



Highlights



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Now Here's A Thought...

"The more knowledge you have, the more refinements you can make. If, for instance, you only know one way to force a card and yet you have a trick in which you need to force three, immediately you are faced with a problem. To repeat the identical force three times in quick succession might cause you some problems - the audience might rumble that you are up to no good! However, the knowledgeable performer will know three different forces that he can use and so can preserve the integrity of the routine more easily."

Quoted from **A Simple Guide To Creativity**

The Bookshelf

The British Close Up Magic Symposium The First Decade



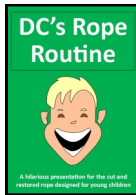
When I was organising the bi-annual close up magic convention in Bath, one of the things that the performers and lecturers had to agree to if they wanted to work the event, was that they would provide a trick or an essay for the accompanying Symposium book which was given to every registrant. The result was that every time I was able to offer afterwards for sale an excellent book of great close up material.

This E-Book is a compilation of all the material from the first 10 years of the event, and it makes for an excellent quality read. In total there are 80 contributions from 53 different performers, many of whom were, and still are, magical household names.

So if you would like to enjoy browsing through 214 pages of great material from the likes of John Bannon, Michael Ammar, Aldo Colombini, Simon Lovell, Tommy Wonder, Andy Nyman, David Roth and many others, then this is the E-Book to get! **£25.00**

E-Club Pro - your monthly magical fix!

DC's Rope Routine



Any children's entertainer who has been delivering magic to youngsters for a while will know that it is usually not so much what you do, but how you do it that counts. Yes, the magic should hopefully be surprising or baffling, but the key element is always the presentation that accompanies the magic itself. This TrickKlipXtra Video Download presents you with a tried and tested Cut And Restored Rope effect which is packed full of great bits of business that is perfect for the 3-7 age group. I have used it for many years as a staple effect in my shows and I can vouch 100% for its effectiveness. **£10.00**

The Free Selection Collectors



Master Routine No. 2 is a great feature card routine using a regular deck. A card is selected and signed, and then in quick

succession the other three number mates of it are magically found. Next, the four cards suddenly change to the four Aces and the original signed selection is discovered reversed in the centre of the deck. Contrary to what you might imagine, the handling for this routine is not difficult. If you know how to handle a deck you should soon be able to master this effect. You can elect to buy this routine either as a Master E-Routine (illustrated text file) or as a TrickKlip Video Download **£10.00**

The Table Magician Audio Book



Audio Books are a great way to assimilate knowledge. If you do a commute to work or you just like to kick back on the sofa with a drink while hooked up to your mp3 player, listening to a book being read to you is a great way to spend your time. In this Audio Book I go through all the things you need to know in order to work your magic at tables effectively, and the advice covers both large dinner functions as well as restaurant work. **£10.00**

Magicseen

Here are some highlights from the latest issue

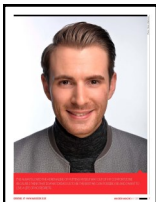


Stephen Bargatze

I am fortunate to be able to attend the 4F's Close Up Convention in the US each year, and Stephen is one of the guys who works the event most years with his wonderful zany comedy magic. He's a great guy too and we are delighted to welcome him to Magicseen.

5 Rules To Break

Geraint Clarke writes an entertaining and often outspoken blog in which he offers up advice and comment in a very individual style. We thought it would be interesting to include one of his blogs in Magicseen and you just might be surprised at what he says!



Richard Jones

When Richard won Britain's Got Talent in 2016 he set in motion a train of events for himself that has seen him be elevated from someone no one had heard of to a national celebrity. We find out how it all happened in this interesting behind-the-scenes article.

Magicseen Issue 74 (May 17) is available now from www.magicseen.co.uk

Chatter

The Mark Leveridge Blog

For the last few years Christian Schenk of Card Shark has been trying to establish a viable alternative to Bicycle cards. Given how entrenched the Bicycle brand is with magicians, this is a bold, and some would say perhaps risky, move, and the potential for the whole project to become an expensive failure is huge.

But by dint of dogged persistence, attention to detail, and an unshakeable belief that he would eventually succeed if he kept going for long enough, Christian has gradually managed to establish his Phoenix brand of cards.

The introduction of the full range of gimmicked decks in Phoenix and the release of new magic from notable names in magic using the cards as well, has helped to establish Phoenix, and on the back of this success, Card Shark has become a well known and trusted supplier.

In order to supply packs of cards, large quantities need to be ordered and held in stock. You can't expect a printer to run low volumes of decks, and so this requires a significant cash investment both in the cards themselves and in the premises to store them in. But Christian has consistently put his money where his mouth is and expanded his business and his investment in line with what he needs to make the whole enterprise work. This is not something you can half do, you are either fully engaged or not at all.

Given all the years of effort and at times struggle to get established, it is hard to imagine how he must have felt recently when he was called by the fire brigade to his warehouse in Germany which was ablaze!

The industrial unit which his warehouse was part of had suffered a catastrophic fire and the end result was that his stocks of cards and machinery was destroyed. Overnight his business was shattered.

A fire is always a devastating thing to have to deal with, and there have been other magic suppliers in the past who have suffered in a similar way. But what makes it especially difficult for Christian is that he isn't just supplying standard dealer items that he can simply re-order from a magic wholesaler, he is the manufacturer himself, and card printing is not a quick or cheap process.

Fortunately the Card Shark offices were not in the same premises, plus he has a further warehouse in the United States, so all is not entirely lost, but the psychological trauma of the whole episode at the very least must be huge.

Despite everything though, Christian has sought to turn the disaster into a PR triumph. By relating the story, by creating a sense of comradeship with his customers over the whole situation, and remaining, in public at least, upbeat and positive about the future, Christian seems to be managing to turn it all into some sort of triumph! The ironically named Phoenix brand of cards literally will rise again from the ashes.

I think what this story shows is that disaster can befall anyone. It's not the event itself which decides the eventual outcome, but the attitude and approach of the person it has happened to. Christian has showed that strength of character and a creative approach to dealing with it can actually help to turn disaster into a bizarre kind of business opportunity.