

# IACM newsletter

JANUARY | 2016

INTERNACIONAL ASSOCIATION OF CUSTOMS MUSEUMS

## This edition:

President annual report	1
Austria	2
Azerbaijan	3
Belgium	4
China	5
Czech Republic	6
Finland	6
France	7-8
Germany	8
Hungary	9
Lithuania	10
Luxembourg	10
Netherlands	11
Portugal	12
Switzerland	12
USA	13
23rd IACM Conference	13-14

## IACM Conference | Porto | Portugal

*President annual report*

Dear colleagues and friends of IACM. Several months have already passed since we had our Annual Conference and General Assembly in the beautiful town of Porto / Portugal. I must admit and I think you all agree that we had an excellent journey, not only due to the excellent wine and food, but also to the interesting program organized by our Portuguese colleagues. For me, the meeting was again a great success and brought our association a step further. A new member, China was accepted by the General Assembly and makes our association grow to a bigger importance. Welcome dear colleagues from China. We could admire the customs museum of Portugal, located in an historic building near to the Douro river and integrated in a bigger exhibition concerning transports. We discussed about the special events in our museums and we could learn from each other what everybody organizes to attract visitors. It was amazing to see how many

members volunteered to make a presentation on the subject. A very good sign for the future of our association. During the general assembly, we had news from the two working groups, one for the web page and another for the statutes and rules and the results can already be seen. The new web site will certainly be operational at the beginning of 2016 and the statutes and rules will be discussed at the General Assembly 2016 in Vienna and Bratislava. But also the cultural program had a lot of surprising points: the visit of Porto by an ancient tram and the visit of the cellar of Port wine Sandeman. The wine tasting in the wine cellar was excellent and will always be well remembered. Concerning this Annual Report, my wish is that most of our members will send their contribution to our friends in Porto so that this brochure will be a big success. Now we are looking forward to a new year, and the conference in September in Vienna /



Austria and Bratislava / Slovakia. I'm convinced our members are already looking forward to meet each other again near the Danube river, full of history and nice places to be seen. I'm convinced our Austrian and Slovakian colleagues will surely raise an interesting program with a lot of subjects to discuss without leaving apart the social aspect of our meetings.

I wish you all the best for the coming year, all success in your museums and hope to see each of you in good health in Vienna and Bratislava.

**Henri Nimax,**  
**President IACM**



Austria  
Zoll Museum

September 21<sup>st</sup> - September 23<sup>rd</sup>, 2016  
Vienna/Bratislava

IACM - International Association of Customs Museums  
24th Annual Conference and General Assembly 2016**Programme & Itinerary****Wednesday, september 21st**

- Until noon. hotel check-in
- 1 pm. Meet & Greet at hotel reception
- 1:15 pm. Transfer to Vienna's Customs Office
- 2 pm. Opening ceremony and launch the agenda
- 3 pm. Visit the Austrian Customs Museum
- 4 pm. City tour
- 6 pm. "Pfarrwirt" Vinery house in Grinzing. [Click here](#)

**Thursday, september 22nd**

- 8:30 am. Departure from hotel to Danube port Vienna
- 9 am -10:30 am. Ferry to Bratislava
- 4:30 pm. Programme will be provided by Slovakian colleagues
- 5 pm. Departure in Bratislava
- 6:30 pm. Arriving in Vienna
- 7 pm. Walking tour in "Prater"

**Friday, september 23rd**

- 9 am-12.30am. Continue 24th IACM Conference in Federal Academy of Finance, Austria
- General Assembly
- Presentations by IACM members
- Discussions
- 1 pm. Closing the 24th IACM Conference
- 1:30 pm. Joint lunch in hotel
- 2:30 pm. Departure

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**Application**

Please mail your mandatory application to [Maria Baumgartner](#), HR department

**Reservation**

Please add in your application fully name of possible accompanying person. [Click here](#).

**Map**

Please find a route suggestion from Vienna airport in Schwechat to hotel "Zeitgeist" near Vienna's central rail station. [Click here](#).

