

2014/2015 Club Membership Dues are now due!!

Please bring your **\$40** membership renewal dues to the next meeting, or mail them to: *Mark Hogan, 21-455 Hyde Park Road, London ON N6H 3R9*



Shell Game

A Monthly Newsletter for the London Magic Community
November 2014 Volume 10, Issue 3

October's meeting

The theme of October's meeting was Corporate Strolling, and lead by our own **Steve Seguin** (fresh off his first DVD release through *Bill Abbott Magic - "Chairs"*). Steve's goal this summer was to find out how to make corporate strolling work for him, and thankfully he was able to do that and share his thoughts on the topic. And visiting us was *IBM Past President Joan Caesar* – welcome, Joan!

Steve's focus is on higher end corporate functions (e.g. cocktail parties; charity galas, etc.). He used concepts from the book "*The Approach*" by **James D. Grant**. But rotating through 3 sets of 3 tricks per performance did not work for him (since people moved around at these functions), so he changed to one set for a longer time period, then switching to a different set. At the midway point he also gathered everyone for a short set which ensured the entire crowd got a chance to see his performance.

Steve also shared his "*humour theory*" – the number of canned jokes should be directly related to the number of people watching (i.e. the smaller the crowd, the less jokes and more focus on knowing you – the bigger the crowd, the more jokes to create a fun atmosphere).

Next Meeting:

Wednesday, November 12

Time: 7:30 PM

Topic: TAKE THE STAGE!

**Beal Secondary School
525 Dundas Street, London
T-253**

Discussion went to many topics, including how to act (i.e. as a "host"), wardrobe (Steve suggests a relaxed look - suitcoat and no tie); how to approach a group (e.g. use of a lanyard; quick jokes; etc.); props, etc. Several members

were seasoned pros on stage and had additional input to the night – there was no shortage of discussion.

Steve also showed some tricks that he was using in his strolling work. A card was selected, signed and buried and a piece of paper burned and tossed at the deck, only to find the selected card is now burned! He had people select random numbers from a card and enter them into a calculator, and then warmed the card to show the numbers changed to the result on the calculator, and finished his set with a nice rising card effect.

Others had routines for corporate strolling as well. **Peter Mennie** performed a two-person invisible deck routine; separated 4 cards into 2 groups and made them change places; showed us “*Kid’s Cards*” (where a deck of cards made by a child turned into a regular deck and back again), and his closer – *Card to Hankerchief*.

Mike Fisher demonstrated his wonderful ring and string routine, and Card Warp routine using a dollar bill. **Matthew Kennedy** performed 2 cool coin effects using his iPhone, and **Ricardo Leon** made a chosen card appear within his own picture on a magician license card!

It was a terrific discussion and we all took away something on how to handle performing magic at a cocktail party. Thanks to Steve for the idea and for leading the night.

Mark Hogan

October’s Meeting

DATE: Wednesday, November 12
TIME: 7:30 PM
PLACE: Beal Secondary School
T-253

TOPIC: TAKE THE STAGE!

Nothing can beat performing your show in front of a large and enthusiastic audience. But the close-up gems you’ve got just don’t play well for a large crowd. So what do you perform? How do you get the crowd enthusiastic? How do you manage the stage? What works for you??

This month’s meeting will talk to all of these questions. We’ll talk about what works for people when performing on a stage – including effects that work for larger audiences. Some of us are seasoned pros on stage; some are wanting to get there – but everyone has something to add to the conversation.

It's of interest to anyone who performs or wants to perform for large groups of people. So take the stage - hope to see you there!

We Want Your Reviews and Tricks!

Please send any original reviews, magic tricks or routines to:

magic_london@yahoo.ca

News Of Interest



Jay Sankey - "Stop complaining about AGT winner"

(The Daily Mail)

I wish magicians would stop complaining about Matt Franco winning 'America's Got Talent.'

Is Matt especially original? Definitely not. How about especially skilled? Again, no.

Matt isn't even especially entertaining. But Matt did exactly what far too many magicians fail to do. He truly CONNECTED with the judges and television viewers.

And he did it by being something ultimately more important than being original or skilled.

