

Highlights

www.markleveridge.co.uk

Web Offers - September 2009

The special offers below are valid until 30th Sept. 09 and for online orders only



Co-inci-mental - Web Offer Price: **£12.00** (save £3.00)

Two half decks, one red backed the other blue, are shuffled and ribbon spread face down. The performer and the spectator each select one card - and amazingly they match! But more, the chosen cards are the only red ones in an otherwise selection of black cards. No sleights.

The Silk Release Wand - Web Offer Price: **£55.00** (save £10.00)

A large square section wand has four 18" silks tied round it. In any order you desire, the silks can magically untie themselves. Comes with a fabulous comedy routine. Easy to do, very visual.

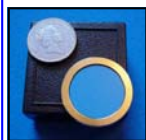


The Caught Card - Web Offer Price: **£3.00** (save £2.00)

A court card and two indifferent cards are examined. Each has a hole near one end. The court card is trapped between the other two cards and all three are genuinely threaded onto an examined piece of ribbon. Instantly the court card escapes!

The Art Of Hopping Tables DVD - Web Offer Price: **£18.00** (save £7.00)

Based on the highly successful **Strolling Magician Book**, this 3 hour DVD entertains and instructs. Part documentary as you come along to a real booking, part analysis as the events on the night are discussed, and part instruction as a number of the routines are fully explained. Pure commercial advice and magic.



Choin - Web Offer Price: **£16.00** (save £4.00)

A simple effect in which a 10p coin magically jumps from the pocket to join a blue poker chip in your hand, and then it vanishes and appears inside the chip's carry box on the table. No sleight of hand, no re-set, this is a neat little carry round item.

All the best things come in threes!

Three Packet Tricks

Yes And No



This is an ideal lightweight mental carry-round item which uses just 5 ESP cards. When performing in a walkabout situation, you often need material which is interesting, clear in plot, and which is reasonably bullet proof in method, and this little routine is all that. A spectator genuinely freely chooses any of the 5 ESP symbols. You then reveal that the four cards he failed to select each have the word NO printed on their blank back, while the one which was actually selected has the word YES on its rear. The patter makes logical sense of why those words appear, by the way. This has no re-set, and the outcome can be different every time - there really is no force of symbol of any kind. Great for carrying in a wallet in your pocket for those moments when you are called upon to 'do something'. Price: **£8.00**

This One, That 1



Some performers can use slightly corny or pun-laden patter, and get away with it. Others perhaps cannot! If you are one of those who CAN make something of it, you will really enjoy this packet trick. Four blank cards are shown and then one at a time they become printed with words which are appropriate for the patter which accompanies the trick. OK, it's difficult to explain in print, you really have to see it. What time shall I call round to your place to show you? OK, maybe not. Take it from me that it is logical and a bit funny! Only four cards are used, the words being very bright and visible when they appear on the cards. The re-set is quick (in fact it can be done in front of the spectators if needs be), so it fits into a walkabout situation where you are working several groups one after the other. Price: **£8.00**

Seeing Is Believing



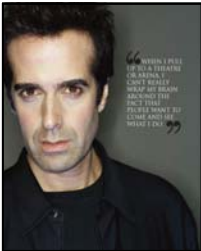
There are countless numbers of complicated packet tricks around. I think sometimes we can get greedy with a principle or an effect, and we cram too much into one routine. Multiple card face or back changes and 'surprises' are heaped into one sequence, which may be clever, but from a lay audience point of view, very confusing! They are not used to understanding multi-layered plots and endless surprises, and often their attention span is simply not up to coping with all the phases of a routine. End result - they switch off and the magic goes unappreciated. Seeing Is Believing is the antidote to all that. Four blank faced cards are shown and instantly they all become printed with card faces. That's it. Simple, to the point, only four cards are used, quick and easy re-set. 'Nuff said! Price: **£5.00**



Magicseen

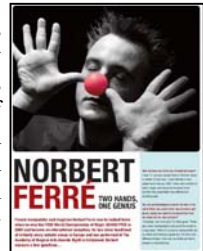
Here are some of the great things from the current issue

Issue 28 September 09



We are proud to offer a world exclusive interview with arguably the most iconic magician in the world—David Copperfield. Our reporter Michael J. Fitch tells us about his time with David, including what it was like being taken on a personal tour of David's amazing magic collection, and he asks David the sort of questions we would all love to ask him. For someone who is so famous, it is surprising just how little we know about David Copperfield the man, and this interview helps to give you a flavour of what it is like to be the most recognised magician in the world.

He's French, he's a FISM Grand Prix winner, he's fabulous, he's Norbert Ferre! In 2003 Norbert Ferre took the magic world by storm (and to a certain extent by surprise) when he won FISM's top prize with a unique act which combines manipulation magic of the highest order with almost slapstick buffoonery. In this candid interview Norbert gives his views on manipulation magic and gives some excellent advice for anyone who is keen to do well in this competitive field. If anyone knows how to succeed, it's Norbert, after all.



Since Magicseen began we have had major features on the magic of a number of countries around the world, countries such as Spain, France, Brazil, Australia, South Africa, Germany, Austria amongst others, and in this issue we cast our net out to the Far East to discover what goes on in Singapore. For those readers who have never been, this article gives you a quick overview of the top performers in the country, what magic clubs there are, who the main dealers are and much more - it's the next best thing to actually going! Plus there are 3 Masterclass tricks from Singapore too.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Vol. 18 No. 1 September 2009

Chatter

The Mark Leveridge Blog

Manchester United like to consider themselves to be a World Class football club, and as such they want every aspect of their business to reflect that aspiration. So, in a directive to all employees, they set out their expectations as to the standards they require from everyone who works there.

As part of the match day entertainment, a team of close up magicians works the various restaurants and hospitality rooms around the ground pre-match, and so they too have been asked by Matt Windsor, the organiser of the magicians, to try to ensure that everything that they do comes up to the World Class standard as well.

In an email sent round to the magicians, Matt set out some of the things which he felt the entertainers should think about with regard to these standards, and this covered dress, professionalism, quality of performance and a range of other smaller details.

Reading through all this information, it struck me that it is rare that any of us performers are asked to evaluate what we do in such an all-encompassing way. Normally, we performers probably like to feel that we are each our own boss. We dress as we see fit, we perform magic that we assess will do a good job and we behave generally in accordance with our own set of values. We don't really have anyone else overseeing any of these facets of our performance, we are our own judge and jury because the vast majority of shows are unique occasions and so the only feedback we are likely to get is going to come from the booker, who is probably too busy to notice a lot of what we

do in any case.

So, to have an organisation attempt to foist its own standards on you is a bit of a shock to the system as we're just not used to analysing ourselves in this way.

But actually it's not a bad exercise to go through. Do you turn up punctually EVERY time you work? Do you ALWAYS do your allotted time? Has your suit had a clean in living memory? Is what you wear smart enough for the venues you work (irrespective of what you personally feel is 'smart')? Are your shoes clean? Do the props you use in your act look fresh and of good quality? Is your performance sharp and of the highest standard technically? Is your patter suitable, entertaining and, dare I say it, in any way original? Is your performing style out of date? Are your tricks out of date? And so on.....

Of course, as soon as someone questions you in this way, the natural reaction is to become a bit defensive and say that everything you do is just fine and dandy. But if you can bear to look at yourself more critically, trying to view what you do as others would view it when seeing you for the first time, I suspect that we all would see areas that need a bit of attention.

In these days when so often there is a feeling that everything is being 'dumbed down' and that standards are dropping generally in service, it's good to see a large organisation trying to maintain and indeed raise their aspirations. And if it rubs off on us entertainers, it might not be a bad thing.

Highlights

www.markleveridge.co.uk

Web Offers - October 2009

The special offers below are valid until 31st Oct. 09 and for online orders only



Deck-Aid - Web Offer Price: **£12.00** (save £3.00)

A simple yet intriguingly versatile single card gimmick which will enable you to control or find individual cards or even whole groups of cards. Comes with an instruction booklet featuring 6 routines plus a 30 minute DVD.

Risky Business - Web Offer Price: **£12.00** (save £3.00)

Three letter envelopes are shown. One contains a bank note, the other two are empty. The envelopes are mixed and each time that a spectator tries to guess which envelope contains the money he's unlucky! Comes with three Leveridge Envelopes.



The Walkabout Coin Box Routine - Web Offer Price: **£20.00** (save £5.00)

This is an Okito Box routine designed for use in walkabout situations. A coin jumps in and out of the box, then penetrates through a deck of cards before finally disappearing to be replaced in the box by a sponge ball giving a totally unexpected finish. Comes with DVD instructions, brass Okito Box, sponge ball and jeweller's carry box.

The Complete Magic Party - Web Offer Price: **£42.00** (save £8.00)

189 x A4 pages, hardbacked. 10 warm-ups, over 40 games and activities, 20 magic routines. Over 70 full colour photo illustrations. Learn everything you need to know about doing games and magic at kids parties in a professional and commercial way.



Give Me A Number - Web Offer Price: **£16.00** (save £4.00)

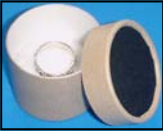
The performer names a card and a spectator is invited to give any number between 1 and 52. When the performer counts down to the chosen number in the deck his named card is seen to lie at that very position.

Vol. 18 No. 2 October 2009

All the best things come in threes!

Three Finger Ring Tricks

The Ultimate Lightning Ring Box



A circular cardboard box with a push on lid is shown and a length of cord removed from inside. A borrowed ring vanishes from the cord and instantly appears inside the box which has been on the table at all times. This lovely little prop makes a great finish to any ring and string routine and can be used to either load a ring or a marked coin inside. This current version of the box has some improvements over the original smaller version which I sold a number of years ago. The first difference is that the box is a bit wider and not quite so tall. This makes it easier to see the ring when it is lying on the cotton wool inside and also to get the ring out. The second innovation is that the gimmicking is now totally concealed so that the box can be viewed up close from all sides and angles. Price: **£18.00**

Perfect Crime



This routine uses two beautifully turned brass boxes, each of which has a screw on lid. One box has a shimmering silver colour in the lid and base, the other has green. A borrowed finger ring is dropped by a spectator into the silver box and the lid is screwed on. A small coin belonging to the performer is also dropped by the spectator into the green box. Within moments the two objects have changed places! The spectator herself can open both boxes to discover that the coin is now in the silver box and the ring in the green box, and the boxes can be left for examination if you wish. This is very nicely routined to eliminate all difficult sleight of hand. The two boxes are very nicely made and look very magical and unusual. A small re-set is required before the trick can be repeated. Price: **£38.00**

Fly-Ring



Every time I go out to perform close up commercially, this is the first trick that I make sure is in my pocket. The Flying Ring is a true classic of magic because it creates an impossible seeming effect using a borrowed object, and every single time I perform this I get a really strong reaction from the lay audience. Unlike most versions of the trick, this one does NOT use any sort of reel. This is great because it means the key case can be totally openly shown (no tell-tale bulges of a reel inside), there is no line to break, jam or snag, and best of all, there is absolutely no re-set either. Also, because of the way the ring is loaded into the case, the trick can be used as a finale to a ring and string routine (which is how I always use it) and thus it creates even more surprise when the ring is discovered. Great value too. Price: **£25.00**



Magicseen

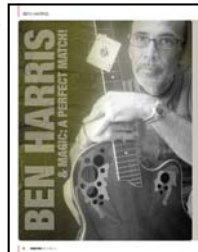
Here are some of the great things from the current issue

Issue 28 September 09



Over the last few years Craig Petty has established himself as a knowledgeable and skilled performer of coin magic, and when we were looking for someone to produce a series of articles on fake coins for magicseen, it was obvious that Craig was the person to approach. In this first instalment of a projected series of articles, Craig gives a run down of more than a dozen different gimmicks which he provides photographs of and also explains what they will do. He includes many references to routines using each of the gimmicks too, thus creating a highly valuable resource.

