts. A fictitious customs post also provides information on the legal situation, while visitors learn about the warning signs to look out for when buying a product so that they, too, can recognise and avoid counterfeit goods.

Last season, more than 8,000 visitors went to see the special exhibition within an almost 200-day period. The Customs Museum is a major attraction and is very popular with families and schools. The Museo delle Culture (MUSEC), which conducts guided tours specifically for school classes, has been entrusted with running the exhibition this season and has also set up an attractive shop inside the museum.



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. STOP PIRACY positions itself in the public domain as a provider of facts and analyses and actively informs about counterfeiting and piracy, the risks and what is actually behind it.

The **Swiss Customs Museum** presents the tasks performed by customs and explains the different functions of the Swiss border and Swiss border guards as they are today and as they were in the past. The museum devotes special exhibitions to topical issues on a regular basis, often in cooperation with other institutions. Memorable, self-explanatory installations and numerous short films in several languages introduce the visitor to the topics in a vivid manner.

Swiss customs is also a member of STOP PIRACY. With its customs controls, it makes an important contribution to preventing counterfeit goods being imported into the country and subsequently also protects 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>

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

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