He did it by being charming and humble. Which made him supremely LIKEABLE. And in the 'business of showing,' likeability counts for an awful lot.

Yes, like many magicians, I wish this kind of important television exposure was spotlighting our more creative, original, inspired and skilled performers.

But as a community, we are so foolishly focused on keeping secrets and presenting irrelevant puzzles, the general public has little else to measure a magician by, other than, "Did he screw up his tricks?" and "How much did I like him?"

The same can't be said of dancers, musicians, actors, comedians, painters and photographers. With those, the general public is far better informed about originators, styles, skills, bodies of work, influences, personalities, etc.

While in the magic ghetto, our obsession with secrets has created a vacuum of such public ignorance, likeability can win major contests. And fake 'tv magicians' without originality, skill or veteran performance chops, are created in video editing rooms and broadcast around the planet, as perverse representations of real magicians.

But instead of complaining, let's look to our own performances and creative efforts, and raise our own expectations.

Far too many performers in our community are 'karaoke magicians,' singing verses written by others, to melodies created by others (and often out of key.)

Instead, strive to be much more than just another 'paint by number' performer. Take risks. Explore. Find what is truly yours. Your voice, your perspective. And dare to share THAT through your own deceptive performances.

And keep in mind, the tricks are just tools. It's how much of your unique self you're able to express with them that really matters.

The focus on 'keeping secrets' has misdirected magicians and the viewing public for long enough.

Long live real magic.

Jay

Watch impressive female card magician

(YouTube)

The world needs more female magicians – here's an example of someone who can inspire more girls and women to take up magic. Take a look at the card work of Danica Crouch:

<https://www.youtube.com/watch?v=Pqkf3ExISG4>

Motor City Close-Up Convention - November 14-16

(John Luka)

Hello Everyone,

It's getting close. The **Motor City Close-Up Convention** will be here in less than a month. If you're not registered yet, here's what you will be missing.

Four Shows

Four Lectures

Ten Dealers

Pizza Party

Plenty of Sessioning

The Best Attendees Anywhere

A Whole Lot Of Magic

In addition to our featured performers, **Shoot Ogawa, Tony Cabral, David Gabbay**, and **Curtis Kam**. You will be rubbing shoulders with the likes of **Garrett Thomas, Kainoa Harbottle, Eric Jones, Chris Capehart, Kozmo**, and **Tom Gagnon**.

We are hoping to see you there. This year's convention is going to be one of the best ever. This is going to be a great opportunity to see a lot of good magic. Being a small convention you will get the opportunity to see what larger conventions usually don't provide: **CLOSE-UP MAGIC.....CLOSE UP**. You will also get a chance to hang out with the performers and get to attend four great lectures.

Treat yourself to a **GREAT** time and a **FUN FILLED** weekend! Register soon.

All events take place at the **Best Western Woodhaven Inn** (<http://www.bestwestern.com/woodhaveninn>) located at 21700 West Road, Woodhaven, MI 48183. (Metro Detroit Area) Phone (734) 676-8000 Call the hotel for room reservations or hotel information. There is a special room rate of \$73 plus tax per diem for the convention. To qualify, when you make your reservations request the **Motor City Magic** rate.

The dealers will include: **Wunderground Magic, ABC Magic, Benz Magic, Pattrick's Magical Surfaces, Kozmo Magic, Chris Capehart Magic, Roy Kueppers Magic, Eric Jones Magic, BJW Jewelers, Eric Ross Magic**, and **Gordon Miller Magic**.