**Hotel Reservation**

Please handle your bookings by yourself and directly to:

[booking@zeitgeist-vienna.com](mailto:booking@zeitgeist-vienna.com)

Tel.: 0043-(0)1-90265-0

**Deadline: May 31st, 2016**

**Don't Forget to use de Code "IACM-Konferenz 2016"****Flat Rate**

2 nights (breakfast, joint final lunch and all taxes included):

- single. 178,50€

- double. 247,00€

**Extension of Stay**

(breakfast and all taxes included)

- single. 80€

- double. 105€

**Public Transport**

Purchase a short-term pass for unlimited travel by tram, bus and rail inside Vienna's Zone 100.

72 hours ticket costs. 16,50€

**Passenger information**

## Azerbaijan Customs Museum

### *Steps taken to increase the attendance and improve museums activities*

The administrations of the State Customs Committee of the Republic of Azerbaijan is implementing two directions to attract more visitors to the customs museums. The first direction consists of several scopes. The first scope is to arrange mobile exhibitions on various themes in Azerbaijan and abroad, well the second's one stand's for promotion activities by means of print publications, catalogs, albums, booklets and CDs to provide detailed information about the history of the State Customs Committee and its relevant activities on museums and exhibitions.

For the more exhibitions accompanied by concerts of national and foreign music and national dance performances. Azerbaijan Customs Service organized exhibitions of Customs Museums and took part in large international exhibitions in 19 cities of 14

countries in 2008-2015.

The second direction that the State Customs Committee of the Republic of Azerbaijan is working on to attract more visitors to the museums is the application of information technologies. Information technologies will allow to attract young people to the museums, "electronic exhibitions" will increase their interest to learn the country's history, world history and world cultural heritage; it will also be an impulse for cultural development, formation of the youth as personalities. For this reason the State Customs Committee of the Republic of Azerbaijan have created the portal for all customs museums. The State Customs Committee launched the portal of customs museums in 2013 (<http://museums.customs.gov.az/>).

The portal has all modern elements for visualization existing exposition and all exhibits kept at the funds of the museums. Virtual tour has been created for every museum.

No matter where you are, you can tour the museum and view the exposition. Moreover, you can get detailed information about an exhibit that interests you and have a look at it in 360-degree view. According to the statistics, an average 208 people visited the portal within seven days. Adaptive design principle has been applied for the portal to be available on the computer, mobile phones and tablets.

Especially for mobile device such as mobile phones and tablets an application has been developed by the State Customs Committee of the Republic of Azerbaijan so that virtual tour is available even without connecting to the Internet. This application also allows to view the exhibits with detailed description at the museums and to get information about the country and its cultural heritage.



*The second direction that the State Customs Committee of the Republic of Azerbaijan is working on to attract more visitors to the museums is the application of information technologies.*

The screenshot shows the website for the Museums of Customs Service of Azerbaijan. The header includes the logo, the text "Museums of Customs Service of Azerbaijan", a quote "«History always puts everything in its just place.»" by Heydar Aliyev, and language options "Az", "Etc", "Eng". The navigation menu includes "Home", "About Us", "Our collection", "Virtual tour", "Press", and "Contacts". The main content area features a large image of a museum interior with the text "Welcome to our virtual tour!" and "more than 600+ exhibits". A prominent blue button with a VR icon says "Begin tour". Below the image, there is a section titled "The Message from the Editorial Team" with a quote: "«If injustice has been done to someone, this must be undone in a just way. To remedy injustice with more injustice is a great crime.»"

Azerbaijan Customs Museum Website

Belgium  
Belgian National Museum & Excise

***For the Belgian National Museum on Customs & Excise there are several ways in which we attempt to attract more visitors.***

*The General Administration of Customs and Excise attracted hundreds of visitors by giving demonstrations with sniffer dogs and mobile teams and also the band of the ministry of finance was present to provide a musical touch. The museum tours were a logical extension to the activities set up that day.*

We for instance organise at least one temporary exhibition each year. In that regard we will pay special attention to the Great War in the first half of 2016. We participate in an initiative that highlights the very problematic food situation in Belgium during the 1914-1918 war and which is currently travelling through the country.

The scarcity of course led to smuggle of foodstuff and other vital products and that will be the angle we shall focus on in our special exhibition.

In 2017 we will probably host an event on counterfeit goods. In 2018 we will have another temporary exposition paying attention to other aspects of the First World War, this time

focussing amongst others on customs officers during the war years and the so called “Wire of Death”, a high tension fence put in place by the German army and which claimed a lot of lives on the Belgian/Dutch border.

