

Press Release

German customs museum: A new gem in the storehouse-district of Hamburg

Berlin, October 27, 2008: In the landmarked premises of the former customs office in the storehouse-district of Hamburg, the contemporary history of customs is brought back to life. Commissioned by the federal ministry of finance, the 800 square meters large permanent exhibition by Triad Berlin will be replenished with new content, restructured and scenographically presented. The commission also included the conception and production of films, audio clips and media interactions which are meant to convey the history and current responsibilities of customs to annually 110.000 visitors. In his opening address on September 21, 2008, Steinbrück, the federal minister of finance, emphasized the significance of the museum with regard to the public perception of customs.

Supplementing the already existing themes, customs is, next to its current responsibilities, now also presented in a cultural and social context. To these ends Triad cooperated with the museums team and additional experts to develop new theme worlds. Here, the visitor can take a virtual tour through the history of customs or discover the various current responsibilities and operational areas of customs: from securing international trade over consumer and species protection to battling illegal employment. By these means the museum is simultaneously established as a competence center of the federal customs administration.

The remodeling posed the challenge to likewise meet the demands of the exhibits, the differing target groups as well as the customs public relations work. For customs officers it is a site of identification, to the general public a versatile adventure space. A context thread is spun through the entire exhibition, demonstrating the reciprocal effects between customs and the economy, politics and art. Historical quotations, images and stories facilitate deeper insight into certain aspects of contemporary history and hereby illustrate the approximately 450 exhibits, themes and biographies. Audio stations convey anecdotes and audio clips from the realms of literature and customs routines, while film stations present historic material and other selected content.

The remodeling was developed and realized by Triad Berlin in close cooperation with the German customs museum. The commission of Triad included a content related conception on the basis of expert reports issued by the advising customs departments, furthermore the conception and production of films, audio clips and media interaction events as well as the programming, the development and

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realization of the stenography and exhibit graphics, the light- and media technology and the local construction supervision.

As one of Germany's leading communications and design agencies, Triad Berlin develops emotionally intelligent spatial communications. Since 1994, Triad's interdisciplinary team has been creating prize-winning exhibitions, showrooms, brand spaces, trade fair presentations, and events. Awards include the iF communication design award (2007), red dot award (2006), and Art Directors Club (2003).

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