

**CLOSE-UP MAGIC
ENTERTAINMENT
FOR
WEDDINGS, CORPORATE EVENTS
AND
BANQUETS**

By Brian Rolè'

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1. Close-Up Magic

What is close-up magic?

Close Up Magic is the kind of magic that is witnessed from extremely close quarters, in fact as close as one can get. Actually most of this kind of magic happens in the spectators' hands, as the magician mingles with his audience. Since the magician usually doesn't have heavy props to carry around this kind of magic is very suitable in situations where stage performances cannot take place or where a more intimate style of entertainment is required.

There are many forms and styles of close-up magic that appeal to many kinds of audiences. This magic is suitable for everyone, adults and children alike since there are no barriers in the kind of performance given by the close-up magician.

Close-up magic is a perfect method of entertainment for receptions, banquets, open air events and for promotional purposes and can be adapted to theme the particular event if required.

Close-up magic has existed forever but was made popular by David Blaine due to his TV specials. More recently Criss Angel made this kind of magic even more popular due to his unique style that appealed to both the older and younger generations. Even David Copperfield features many close-up magic effects during his popular TV specials, such as making a paper rose float right beside a member of the audience.

Since close-up magic can be adapted to many situations, it is a perfect medium to entertain guests on a personal level. It leaves a remarkable experience which is very memorable.

Not every magician can provide close-up magic as it entails the performer to reach a certain level of skill and charm to approach audiences on an intimate level.

Read on to see how close-up magic can be the perfect solution for providing entertainment for your big event.

2. Wedding Events

The wedding magician is more than just a wedding entertainer. Having a wedding magician at your wedding will bring enjoyment and fun to your great day. The magician will provide a unique and magical experience to each and every guest at the wedding. It has now become very popular in many countries around the world to hire a magician during wedding receptions, simply because the magician offers a unique type of entertainment during the reception. Hiring the right wedding magician to entertain the guests at a wedding will bring enjoyment and fun and turn the event into a fantastic day to remember. It is very possible for the magician to provide unique and magical experiences to each and every guest during his performances at the wedding. The magic provided by the magician is usually Close Up Magic, a very popular kind of magic performance.

But knowing when and how to hire a magician for your special day does require a little planning and essentially one must acquire the best option available. The following are a few tips you may use. The magician needs to be professional and have several years of first hand experience performing.

He must also be in a position to offer a wide choice of close up magic and must be willing to guide you to make your day very successful indeed and memorable for many years after. It would be good advice to suggest finding out whether or not the magician is member of any sort of recognised magician's association, such as the Magic Circle or The International Brotherhood of Magicians. This is very important since world renowned associations such as those mentioned above require that each member auditions before a panel of judges in order to be admitted as full members. This assures you that the magician is of standard and of good ethical conduct. There are many magicians to choose from and each offer their price and choice of services from which to choose from. As in most cases, quantity does not equal quality and one must take care in trying to obtain the best according to the available budget.

The two most popular forms of wedding magic offered are stand up or strolling close up magic or table magic, although several other options may be offered. In either case the magician usually provides a special effect exclusively for the Bride and groom and the top table if the wedding reception is a seated banquet. Since this article concentrates mainly on the two styles of magic mentioned above I will now break them down for the reader to understand clearly. During stand up receptions, the magician strolls and mingles with guests whilst providing close up magic that is

interactive and that will keep the guests involved at all moments whereas if the reception is a seated type of event, such as a lunch or dinner, the magician entertains the guests at their table (moving from table to table) or may even provide his audience with a short close up magic show or a long series of magic effects if the table is arranged as a one long table. The magician may also be requested to provide magic during photo shoots for those present and awaiting their turn to have a photo taken with the newly weds. In some cases, magicians are known to have been hired to entertain the children present for the wedding.

It is normal for a magician to be booked for between two to three hours during wedding receptions, but there are times where the magician is requested to remain longer or shorter periods. So if you are planning a wedding, do consider a magician as a top priority during the reception. His presence turns dull moments into moments of laughter, joy, excitement, amazement and entertaining fun. Your wedding will be marked very memorable in the minds of all your guests and those who were directly involved with any of the magic provided by the magician will relive the experience by passing down the story to others who were not present.