Ben Harris hails from Australia and is probably best known for his much ripped-off Cosmosis effect (the original floating matchstick). Ben has seemed to fade in and out of the magical public eye, so it was great to discover that he is currently very much back in the loop and producing new material. Our article reveals much about Ben Harris the man and creative inventor as well as discovering his views on the current magic scene. Living way down in Australia perhaps makes it harder to stay in the limelight - magicseen has helped to throw some of that light on a legend.



John Helvin is perhaps not a name you may have come across before, in which case we are delighted to introduce him to you. Despite being a performing magician in his own right (although his personal circumstances have often made it difficult for him to pursue that side of his hobby), John's main claim to fame is that he is an extremely talented artist, and has used his skills to capture some of magic's most famous faces. In this issue we print examples of John's work (there are portraits of Romany, James Randi, Dai Vernon, David Williamson and Tommy Cooper) plus we talk to John about his personal magical interests.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Vol. 18 No. 2 October 2009

Chatter

The Mark Leveridge Blog

A while back in Magicseen I conducted a survey of children's entertainers, part of which was to try and establish if there was a 'going rate' for performance fees across the country. Although there were a couple of stand out amounts at both ends of the scale, the vast majority fell into a fairly narrow range in the middle. So, from this, you could conclude that by and large there is a going rate and that in order to get work you would be advised perhaps to set your own fees somewhere within that range. Or should you?

I have had several conversations with professional close uppers in which the subject of fees has been openly and, I think honestly, discussed, and here the message is different. These guys are getting fees that most of us could only dream of and would probably never think of quoting. I mean seriously big money. So, how is it possible?

The first thing to state is that these individuals are top guys when it comes to the quality of what they offer, but they are not TV stars or national big names. They are simply working in a fee bracket that is certainly outside the realms of my experience and I am sure outside that of most other workers.

The question I had to ask was, "How on earth do you get away with it?" I kept getting the same answer. They quote the high fee with the assurance and conviction that eventually someone will say 'yes'. This person is someone who has money and who is not afraid to spend it and who feels that if someone is charging that much, they must be good at what they do. Which of course,

these performers are.

Once the booking has been established at this price, those who attend the function are probably also going to be in the market to afford an entertainer at that price too, and so slowly a clientele of similarly well off bookers starts to accumulate. After a while, you find yourself working exclusively in this upper price range as that is where you are seen and where the level of your fee is deemed acceptable.

This process may take time, patience and a lot of nerve, but according to these individuals, it has worked for them. I think that in theory this all seems to work, but I do still feel there could be regional differences. The ability to pay a very high fee, when compared to all other fees being quoted in an area, is reliant on there being enough people in that geographical area actually having the money in the first place.

Quoting an apparently unrealistically high fee is not just a question of nerve, it is also a question of need. How often do you need to go out and earn money through shows? Can you afford to turn down the opportunity of several £250 bookings while waiting for the initial £750 or £1000 one?

If you have the luxury of not HAVING to work shows a lot, then you could try to be more patient when enquiries come in and hold out for the big buck. Then maybe with time you will start to reap the rewards and find yourself working in this higher pay range. You just have to make sure that your act lives up to the fee!

Highlights

www.markleveridge.co.uk

Web Offers - November 2009

The special offers below are valid until 30th Nov. 09 and for online orders only



The Magic Party Floor Spots - Web Offer Price: **£24.00**
(save £6.00)

A set of 6 hard wearing coloured rubber floor spots which can be used for games (instructions for three supplied) or as markers for designating a working area or as places for young helpers to stand.

The Borrowed Ring On Pencil - Web Offer Price: **£5.00**
(save £2.00)



Master Routine No. 9 uses totally unprepared props, namely a borrowed finger ring, a handkerchief and a pencil. In three impossible looking ways, the ring is seen to penetrate the cloth and end up hanging on the pencil centre. Excellent moves which take a bit of practice but its worth the effort.

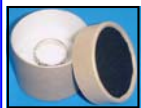


The Invisible Deck Routine - Web Offer Price: **£20.00**
(save £5.00)

A genuinely freely named card appears for real inside a signed and examined envelope. No palming, no pocket indexes, this is a fun and strong stand up routine.

Melt Through - Web Offer Price: **£16.00** (save £4.00)

A brass box with lid is examined. Both have a hole through them. A half dollar is dropped into the box and the lid placed on. An examined ribbon is threaded into the hole in the lid and it penetrates the coin trapped in the box.



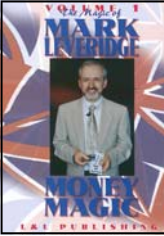
Ultimate Lightning Ring Box - Web Offer Price: **£14.00**
(save £4.00)

A circular cardboard box with a layer of cotton wool inside is freely displayed. A borrowed ring or signed coin can then vanish and instantly appear inside on the cotton wool even though the box is always in view and can be viewed from all angles. Great prop to use as a ring and string routine finish.

All the best things come in threes!

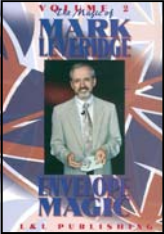
Three Top DVDs

The Money Magic DVD



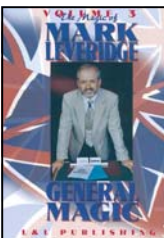
No.1 in the trilogy of DVDs called The Magic Of Mark Leveridge is this title which is devoted to 9 coin and bank note effects. There is a lot of variety on this DVD ranging from quick tricks, such as Paper Money (the instant visual change of a piece of paper into a bank note), through to complete routines such as The Robin Hood Coins Across (three coins magically transpose from one purse to another). Some sleight of hand is required for a few of the effects (The Okito and Boston Box Routine requires the most), but there are other tricks which look skilful but which actually require no skill at all (such as the matrix routine called Magnetic Attraction). Everything is fully explained on this well shot DVD. Price: **£25.00**

The Envelope Magic DVD



The second title in the trilogy is my DVD on Envelope Magic. Anyone who has read my Forever Flapping Plus E-Book will know that I have had a lot of ideas using gimmicked and regular envelopes over the years, and this DVD offers you a selection of 10 of the best of them. Included here is my Leveridge Envelope, the clever gimmick which allows you to convincingly show a letter envelope to be either completely empty of entirely full whenever you need it. Construction details for this envelope are explained along with a routine called Easy Just Chance, which is the same effect as my marketed trick Risky Business. The tricks explained cover both close up and stand up. Price: **£25.00**

The General Magic DVD



The final DVD in this series is devoted to all types of different magic. You will find material here for stand up, children's work, trade show events, close up and mentalism, with 9 items being offered in total. All the effects are practical and entertaining, with marketed routines such as 1-2-3 Jumbo Cards Across being included. None of the effects require difficult sleight of hand, and in fact most are very easy to do, yet still remain convincingly magical. So, if you want a couple of cute ways to produce your business card (My Card, Sir), or a great version of the Diary Trick (Diary Of A Nobody), or a killer close up effect using a finger ring (The Magic Ring), you will find them here along with plenty more. Price: **£25.00**



Magicseen

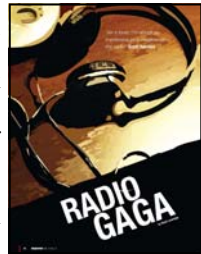
Here are some of the great things from the current issue

Issue 29 November 09



JC Sum and 'Magic Babe' Ning from Singapore have had a wonderful year. A successful world record illusion attempt, some huge high profile TV performances, awards, and now, the ultimate accolade, a place on the cover of magicseen! Deputy Editor Graham Hey went to Singapore to watch them attempt their world record and while he was there put together the in-depth interview that you can read in this issue. It's clear that this dynamic duo are set to become one of the world's highest profile acts, and magicseen gives you the inside track on them.

Magic is normally considered to be, first and foremost, a visual art, yet there are some performers who have made quite a success of presenting their miracles on the radio. And we wondered, just how do they do it? To answer that question we got together a collection of 5 exponents of this difficult discipline and picked their brains to present you with a selection of do's and don'ts. So, in this article you will read the advice of Ian Keable, Mark Waddington, Jay Fortune, Alan Jones and Stuart Watkins all of whom have much experience in this field.



Alan Hudson is one of those rare performers who not only really enjoys presenting magic as part of his act on the comedy club circuit, but who has also actually made a success of it! Over a cup of tea and a plate of biscuits we discuss with him how he does it and, I suppose, WHY he does it. Alan is very forthcoming on explaining what it is like trying to use magic in this most testing of environments, and he offers lots of advice which will be of huge interest and value to others who may be considering following a similar path.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Vol. 18 No. 3 November 2009

Chatter

The Mark Leveridge Blog

Here's a thought. Each time that you present magic to an adult audience, you are entering into an unwritten contract or agreement with them. They know that you are advertised as a magician and that you are going to show them things which (hopefully) defy explanation.

Unless these spectators are seriously delusional, it is to be assumed that they know ahead of time that you are cheating them in some way and that basically they just don't know what that way is. But they tacitly accept that situation because it's entertainment and in a way that is what they are anticipating will happen.

Some people embrace this 'contract' between you and them with open arms and a totally open mind. These people are usually a joy to perform for because they have signed up for what you do as a magician without reserve and without quibble. They laugh, they get involved, and essentially they have a great time with it all.

Then you have those audience members who only partially agree to the contract. They know that you are going to try to fool them, and while they have a sneaking regard for your skills, they are hoping that they can see how you do at least some of it so that they don't have to feel that they have been completely taken in.