Next to that we also take part in “Krokuskriebels”. This is a biennial initiative where museums in Brussels and Flanders open their doors for families with children between 4 and 12 years. Two years ago we already created some child friendly activities and after a thorough evaluation we are fine-tuning the original activities and developing new ones.

Moreover we open our doors at special occasions like the Heritage days or the Port days, that also attract a lot of media attention. Last September we organised several guided tours in our museum for the Port Day 2015 while the customs

intervention units of the regional directorate were present in force outside the HQ-building.

The General Administration of Customs and Excise attracted hundreds of visitors by giving demonstrations with sniffer dogs and mobile teams and also the band of the ministry of finance was present to provide a musical touch. The museum tours were a logical extension to the activities set up that day.

When participating in these kind of events we always send out an internal mailing to all officers of the Ministry of Finance.

Furthermore we place an announcement on the website and since the beginning of 2015 we also make a notification on the Facebook-page of the museum. Afterwards we generally put a selection of pictures online to sustain the bond with our visitors.



China

## China Customs Museum

*Brief introduction of China Customs Museum*

China Customs Museum, which is a specialized museum directly under the General Administration of Customs, presents the history of China Customs, collects culture relics and does related researches. It is located on the east of Chang'an Road, between the building of General Administration of Customs and Old Observatory. Having been prepared for more than ten years, China Customs Museum started to open on 30th March, 2014, with no admission fee. The permanent

exhibition is composed of the main exhibition and the special exhibition of Revenue Cutter 902. The main exhibition, divided into "Ancient Customs", "Modern Customs" and "Contemporary Customs", is showing the history of Chinese Customs. The Revenue Cutter 902 is a retired revenue cutter, which witness the south visiting of Deng Xiaoping, the general designer of China's reform and opening.

The museum has made several temporary exhibitions since March of 2014, such as "Joint Action Against Smuggling in 2013", "Chinese Dream, Customs Emotions: the Photography Exhibition of

Customs", "the Exhibition of Customs of Tibet" and "the 2nd China Customs Painting Exhibition". Moreover, we attended "the Exposition of Museum and Its Products and Technic 2014" and "the 15th Exhibition of International Customs in Moscow".

China Customs Museum has a rich collection of more than 18,000 pieces from the Warring States, which includes porcelains, coins, natural history specimens, a large amount of archives and so on. Not only present the history, the museum also provide a window for the world to know about China Customs directly.

*China Customs Museum has a rich collection of more than 18,000 pieces from the Warring States, which includes porcelains, coins, natural history specimens, a large amount of archives...*

**中国海关博物馆简介**

中国海关博物馆是一所展示中国海关历史及现代海关情况的行业博物馆，展览、收藏和进行相关研究是该馆的主要职能。它直属于中国海关总署，位于北京市东长安街上，西临海关总署大楼，东靠古观象台。

经过十多年的精心筹划，中国海关博物馆于2014年3月30日正式面向全社会免费开放。博物馆常设展区分为基本陈列主展区和海关902艇专题展区。基本陈列主展区以“千秋古关”、“近代海关”和“现代海关”三个部分从古及今展示出了中国海关的历史发展状况。海关902艇则是一艘退役缉私船，见证了邓小平同志南访，战功卓勋。从开馆之日至今，我馆策划了“2013年打击走私联合行动成果展”、“中国梦，海关情——中国海关摄影艺术展”、“亮剑高原——拉萨海关展”、“第二届全国海关书画美术作品展”等临时展览；参加了“2014年博物馆及相关产品科技博览会”、“第15届国际海关展”。

目前，中国海关博物馆现有藏品18000余件，涵盖了从战国时期到当代的各个历史时期的海关重要文物。中国海关博物馆不仅展示了中国海关历史，为大众了解海关文化提供途径，也是中国海关对外宣传的重要平台。

Czech Republic  
Czech Customs Museum

*The Czech Customs Museum: weaponry equipment*

This is probably the most attractive part of our exposition from the point of view of the interest of visitors coming to the Czech Customs Museum.

The artefacts in the picture are part of our exhibition regarding weaponry equipment. The weapons are arranged in a row starting with artefacts from the 19th century until the second half of the 20th century.