3. Corporate Events

Corporate events are very special events. These events are usually a company's method to launch a product, to thank its employees or clients, pass on information, to decide on important matters, to meet up with other international subsidiaries, to celebrate recent successes and much more. Most of the people at these events maintain a certain level of education or may come from a certain level of society. In fact many VIPs can be found amongst the guests. Therefore it is very important to offer the BEST entertainment to them especially since they have probably hosted their events in many parts of the world and have savoured all types of entertainment worldwide.

Again close-up magic is one of the best forms of entertainment for these particular events. The close-up magician can perform effects that may relate to the company's guests and can communicate messages provided by the client to the audience in a subtle and entertaining manner.

The magic is provided as mentioned earlier in magic for weddings. The situation is basically the same apart from the guests being present for different purposes.

The magician can be booked anywhere between 1 and 3 hours for any particular event depending on the requirements of the client and can usually cater for about 10-15 tables during this time again depending on the amount of time he sets to entertain each group or by the amount of time available.

Not every magician is able to provide magic for corporate events and companies should be wary about who they choose in order to provide entertainment to their guests. It is always wise to engage a full time professional who hold memberships to a respectable and known magic association.

4. Private Parties

Close up magic can be used during private parties in almost any kind of environment. It has been provided in discos, clubs, in pubs, in private residences and of course all other places where people gather to celebrate something.

In these situations the magician can approach the guests on a less formal basis in order to provide an entertaining performance that adheres to the atmosphere. The amount of time the magician can perform depends on the amount of guests and time available. Again it is a very good source of entertainment that adds something unusual to your private party, something that will be remembered by your guests.

The magic can be themed for themed parties such as Hens' Nights, Carnival, Halloween, Christmas, Birthdays and Anniversaries amongst all others.

5. Strolling Magic

Strolling magic is also known as walk around magic. This kind of entertainment is usually used for fairs, in shopping malls and in situations where large areas need to be covered with entertainment. Since the magician doesn't have large props to carry, he can bring the entertainment to the people anywhere at the venue.

This kind of magic is very popular during open air events, where performances take place on large open grounds. This way entertainment can be provided to several groups of people regardless where they are situated in the venue.

Another form of strolling magic can also be described as street magic. This happens on the street with passers by as the audience. The magician can use this kind of entertainment to attract customers to shops or to promote shops in shopping malls.

The most important thing to think of when booking a magician to entertain guest with strolling magic is that the magician is well informed on what type of results you would like to see, such as if you just want people to be entertained or if you wish to attract passer bys to your shop or a particular area. If you wish to use the magician as a promoter for example, to attract more customers to your shop, then the magician has an added advantage over the usual promoters who usually distribute leaflets. The advantage is that the magician can attract a number of people easily since the magician will be doing something not usually experiences by everyone with an added advantage of using his communication skills to inform people of you shop but it is very important to book a magician who has experience in this field.

6. Promotional Magic

Close-Up Magic and other kinds of magic can be used for promotional purposes. As mentioned in the previous article about strolling magic, magic is a great source to attract the attention of people since the magician will be doing something unusual. On top of that, the magician has learned the art of giving out instructions to people in a manner that is entertaining and enjoyed by them. Therefore this skill can be used in order to promote a particular product, shop or person.

Close-up magic is also great to attract people. This is fantastic for purposes such as to attract people to fair stands, certain areas.

Products too can be used during certain tricks in order to give them more prominence. The possibilities are endless and only limited by the imagination and creativity of the magician. That is why it is important to choose a magician who has a creative approach and flair for business.

7. Magic In Restaurants

Magic in restaurants is a good way to offer entertainment to the patrons without compromising space or time. The same style of approach similar to banquets and dinners will be adapted, yet the performance usually takes place once the patrons have enjoyed their main course since clients enter and leave at separate times.