For more information go to: www.johnlukamagic.com



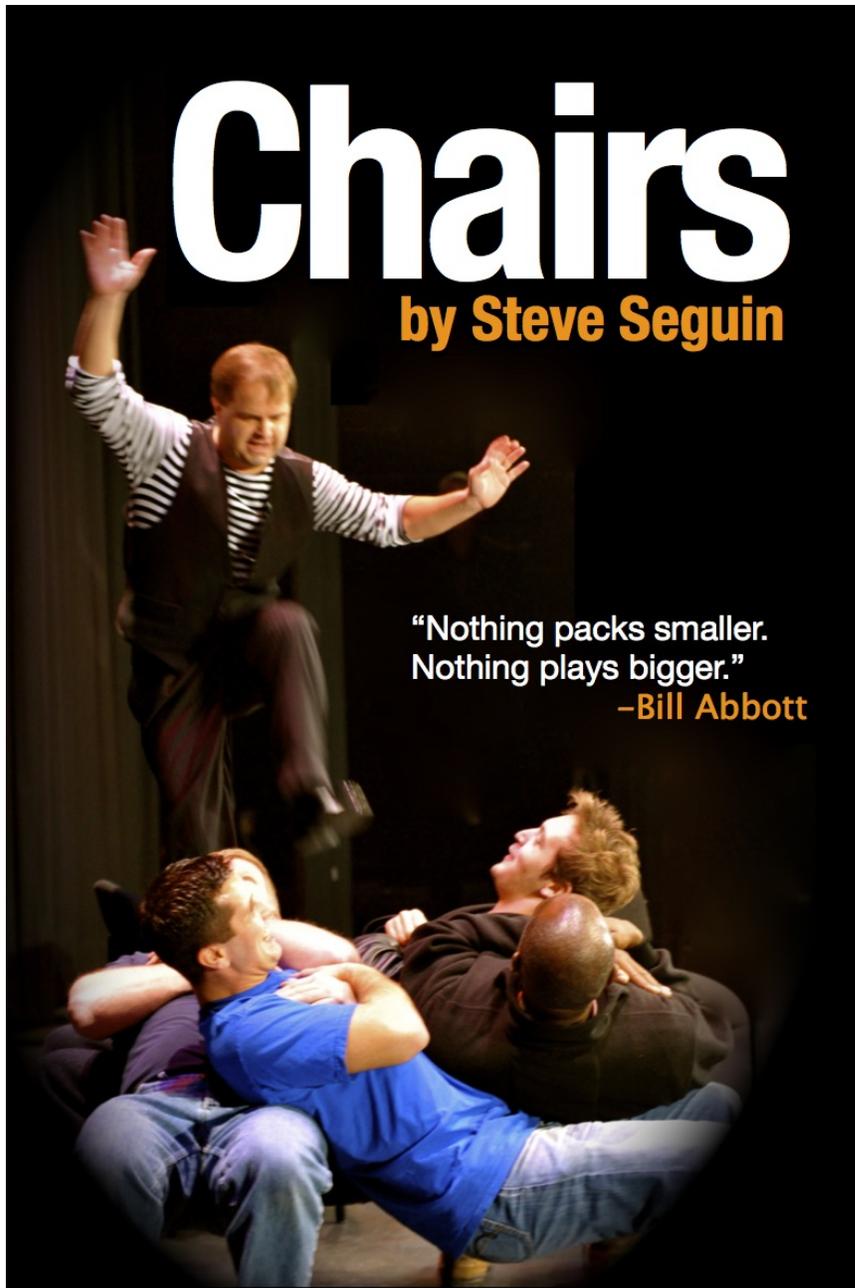
CHAIRS by Steve Seguin

The Guaranteed Standing Ovation

Juggler, magician and humorist Steve Seguin closes every show with a standing ovation, and now YOU can too! Applying great staging, simple choreography and an age old circus/party stunt, Steve has audiences jumping to their feet at the end of his show. Every. Single. Time. Guaranteed!

No Props!

In partnership with Bill Abbott Magic, Steve Seguin will walk you through a master class in audience participation and management. In a deluxe multimedia pro package which includes both a 45 page book and 90 min. DVD that will give you all of the knowledge and tools necessary to add this dynamic conclusion to YOUR show.



CHAIRS REVIEW

"I've seen so much misleading ad copy it's unreal. Promises of guaranteed standing ovations and the best reactions ever with tried and tested routines. At last something that lives up to the hype. Steve Seguin's Chairs is insane. Enter with nothing at all, leave with nothing but applause. The routine

is hilarious, action packed and jammed full of visual comedy. Even if you already know how the chair stunt works, Steve's tips will give you the confidence to go out and perform it everywhere and in every show, like he has for over 10 years. Finally, a product where the only thing that's unreal is the reactions you'll be getting."

-Mark James (United Kingdom)

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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.

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