



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

MEDIA RELEASE

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For one last time, counterfeiters and brand pirates are inviting you to visit the Customs Museum in Cantine di Gandria (Lugano)

The success story continues – the STOP PIRACY Association’s exhibition on counterfeiting and piracy in the Swiss Customs Museum in Cantine di Gandria (Lugano) will be extended for a final season due to the relevance of the topic and the great public interest. This means that, up until 18 October 2020, visitors can continue to learn about the background and scale of counterfeiting and piracy.

With STOP PIRACY’s special exhibition on counterfeiting and piracy, “Beguiling appearance – murky shadows?”, the Customs Museum in Gandria is tackling an issue which not only concerns customs officials, but society as a whole. There is practically nothing that cannot be copied and very few people have never encountered a counterfeit or pirated product.

The exhibition showcases the spectrum of counterfeit products and highlights the background to counterfeiting and illegal copying. It explains the importance of industrial property rights (trade marks, designs and patents) and the effects of counterfeiting and piracy on the economy and society. Visitors to the exhibition also learn that fake goods are produced and distributed by criminal gangs, which often sets off a chain reaction of criminal activities. Visitors also receive tips on dealing with counterfeit and pirated products, how to recognise fakes and why it’s worth buying an original.

The Swiss Customs Museum is located on the shady southern shore of Lake Lugano, across from Gandria and Monte Brè. The small former Swiss border guard barracks and a group of original charming and rustic houses make up the hamlet of Cantine di Gandria. The lake, surrounded by mountains slopes densely covered with chestnut trees, and the nearby border with Italy create an atmospheric backdrop to the secluded Customs Museum, known locally as “the smuggler’s 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. 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.



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The **Swiss Customs Museum** presents Swiss customs officials' wide range of tasks. Smuggling of goods, drug searches, economic crime, migration, precious metal control, species protection and protection of cultural property – visitors to the museum gain an insight into the day-to-day work of Swiss Customs, 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 installations and various short films in several languages introduce visitors to topics in a vivid manner.

The Federal Customs Administration (FCA) 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. The FCA 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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