Next you have those who really don't want anything to do with your stupid contract! These cynics don't really want to watch you at all, but if they do, they are darned if they are going to enjoy it and they will do their

utmost to figure out your methods at all costs. They feel very uncomfortable watching your magic and can't wait for you to finish and clear off!

Finally, you have the child. A young child is completely unaware of any contract of understanding between you as the performer and themselves as the watcher. If wonderful things happen they accept these at face value, almost in the same way that they accept that if you press a button on your TV remote, the channel changes. Little children don't seek to catch you out, generally speaking, and they have no qualms about showing their appreciation or getting totally involved.

However, this attitude also can lead them to point out things that they DO notice, things that you might hope they hadn't seen. Sometimes we use this to our advantage, as in 'sucker' turn-it-round tricks, other times a child's bluntness can lead to a certain amount of embarrassment as they highlight to all and sundry what they have just seen!

Some people say that there's no such thing as a bad audience, but I suspect that that is not entirely true. If the bulk of your adult audience is made up of people who don't want to enter into the contract which requires them to suspend their disbelief, you'll have a hard time. But if, on the other hand, you are blessed with a large group of willing signatories, the chances are that your act will be enthusiastically applauded and appreciated. And probably the better performer you are, the greater the number of signatures you'll get.

Highlights

www.markleveridge.co.uk

Web Offers - December 2009

The special offers below are valid until 31st Dec. 09 and for online orders only



Brainstormer - Web Offer Price: **£12.00** (save £3.00)

A terrific 'blank deck' trick. A spectator and the performer both name cards and a few moments later the two cards become the only printed card faces in an otherwise double blank deck! No rough and smooth, the spectator helps to handle the cards.

In Flight Entertainment - Web Offer Price: **£15.00** (save £5.00)

5 DVDs are removed from a box, shown one at a time and placed under a handkerchief. A spectator selects one of five cards which bear the film titles. One of the actual DVDs now disappears - and the selected card correctly predicts which one! And the DVD itself appears back in the box.



The Ring And String Routine - Web Offer Price: **£4.00** (save £3.00)

Instructions for a highly popular four phase routine using a borrowed finger ring and a length of thin cord. The ring penetrates on once and off in three different ways with a series of moves which look as natural as possible.

Jumbo Witch And The Prince - Web Offer Price: **£12.00** (save £3.00)

A set of 5 Jumbo cards featuring colourful pictures are used to illustrate a children's story about a witch who casts a spell on a Prince. A young girl helper breaks the witch's spell to find the Prince.



First Class Helper Badges - Web Offer Price: **£9.00** (save £3.00)

A pack of 40 nicely produced 55mm diameter badges for giving away to children assistants as a gift. Completely safe plastic tongue clip used for attaching the badges.

All the best things come in threes!

Three Mental Effects

The Word



There are many excellent Book Test versions available. Most require a specially printed or prepared book, and some are relatively complex to work. The Word is unusual in that it is one of the very few which can be performed with a BORROWED paperback book. You can walk into anyone's room and get them to hand you a paperback off their shelf and immediately you can begin to perform the trick. As there is no prepared book you might imagine that there must be some other prop such as a special pad of paper or something maybe to force a word from the book. No! A word is chosen

from the book without any force of page and although it is written down for verification at the finish, no special pad etc is required. This is great! Price: **£10.00**

ESP Match Up



Two sets of 5 ESP symbol cards are shown and one set is given to a spectator, the other being retained by the performer. One at a time cards are placed face down onto the table in a row, the performer and spectator each taking turns, with the performer always placing his card down first. Despite the fact that the card faces are never seen and the spectator always places his card down after the performer, when the pairs of cards are

turned face up and compared, all five are seen to be in matching pairs! The method used here is practical and straightforward. No packet switches or special counts are required. Nor do you have to remember a whole range of 'outs'. This must be one of the best ways to achieve this classic card matching effect. Price: **£10.00**

Against All Odds



I really love this routine as it is incredibly clean and also hugely versatile as it can be used for adult work or for children's shows. In the adult presentation, a personal item is borrowed from a spectator—let's say it is a valuable watch. The performer generously (?) offers the spectator the chance to 'win back' his watch! Six envelopes are shown, each containing a small leather wallet with a window front. Inside five of the envelopes is

a card showing a red dot. In just one the card shows a blue dot. To get back his watch, the spectator has to try and find the envelope containing the blue dot. Five envelopes are randomly discarded by the spectator and amazingly, the envelope he leaves himself contains the blue dot. No force, no switching, this is amazingly clean. Price: **£25.00**



Magicseen

Here are some of the great things from the current issue

Issue 29 November 09



Because Magicseen is a bi-monthly magazine it is harder for us to be truly topical, as unless organisers notify us well in advance of their event, our publication dates may not fit in with the dates of the event itself. However, we do like to feature reports of notable things that have taken place, and in issue 29 we highlight Jay Fortune's special national fund raising day of magic called Magic Moments. Jay co-ordinates and encourages performers round the country to put on special fund raising magic events on a specific day (this year Oct. 3rd) and we bring you news of how it all went.

We make a big effort in Magicseen to feature British performers as we feel that the big US magic magazines often are unaware or choose to ignore many of the fine magicians working this side of the pond, and so it is a pleasure to welcome Scott Penrose to the magazine. Scott quietly goes about his business of performer and magical advisor, as well as being one of the leading lights at the Magic Circle, and in this article we discover just how much he does, including how he works on several high profile film and TV projects. It's great to spotlight a British success story.



Magicseen does not set out to be a 'tricks' magazine as we feel there are plenty enough effects out there to learn already, but we know that readers enjoy having the occasional new idea to play with and so we have a section in the magazine called the Masterclass in which we bring in two or three trick contributions per issue. At the moment we are running a series called The World Of Fake Coins in which Craig Petty is providing us with fake coin routines, but the Masterclass is in addition to that and in this issue we offer a stage illusion by JC Sum and an easy mental effect.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

Timing is everything. When you perform for lay people on a regular basis, you come to realise that you can ruin even a great trick by getting the timing of crucial parts of the effect wrong.

You see, lay people, as a general rule, often don't have a concept of how a trick should pan out. They don't have a frame of reference with magic which could tell them that certain things are likely to happen in the course of a particular plot, and so as a result, they won't realise when the key moments are for them to pay attention.

For instance, I have noticed that when I am performing my Fly-Ring effect, sometimes immediately after the borrowed ring has disappeared off the cord, a spectator will turn round and make some comment or joke to other spectators, totally unaware that the best impact of this effect comes when the revelation of the borrowed ring being inside my key case is shown as quickly after the vanish as possible. It's the speed with which the ring seems to arrive inside the key case which creates much of its impact, and so I need to get to the point where I reveal that fact as soon as I can. If half the spectators have been distracted and are looking away at the very moment when I am going to reveal the whereabouts of the ring, I lose a great deal of the trick's strength.

The same loss of impact occurs at a table if a waitress arrives with drinks or meals at a crucial moment too. Or if new guests arrive to join the group you are with. The inevitable distraction and loss of concentration can ruin an effect to the point where some of the

audience have no real idea what's happened! If you open your wallet and remove the signed card from the inner zippered pocket just as plates of food arrive, nobody will have much idea where the card came from that they now see in your hand and so all the build up to the climax of that trick has been rendered pointless.

So, I think strolling magicians in particular need to make sure that they are very aware of what is happening around them. I have been known to hold up my hand to stop a waitress from either speaking or distributing plates, just so that I can buy a few seconds to quickly bring a trick to its conclusion. You can't keep these people waiting very long because they have a job to do and are probably in a bit of a rush, but I do think it's worth delaying an interruption if at all possible for a few seconds if it means what you are doing has its full impact.

You can also ruin the ending of a trick by talking over the finish. Sometimes, what you show the spectators is transparently clear and will leave them stunned without you needing to distract from the moment by giving a whole load of unnecessary patter. Letting the audience appreciate the magical moment without verbal explanation can on occasions be every bit as powerful as trying to increase the impact through what you say.

Good timing is something that comes with regular performance. You get to spot the signs of trouble and prevent them rather than letting the best moment be destroyed by external interference.

Highlights

www.markleveridge.co.uk

Web Offers - January 2010

The special offers below are valid until 31st Jan. 10 and for online orders only



Rope Rope - Web Offer Price: **£12.00** (save £3.00)

This routine combines several rope effects into one fun and surprising sequence. Includes the instant appearance of a silk in a rope knot plus a convincing cut and restored rope effect.

Ring On Glasses - Web Offer Price: **£15.00** (save £5.00)

A pair of glasses is removed from a glasses case which is examined. A spectator's ring is dropped inside the case and when the closed glasses are lowered inside and lifted out again, the ring is seen to have penetrated onto the glasses!



Spot The Difference - Web Offer Price: **£10.00** (save £5.00)

Master Routine No. 7 is a stand up effect with great audience participation. It's a logical and engaging presentation for a Jumbo 'find-the-lady' style of routine which is easy to do and ends with a surprise. Comes complete.

Promo Cards - Web Offer Price: **£9.00** (save £3.00)

You receive a 28 page A5 size colour photo illustrated booklet which explains how you can turn Bicycle cards into your business card and then use them in some great magic that ends with the spectator walking away with your contact details. 7 routines are described in all.



The Cut And Restored Credit Card - Web Offer Price: **£16.00** (save £4.00)

A borrowed credit card is sealed in an initialled envelope and cut completely in half. At first the card fails to restore, but all ends well when it is found in tact in a small window wallet taken from the magician's pocket. Very easy to do, no palming, great fun. Requires a re-set.

All the best things come in threes!