Finland  
Tullimuseo

*“Do touch!” Finnish Customs Museum and IHME Contemporary Art Festival 2015*



Coffe Smuggling Tool



Customs lock



Heroin cans



The campaign in 2015

Pro Arte Foundation Finland organizes an annual event for contemporary art in Helsinki called IHME. In 2015, the artwork for the event was commissioned from the British contemporary artist Jeremy Deller. He wanted to use museum items interactively. The event took place 16–27 March 2015.

**Preparations**

The Finnish Customs Museum was asked to participate in the event in summer 2014. Other participants were the Design Museum, the Finnish Museum of Natural History, the Helsinki City Museum, the Military Museum of Finland, the Museum of Technology, and the National Museum of Finland. The artist selected various items from each museum. The items were presented by festival workers to passers-by in public spaces, such as stations or shopping malls. The

festival workers were persons with some exhibition or museum work experience and they were given a one-day training session by the museums staff. The workers were organized in groups of two so that one group was in one location for one day. The items were held in a locked trolley used also as a tray for the items. Each group was given a red banner with the text “Meet the stars of our museums!”. A testing day was organized in January 2015.

**The Items**

The items were heterogeneous. From the Customs Museum the artist selected a 19th century customs lock, a smuggling tool for coffee from the 1940’s, cans for heroin smuggling from 1976, and a package of counterfeit Viagra. From the other museums there were, for example, wooden design models for famous Fiskars scissors, sand from Mars, and a Red Army field bottle with a gun hole from the 1939–40 Winter War.

**The Event**

All items were safely returned to their homes after the event. Altogether 5 500 people saw the

items. In general people liked the idea of touching rare items, but because of the locations some people thought that the event was marketing. In the majority of the people, the items raised curiosity or brought back personal memories. “Ours was better!” said a former dockyard worker who had used such a “coffee blaster”. Many were also puzzled by the counterfeit Viagra. The event was well received by media. The festival organized its own social media campaign. Finnish Customs was also active by publishing pictures and videos of the event in the Finnish Customs Facebook and YouTube channel.

**Learning from IHME**

For a small and little known museum, the event was a very positive experience. The event brought new social groups in contact with museums: young people, immigrants, pensioners, disabled people but also people going to or leaving from work. The expenses were covered by the festival. The same concept could be used in a smaller scale inside or outside the museum or as a special exhibition.

France

## National Customs Museum

*What do we do on special events to attract visitors ?*

*Low budget events: The example of the European Night of the museums*

### The European Night of Museums: what is it?

Created in 2005 by the French Ministry of Culture and Communication, the European Night of the Museums sees that closing time of the museums is postponed to approximately one in the morning. The public may visit the participating museums for free and visit the collections



in a different, unusual and more sensory way. Usually, specific animations are offered. Since 2011 the night is sponsored by ICOM.

### Why participate in such event?

There are many benefits: as the European Night of Museums is highly visible on the Internet and on the social networks (Website, Facebook, Twitter, Dailymotion, Flickr,...) it gives great visibility for your museum with free communication. It is a great popular success as in



2015, the event has gathered more than 2 million visitors in France, 50.000 in Bordeaux. It is a great opportunity to gain new visitors and develop an original and atypical public image where creativity can be expressed.

### How to participate?

Each museum has to register to the national coordinator, usually the Ministry of Culture. Then it has to create the animations: ask for estimates, build a budget, buy equipment and supplies, write texts,...



Factors to be taken into account are important to consider and should not be overlooked.

Because of the extended hours, you have to make sure you will have the required staff available. The visitors may be numerous, therefore it is easier to conceive animations that allow a fluid circulation in museum both for security reasons and for the public's enjoyment. It is an atypical event, so don't hesitate to program fun and games, for a decomplexed cultural night.

### Examples and experience high/low budget.

**Year 2011:** The museum inside out (Cost : 140,00 € ; Visitors: 2.393)

This animation was planned to

make visitors reflect on the many codes that exist in a museum.

After a theatrical entrance, the museum was divided in two sections. The first part of the museum was left "classic", but some actions usually forbidden were allowed: Here you can run, Here you can take a picture with flash, Here you can touch the objects and try to guess their usage... Here you can lie down for a while. The second part of the museum was turned upside down: Description cards were shuffled... mixed... incomprehensible, Artifacts were too far away... hidden... or could be destroyed (counterfactuals), in a *reductio ad absurdum*.