The performance usually takes about 10mins for each table again depending on the amount of time available and number of tables available. By using this kind of entertainment in restaurants a certain bond is created between the client and the restaurant. The client feels good that something else is offered apart from the good food and remembers the experience which will be related to others.

This is a good form of free word of mouth advertising for the restaurant.

8. Choosing The Right Magician

After explaining the types of close-up magic performances that suit several conditions and venues a most important factor remains to be unearthed. Choosing the right magician for your needs requires a little thought. It is important to choose the magician basing the choice on quality especially since this will reflect on your image with your clientele, friends and or guests. The following are some tips that will help you to make a right choice when hiring a magician.

- The magician needs to be professional and have several years of first hand experience performing.
- He must also be in a position to offer a wide choice of close up magic and must be willing to guide you to make your day very successful indeed and memorable for many years after.
- It would be good advice to suggest finding out whether or not the magician is member of any sort of recognised magician's association, such as the Magic Circle or The International Brotherhood of Magicians. This is very important since world renowned associations such as those mentioned above require that each member auditions before a panel of judges in order to be admitted as full members. This assures you that the magician is of standard and of good ethical conduct.
- There are many magicians to choose from and each offer their price and choice of services from which to choose from. As in most cases, quantity does not reflect quality and one must take care in trying to obtain the best performer available according to the budget at hand.
- References are helpful when deciding on a particular magician. Make sure that the magician can provide you with at least one reference or referral that fits the requirements of the intended performance.
- Hiring a magician who has television experience has an extra beneficial advantage since the magician is trained to communicate on various levels. This also adds other advantages such as people recognising the magician making the magician more approachable.
- Does the magician know when to interrupt guests at a table or in a group? An experienced performer will know when to interrupt a particular group of people to entertain them and when not to.

9. Resources

The following are resources that can help you make your event successful.

www.Ble-ep.com Entertainment Agency Malta

These provide world class acts of certain professional levels for all types of bookings. They also find entertainment for weddings, corporate events, parties, hotels, cruise ships and private events.

www.ShopsOfMalta.com Malta's Free Link Directory

Shops Of Malta is a free link directory featuring Malta's many shops. Here you can find supplies for weddings, corporate events, parties and almost everything else.

www.rolemagic.com International Magic and Illusion Services

Rolemagic Entertainment provides magic and illusion shows for hotels, cruise ships and all other forms of performances.

10. About Brian Rolè

Brian Rolè is the leading magician in Malta and is renowned worldwide for his various global performances.

[Brian Rolè](#), member of the [Magic Circle](#), [International Brotherhood of Magicians](#) and [Ring 202 Malta](#), is a leading licensed professional entertainer who has several years of first hand experience performing magic for weddings and similar gatherings. He is the chosen magician for several VIP international events and now he can be your chosen magician for your event whether it is your wedding, a corporate event or any other. Not only is it guaranteed that you and your guests will experience fine moments of amazing, entertaining close up magic but also it is guaranteed that adding magic, the '*Special Ingredient*' throughout your special day will truly make it memorable for years to come.

Brian has provided magic for several clients and top VIPs during several banquets. Clients include Hewlett Packard (International), Sony (Malta), Westar (Dubai), The Round Table Mumbai, Eden Century Cinemas (Malta), IMAX Vodafone Theatre (Malta) and many others. He has also performed on cruise ships, in many variety shows within larger productions and on TV, on popular programmes such as Raxx, Tlaqna, Euro Showbox, Allegria and has appeared as a special guest on many aired programs.

As a full time professional magician, Brian is accustomed to spend time travelling which ensures you that the location of your event is of no issue to him

Awards:

Parlour Magic Competition 2002 - Close Up Magic Competition 2004

Memberships:

The International Brotherhood of Magicians (USA)- The Magic Circle (UK)- Malta Magician's Society (MLT)- International Magician's Society (USA)

World

Performances:

Malta - Dubai - United Kingdom - Rome - Spain - India - Belgium - Mexico - Greece - Monte Carlo - Ireland - USA

Other:

Past President of Malta Magician's Society