Three Children's Routines

I'm A Great Magician



Kids love badges, and this is a routine which uses a number of 55mm colour printed badges in an effect which incorporates loads of audience participation and fun. Several badges are dropped into an unprepared cloth bag (supplied) and the birthday child will reach in four times and pull out a badge completely at random. You explain that four of the badges are 'funny' ones, but one in the bag is a good one—he has to somehow leave the good one in the bag at the finish for himself. As he extracts badges, each one elicits a noise—I'm A

Big Baby means everyone has to cry like a baby, I'm A Noisy Eater means the kids make loud eating noises etc, all of which they love doing! At the end, the badge left for the child says I'm A Great Magician, and he gets to keep it as a souvenir. Price: **£20.00**

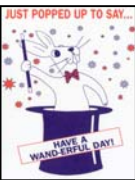
The Silk Release Wand



Older entertainers may well remember a classic routine of George Blake's called Uncanny Hanks. In this effect, four silks tied round a cloth tape could be caused to untie themselves and fall to the floor in any order called for. The Silk Release Wand achieves the same idea but uses a more substantial prop in that the four 18" silks are tied round a giant square section magic wand. The routine which is supplied details the way that I

personally present this effect, and it extends into about 7-8 minutes of huge fun and participation. The wand is nicely made and breaks in half for transportation and for storing making it practical to use. The silks can be made to release themselves without any visible action from you and in any order you require. Price: **£65.00**

Birthday Card Surprise



If you do children's birthday parties you really should include this wonderful idea. Basically it is a magical way of making a 6" x 8" folded and colour printed birthday card appear for the birthday child. The appearance itself is done using one of my Jumbo Leveridge Envelopes, which is a convincing and fooling envelope which enables you to switch, produce or vanish cards placed inside. It is very easy to use but fools the adults as well as the kids! In the package you receive when you buy this you will get 40 of the nicely produced giveaway cards, a Jumbo Leveridge Envelope and instructions which detail 10 different ways of presenting the effect. There's everything from a quick version through to a 10 minute routine! Replacement packs of the cards are also available. Price: **£25.00**



Magicseen

Here are some of the great things from the current issue

Issue 30 January 10



One of the real joys of being involved with a magazine such as Magicseen is that we get to talk to well known performers from all around the world, and in this issue we have on cover someone who you will probably have heard of, but who you may not know much about, and that is mentalist Guy Bavli from Israel. Our article on him reveals his early influences (such as fellow Israeli Uri Geller) and leads through to where he is today. It's not often that we get to hear about the entertainment scene in a country like Israel, so it makes for interesting reading.

Deputy Editor Graham Hey is a highly creative and accomplished stand up comic and magician, and in this big feature he takes a look at just what it takes to be a successful comedian. Many of us try to insert comedy into our acts, but how many of us really understand how to make the most of it? Graham gives much good advice as well as brings in the thoughts of other experts such as Norbert Ferre, Wolfgang Riebe, Wayne Dobson, Gene Perret and Nick Einhorn. We also get a whole load of gags to laugh over from Rodney Dangerfield and Stewart Francis.



Over the last few years Steve Dela has created quite a name for himself. Having won the British Ring Close Up Competition twice, plus gathered in a total of 16 other magical awards, Steve has had a great run of success, and in this article we pose him a wide ranging series of questions about himself, his career and about the magic world in general. We find out whether he thinks YouTube is a good thing for magic, who his favourite comedy performer is, whether he thinks the Magic Circle is keeping up to date, how he would win over a sceptical table when working close up, what is the best venue he has played, plus much more.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

If you are a performer, have you ever considered how important your 'image' may be? Whether we like it or not, there can be no denying that society today seems very much obsessed with 'image' - just look at the popularity of celebrities on TV and in the media generally, all of whom are really selling their image as important and 'happening' people.

But what does image really consist of? Well, I would suggest that a major part of it comes down to literally how you look. When you turn up to do a show, what you are wearing and how you behave can go a long way to deciding how you will be perceived by those you meet and entertain and by the bookers themselves.

I remember an example from many years ago which really brought this home to me. I was doing a close up gig with a friend for a company around Christmas time, and I'd driven a couple of hours to get to the venue. Because it was December, it was cold, and so although I was wearing a dinner suit, I decided to take my jacket off and wear a fleece for the journey. When I arrived at the hotel, I picked up my jacket and carried it with me, leaving the fleece still on.

A few minutes after I got there my colleague arrived. He had his dinner suit on but on top of it he was wearing a very nice quality black wool coat, which was ideal to complement what he had put on underneath. The two of us went to find the booker, and as we approached she automatically turned to my colleague first and talked to him, pretty much ignoring me entirely!

Now, maybe I was being over-sensitive, but at the time I thought that he looked so much more professional and business-like in what he was wearing compared to what I had on, that he was almost inviting the booker to deal with him and not me.

Clothes are hugely important for creating the right image. A lot of young close up magicians dress very casually, some even sloppily, as if it doesn't really matter what they look like because their performance will put it all right. Well, in some situations, that may well be the case, but if they want to be taken seriously from the outset, I would suggest that they need to look the part with how they dress so that the pathway to acceptance and success is made easier.

And it's not that I am advocating that everyone should dress up in a dinner suit all the time, because for some that just wouldn't work because of their age or their type of act. But, what I am suggesting, is that whatever style or image you want to promote for yourself, make sure that that image is consistent and looks right in the eyes of those who are paying the money. Casual dress can look great if it consists of well thought out, quality clothes. Shuffling into a venue wearing the jeans and T-Shirt that you've simply had on all day, in my opinion, just doesn't cut it if you are wishing to be taken seriously as a quality paid entertainer.

After my experience with my friend, I went out and bought a suitable coat and felt more the part myself whenever I turned up.

Highlights

www.markleveridge.co.uk

Web Offers - February 2010

The special offers below are valid until 28th Feb. 10 and for online orders only



Excalibur - Web Offer Price: **£12.00** (save £3.00)

An easy to do card stab. A selected card is signed and shuffled back into the deck which is wrapped in tissue paper. An attractive 6" pewter sword is thrust through the package right next to the signed card.

Birthday Card Surprise - Web Offer Price: **£18.00** (save £7.00)

A truly magical way of producing an 8" x 6" folded birthday card to give away to the birthday child. You receive 40 of the colour printed cards, a Jumbo Leveridge Envelope and instructions for 10 routines. Cards are worded so that they can be used at other events - Christmas, Easter etc.



The Master Routine Series - Collected Works - Web Offer Price: **£20.00** (save £5.00)

The 12 Master Routines were originally released individually, but this hard backed book brings together the complete series and augments the thorough explanations with nearly 300 great line drawings.

Key-Volution - Web Offer Price: **£30.00** (save £5.00)

The two keys, one blank, one cut one, are hung on a simple keyring and displayed right up to the last second as they are placed into a spectator's hand. He squeezes his hand and on opening it discovers that the brass key has cut its own edge to match the silver key.



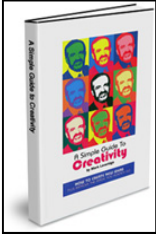
Pass The Parcel - Web Offer Price: **£15.00** (save £5.00)

A very easy to do feature routine for stand up work. 7 spectators join you on stage and take part in an elimination game. At stake is a borrowed watch or item of jewellery. Despite many opportunities for the borrowed valuable to be lost, somehow at the conclusion the item is safely returned. Good for adults or children's shows.

All the best things come in threes!

Three Great Books

A Simple Guide To Creativity



For the last 30+ years I have made a business out of creating my own ideas and effects, and it is something which I really enjoy doing. While not everyone may want to come up with their own stuff, there are many who would like to give it a go but who aren't quite sure how to start. This 32 page A4 size soft cover book sets out in easy to understand language a whole range of techniques for making your magic more personal and more unique. Although there is a certain amount of theory behind it all, I have tried to break it all down into easily digestible sections so that you feel on reading it that you are getting some practical tools that you can use right away rather than a load of principles which you aren't quite sure how to implement. Price: **£12.00**

The Strolling Magician



Presenting a few tricks down the magic club or at home for the family and friends is one thing, taking a booker's money in return for performing close up at a function is a completely different kettle of fish. Unless you understand what is involved in coping with entertaining in what often amounts to very difficult conditions, you are likely to have a very uncomfortable time! This highly detailed book will help to answer many of the questions you may have about this type of work and will help you to get off on the right foot and thus ensure that you not only succeed but that you enjoy working in this way too. Solid advice on every aspect of strolling magic is offered along with full details of 18 effects suitable for these types of shows. Price: **£25.00**

The Complete Magic Party



I would suggest that this book does for children's party work what The Strolling Magician sets out to achieve for strolling magic. Crammed into this book's 189 A4 size pages is a wealth of experience and advice about how to run a successful commercial package of games and magic for children's parties. Everything revealed here comes from my own work - these are techniques which have worked for me over the years and I am sure they can work for you. Being able to run a whole party for someone makes you a very attractive proposition for bookers as well as gives you the capability to earn higher fees. As well as the advice you are presented with 10 warm ups, 40 games and activities and 20 magic routines. Price: **£50.00**



Magicseen

Here are some of the great things from the current issue

Issue 30 January 10



One of our sometime contributors is Jay Fortune whose Think Tank articles are always worth a read. As well as being an excellent artist (Jay did all the drawings for my Master Routine Series - Collected Works book, for instance) he is also a stage performer. In issue 30 we do a report on Jay's Magick and Mayhem show which by all accounts is a fairly disturbing experience! Apparently some people can't watch all of it and leave! But for those who like this sort of alternative act, Jay's act is entertaining and goes down very well. We tell you all about it.

As well as featuring all different types of magic in Magicseen, we also like to do the occasional feature on allied arts, and in the January issue we offer an article on ventriloquism called Gottle Of Geer. Since many magicians feature puppets in their shows, it seems logical that some may want to add a little vent in order to make the puppets come to life even more, and this article provides the advice of top performers John Kimmons, Paul Dumas and Chris Bylett, plus Dave Allen gives a quick beginner's course on the techniques required.



There are many conventions which take place each year around the country and we like to help the organisers to promote their events as well as report on what happened afterwards. It is also particularly relevant for conventions which have reached some landmark, and when this happens we try to put something in to celebrate the occasion. In this issue we get to learn all about the Northern Magic Circle Convention, discovering that it has roots going right back to the 1950s and that it has taken some bold steps to rejuvenate the event after a few years of gradual decline.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

I have just finished reading Jon Allen's new book *Experience - The Magic Of Jon Allen* and a very good book it is too. Apart from the fact that it is full of great useable magic for close up and stand up work, it is also interesting because of the little snippets of theory which Jon has dropped into the book's contents.

One of these concerns the effect that our magic can have on spectators. Jon says that we think that magic is totally wonderful, but that this may not be the same for the average spectator who may possibly not think that watching Aces assemble is in any way diverting or worthy of their attention. Jon believes that magic needs to engage people on a more personal level so that when you perform they experience a more rounded piece of entertainment rather than just a succession of tricks.

I couldn't agree with him more. When I was very young and trying to establish myself as a performer, my entire concentration was on the tricks. As, I suspect, with most beginners, I was seduced by the thought that the more amazing my magic appeared to be, the more appreciation and success would come my way. So, I obsessed about technique and about creating clever and baffling magical effects.

Then one day I entered a magic competition at a regional convention. I had already won my local club close up competition a number of times and I was feeling pretty confident. I felt that the magic in my act was really strong and well thought out and that I therefore stood a really good chance of win-

ning.

I didn't. The person who did win had a chaotic act of gags and what I considered to be relatively weak magic, but he stormed it. At first I felt cheated because I felt sure that the content of my act was far stronger than his, but looking back I realise that what this performer had that I, at that time, did not have, was a way of engaging with the audience and making sure that they had a great time.

