



**"BEGUILING APPEARANCE – DARK SHADOWS?" EXTENSION OF THE SPECIAL EXHIBITION IN THE SWISS CUSTOMS MUSEUM**

## **MEDIA RELEASE**

**BERN, 18 JUNE 2018**

### **Extended until October 2019: "Beguiling Appearance – Murky Shadows?" A special exhibition at the Swiss Customs Museum**

**Due to the current nature of the issue and the great amount of public interest, the STOP PIRACY Association's exhibition on the topic of counterfeiting and piracy in the Swiss Customs Museum in Cantine di Gandria (Lugano) will be extended for another year. This means that visitors can learn about the background and extent of counterfeiting and piracy until 20 October 2019.**

We all know about fake products. When making a conscious decision to buy a fake, people often do not think of the consequences of their actions nor about the background of counterfeiting and piracy. But what is really behind the supposed 'bargain'? "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 shows clearly how Swiss Customs takes action against fake goods which can cause extensive damage to our economy and our citizens." (Maria Moser-Menna, Head of the Swiss Customs Museum)

The special interactive exhibition vividly presents the extent of fake products and shows the background to counterfeiting and illegal copying. Last season, the Swiss Customs Museum had more than 8,000 visitors. Due to the great amount of public interest, the exhibition will be extended for another year. Until 20 October 2019, visitors can learn how to recognise fakes and counterfeit products, to prevent themselves from being deceived by a supposed bargain, which ultimately costs everyone dearly.

**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 Swiss Customs' wide range of tasks. Visitors gain an insight into their day-to-day work life, spanning the years from the founding of the Swiss federal state in 1848 up until today. 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 introduces visitors to 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 from being imported into the country and subsequently also protects Switzerland as a business location. Copyright law, trade



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mark law and design law are just three of the more than one hundred laws, ordinances and other legal enactments that the Swiss Customs Administration enforces when carrying out its checks.

**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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**Swiss Customs Museum**

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