



Artistic Illusions with a Touch of Class

MAGICIAN PORTFOLIO: ALEXANDER YUEN



*Theatre Production: Virtual X Reality (2015)
presented by Esplanade Singapore.*

ALEXANDER YUEN: THE FINER SIDE OF MAGIC

Sophisticated, charming and eloquent. Alexander Yuen is a multi-award winning international magician who is not only touted for his skills in the craft but admired for his thinking and creativity in theatre and magic. Alexander represents a rare breed of magicians that are highly educated and extremely skilled.

Graduated with a B.A. (Hons) and a Master's in Psychology, Alexander combines his knowledge of human behaviour and emotions to craft an unforgettable experience for his audiences.

Alexander's presence, charm and ability to interact with an educated and sophisticated audience, positions him to be continuously engaged and invited to high society events and parties.

With over a thousand performing hours under his belt, you can be sure that you and your guests will be enchanted by his intellectual style of classy magic.

No top hats or rabbits; for those who appreciate finer things in life, Alexander is your choice as he brings forth a finer side of magic!

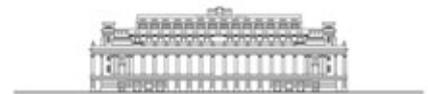




PAST CLIENTS INCLUDE:



FRANCK MULLER



THE FULLERTON HOTEL
SINGAPORE



McKinsey&Company



AND MANY MORE...



Accolades

"My Journey, My Home" EZ Link Design Competition, with EZ Link CEO, Mr Nicholas Lee.

Qualifications

National University of Singapore

- B.A. (Hons) Psychology
 - Dean's List (2010/2011)
 - Magna Cum Laude
- Masters in Psychology
 - 3 Publications on Psychology & Amazement

Awards and Achievements

- Singapore Magic Circle: Impromptu Magic Competition 2008 (1st Place)
- International Brotherhood of Magicians: Legerdemain 2010 (1st Runner Up)
- Japan Cup 2010 (Finalist representing Singapore)
- Magic Unlimited 2006 (Finalist)
- Singapore Magic Festival 2009 (Featured Performer)
- Singapore Street Festival 2013 (Featured Performer)
- NTUC Kite Festival 2012, 2014 (Featured Performer)

International Performances

- Japan:** Japan Cup 2010 (International Performer)
- USA:** Society of American Magicians Guests Showcase, 2010. Arizona
- Malaysia:** Genting Highlands: Featured Artiste for International Buskers Festival 2014.
- Oktoberfest Tour 2014 for Guinness Anchor Berhad
- India:** Private Wedding (2014)
- Egypt:** International Bank Dinner and Dance (2014)

Theatre Productions

- Child Aid 2014 by Straits Time - Consultant and Advisor
- NUS Arts Festival 2013: The Swing Thing - Main Cast
- NTU Arts Festival 2015: Featured Artiste
- Esplanade Presents 2015: Virtual X Reality



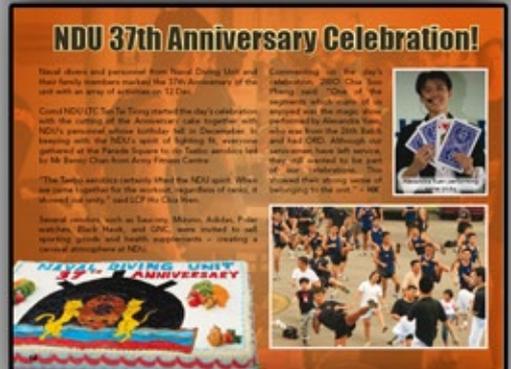


Accolades

Interactive Roving Magic at Cocktail Reception for DSTA (Marina Bay Sands Convention Hall)

Media

- STRAITS TIMES** (6th September 2014): Better Busking in Singapore
- RAZOR TV** (December 2013): iPad Magicians in Singapore
- THE NEW PAPER** (12th June 2013): It's All About the Talent
- OKTO ARTS BITE** (March 2013): Interview on NUS Arts Festival
- VISION INTO REALITY** (July 2013): In Foreword by Minister Vivian Balakrishnan
- THE RIDGE** (NUS Publication, 2012): The HEART of Magic
- ESQUIRE MEN'S MAGAZINE** (2012): Magicians for Men's Night
- "WE ARE YOUNG"** (YES! 93.3fm, 2011): Radio Interview on M for Magic
- MAGIC FOR TV** (in2it.sg SAFRA Publication, 2011): Interview on M for Magic Theatre Show
- M FOR MAGIC** (Sinema TV)
 - Season 1 (2011)
 - Season 2 (2012)
- TONIGHT'S NEW INTERVIEW** (Channel 8 Mediacorp, 2010): Magic at Skypark
- NEWS 5 TONIGHT** (Channel 5 Mediacorp, 2010): Christmas Magic
- NAVY NEWS** (Issue 6, MINDEF 2010): On Naval Diving Unit's Anniversary Celebration



SHOWS: ROVING MAGIC

It is our mission to offer the best show for the event, depending on the venue, audience size, theme of the event, one type of show might be better than the other.