**Year 2013:** The night where you're the hero (Cost : 771,27 € ; Visitors: 2 432)

Based on the principle of novels "where you are the hero", this activity invited the visitors to build their own adventure through the museum, from one showcase to another. At the entrance, they had to pick up a bracelet at the « Fate device » that decided whether they were going to play a customs officer or a smuggler. Then, after each paragraph displayed on the showcases (with a theme in relation with the artifacts displayed in it), the visitors had to decide the continuation of the adventure and choose between two actions.





France (cont.)

We saw that many visitors who had failed their adventure would go back and try different choices to see where that would lead them.

**Year 2014:** What a noise!  
(Cost : 2.400,00 € ; Visitors: 2.684)

To bring some life in the museum, four listening stations were installed within the collections:

- music and sounds to live the

atmosphere of the customs hall during the 18th century,  
- imaginary discussion between two characters represented in frames,  
- news on a radio on the theme of World War I,  
- the lion explained his long journey from the steppes of Africa to Customs museum in Bordeaux.

**Year 2015:** Riddle night (Cost: 140,00 €; Visitors: 3.053)

Authentic games were put in place to decypher ten artifacts displayed in the museum, in the form of four types of riddles, classified by order of difficulty: rebus (easy), who am I? (medium), game of words (difficult), anagrams (very difficult). Visitors organized contests among themselves to try and decypher all objects!

Germany  
German Customs Museum

*What do we do to attract more visitors on special events?*

The key to attract visitors on special events is to present customs work and history in a lively atmosphere. Special events such as the Hamburg Long Night of the Museums, the future day, the port birthday or the presence of travelling exhibitions offer excellent opportunities to give an informative but also entertaining insight into customs work and history.

In the annual Long Night of the Museums more than 50 museums open their gates open until 2 am.

On this occasion the German

Customs Museum presents special topics not only by the museums guides, but also by costumed actors communicating with the visitors.

On the annual nationwide so-called future day children are introduced in various professions. The German Customs Museum presents a colorful program to experience customs work playfully. Children learn about the protection of endangered species as well as about the impressive abilities of sniffer dogs to find hidden drugs.

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Hamburg Long Night of the Museums, the future day, the port birthday or the presence of travelling exhibitions offer excellent opportunities to give an informative but also entertaining insight into customs work and history. In the annual Long Night of the Museums more than 50 museums open their gates open until 2 am. On this occasion the German Customs Museum presents special topics.

*The key to attract visitors on special events is to present customs work and history in a lively atmosphere.*

*Additional aspects are travelling exhibitions and the external presentations of special exhibits.*



Hungary

## Customs and Tax Museum

*We continue the tradition of many years with the organization of a temporary exhibition of new donations.*

*We formally thank to the donators for the items offered and we strengthen the friendly and professional relationships in the course of a special reception with a concert.*

**How we do it**

In Hungary the Customs and Tax Museum is a very special museum with a range of thematic collections. We work a lot with our colleagues to get better known and visited. We make great efforts in several areas to reach as many people as we can to arouse people's interest in our small museum. We try to promote both the work and acceptance of finance guards and tax professional's colleagues as well.

We continue the tradition of many years with the organization of a temporary exhibition of new donations. We formally thank to the donators for the items offered and we strengthen the friendly and professional relationships in the course of a special reception with a concert. The donators – typically the elderly people – are very pleased to discover their objects, their documents, their photos in the museum's collections.

Typically as an additional program, we try to get closer to

our colleagues and their family members by museum-pedagogical and handcraft activities. We take part in the annual sports event of NTCA represented by almost 3000 colleagues from all over the country. We set up tents where we provide different leisure time activities to our colleagues, such as arts and craft activities, board games, face and body painting, beading, making puppets and the diversity of quizzes.

We can increase our popularity by joining nation-wide programmes with a high number of visitors. We also appear on cultural events of national importance supported by media to disseminate information on our museum and to raise awareness. We regularly participate in the Cultural Heritage Days, the Autumn Festival of Museums and the Museum's Night Events. Our nice summer-evening concerts in the museum's garden attract many visitors.

We have developed good relationships with schools in our

district. Most students come from vocational schools where they learn taxation and financial subjects. We organize a wide variety of lectures for students of different ages in order to improve their knowledge on our professional fields. We have developed a museum educational room and several programmes of topic-related activities.

