



**SWISS  
CUSTOMS MUSEUM**

SCHWEIZER ZOLLMUSEUM  
MUSEO DELLE DOGANE SVIZZERO  
MUSEE SUISSE DES DOUANES

15.04.2016 – 18.10.2020

VERLÄNGERT BIS | EXTENDED UNTIL  
PROLONGÉE JUSQU'AU | PROROGATA AL

# BEGUILING APPEARANCE — MURKY SHADOWS?

A SPECIAL EXHIBITION ON  
COUNTERFEITING AND PIRACY



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Finance FDF  
Federal Customs Administration FCA

**STOP PIRACY**

Swiss Anti-Counterfeiting  
and Piracy Platform

**EVERYONE IS FAMILIAR WITH FAKE PRODUCTS SUCH AS HANDBAGS AND SUN GLASSES. ANY-ONE WHO DELIBERATELY DECIDES TO PURCHASE A FAKE OFTEN DOESN'T THINK ABOUT THE CONSEQUENCES OF THEIR ACTIONS. BUT WHAT IS REALLY IN THE SUPPOSED 'BARGAIN'? WHO IS BEHIND THE FAKE PRODUCT? WHAT ABOUT THE QUALITY OF THESE GOODS? ARE PRODUCTS ONLY ABOUT THE LABEL? WHERE DOES THE PLEASURE IN AN IMITATION LIE? WHO PAYS THE PRICE? WHAT IS ALLOWED BY LAW? ANYONE WHO BUYS A FAKE USUALLY KNOWS LITTLE ABOUT THE BACKGROUND OR THE MAGNITUDE OF COUNTERFEITING AND BRAND PIRACY.**

The exhibition "Beguiling appearance — murky shadows" takes visitors into the world of counterfeiters. They will learn who and what is hidden in and behind fakes, how they can recognise a fake and why it's worth buying an original.

STOP PIRACY is the Swiss Anti-Counterfeiting and Piracy platform. The non-profit organisation includes private companies and associations, the authorities and other public sector institutions as well as consumer representatives. STOP PIRACY works to educate and raise awareness among consumers as well as to promote cooperation between the authorities and the business community.

**OPENING TIMES :  
15 APRIL 2016 TO 18 OCTOBER 2020**

OPEN DAILY FROM APRIL TO MID-OCTOBER FROM 1.30 PM TO 5.30 PM  
ENTRANCE IS FREE OF CHARGE. DURING THE WINTER SEASON, THE MUSEUM  
IS CLOSED. FOR FURTHER INFORMATION SEE:

**[WWW.CUSTOMSMUSEUM.ADMIN.CH](http://WWW.CUSTOMSMUSEUM.ADMIN.CH)**