

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.

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.