We pay special attention to elderly people, so we offer museum-andragogic activities and other programmes for this age group. We keep a close contact with pensioner organizations and clubs. The Schiffer villa, built in 1912, where the museum houses is of special importance of arts history. The late Art Nouveau style villa with its lots of original parts attracts many domestic and foreign visitors.



Lithuania

## Lithuanian Customs Museum



The Lithuanian Customs Museum represents itself in many different ways. First of all, we have a special educational program, in which the Lithuanian Customs dog handlers demonstrate how dogs are trained to find drugs, cigarettes, money, explosives and other illegal material.

It is a major attraction for the visitors of different age groups. And it is also a very mobile educational programme, because whenever the Lithuanian Customs Museum needs to present itself outside the Museum (for example, in schools, fairs etc.), it helps to be more attractive in the public



places.

Every year on July 31, the Lithuanian Customs commemorates tragic events, when the Medininkai Customs Post was attacked by Soviet soldiers in 1991. The Lithuanian Customs Museum also participates in this commemoration by telling the tragic story in the authentic customs wagon, where it took place.

The Museum even arranges a special lecture for school-children, where they can meet the only survivor of this tragic event – customs officer Tomas Šernas, who vividly retells the events of the Medininkai

massacre.

It is difficult to consider it an “attraction”, but we receive lot of requests from schools to take part in these meetings. The Lithuanian Customs Museum also participates in the events of the Lithuanian Museum Association, such as the Lithuanian Night of Museums and the annual Lithuanian School Fair. Although these events are always a challenge for the Museum, the participation in them helps us to create new educational games and to find new ways to attract visitors.

Luxembourg

## Customs and Tax Museum

### *Actual situation in Luxembourg*

As our customs museum only opened in may 2015, the first aim of our national custom museum association is to make the new museum known to the public. So we are for the moment not planning to have special events, but how to put our small museum on the museums map of Luxembourg. We could already welcome some visitors group who know that the museum exists and is now open to the public. The visits are only done by appointment as the museum is located in the headquarters of the Luxembourg customs administration and officers are working here during the week.

So the visits are mostly after 17h00 or on Saturday.

When we have the address of the museum written down in our national tourist guides, we hope to get more and more visits and than, we can also think over special events to be organized.

One of the first aims to be reached is that all new customs officers during their special education at the administration will spend some time in the museum in order to learn about the history of the administration, they have just entered and there they are supposed to work for the next years.

We have also the effect of

spontaneous visits. Customs officers or people from outside the administration coming to a meeting ask about the exhibition and if there is enough time and somebody able to make the visit is available, the museum is shown to these visitors and that has a certain success. Some rooms of the museum, especially the room near the cantine is sometimes also used for receptions, if an officer is retiring for example and wants to offer some drinks to the colleagues, that's the place used for.

On the pictures, you can see our curator making a visit with German customs officers.



Netherlands

## Tax &amp; Customs Museum

*“On or off the beaten track”****The Tax & Customs Museum in Rotterdam, The Netherlands: What do we do to attract museum visitors?***

The Tax & Customs Museum in Rotterdam is in the fortunate circumstances to have a large staff and is well taken care of by the Dutch Tax & Customs Administration.

So we can organise – the whole year round - all kind of activities to attract visitors. Activities in the museum itself as well outside the museum: to raise interest for the Tax & Customs Museum we are present or we take part in all kind of local and national manifestations.

For instance: National Museumweek, National History month, Museum’s Night, World Port Weekend and National Science Weekend. We organise also small temporary exhibitions in office buildings of the tax and customs administration in all parts of the Netherlands.

A very special project is ‘Museumstreet’ or to be specific: ‘Museums on tour’ is a better description. During two

weekends 10 Rotterdam museums are on tour with small exhibitions in different residential areas of Rotterdam. During one day 10 homeowners accommodate the ten participating museums to put an exhibition on display in their homes. Mainly in their living rooms! During the opening hours that day, the homeowner is a temporary curator and representative of ‘his or her’s’ museum.

The ten museums are invited by these homeowners on the basis of their personal interest, for example: sailors choose the Maritime Museum, biologists the Museum of Natural History and others choose the Tax & Customs Museum because their personal relationship with the tax administration (as a taxpayer) or the customs (as a tourist).

