

INTERNATIONAL SPY MUSEUM VISITOR EXPERIENCE

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Through interactive exhibits with state-of-the-art audiovisual effects, film, and hands-on components, the International Spy Museum traces the evolution of espionage through the people who practiced the profession and provides a context for visitors to interpret the role intelligence plays in current events. The Museum's permanent exhibition presents the tradecraft of espionage and showcases the ingenuity and imagination of real-life spies and spymasters.

Visitors adopt a cover, break codes, identify disguised spies, and become the subjects of covert surveillance throughout their visit. Through these interactive experiences and immersive environments, the Museum examines actual events, reveals true stories, and presents hundreds of authentic tools of the spy trade.

The lobby of the International Spy Museum introduces themes visitors will encounter and sets an overall tone of intrigue and mystery. Video monitors provide a silent overview, featuring artifacts, people and stories highlighted in the Museum.

The permanent exhibition includes the following visitor experiences:

Orientation

The International Spy Museum experience begins with an orientation about the motivations, tools and techniques of real-life spies.

Covers and Legends

A large photomural of a foreign checkpoint and guard greet Museum visitors as they enter *Covers & Legends*. Visitors are challenged to adopt a cover identity, memorize specific details about it, and learn firsthand the importance of keeping one's "cover." Artifacts and examples of identification-related documents typically used by spies are on display, while an audio/visual presentation details the importance of learning and keeping a cover.

Briefing Room

An introductory film about the world of espionage plays in a theater evocative of an intelligence agency briefing room. Addressing common preconceptions and misconceptions visitors may have from pop culture and current affairs, the film focuses on the realities spies face every day.

School for Spies

An orientation to spycraft is provided in *Tricks of the Trade* which describes skills essential to espionage work and explores various motivations that lead people into the profession. How spies are recruited, trained, and areas of espionage expertise are examined. Over 200 artifacts illustrate the technical aspects of spycraft. Interactive exhibits test the ability of visitors to maintain their cover identity and other skills including observation and analysis, threat analysis, overhead surveillance, audio surveillance, disguise and identification, and clandestine photography. Artifacts in this section include a *Czech "Through the Wall" Camera*, *Steineck ABC Wristwatch Camera*, *East German Secret Writing Detection Kit*, *CIA Disguise Kit*, and a *KGB Coat with Buttonhole Camera*.

History of Espionage

The Museum experience continues with a series of intimate galleries that trace the history of espionage and transport visitors to another time and place.

The Secret History of History

Through books, reproduced graphics and artifacts, *The Red Terror* explores the institutionalization of spying in the early years of the Soviet Union and *Balloons, Birds and Battlefields* tracks the rise of espionage technology, such as spy photography. *Sisterhood of Spies* reveals the role that women have played in espionage, highlighting the legendary, yet unsuccessful, Mata Hari, as well as lesser-known, but more accomplished female spies. Other well-known historical figures are revealed as spymasters, such as the father of American intelligence, George Washington, and the father of the British Secret Service, author Daniel Defoe.

Spies Among Us

This section examines espionage through World War II, highlighting real-life spy stories. *Breaking the Code* includes interactive activities and exhibits about the Enigma cipher machine; the Navajo Codetalkers, whose native language provided an unbreakable code for the Allied Forces during World War II; and the very beginnings of computer technology. *Infamy* details the intelligence blunders surrounding the Japanese attack on Pearl Harbor; *Disinformation* describes the use of propaganda throughout the war; *Behind Enemy Lines* reveals sabotage and subversion techniques used during the French Resistance; *Bodyguard of Lies* recounts the role of Allied intelligence in successful D-Day deceptions; and *Atomic Spies* highlights the American development and subsequent loss of the secrets of the atomic bomb.

Star Power features singer Josephine Baker, who worked for the French Resistance; chef Julia Child, who processed classified documents for the OSS; director John Ford, who served as Field Photo Chief for the OSS; and actress Marlene Dietrich, who recorded pop songs for the OSS that were broadcast to German soldiers as American propaganda.

Exquisitely Evil: 50 Years of Bond Villains

The power of the James Bond film series is explored next. The Museum partnered with EON Productions, the Bond film producers, to showcase over 100 artifacts from the films—from airships and underground lairs to nuclear weapons and hungry sharks in this special exhibit.

Beginning with 1962's *DR. NO* to 2012's *SKYFALL*, the exhibit explores how the evildoers and their plots have changed to reflect their times and how James Bond has influenced the public's perception of real espionage. Historical artifacts and documents as well as classic film and audio clips profiling Bond and his

adversaries complement the movie props. Throughout the exhibit specially created videos of real spies revealing connections between the Bond films and actual world events and espionage tradecraft are on display. Interactive challenges offer the opportunity to discover how one compares to Bond and his villains, from a shark tank experience to evading enemy spies to diffusing an atomic bomb.

The 21st Century

The challenges facing intelligence professionals world-wide in the 21st Century are addressed in the Museum's final gallery, *Weapons of Mass Disruption*.

Visitors exit into the 5,000 square foot Museum Store featuring a diverse selection of merchandise that reflects the tradecraft and history of espionage as well as the popular interpretations of that profession. Throughout the Museum Store, educational information furthers the experience of the permanent exhibition. Monitors show clips of vintage and contemporary spy-related television programs and Hollywood films. Graphic panels create subtle illusions as portraits of spies change mysteriously to reveal their other identities on a Museum Store wall.

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