



# Shell Game

A Monthly Newsletter for the London Magic Community  
April 2013

Volume 8, Issue 8

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## March's meeting

It was magic on the big screen! A good turnout of our group came to the Cineplex Odeon Westmount theatres to catch the new magic comedy movie "The Incredible Burt Wonderstone" in its first week of release. (Free popcorn and a discount on the tickets seemed to be a big draw!). Steve Carell and Jim Carrey were standouts as two rival magicians – the Las Vegas star entertainer versus the street magician!

The movie was enjoyed by everyone. There were quite a number of items for us magicians to take note (e.g. David Copperfield as himself; mention of an "Elmsley Count"; "Brain Rapist" as a nod on "Mind Freak" just to name a few). But mostly the movie was about the joy and feeling you get when seeing something you can't explain – which is why we're all interested in magic in the first place.

I'm sure people will be thinking about how they would pull off the final effect (don't worry – I won't spoil it if you haven't seen it.) But there were big laughs from the audience when their final "effect" was "exposed".

It was a nice break from our standard meetings to get out, pig out on some popcorn, and watch a great movie – about magic!

Mark Hogan

### **Next Meeting:**

**Wednesday, April 10**

**Time: 7:30 PM**

**Topic: MORE THAN MAGIC LECTURE!**

**Beal Secondary School**

**525 Dundas Street, London**

**T-253**

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## March's Meeting

**DATE:** Wednesday, April 10  
**TIME:** 7:30 PM  
**PLACE:** Beal Secondary School  
T-253

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## **TOPIC: MORE THAN MAGIC!**

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Lecture by MIKE FISHER

**More than Magic ~ building your character and your act**

Max Maven, Silly Billy, David Blaine, Oscar Munoz, Dan Sperry, Chris Angel ~ All strong characters that are immediately recognizable and provoke images of their act just by hearing their names.

Performing a show in character and ensuring every effect in the performance fits that character is one of the best things you can do to improve your show. Whether it is a kids show or a show for adults, developing a character will allow a stronger connection with the audience. The audience will develop a basic understanding of what to expect from that character (which you can exploit!)

When you think of all the magicians listed above I bet you can immediately think of the type of magic they would perform and what their show may look like. But how to come up with that character?

During this lecture Mr. Fisher will discuss different ways to create your character and build your act.

Topics will include:

How to find a character that suits you,

- Logos, symbols and branding
- Choosing tricks that fit you and your act (and getting rid of those that don't!)
- Customizing standard tricks to fit your theme,
- Creating cases and bags to suit the act.

Mr. Fisher will also be showing many magic effects he performs in his shows, displaying some of his customized cases and trunks and teaching some of his favorite customizable tricks that he uses when asked to come up with a special themed show!

**Mike Fisher** is the president of the London Magician's Guild and a full time

professional magician. For the last 14 years he has traveled all over Ontario and beyond entertaining all kinds of audiences.

Mr. Fisher is best known for his character "**Captain Corbin the Magical Pirate**" As Captain Corbin, Mike has performed at the debut premier of Disney's Pirates of the Caribbean In Toronto ON, he has wrote and performed "**The Captain Corbin show**" which regularly plays on Rogers television. and for the past 3 years he has scripted, directed, and performs in a 2hr Pirate cruises aboard the steamship Wenonah on Lake Muskoka out of Gravenhurst ON.

## News Of Interest

### CAM-JAM convention - free to CAM members

(Shawn Farquhar – Canadian Association of Magicians)

The **Canadian Association of Magicians** is breaking all the rules. Who has ever heard of a FREE convention? Well membership has it privileges... join us and a whole lot of other magicians for the first ever **CAM-JAM**... the best part of any magic convention is always the JAM sessions, so why not an entire day just filled with lots of jamming plus lectures and close up shows? To top it all off the incredible **Greg Frewin** will be offering us all discount tickets to attend his newest edition of his show in his spectacular showroom... it just doesn't get any better than this. Did I mention the CAM-JAM is FREE!

The event will kick off at noon on **Sunday April 28, 2013** and run until 6:00PM when we will break for dinner. This will give you enough time to eat and get back to see Greg's new show which starts at 7:30 PM. After the show it's back to more magic and lectures so plan to stay up late and have tons of fun. There are plenty of local hotels if you plan to spend the night too.

Register today at <http://www.magicianconvention.com/>

NOTE: If you're not a CAM member, you can join by visiting <http://cammagic.org/membership/>

If you prefer not to join, a **CAM-JAM pass** may be available at the door for a nominal fee of \$45.00 (subject to availability)

**We Want Your Reviews and Tricks!**  
Please send any original reviews, magic tricks or routines to:  
[magic\\_london@yahoo.ca](mailto:magic_london@yahoo.ca)

# 44<sup>th</sup> Annual Michigan Magic Day

Saturday, April 20, 2013

Hosted by IBM Ring 36 – The Conjurors Club of Flint, Michigan

Holiday Inn Gateway Centre, 5353 Gateway Centre Drive, Flint, MI 48423

US-23 to exit #90 or I-475 to exit #2. 810.232.5300 [www.flintgateway.com](http://www.flintgateway.com) \$104 night

**Friday Night Party** – Starts at 7:00 PM, \$10.00, Heavy Hors d'oeuvres, cash bar

Entertainment: MMD Hall of Fame, Magic Karaoke, Brotherhood



**MMD Lectures and CLOSE UP Show:** Rick Merrill, Sean Bogunia, David Stone and Eric Decamps

**Saturday Evening Show:** Davison High School Theatre – MC Nathan Kranzo, Rick Merrill, Sean Bogunia, Eric Decamps, Rick Carver and Bill Hoffman.

