

**FINANCIAL TIMES**

**Losses? Just magic them away...**

Boy wizard Harry Potter, American "street" magician David Blaine and British counterparts Paul Zenon and Guy Hollingworth – all have contributed to a recent upsurge of interest in magic, which is seeing off its tired old image of rabbits, hats and spangly sawn-off assistants. So glam has magic become that Tom Cruise has been seen "table-hopping" at Hollywood parties, having worked on a film about British magician Jasper Maskelyne – who used stage magic in the second world war to hide the Suez Canal from the Luftwaffe.

Now, there is yet another application for the ancient art: corporate presentations. The

company Magic Management uses magic at trade shows and conferences and director James Freedman believes it is a great way to get your messages over to an audience. "It's about making the key messages of a presentation memorable and effective," he says. Magic Management has variously made cars, watches and CD-Roms appear from nowhere and has even arranged for knives to be thrown at a chief executive – all in the interests of teambuilding, of course.

[www.magicmanagement.com](http://www.magicmanagement.com)

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**Magic Management is the company that brings the psychology of magic to business.**

For more information visit [www.magicmanagement.com](http://www.magicmanagement.com)