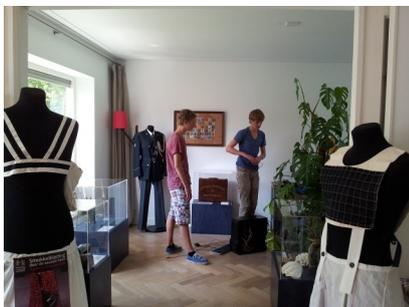
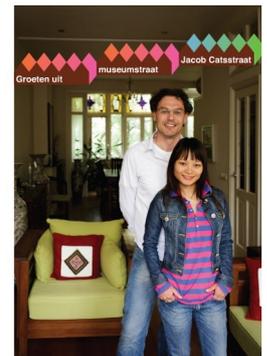
The temporary curators have also to organise the public relations for their ‘museum for one day’. Assisted by the central organisation of this project they invite their relatives, friends, colleagues and neighbours to visit their museum that day. The homeowners are well informed about the small exhibitions in their homes by the professional museumworkers, so they can

guide the visitors in their own temporary museum.

Although ‘Museumstreet’ is a time consuming project and a logistic challenge, all the 10 participating museums benefit from it. If the public relations for this project is well done, in some museumstreets the museumhouses receive hundreds of visitors within a couple of hours!

Those visitors get to know about the topic and the collection of the original museum. We raise the Museumstreet visitor’s interest and invite them to come and visit the ‘real’ Tax & Customs Museum. By taking part in this project the participating museums reach out and get in touch with other groups of the Rotterdam community. For this project we visit both the posh areas as well as the less privileged neighborhoods of Rotterdam. By going on tour with a small - not vulnerable - part of our collection, we show the Rotterdam residents that the Tax & Customs Museum has an attractive collection and is worth a visit!

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Portugal  
 Customs House Museum

*The Museum's Time*

*Museums are in charge of preserving heritage, but no longer by focusing their action on collections but focusing on people, grounding on constructive methods which allow them to step in the process – a participative museum.*

Man always found a way to measure time, would it be based on his relationship with nature or later, after the industrial revolution, using clock.

We have been fastening time and tightening the Planet ever since, either through transport development or through the new inventions and technologies to communicate.

When reflecting on what we do in museums, on our daily work or on special events, time is always behind the scene. May it be how we master individual

time, the way we get along with the past time (history), how we employ the present time or the way we forecast future time.

Museums are in charge of preserving heritage, but no longer by focusing their action on collections but focusing on people, grounding on constructive methods which allow them to step in the process – a participative museum. That's what makes museums so appealing today.

It is the time we dedicate to what we do on museums that makes them so special. The time we dedicate to study, research,

inventory, exhibit and promote our collections makes it possible that museums make sense. The time we devote to our visitors – the time to hear, to talk, to learn, to share, to receive, to prepare our visit programmes and our special events – guarantees that also visitors will want to spend their time visiting the museum.



European Night of Museums 2015. Visit to the Customs House Building in the dark, lighted by about 500 visitors.



Dispatch workshop at the Customs Museum.

Switzerland  
 Swiss Customs Museum

*What do we do on special events to attract visitors?*



In general, museum visits are selected cultural events that are planned for a set time and are eagerly awaited.

Visits to exhibitions or special events are often undertaken as a family or are planned as a social occasion with friends or as a class outing. Visitors choose a special event, prepare for it, make their way to the museum and take time for the visit. They expect something in return for this choice and for the time

and money spent: the reward of a stimulating and interesting temporary exhibition or special event and the enjoyment of being a guest at an open and hospitable institution. Visitors should feel welcome at special events at a museum and should notice that their visit is appreciated. For this reason, the Swiss Customs Museum always participates in a wide range of events throughout Switzerland so it can promote visits.

A highlight of this year's event schedule was our participation in the Bern Museum Night on 20 March. The Swiss Customs Museum Gandria featured as a

guest at the Hotel Bellevue Palace in Bern, which gave the museum the opportunity to present the full range of Customs and Border Guard topics to over 7,000 visitors in Bern in a lively and entertaining exhibition. The Hotel Bellevue has been an attractive centre for Museum Night for many years and is the chosen venue for the official opening of the event with representatives from politics, the private sector and culture.