He proved to me that day that success with a lay audience is measured by how you make them feel. If you succeed in making them laugh, in involving them in something which they see as meaningful and relevant, if you can encourage them to like you as a person, then this is far more likely to leave a good impression afterwards than your ability to do an invisible pass.

As I've gained more experience over the years I like to think that I have a far better idea about how to engage with my lay audiences, and that although the magic I do is hopefully strong, it is the not the sole or even the most important element of my performance. I try very hard to relate to the spectators as people, to make lots of eye contact, to be responsive to what they say and how they react to what I do, so that my show becomes more than just the presentation of an act, it becomes an interactive experience enjoyed by both my audience and myself.

And that is a lesson that many young performers would do well to think about.

Highlights

www.markleveridge.co.uk

Web Offers - March 2010

The special offers below are valid until 31st March 10 and for online orders only



Ultimate Ripped - Web Offer Price: **£12.00** (save £3.00)

This is a fantastically convincing penetration and ripping of a *borrowed* and *marked* £10 note. The bank note is wrapped in a piece of Post It Note and an ungimmicked dinner knife is thrust right through its centre. It can be shown extremely close up yet moments later the same signed note is handed back unharmed.

Deck Of Cars - Web Offer Price: **£15.00** (save £5.00)

Here is something really different. You receive two specially printed decks which are blank one side but which have cars printed on the other. 4 routines are supplied using these unusual decks, all of which are easy to do.



Heart On Your Sleeve - Web Offer Price: **£7.00** (save £3.00)

In an attempt to prove the saying that some people 'wear their heart on their sleeve' a spectator attempts to lie about which chosen Heart card she has selected. However, the magician sees through her deception to reveal her chosen card.

Walkabout Coin Box Routine - Web Offer Price: **£20.00** (save £5.00)

A coin jumps in and out of the box, then penetrates through a deck of cards before finally disappearing to be replaced in the box by a sponge ball giving a totally unexpected finish. Comes with DVD instructions, brass Okito Box, sponge ball and jeweller's carry box.



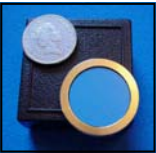
A Simple Guide To Creativity - Web Offer Price: **£9.00** (save £3.00)

In this 32 page A4 size soft cover book you will discover how to devise new material and to greatly enhance what you already do - it's a magical make-over!

All the best things come in threes!

Three Chip Tricks

Choin



Chip and Coin = Choin. Just in case you wondered! I was looking for a simple version of Hopping Halves and this little item fits the bill really well. Essentially the plot is very straightforward. A coin and a blue centred brass poker chip are shown in your hand and the coin openly removed and placed in your pocket. Instantly the coin magically jumps back into the hand to join the chip. Then the chip is placed on the table and the coin instantly vanishes - only to be found hiding in the jeweller's box the chip was taken out of at the start. No sleight of hand, no re-set, this is a splendid little routine to carry around with you. You receive a well made gimmicked chip, the jeweller's box and full colour photo illustrated instructions. Price: **£25.00**

Cigarette Through Chip



I have actually considered re-naming this trick, because cigarettes are less PC these days and you are less likely to work where anyone will have some. However, this trick can be performed equally as well with a rolled up bank note (which is my preferred option) or even with a pencil. So, don't let the trick title put you off considering this. The classic Cigarette Through Coin has a number of disadvantages which this version eradicates. For instance, when the chip is being penetrated, it can be shown totally freely both sides as there is no gimmicking to hide underneath. At the end of the routine you can immediately hand the chip out for examination without any switching or ditching - the spectators are actually examining the gimmick, as it is so well made. This is just great! Price: **£25.00**

The Clausen Chips



Tricks with this type of brass chip have been around for years and have been very popular because they allow you to create some visually pleasing magic usually without the need for difficult sleight of hand. However, most tricks come as just one routine, but with this fabulous set of 5 chips you receive a 33 page booklet detailing no less than 14! Spoilt for choice, you are. The set comprises of four regular chips and one gimmicked one. Armed with this combination you can perform a whole range of effects from colour changes to mental effects. The chips are supplied in a long jewellery box which helps to keep them protected. Price: **£35.00**



Magicseen

Here are some of the great things from the current issue

Issue 31 March 10



In Magicseen we do love to celebrate any British success, and so it is very appropriate that we have Marc Oberon on the cover of the March issue as he is a multiple award winner. And not just in this country, as his fabulous act has also seen success at the SAM/IBM combined convention last year as well as at FISM in China. Marc takes his performances very seriously and in this article we learn a little bit about how and why he puts himself through the stress of competitions and what it has meant for his career up to now. Plus you get to see a great photo of Marc in a jacuzzi!

The future, of course, rests with the youth of today, and I have always tried to support any venture which seeks to give youngsters a good grounding and start in magic. And so I was particularly pleased to offer this feature on the Young Magician's Club which is a youth initiative programme run under the auspices of the Magic Circle in London. In this article we find out more about the club and the benefits that it affords its young members, including the J-Day annual convention, the workshops and the club magazine Secrets.



There are some performers who seem to go about their business quietly and in a professional manner, and Tim Shoosmith I would count as one of those. Not usually the first to push himself into the magical media spotlight, we managed to persuade him to chat to us and it turned out to be a candid and interesting article. Tim is clearly someone who is prepared to admit some mistakes he has made, and to view what he does with an objectivity which is most refreshing. It's very nice to come across a performer who is not hell bent on simply saying how good he is!

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

Last month, on February 14th to be precise, my wife and I went to our local theatre to see a performance of love poetry (well, it was Valentine's Day) which was presented by a trio of performance poets. The poems were selected carefully from the works of a number of poets ranging from Shakespeare right through to modern day writers.

After the 60 minute show we went through to the bar area and while we were having a drink there, the producer of the show came up to us and asked us if we would like to have a poem performed now at our table by one of the trio we had just seen. She then put a piece of paper down headed 'Poem Menu' and we were able to choose one of the three poems listed there.

A few moments later one of the cast appeared and after we'd had a chat for a few minutes with her, she then performed our chosen poem for us. It was a very novel and surprisingly moving experience to have something like this presented to us in such a personal way.

And it brought home to me in a way that I had never experienced before, what it must be like when a magician approaches a table to perform close up magic for a group.

With the poetry, the first thing that we felt was surprise that something like this could happen at our tableside. The idea of having someone speak poetry directly to and for us alone, was a concept that we hadn't thought about before, and so it was immediately intriguing.

The same must hold true for many people who haven't seen magic done up close before.

Next, we felt a slight embarrassment - what would it be like having poetry performed just for us in a crowded room?

With close up magic the same applies because a performance at your table in many ways draws attention to you as others look over to see what is going on.

The lady poet who performed for us did so in such a way that it felt very personal - she looked directly at us as she spoke so that we felt drawn into her performance in an intimate way.

Similarly it is important with close up to create a lot of eye contact, to involve people in your performance so that they feel that what they are experiencing is just for them and is therefore special.

Because the poet was sitting down with us, it gave us a chance to talk to her about the performance from earlier in the evening and to discuss what we had seen which made the whole experience have more depth and interest.

With close up magic people often like to chat to you, because they never get the chance to talk to a magician and it is fascinating for them even if it seems at times mundane to you as a performer.

So, don't undervalue the personal touch - it's what makes close up magic so special.

Highlights

www.markleveridge.co.uk

Web Offers - April 2010

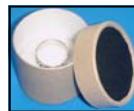
The special offers below are valid until 30th April 10 and for online orders only



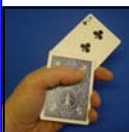
The Art Of Hopping Tables DVD - Web Offer Price: **£15.00** (save £3.00)

Based on the highly successful **Strolling Magician Book**, this 3 hour DVD entertains and instructs. Part documentary as you come along to a real booking, part analysis as the events on the night are discussed, and part instruction as a number of the routines are fully explained. Pure commercial advice and magic.

Ultimate Lightning Ring Box - Web Offer Price: **£14.00** (save £4.00)



A circular cardboard box with a layer of cotton wool inside is freely displayed. A borrowed ring or signed coin can then vanish and instantly appear inside on the cotton wool even though the box is always in view and can be viewed from all angles. Great prop to use as a ring and string routine finish.



Hide And Seek - Web Offer Price: **£5.00** (save £3.00)

This is a sort of Ambitious Card in reverse in that a 'shy' card keeps hiding itself away in the centre of the deck whenever it is placed on top. And at the finish, the card's back 'blushes' from blue to red! Instructions plus one card supplied.

Ropey Rope - Web Offer Price: **£12.00** (save £3.00)

This routine combines several rope effects into one fun and surprising sequence. Includes the instant appearance of a silk in a rope knot plus a convincing cut and restored rope effect.



The Word - Web Offer Price: **£7.00** (save £3.00)

Any page is chosen from a *borrowed* paperback book and the last word on the top line of that page noted while the magician's head is turned away. Moments later he reveals the chosen word. Clever idea, very clean method.

All the best things come in threes!

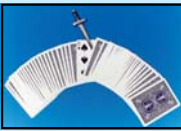
Three Full Deck Routines

Brainstormer



Forget rough and smooth, this Nudist Deck/Brainwave Deck style effect doesn't need it and is all the better for it. A double blank deck is freely displayed and split into two halves. Cards freely named by the performer and spectator then become the only card faces printed in the two deck halves. The great thing about this routine, is that the spectator gets to handle half the deck thus throwing him off the idea that the cards are special—even though actually they are! This is one of those tricks which you really need to see in order to appreciate first hand just how effective it is. You can watch a dem on my website if you want to see what the routine looks like. There is a small re-set, so be mindful of that if you want to perform this more than once during a show. Price: **£15.00**

Excalibur



This is a splendid card stab routine which uses a regular Bicycle deck plus one gimmick card. With this special card in the deck you can have any card freely selected, signed and shuffled back into the pack. Then the cards are wrapped completely in a piece of tissue paper and an attractive 6" pewter sword is thrust through the package. When the tissue is removed and the deck split at the position marked by the sword, the card at that position turns out to be the signed card. No card control is required with this, and no sleight of hand. The supplied sword is examinable and the method is simple to do yet fooling to watch. This effect is ideal for anyone looking for a strong card routine which does not require difficult handling. Price: **£15.00**

Deck-Aid



Some people love nothing better than to spend hour upon hour practising card sleights and moves. But if you are the kind of person to whom the thought of spending huge amounts of time alone with a pack of cards is somewhat horrific, then Deck-Aid is for you! Deck-Aid is a simple yet ingenious idea which will enable you to perform some amazing card magic but without having to resort to difficult sleight of hand. You will be able to locate selected cards, control several cards while shuffling, plus do any of the moves that normally would require a thick card, or short corner card. You receive a booklet and a 30 minute DVD both of which describe how to use the gimmick and then detail a number of very strong routines using it. You won't know yourself! Price: **£15.00**



Magicseen

Here are some of the great things from the current issue

Issue 31 March 10



When Magicseen first appeared over 5 years ago, some people sought to compare it with Magic, Genii and some of the other mainstream US magazines. However, our bias towards performers and events outside the USA is what makes our content a little more diverse. However, we don't ignore the US entirely, and in this issue we have a feature on the 'bad boy' of Las Vegas, Steve Wyrick. Controversy seems to follow this larger-than-life character around and we hear about some of his highs and lows in an article that proves that all that glitters is not necessarily Vegas.

