

# Tropical

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## 1 Inspiring bangkok

Freshened Up  
To Celebrate  
the Approach of  
the 9th Year!

BANGKOK'S  
GREEN HIDEAWAYS

TRACING THE CITY'S  
LEGENDARY GOURMET

SLEEPLESS IN BANGKOK

STAY BOUTIQUE  
IN BANGKOK

BANGLADESH

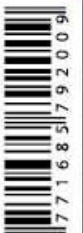
SUPPOSED AND SURPRISING SUPERLATIVES

BLUE SKY  
THE NEWEST BAR  
IN TOWN

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# Museum Hopping With a Twist

Lynette Lee Corporal does some serious museum hopping activities that had her moseying up to one-of-a-kind museums that offer new perspectives of the past, present and future.

Toilets, fake goods, condoms...well, there's a saving grace in the form of an elegant reproduction of a pre-World War II house, so it's not so bad really. In fact, these are a wake-up call to the challenges of the present, a source of pride and learning for the younger generation and an inspiration for the next.

These are the main features of contemporary museums that have caught our fancy, because they make for fascinating and highly engaging trips down museum lanes in this country known for its knack of preserving its cultural identity and integrity.







According to the 120-year-old law firm's Intellectual Property consultant James Mark Evans, about 66 percent of the world's fake goods come from Asia, 30 to 40 percent of which are manufactured in China. Thailand is the second largest source of counterfeit goods worldwide.

Located on the 26th floor of Supalai Grand Tower along Rama III Road, the eye opener of a museum is a stark reminder that imitation is not a form of flattery in any way.

With over 3,500 items in their collection, gathered in just the last 20 years or so, the items represent an estimated \$600 billion losses faced by countries worldwide from counterfeits and the loss of about 100,000 jobs in Europe yearly. In Thailand alone, the cosmetics industry lost 65.47 million baht to counterfeiters and 5.5 million baht went down the drain no thanks to fake food and essential products.

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The exhibit presents a dizzying array of fake goods — clothing, shoes, sunglasses, electronics, school and office supplies, books, food, alcoholic drinks, health drinks, pharmaceuticals and so much more. It is surprising to see a clone of one's favourite shampoo, chocolate, or even alcoholic drink. While fake DVDs are not surprising any-more, a sight of Staedler pencils and Kingston thumb drives is a bit disconcerting. It is also alarming to see the fake versions of common cold and cough medicines, and most interestingly, Viagra, which is used to treat erectile dysfunction.

A "middle class" problem, says Evans, the presence of counterfeit goods is fuelled by demand in the market. It is no secret, too, that fake DVDs and CDs circulating in tourist areas in the city are hitting the Thai local entertainment and music industry hard.

Run by a highly organized network of counterfeiters, the industry over the years has become so brazen that they can even manufacture copies before the original brand has appeared in the local market and can up the merchandise price to equal that of the real ones'. Finding the 'source' is hard to do because of the sophisticated set-up these people have. Instead of one huge factory, for instance, they will have separate areas to sew the fabric, put the labels on, and sort out for distribution.

So the next time you pick up that bottle of vodka (the cheaper the prices of drinks in bars, the more likely that they are not the real deal), or suddenly push on the brakes of your car, or take a handful of those blue Viagra pills, better step back and know if it's fake or real. Or better yet, why not pick up the phone and make that appointment for viewing the country's one and only Museum of Counterfeit Goods. Tel: +66 2653 5555.



# GENUINELY FAKE

From the refreshing reality of Old World elegance, let's go take a look at the wild, the wild world of fakery that is, in the Museum of Counterfeit Goods. Though open to the public, interested parties wanting to view fake goods need to call the highly-reputable law firm Tilleke & Gibbins at least 24 hours before their intended viewing time. No, potential visitors need not worry about getting interrogated court-style or having their mug shots taken (although the office has a policy of taking the photos of visitors for the company newsletter, we were informed).