United States of America

## National US Customs Museum Foundation

*The New London Customs House is the oldest building still in use today, having opened in 1835.*

*... the Exhibition contains information on roll Customs played in enforcing laws against Slavery and subsequent regulations concerning Immigration control.*



New London Customs House Museum

### National US Customs Museum Foundation (NCMF)

The year 2015 was very productive for NCMF.

In February NCMF concluded a very successful Exhibition titled "US CUSTOMS AND THE GOLDEN GATE".

In addition to highlighting the rich history of the US Customs Service, the exhibit illustrated the roll Customs played in the Gold Rush of 1849 and the San Francisco Earthquake of 1906.

The National Park Service hosted the event at the SAN FRANCISCO NATIONAL MARITIME HISTORICAL PARK, and they estimated that 25,000 people visited the site. In July NCMF opened an

Exhibition titled "225th ANNIVERSARY OF THE US CUSTOMS SERVICE AND 180TH ANNIVERSARY OF THE NEW LONDON CUSTOMS HOUSE", hosted by the New London Maritime Society.

The New London Customs House is the oldest building still in use today, having opened in 1835. In addition to highlighting the early days of US Customs when Whaling and duty on Whale oil were a very import source of revenue, the Exhibition contains information on roll Customs played in enforcing laws against Slavery and subsequent regulations concerning immigration control.

This event is scheduled to conclude in June 2016.

In November, 2015, NCMF met with both the Commissioner of US Customs and Border Protection and the newly appointed Customs Historian. Both have renewed support to assist NCMF's efforts to tell the Customs' story and honor various Customs Officers who served from 1789 to present. NCMF is presently planning Exhibitions for San Antonio, Texas, Washington, DC and New York City.



San Francisco National Maritime Historical Park



NCMF President Bob Murtagh conducted several tours of the exhibit

Last year, between the 16th and 18th of september, the **Annual Conference and General Assembly of IACM - International Association of Customs Museums** took place in the Porto Customs House, hosted by the Customs Museum - an integral part of the Transport and Communications Museum (MTC) and national representative in this international association.

The chosen theme for the IACM Conference was "What do we do on special events to attract visitors?", seeking in this way to share experiences and reflect on the action of the museums duties at a global level.

## The 23rd IACM Conference and General Assembly 2015 (cont.)

The programme also included visits to the old Customs House (Casa do Infante) and to the New Customs House (Alfândega Nova do Porto) –the Museum headquarters - as well as to the city of Porto, in order to share and promote not only the museological panorama in this area, but also the strong commercial tradition the city has.

The Conference was attended by 30 delegates of the various customs museums of the world: Germany, Austria, Azerbaijan, Belgium, China, Slovakia, the United States of America, Finland, France, Holland,

Hungary, Lithuania, Luxembourg, Norway, Czech Republic, Switzerland and Portugal.

At the beginning of the session, the programme for the forthcoming Conference of IACM was presented, event that will be carried out in partnership by the customs museums of Austria (Kustos des Österreichischen Zollmuseums) and Slovakia (Financial Directorate of the Slovak Republic) and will be held alternately in Vienna and Bratislava on the 21st till the 23rd of September 2016.

This year's theme generated a

vast number of communications, reflecting, in general, the work of the museums with their public and the strategies underlying their action.

This sharing of ideas and experiences - but also difficulties – among the various delegates was a matter of great interest in this Conference, reinforcing the meaning of the creation, in 1993, of the IACM itself as a network of collaboration and sharing between museums, that promotes customs issues and the preservation of its testimony, currently with 26 members, representatives of 26 countries in the world.



## INTERNATIONAL ASSOCIATION OF CUSTOMS MUSEUM



### About the IACM

The aim of the International Association of Customs/Taxation Museums is to preserve and maintain the rich heritage of customs in a world that is changing very rapidly.

Over the last twenty years, we have seen enormous changes in the work of customs/taxation officials, particularly those of us in the European Union. While none of us would deny the benefits of these changes, we cannot forget the past and the how things were. It is important that future generations have some knowledge of the foundations laid by those who have gone before us.

To this end, the IACM was formed in 1993 in Denmark. Today it has more than 25 member countries and each museum operates under its own national administration. Membership is not confined to the European Union.

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