Being a British magazine we are always delighted to be able to showcase home grown successes, and it is especially pleasing for me as Editor to be able to run an article on the Bristol Society Of Magic as I have been a member of that club for over 30 years (even though I no longer live in Bristol!). This year the Society is organising its 50th one day convention, a tremendous achievement and one which we thought it only right we should highlight, and this article gives you a quick run down of some of the highs during its half century-long run.



We tend to be a bit quirky at times with our magazine content, and one example of this is our occasional series called In The Phonebox. The idea is that we send our Deputy Editor Graham Hey off with 30p of change to a call box near his house and get him to do a quick telephone interview with someone interesting—in this case the knife throwing expert Throwdini (real name David Adamovich). David tells us how he got into knife throwing at the age of 50 and how it is important for him NOT to have an off day. As he says, "I aim to miss!"

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Vol. 18 No. 8 April 2010

Chatter

The Mark Leveridge Blog

I don't do a huge amount of work through agents, but I have one or two who put some work my way and who seem to understand exactly what it is that I am offering by way of a performance.

And this is an important point, as far as I am concerned, because over the years I have been the victim of agents who clearly have little or no interest in the type of act that I am, but who simply have a request for a magician and so assume that I must be able to deliver what their client wants.

But, as we in the profession know, there are many different types of conjurer, and just because a performer refers to himself as a magician, it doesn't automatically mean that he can cope with all venues and circumstances.

I am pre-dominantly a strolling or close up magician when working adult events, and although I am perfectly happy to do a stand up show if the conditions are right, I am most definitely not a cabaret magician who can survive on a cabaret floor. To me there is a huge difference between working a show for 60 people at a wedding or party, something which I feel perfectly capable of doing, and working a 45 minute stand up spot on the cabaret floor of a nightclub or holiday camp. But I suspect that for some agents, there seems to be little awareness of any difference.

Part of the problem stems from the amount of information that agents seem to be prepared to provide the performer with. It seems that most will only give you the bar-

est minimum—start time, venue address, and possibly a contact name for use on the night, but often that's it. If you try and get more details, such as number of people attending, type of venue, even sometimes what the event is actually being arranged for, you often get at best vague details or at worst no information at all!

I can never decide whether this is because the agent just doesn't really collect this amount of detail, or whether they deliberately keep it vague so that the performer can't find anything to object to!

The point about all this is that it is your reputation on the line when you turn up to entertain. If you have been booked in for a show which you aren't really suited for, and you die a death as a result, it is you who has the trauma of being on the sharp end of the audience reaction, and it is your reputation which takes a nosedive. The agent simply won't book you again perhaps, even though it was him who sent you to an unsuitable booking.

Sometimes there are genuine mistakes or misunderstandings, of course. Last week I went to do strolling at a wedding only to discover that there were only 12 guests! The agent had booked me in for 2 hours of close up, and so I went along expecting to be working the normal sized group that you would expect for that amount of time. Instead I ended up doing an hour's close up show for everyone. The agent didn't seem to be aware that the event was that small, so it was just as well that I had enough material on me to at least do a fair length show.

Highlights

www.markleveridge.co.uk

Web Offers - May 2010

The special offers below are valid until 31st May 10 and for online orders only



The Present - Web Offer Price: **£16.00** (save £4.00)

Perfect as a companion for **Birthday Card Surprise**, this funny routine ends with the birthday child producing a present by magic. Comes with colourful laminated picture cards.

Co-inci-mental - Web Offer Price: **£12.00** (save £3.00)

Two half decks, one red backed the other blue, are shuffled and ribbon spread face down. The performer and the spectator each select one card - and amazingly they match! But more, the chosen cards are the only red ones in an otherwise selection of black cards. No sleights.



The Borrowed Ring On Pencil - Web Offer Price: **£4.00** (save £3.00)

Master Routine No. 9 uses totally unprepared props, namely a borrowed finger ring, a handkerchief and a pencil. In three impossible looking ways, the ring is seen to penetrate the cloth and end up hanging on the pencil centre. Excellent moves which take a bit of practice but its worth the effort.

Perfect Crime - Web Offer Price: **£40.00** (save £5.00)

A borrowed ring and a small coin change places when locked inside two beautiful brass boxes with screw on lids. Very well routined. The boxes are extremely well made and can be examined at the end of the trick. No difficult sleight of hand required. Small re-set.



The Symposium Collection CD - Web Offer Price: **£28.00** (save £7.00)

A complete file of all the Symposium book material collected in pdf format on one CD. Contributions from many of the world's greatest close-uppers.

Vol. 18 No. 9 May 2010

All the best things come in threes!

Three Stand Up Show Routines

The Invisible Deck Routine



I have used this effect for many years to open my stand up act and so I can vouch for its entertainment value and impact. I have always enjoyed the traditional presentation associated with this effect as a spectator is handed a deck of cards he can't see and is instructed to take the cards and shuffle them and take out any card, all of which you claim he is doing wrongly in one way or another. You can have a lot of fun with this and although it may be old hat to many magicians, for lay people it still creates a huge amount of fun. So, the routine has all the right built in entertainment elements, but it also has a very strong magical finish as a card that is genuinely freely named by a spectator is visibly removed from an empty envelope which was examined only moments before. Price: **£28.00**

The Ring Competition



I have truly lost count of the number of times that I have performed this three stage large ring and rope routine. It has been a staple of my act for countless years and I still rarely leave it out to this day. It has everything I am looking for in a magic trick. It uses totally examinable props which fit in a pocket, it uses three very strong ring onto rope moves which amaze the audience, and it has a special audience-involving presentation which not only creates a huge amount of fun but which is also adaptable to many different performing situations. I have used the effect in this country and abroad, for stage shows or smaller private parties, for adult events or children's shows, and it has never let me down. You receive instructions detailing the moves and presentation, just provide your own ring and rope. Price: **£7.00**

Pass The Parcel



I never use a lot of large props in my stand up show, so if I am doing a stage spot and need to make myself look like a 'big act', I will bring several spectators up on to the stage to join me. Pass The Parcel uses 8 spectators (!) in a routine which is actually an adaptation of a close up effect originally taken from John Fisher's 'Never Give A Sucker An Even Break'. What I have done is scale it up and use people instead of objects and then added an extra element which makes the outcome at the conclusion even more amazing. The workings of this trick are actually very simple, and the props that I supply take up little room in your case or box. I have used this routine for adult shows but also for children's work too, it being particularly effective with the larger audiences found in schools. Price: **£20.00**



Magicseen

Here are some of the great things from the current issue

Issue 32 May 10



We have been lucky enough to get interviews with some of the greatest magicians in the world for Magicseen, and in issue 32 we have done it again with an exclusive chat with French magical genius Gaetan Bloom. Famed for his long run at the celebrated Crazy Horse in Paris, Gaetan chats about his long stint at that prestigious venue, as well as life, magic and much more besides. Gaetan is passionate about his art and clearly wants people to be original and to think outside of the box when creating their acts. He is certainly someone who has done that to great effect.

In previous issues of Magicseen we have taken a look at some of magic's most popular classic effects, tricks such as the Card To Wallet, the Cups and Balls and the Linking Rings to name just a few. Now we turn our attention to another hugely used close up trick, the Coin Into Bottle. This article looks at the various basic methods available, talking about the pros and cons of them all, and then provides reviews of a whole range of relevant products currently available from the dealers. If you have ever wondered about whether to start using this classic trick, this will help you.



Dave Allen is one of the most enthusiastic professional entertainers that I have ever come across. Jaded? Not our Dave! He genuinely gets excited about what he does and it rubs off on his audiences so that he enjoys a huge amount of success whenever he performs. We chat to Dave to try and discover how he manages to keep his enthusiasm so high and learn that he was heavily influenced by Paul Daniels when starting out, that he is especially proud of his success in magic competitions, and that he performs regularly in hospitals for a charity organisation. Good man!

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Vol. 18 No. 9 May 2010

Chatter

The Mark Leveridge Blog

When the unlikely named Icelandic volcano Eyjafjallajökull (try pronouncing that when you're drunk!) erupted in mid-April, I must admit I hardly gave the announcement more than a casual glance. Like many others, I suspect, I thought that news of a volcano erupting was not that surprising, since every now and again, that is simply what they do. What I didn't appreciate at that point was that it would have a direct impact on my magical diary.

For the last 6 years I have attended the wonderful 4Fs close up convention in Batavia, USA. Since I first experienced the heady mix of fun and top quality close up performance and instruction, I have looked forward to returning each year towards the end of April for another dose of the same. This year was extra special because the convention was celebrating it's 40th year, and so various surprises were planned. I couldn't wait!

So as usual, back in February I booked my flight, reserved my room in the Holiday Inn where everything takes place and looked forward with great anticipation to meeting up with old friends and to re-charging my magical batteries. But that pesky volcano and its dust plumes had other ideas.

Within days of its first eruption, flights across northern Europe were grounded and the media was full of tales of stranded holiday makers who could not get home and of businesses whose deliveries and services were thrown into disarray. With all this going on I started to wonder whether my trip to the 4Fs would be in any sort of dan-

ger. Surely this would all blow over within a few days wouldn't it?

Well, as my deadline for travelling approached, the messages about air travel became increasingly confused. One minute we were being told that flights could be suspended for days, even weeks, the next we were being informed of an imminent return to flying schedules. Since I was due to fly from London and I live 3 hours drive away in Exeter, I decided I would travel up to London and stay overnight with my daughter who lives about 15 minutes drive from Heathrow so that I would be in the right place should flights be resumed suddenly.

The night before I duly made the journey amid gloomy prognostications that flights were unlikely to resume in the near future. Frequent checking with the Heathrow website and that of my airline, Continental, showed that nothing appeared to be going ahead. Then suddenly, at about 10pm the night before I was due to fly, it was announced that flights would resume the next day. Wow, how lucky is that!? I checked online and it said that my flight was now scheduled to take off as originally planned. Lucky Leveridge would get to enjoy 4Fs after all.

