

Contact: **Tim Ellis**
Australian Institute of Magic
Phone 03 9486 4445
Tim@MagicUnlimited.com

3/114 Bent St
Northcote, 3070



Press Release

The Masked Magician reveals all on national television – will he make our audiences disappear?

Which side will people choose?

Will their curiosity get the better of them and they'll tune in to peek behind the curtain?

Or will they come to see real magic performed live at The Melbourne Magic Festival during the school holidays instead?

Artistic Director of The Melbourne Magic Festival, **Tim Ellis** says *"The Masked Magician is a bit like someone who runs around telling children that Santa Claus doesn't exist. Most people love the fantasy and wonder of magic, and if you can suspend your disbelief you're transported into another world where anything is possible. The Masked Magician wants to reduce to art of magic to nothing more than a puzzle to be solved."*

Australia's Honest Conman, **Nicholas Johnson**, who is no stranger to exposing frauds, says *"Valentino (The Masked Magician) tried to make it as a magician back in the 1980's. He was desperate to become famous, but he never really understood the art of performance. It's really quite sad that the only way he could become recognised was to put a mask over his face."*

Simon Coronel, who teaches magic to adults at The Melbourne Magic Festival, says that revealing secrets is an important part of magic, if done correctly. *"If you want to learn magic, the secrets will be revealed to you. But the real secrets include psychology, showmanship, presentation, misdirection, sleight of hand, non-verbal communication and choreography. The Masked Magician could learn a lot from one of our classes."*

The Masked Magician just may be conjured at one of the Festival shows too! Will the Melbourne Magicians **expose him**?

The Melbourne Magic Festival – June 28 to July 10, 2010

FACTS & FIGURES

- This year we have over 100 performances from June 28 to July 10 at the Northcote Town Hall.
- Shows for all ages from clown magic to mentalists, from sleight of hand to grand illusions, from con artists to Christian magicians.
- We have workshops and classes for kids and adults.
- We have a special international guest, Shoot Ogawa, from the Magic Castle, Hollywood, who will perform and lecture.
- Plus we have the Australian Junior Championships of Magic as we seek to discover Australia's next Harry Potter.

All events are at the Northcote Town Hall and are priced from just \$10 up to family passes for \$45.

More information is at www.MelbourneMagicFestival.com

For interviews, story and photo opportunities please contact festival director Tim Ellis

Tim@MagicUnlimited.com or (03) 9486 4445



Amaze. Inspire. Motivate.
www.AustralianInstituteofMagic.org