

Edinburgh International Magic Festival 2014



Eight days of outstanding performances from the world's best magicians

The fifth Edinburgh International Magic Festival will once again bring the most innovative and talented performers from all over the world to Edinburgh from 27 June – 4 July 2014.

This year magic collides with theatre, science, comedy, history, sideshow, technology and psychology as performers from the widest fields of interest come together in Edinburgh to give festival goers the most magical experience possible.

In the Year of Homecoming Scotland, local magicians feature prominently in the main programme. Glasgow magician **Michael Neto**, who represented Scotland at FISM World Championships of Magic in 2012, brings his new theatre and magic production, in collaboration with **Sonic Boom Theatre Company**, to MagicFest. Harthill's **Colin Cloud** is a master of deduction; he explores the snap judgements we all make about other people and life's scenarios in his new show Forensic Mind Reader. Actor and magician **Scott Smith** from Edinburgh makes his MagicFest debut in the main programme. After a sell show at the Fringe last year, Scott performs at new venue MagicFest venue Adam House Theatre. London Magic Circle Competition finalist **Billy Reid** from Glasgow is one of the UK's most devilishly brilliant close-up magicians and an expert sleight of hand artist.

Kevin McMahon, Edinburgh International Magic Festival Director, said: "Five years ago we waded into the busy Edinburgh festival market aiming to get live magic in front of public and to find acts that didn't just amaze but also excited and inspired. Now over 5000 people come to MagicFest

each summer. In the last few years there's been a groundswell in the Scottish magic community of performers willing and able to create innovative shows and I'm delighted to programme so many quality Scottish acts this year."

Each year a wide array of international artists also feature in the programme. This year the award winning line-up includes **Lukas** from South Korea who brings a sense of poetic artistry and visual manipulation techniques to Scotland for the first time, USA's **Rob Zabrecky** a Magic Castle illusionist and character actor who has been twice voted 'Stage Magician of the Year' by the Academy of Magical Arts and **Xavier Tapias** from Spain, whose amazing animatronics act evokes the story of Pinocchio as he magically builds a boy from household rubbish.

Magician and psychologist **Professor Richard Wiseman** makes his MagicFest debut. An international bestselling author, Richard's YouTube channel has over 1 million subscribers and 200 million views. Join him as he takes you backstage to discover the secret science of sorcery. MagicFest are delighted to welcome German artist **Johan Lorbeer** to Edinburgh for the first time. He is famous for his public "Still-Life" performances, which feature Lorbeer in an apparently impossible position, standing in mid-air 'leaning' against a wall with one hand.

In addition to bringing magic acts from around the world to Edinburgh, MagicFest produce unique events and develop new show concepts. Last year's sell show **The Secret Room** at Lauriston Castle is back with three of Scotland's finest magicians who animate the castle's intriguing past with stories, performances and illusions. **Magic Dinner** at The Royal Scots Club also returns with an evening of fine dining and immersive magical entertainment. **Magic School** wizardry workshops offer 7-10 year olds the choice of either a 2.5 hour workshop or 5-day course with fun show for parents. **Street Magic Masterclass** gives 11-15 year olds the chance to learn

some mind-blowing techniques and the secrets behind sleight-of-hand. Brand new show **Tower of Illusion** at Camera Obscura takes you on a magical journey where you must work together to defy illusion, solve riddles, challenge mystery and confront the unknown in a unique treasure hunt.

Since conception in 2010, MagicFest now produces one of the UK's largest magic events, has consulted for the National Theatre of Scotland, broken a Guinness World Record and put together a series of shows and workshops as part of the celebration of Shakespeare's birthday at the Globe Theatre in London. The Edinburgh International Magic Festival is leading the charge in the newly developing market of Magic Festivals appearing around the world, and aims to be the world leader in programming and producing innovative, cutting edge magic.

MagicFest works with various organisations that have supported the festival development and collaborated on some exciting projects and events. Among them are Point Hotel Edinburgh (now Double Tree by Hilton), IDEAS, MagicDirecet.com, Lothian Buses, Jenners and Tree of Knowledge.

Kevin added: "In addition to our longstanding principal sponsors, we're very excited to announce a new partnership with Krispy Kreme this year. I think it's a wonderful match up and I'm looking forward to a very sweet relationship. Watch out for some in store magic at Hermiston Gait this summer!"

Open up to magic at the fifth Edinburgh International Magic Festival from the 27 June till the 4 July.



Photos by **Colin Hattersley**

Photography

Public Relations – Press – Corporate – Charities –
Arts & Entertainment

07974 957 388

colinhattersley@btinternet.com

www.colinhattersley.com