Next morning I turned up to check in. No sir, you are not booked on this flight. We have had to use a smaller plane and you didn't make the cut. We have re-scheduled you for a week's time. Thanks, a great help as 4Fs will be over by then. The full refund did not make up for it. Damned volcano.

Highlights

www.markleveridge.co.uk

Web Offers - June 2010

The special offers below are valid until 30th June 10 and for online orders only



The Walkabout Colour Coins Routine - Web Offer

Price: **£20.00** (save £5.00)

A three phase Hopping Halves style effect using three of our gorgeous brass Colour Coins. The coins keep changing places in both your and a spectator's hand before it finishes on a surprise. Comes with all the necessary Colour Coins, a leather coin purse and DVD instructions.

The Wish List - Web Offer Price: **£12.00** (save £3.00)

A man and wife select presents for each other from a list of 8 items. The man then somehow manages to find his wife's present in a random way, while the card bearing the man's freely chosen gift is found inside the performer's wallet.



The Pro Magician's Signed Card To Wallet - Web Offer

Price: **£28.00** (save £7.00)

If you are looking for a no palm version of this effect that uses a wallet which can be openly shown and which can remain in view at all times and which can be performed surrounded and without reset - this is it!

Horoscope - Web Offer Price: **£16.00** (save £4.00)

The performer manages to discover which star sign a spectator belongs to by reading out some characteristics featured on three randomly selected Star Sign cards. Simple to do, no re-set, great if there are ladies in the audience.



The Magic Party Floor Spots - Web Offer Price:

£25.00 (save £5.00)

A set of 6 hard wearing coloured rubber floor spots which can be used for games (instructions for three supplied) or as markers for designating a working area or as places for young helpers to stand.

All the best things come in threes!

Three (More) Card Tricks!

Hide And Seek



The Ambitious Card is a classic trick used by many commercial performers, so if you are looking for something similar and yet a little different, you may want to give **Hide And Seek** a go. Essentially this is the Ambitious Card - in reverse! A card is chosen and every time it is placed on top of the deck it immediately disappears and is discovered in the centre of the deck. After this has happened in a number of different ways, the performer explains that the reason it keeps hiding itself away is because it gets embarrassed about being the centre of attention, and at that point the chosen card is turned face down to reveal its back has blushed from blue to red. Basic card skills required, use any deck, this has no re-set and is perfect for walkabout magic. Price: **£7.00**

Impossible!



New for this year, **Impossible!** is a terrific card effect. Here's the plot. A card is freely named by a spectator and this card is removed from a blue deck, shown and then buried in the deck's centre. The pack is slipped by the spectator into the card box which is held by him. A second card is named by the performer and this is removed, shown and returned to the red box. Moments later, when the packs are fanned, the performer's red backed card is found reversed in the centre of the spectator's blue deck, and his freely named blue backed card is found reversed in the centre of the performer's red deck. And both packs can be immediately examined to prove the decks are ordinary and there are no duplicates. Comes with video and printed instructions. Use your own two decks. Price: **£10.00**

Unavoidable Destiny - Reloaded



This is a simplified and streamlined version of a routine released in 2009. In essence this is a Brainwave Deck style effect - a freely named card is shown to be the only one with a red back in an otherwise blue deck - but the difference is in the method and the way the deck can be handled. There are no rough and smooth pairs, so the deck can be fanned, ribbon spread or shuffled totally normally. The original handling required the use of 2 decks, although the spectators were only ever aware of one. By the use of some subtle presentation, this has now been altered so that just a single deck is required and it can be out in view at all times. The handling is also easier than the original too. Instructions plus a single gimmicked card supplied, use you own regular Bicycle deck. Price: **£8.00**



Magicseen

Here are some of the great things from the current issue

Issue 32 May 10



Over the years there have been a number of well known magicians who have left the UK to go and live and work in the US, and so we thought it would be interesting to get hold of some of them and hear how they had got on and what their experiences had been. With this in mind we contacted Simon Lovell, Paul Hallas, Martin Lewis and Mark Mason and discovered the ups and downs of emigrating. Interestingly, Simon and Martin had made the transition some years ago, while Paul and Mark went across quite recently, so we get an excellent perspective all round.

Right from the outset we made an editorial decision that Magicseen would not be a major tricks magazine, but would concentrate on personality interviews and interesting general magic features. However, those who enjoy reading and learning new effect are not ignored entirely as in each issue the Masterclass section has at least a couple of tricks in it, and in this issue we have a nice handling for a card 'sandwich' effect plus an interesting effect using erasers! Buy the Masterclass - The First Four Years book to get all the effects from the first 24 issues.



At the Blackpool Convention earlier this year I was approached by a magician called Andrew Haggart who asked whether Magicseen could do anything to help the magicians of Sri Lanka who are trying to complete the construction of a centre for magic in their country. I agreed that we could run an article about them and so for this issue Andrew provided an interesting overview of what the magicians there are trying to achieve. For us in the UK who are privileged to have and to see so much magic, it brought home that others do not always have it so easy.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

I was fascinated to read recently about a venture called The Essential Magic Conference. Organised and masterminded by Luis de Matos, David Britland and Marco Tempest, this three day happening is not your usual magic get-together.

Yes, there will be lectures, yes, you will get access to the lecturers to ask individual questions, but you will not be required to travel anywhere other than to your home computer. The reason is, that this conference will take place entirely on the internet.

Registrants will be able to either watch the lectures in real time as they happen, or view them on demand after the performances, plus registrants will receive afterwards DVDs featuring all the lectures which take place during the conference. Sounds good value for 55 Euros.

An event such as this was always going to happen. As internet conferencing becomes increasingly easy to arrange, it is logical that magicians would want to make use of it. The Essential Magic Conference is, as far as I am aware, the first such three day event but it could be the first of many. It is easy to imagine that before very long, ACTUAL events such as the British Ring Convention, might become the province of an older and possibly dying breed of magician who simply wants to get together with magical friends to socialise, while the real heavyweight magic events all transfer to the internet.

And it all makes perfect sense. With no venue costs, no travelling, and the ability to

reach an almost infinite worldwide audience, you can see that this style of event has many advantages. Especially if the cost of joining in is kept to a reasonable level. People wanting to perhaps see the work of some of the world's top magicians could do so from the privacy of their own home and with the ability to ask specific questions of the lecturers, those genuinely wanting to learn can do so with ease and in a very cost effective way.

Of course, there are disadvantages, or at least *differences*, from a live event that you actually attend. You lose the socialising that accompanies a traditional convention, you can't make instant purchases of items to do with the lecture, and you miss out on the excitement of travelling perhaps to a place unknown to you.

However, the internet revolution for magic is already well under way thanks to the ubiquitous YouTube. Now, almost anyone can film their magic and upload it for others to enjoy. But the problem with YouTube is that there is no quality control, whereas I would imagine that internet events which you have to pay for, will be able to afford to pay top people to strut their stuff and help to move the dissemination of magic along in the right way.

The Essential Magic Conference is set up to be a non-profit making venture, which is highly laudable, but if it is a success I wouldn't be surprised to see a number of purely commercial events springing up. And that could strike yet another nail into the coffin of live conventions.

Highlights

www.markleveridge.co.uk

Web Offers - July 2010

The special offers below are valid until 31st July 10 and for online orders only



When you buy any of the Web Offers below this month you will earn a reward of money which you can have deducted from the price of **ANY OTHER NON-WEB OFFER PRODUCT** which you select as part of the **SAME ORDER**.

The reward value for each of the Web Offers is shown next to the actual product price below. If you buy more than one of the Web Offers, the rewards are added up and the total amount will be offset against the cost of the other non-Web Offer products (but not the P&P) that you choose to include at the same time.

You simply order the item(s) below along with your additional product(s) and pay in full, and you will then have the total amount of your reward refunded to your payment card.



Excalibur - £16.00 (earn a **£3.00** reward)

An easy to do card stab. A selected card is signed and shuffled back into the deck which is wrapped in tissue paper. An attractive 6" pewter sword is then thrust through the package right next to the signed card.

Wild Dice - £20.00 (earn a **£4.00** reward)

One of our all time best sellers! This routine uses three inverted matchbox drawers and a white dice. At first it is never under the box it should be, then the dice penetrates a box and jumps from a pocket to a box. Then, with no loading or palming, you produce a total of SIX extra dice from under the boxes! Sensational.



Obliteration - £25.00 (earn a **£5.00** reward)

A borrowed £2 coin has first its head side and then its tail side magically wiped off! The coin is examined by the spectators before the magician then restores it by cloning a new head and tail back on it before returning it to its owner. A real talking point close up effect.



All the best things come in threes!

Three Coin Tricks

The Table Hopper's Coin Into Bottle



The Coin Into Bottle is a classic trick for close uppers, of course, but the problem is you need to carry, or be able to pick up, a large bottle in order to perform it. This is no problem if you are presenting a cabaret or close up show where you can carry your props in some sort of case, but what about if you want to do the trick at a table side when table hopping? Well, this version of mine uses, not a bottle as such, but a glass jar. It is small enough to fit into a pocket and the method does not use a folding coin, so you can forget about a situation where the coin, having penetrated into the bottle, promptly shatters into bits!

There is no re-set, so it is always ready to go, and the bottle is completely examinable as it is not gimmicked. Intrigued? So will your audiences be. Price: **£25.00**

Melt Through



This walkabout trick uses a sort of Okito Box, but one which has a hole drilled in the lid and the base. This hole is large enough for a ribbon (supplied) to pass through it. A half dollar coin (not supplied) can be examined and is then placed into the box and the lid put on. The coin can clearly be seen inside through the hole in the lid and can be heard rattling around inside as well. The ribbon end is then placed into the hole in the lid and moments

later is pulled out from under the box having penetrated right through the centre of the coin. The box can be seen from all round while the ribbon is passing through it and as soon as the ribbon is taken out, the box is opened to show the coin still completely filling the inside. Everything is completely examinable, only one coin used. Price: **£25.00**

Colour Coins



This is a fabulous set of 9 slim brass coins which have brightly coloured surfaces on both sides. The coins are the same diameter as a half dollar, but a little thicker. They look very attractive and have a nice weight when being handled. Any routine which you currently do with a regular coin will be enhanced and made far more visible by the use of these colourful discs, but you can also use their colours to produce some startling colour changes and coin

transpositions. You are supplied with a DVD on which there are 6 routines, 3 of which also use a slimline Okito Box. You are supplied with a high quality brass one to enable you to perform these effects. All in all this is a top quality outfit suitable for anyone who enjoys performing coin magic but who would like to make it look a bit different. Price: **£45.00**



Magicseen

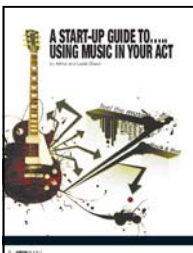
Here are some of the great things from the current issue

Issue 33 July 10



In issue 21 (July 2008) our cover star was Michael J. Fitch who was best known for his performance character of The Chav. Now exactly two years later we have another double personality cover star with the appearance of comedy entertainer Jasper Blakeley who is often to be seen in the guise of Kockov, a magician from a supposed former Russian satellite country. In fact, we discover that you are more likely to run across him in Cardiff than you are in Russia, but there can be no doubt that once you have met Kockov, you are unlikely to forget him in a hurry!