**Full Registration:** \$35.00 includes Friday Night Party, MMD Registration, and one evening show ticket.

**Saturday Only Registration:** \$30.00 includes MMD Registration and one evening show ticket.

Go to [www.michiganmagicday.com](http://www.michiganmagicday.com) for more information (coming soon)

Name:

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Address:

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Email:

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Full Registration # \_\_\_\_\_ x \$35.00 = \_\_\_\_\_ (Friday Party, MMD,  
Evening Show)

Sat Only # \_\_\_\_\_ x \$30.00 = \_\_\_\_\_ (MMD and Evening Show)

Friday Party # \_\_\_\_\_ x \$10.00 = \_\_\_\_\_

Evening Show # \_\_\_\_\_ x \$10.00 = \_\_\_\_\_

Total \$ \_\_\_\_\_

Make check payable to The Conjurors Club. Mail To: Chris Harper, 4123  
Atlas Road, Davison, Michigan, 48423. Mail in Deadline April 15, 2013

## Magician Rod predicts headline in Times over next month

(Coleraine Times)

Coleraine magician **Rodd Hogg** is banking his reputation on predicting a headline which will appear in The Coleraine Times over the next month.

Rodd hand delivered a white envelope - mysteriously marked with the single word PREDICTION - to Times Editor **David Rankin** at our Stone Row newsroom this week.

Rodd boldly proclaimed: "Inside is a prediction of a headline that will be in your paper four weeks from today." Rodd (33) instructed us to lock the envelope away and not let anyone see it.

Thanks to manager **Gregory Smyth** and assistant manager **Angela McConaghie** the item is now safely locked away in a bank vault at First Trust Bank in Coleraine.

The contents of the envelope will be revealed live on air on Q97 Radio on Wednesday, April 17. Rodd says: "This is one of the biggest things I've ever done...I just hope that I get it right."

Times Editor, David Rankin said: "This will be an extraordinary feat if Rodd can pull this one off. "How he can predict a headline in our paper four weeks in advance is beyond me! We have locked the envelope away from prying eyes as instructed. Thanks to Angela and Gregory the item is safely ensconced at First Trust Bank. It will be tantalising to see if Rodd is right when we reveal the contents live on radio next month."

Thanks to his stunning up-close magic, Rodd Hogg's mesmerizing act has already wowed showbiz celebrities such as **Diana Vickers, Tinie Tempah** and Liverpool boss **Brendan Rodgers**.

He has been hailed as "the Irish Dynamo" and has been travelling all over the UK performing at weddings, parties, corporate functions, clubs and bars.

He has entertained many celebrities and has also performed magic on the radio.

Interview with Jon Armstrong  
President, Academy of Magical Arts Trustee Board  
(Vulture.com)

**In the film, Steve Carell's character has a hard time finding a replacement gig after he has to leave his cushy Vegas job. How hard is it to make a living as a magician in this day and age?**

A movie like this is going to have to make it seem like you are either headlining Vegas or slumming it doing nursing-home shows. In reality, there's a vast number of places to work in between the two. Cruise ships, comedy clubs, arts centers, trade shows — where the magic is used as a way to draw crowds and promote a product — other convention and corporate shows, casinos outside of Vegas, kid shows, private events, college shows ... it's not easy, but it's like any small business: If you work at it, and have a strong act, you can make a decent living and never step foot in Vegas.

**Has there been a shift in what audiences will accept and label as "magic" — feats of endurance versus sleight-of-hand-type skill?**

That really hasn't happened. There was a shift to more magic on TV being shot in less formal environments. This had been the case since David Blaine and his first Street Magic special. But the endurance stunt really goes all the way back to Houdini, though David Blaine brought that element into modern times. I still don't think that people think of it as "magic," though. These [tricks] are usually just stunts to promote a show that has actual magic in it. Chris Rock jokes about them; he calls Blaine a "trickless magician."

**How hard is it to make a living as a magician in this day and age?**

A movie like this is going to have to make it seem like you are either headlining Vegas or slumming it doing nursing-home shows. In reality, there's a vast number of places to work in between the two. Cruise ships, comedy clubs, arts centers, trade shows — where the magic is used as a way to draw crowds and promote a product — other convention and corporate shows, casinos outside of Vegas, kid shows, private events, college shows ... it's not easy, but it's like any small business: If you work at it, and have a strong act, you can make a decent living and never step foot in Vegas.

**Does the existence of Google and YouTube, places where you can basically look up how any simple magic trick is done, make your job harder?**

The answer to that is in your question. Simple magic methods have been exposed throughout the history of magic. One of the first books on magic was an exposé on witchcraft, showing it to be fake. As long as there has been illusion, there've been people who think all that matters are the secrets. The art is ever-changing, but its best thinkers are able to keep many steps ahead of these exposés, no matter what forms they take.

**So it's far more about the skill level of the magician than it is about people knowing how the trick is pulled off or not?**

Exactly! Skill in both performing, connecting with the audience, executing the method, and, in some cases, coming up with the effect in the first place, is what makes a "real" magician.

**Do you and/or other magicians still get people heckling you in the audience, as they would have in times past?**

Unless they are drunk, you don't have many total jerks just yelling out things unless the act they are watching is poor in quality.

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Concept by: Steve Seguin

The Shell Game is a free newsletter sent to members of the London Magicians Guild and other people in the community interested in magic.

Opinions expressed do not reflect the views of the London Magicians Guild.

London Magicians Guild web site:  
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