It's not often that something really new comes along, but the Essential Magic Conference, which is the first large scale online magic convention, would certainly appear to be breaking a lot of new ground. We chat to David Britland who, along with Luis de Matos (whose original idea the whole conference is) and Marco Tempest, has been instrumental in putting together a truly exciting line up of top talent who will perform, explain and advise on an extremely wide range of magical topics. With 33 lecturers from around the world this mid July event should be unmissable.



Arthur Stead and his wife Leslie are talented musicians and composers, and they have produced a whole range of unique recordings suitable for various types of magic shows. It's often difficult (or expensive!) to get hold of appropriate royalty free music for an act, but the Steads make it straightforward through their range of CDs. So, we approached them and asked them to give our readers some guidelines on how to go about the process of adding music to an act, and this article will get you going in the right direction.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

I was watching a re-run of one of Derren Brown's TV specials recently, one of the three he did under the title of *The Event*. The episode I saw was the one in which he said he was going to try and 'beat the casino' by working out a way to predict where the ball would fall on the roulette wheel. The idea was that he would place a large bet on just one number, but that the money would not be his but belong to a member of the public.

After a huge amount of build up, in which he did a number of totally successful 'experiments' in which he appeared to prove that he had the ability to predict the speed and trajectory of the ball and thus place the money on the correct number when it came to the real thing, we were taken to a nameless casino in Europe to watch, via secret camera, the actual moment of the bet.

So, Derren is there clutching the chips exchanged for thousands of pounds of another person's money, and he places it on the number 8. The ball goes round and falls, not on the number 8, but next to it on the number 12! At which point we hear Derren muttering about being one out, and the person whose money it was, who is watching the whole thing, is told not to worry as he will get his money back anyway! Then the credits roll and that is that. Anti-climactic doesn't really cover it!

Perhaps I've missed the point here, but this came across as being a hugely disappointing piece of television. I know that in mentalism there is a train of thought which suggests that to get a seemingly impossible predic-

tion 100% correct is less believable than getting a 'near miss', but I have to say that if this was the intention of the programme, it didn't succeed, in my opinion, at all.

I think the main problem is that during the build up to the main event at the end, Derren proved that he could predict the speed of cars, or a ball thrown onto a numbered grid laid out on a squash court with unerring accuracy. So, if he can do that, it would be logical to assume that he could do the thing for real as well. When he doesn't, it leaves a very unsatisfying feeling.

On a previous programme in a different series, Derren had done a quite brilliant horse race betting scam, the method of which he explained and which was actually as fascinating as the event itself. At the end of this programme, in which he is also betting with someone else's money, he similarly fails to advise the woman on the correct winning horse, and it looks like she has lost a large sum of money. But in this instance, there's a terrific twist at the end when she discovers that the horse she thought was on the betting slip he had given her, was NOT in fact one of the losing horses, but somehow was now the real winning horse, and as a result all ended well and she got her pay out.

To appear to fail but then to be able by 'magic' to put things right seems to me to make for a far better conclusion than just to miss the slot on the roulette wheel by one number, and then have to simply admit defeat, amazing though in many ways it is that he got apparently so close.

Highlights

www.markleveridge.co.uk

Web Offers - August 2010

The special offers below are valid until 31st August 10 and for online orders only



When you buy any of the Web Offers below this month you will earn a reward of money which you can have deducted from the price of **ANY OTHER NON-WEB OFFER PRODUCT** which you select as part of the **SAME ORDER**.

The reward value for each of the Web Offers is shown next to the actual product price below. If you buy more than one of the Web Offers, the rewards are added up and the total amount will be offset against the cost of the other non-Web Offer products (but not the P&P) that you choose to include at the same time. You simply order the item(s) below along with your additional product(s) and pay in full, and you will then have the total amount of your reward refunded to your payment card.



Vacation Destination - **£15.00** (earn a **£3.00** reward)

An interesting and fun prediction routine. A spectator freely selects one of five envelopes bearing airline names. The envelope contains a card with the destination that this airline is flying to. Five cards bearing five destinations are eliminated in a random and fair manner and somehow the one that is left matches the freely chosen destination. Fooling method, easy to do.

Risky Business - **£15.00** (earn a **£3.00** reward)

Three letter envelopes are shown. One contains a bank note, the other two are empty. The envelopes are mixed and twice a spectator is invited to guess which one contains the money. Both times he gets it wrong! Finally he gets a last chance with just two envelopes, but the money vanishes and appears in the third envelope placed to one side.



1-2-3 Jumbo Cards Across - **£20.00** (earn a **£5.00** reward)

Very easy cards across using 6 identical Jumbo cards. Three are placed in each of two examined envelopes and yet all six collect together one by one in one envelope. Plenty of scope for fun presentation. Comes complete.

All the best things come in threes!

Three (More) Children's Routines

The Present



Probably the most popular type of children's show is still the birthday party, and this effect is tailor made for just such a booking. It involves the birthday child trying to end up with a card bearing the picture of a present on it when it is mixed up with other cards bearing funny or undesirable presents. One at a time the cards are eliminated, and each time they are, the children are encouraged to make a noise associated with the discarded picture. So, smelly socks = pooh! A plate of sausages and custard = urgh!

A hairy spider = ceeek! And so on. It is the making of these noises which makes this such fun and the kids love taking part. Finally the birthday child successfully ends up with the present picture and then magically makes a small present appear for himself. Price: **£20.00**

Ropey Rope



The reason that 'classic' tricks have been around so long is that they have something about them which makes them successful with audiences over many years, and that is why magicians continue to rely on them. The Cut And Restored Rope is one such classic routine, and Ropey Rope is a highly entertaining version. In fact it is far more than just a C&RR as the routine incorporates a rope blendo, in which several small pieces of rope blend into one long piece, it includes a magical and surprising silk on rope appearance in which a

knot is tied in the rope and instantly a silk appears through the knot, and then it finishes with a very convincing cut and restored rope section to round the routine off. There is also plenty of good audience participation involved too. A top kids' effect! Price: **£15.00**

Jumbo Witch And The Prince



This is a story trick suitable for children aged up to about 5. The story is a version of the classic tale of a Prince who is turned into a frog by a wicked witch, but the twist is that the witch also turned other things from around his home into frogs too, so no one is sure which frog used to be the Prince. Four Jumbo cards are shown and each has the picture of an identical frog on it. Which one might be the Prince? The magician thinks he knows and one of

the frogs is placed to one side. Enlisting the help of a little girl to play the part of a Princess, she blows kisses towards the other three frogs to break their spells and the cards change into a vacuum cleaner, a dustbin and a watering can! And the card placed aside at the start she transforms into the Prince. Delightful story, colourful Jumbo cards supplied. Price: **£15.00**



Magicseen

Here are some of the great things from the current issue

Issue 33 July 10



Simon Lovell is a Brit who has been living and working in the United States for a few years now. He has had an up-and-down career - life as well, actually - and he has mixed in some of the seedier places that most of us have never seen. The result of all this is that he is a really interesting person to get to know, and at a time when his off-Broadway show has just broken the record for the longest run ever recorded, it seemed like a good time to chat with the old rogue and find out what's what. Always entertaining, never boring, that is Simon Lovell.

Magic in the UK is on the whole pretty vibrant, with lots of magic clubs spread around the country, more conventions than most people know what to do with, and enough dealers to almost make it easier to add up those magicians who AREN'T a dealer! So it's easy to forget that there are different magic scenes going on in other countries all over the world which we know little or nothing about, and so occasionally we like to do an article about magic from a particular overseas country to redress the balance of our knowledge. This time we went to Hungary....



Anyone who has been involved in magic over the last 50-60 years will almost certainly know the name Jay Marshall. When he died in 2005 it brought to an end a magic career spanning over 60 years in which he became almost a household name in his native USA. Now his son, Sandy, has produced a book to celebrate the life of his father and it is both a careful record of the career of the great man, but also opens doors to the character of the man beneath. We had a chat with Sandy to find out a little more about the book and what it was like to try to capture a legend.

Subscribe for 1 or 2 yrs or buy Single Issues or Downloads now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

There's a well known saying in business that "if you always do, what you always did, you'll always get, what you always got". This is fine if what you are getting is the sum total of your ambition, but if you are seeking to better yourself and to make some measurable progress, then it may not be good enough just to rumble along in the same old grooves.

The British do seem to be a nation of moaners. These days if things are not going as well as hoped, we look around for someone else to blame. It's the government, or the recession, or unfair competition from others etc, etc. The thing is, in most cases the real person to blame is actually ourselves, and it's only when you face up to this fact that you may then be in the right frame of mind to do something about it.

These days the pace of change in our everyday lives is quite staggering. Very little seems to remain the same. You only have to wander round a supermarket to notice how often the store will move around the products on the shelves to make them come up fresh, and indeed how often many manufacturers will make a point of re-designing their packaging in order to create something new and noticeable.

As performers we need to do the same thing from time to time because otherwise we can get left behind and overlooked in favour of others. When was the last time you had a new set of publicity photos taken? When did your website last have any sort of re-design? When did your business card or brochure last have a refresh? Does your advert in

Yellow Pages or other printed directories look the same every year? Do you wear the same clothes when performing year after year?

How we look and present ourselves to the outside world of potential customers can largely decide, I feel, how successful we are likely to be. Currently I am in the process of looking at all my publicity materials and image and for some weeks I have been working on gradually putting together new pictures, new websites, new performance clothing and new printed publicity material. I have also been taking professional advice from marketing companies and also from business experts in an attempt to energise everything in my professional life.

And you know what? It's been brilliant for making me feel fresh and vibrant again. As all the new stuff gradually comes through over the next few months I naturally hope that it will help me to maintain and increase my profile and with that, I would anticipate some increase in my work. But even if it doesn't, the process of rejuvenation that I have gone through has left me feeling really good and positive about things. It's great to be actively doing something different and new, and it's exciting to go into areas which I have not been part of perhaps in the past.

Just because you have always done something doesn't necessarily mean it is still the right thing to do, and a bit of objective introspection can sometimes lead to a whole new lease of professional life. When's your make-over going to start?