INTERACTIVE ROVING MAGIC

The Interactive Roving Magic performance promises strong and powerful magic that happens in your guests' hands. Through magic with money, watches and even borrowed phones, Alexander creates magical moments that are up-close and personal.

Alexander's hospitality and communicative skills allows him to mingle and interact with top CEOs, Directors and Chief Level Executives. You can be sure your guests will be in good hands with Alexander around!

RECOMMENDED FOR: Cocktail Receptions, Corporate Parties, Networking Sessions, Private Parties, Weddings, Tradeshows, Restaurants and General Roving Events.



iPAD ROVING MAGIC

Alexander combines sleight of hand and modern technology to create magic that is both virtual and reality.

Watch Alexander pull coins and cards out of the iPad, make objects vanish into the iPad and visually transform objects from one form to the other. This form of unique entertainment is highly interactive and sought after!

RECOMMENDED FOR: Cocktail Receptions, Corporate Parties, Networking Sessions, Private Parties, Tradeshows.



SHOWS: MAGIC ON STAGE

* SHOW BROCHURE provided separately. Please enquire.

* Technical Requirements Applicable

WELCOME TO MY STAGE! *"An interactive illusion show that amazes you on and off stage!"*
Duration: 25 minutes

WELCOME TO MY STAGE! is an interactive stage magic show that brings engagement and interaction to the audiences through magic and comedy. Your audiences will be thrill to participate directly in the magic on stage and even do a trick or two themselves!

HIGHLIGHTS INCLUDE:

GO BOWLING: Watch Alexander paint a picture of a bowling ball on a piece of paper and materializing it with a "thud"!

RECOMMENDED FOR: Small-Medium size events with an audience size of about 250 guests or less.

*Request for BROCHURE for full details.



3 SIDES OF MAGIC *"Artist, Psychologist, Story Teller"*

Duration: 30 minutes

3 SIDES OF MAGIC depicts a theatrical world where magic goes deeper than amazement. The show combines storytelling and psychology with magic to recreate child-like wonder. Alexander simulates mind reading, fabricates impossible illusions and most importantly, crafts moments that would make you believe in magic, once again.

HIGHLIGHTS INCLUDE:

GRANDPA'S TALES: Recreating the time when his grandpa would bring milk for him before bedtime, Alexander makes a jar of milk disappear, making it appear inside the bulb of a bed side lamp.

RECOMMENDED FOR: Medium-Large Events (1000 pax or less). Formal Dinners, Theatrical Events, English Educated Audiences.

*Request for BROCHURE for full details.

SHOWS: MAGIC ON STAGE

* SHOW BROCHURE provided separately. Please enquire.

* Technical Requirements Applicable

INSIDE YOUR MIND

"Miracles Through Psychology"

Duration: 20 Minutes

The human mind is the most complex structure in the universe. How do we decipher it? With a B.A (Hons) and M.S.Sc. and publications in academic journals, Alexander replicates psychic feats and mental miracles. Watch him read minds, predict drawings and move objects through psychic means. Even without the razzle dazzle of a magic show, this fully interactive show will blow your mind.

HIGHLIGHTS INCLUDE:

HOT DATE: In this hilarious mental routine, an audience member is asked to imagine a date with a super model. Alexander predicts accurately, the name of the model, the restaurant they dined and the after-dinner activity.

RECOMMENDED FOR: Any size event: Formal Dinners, Theatrical Events, English Educated Audiences. Attentive and Participative Audiences.

*Request for BROCHURE for full details.



CUSTOMIZED SHOWS

Duration: Varies

Whether you are launching a product, introducing concepts to a new audience, or even making a VIP appear, Alexander and his team are able to craft a magical routine based on the features of your product or concept.

Our customization goes beyond "sticking a logo" on magic boxes. We go in depth and feature your concepts in a wholesome manner.

*Please Enquiry.

*Please see special projects below.

Lead time: 30 days or more (Depending on Scale).

SHOWS: MAGIC ON STAGE

* SHOW BROCHURE provided separately. Please enquire.

* Technical Requirements Applicable



DIGITAL MAGIC SHOWS

Duration: Varies

Combining technology and magic principles, Alexander will engineer a visual illusion show like no other.

Watch him interact with digital space, manipulating objects and transforming virtual into reality.

*All Digital Magic Shows are customized depending on theme and event.

*Please enquire.

Lead time: 60 days or more.



WORKSHOPS AND TALKS

Alexander also provides specialized workshops on magic, psychology, passion and motivation.

Alexander had been invited to international conferences and local talks to present his work on psychology and magic. With his performative background, his talks are energetic and engaging, leaving the audiences with something to remember and think about.

RECOMMENDED FOR: Schools, Workshops, Guests Speaker Events, Team Building Events.

*Please enquire.



Special Projects

Revealing Award Winning EZ Link Designs with Minister of State, Mr Sam Tan (2015)

- Manulife (2012):** Incorporated motifs to exemplify features of investing with Manulife.
- IDA (2012):** Designed and performed iPad Show to illustrate elderly-friendly technological apps.
- Caterpillar (2012):** Designed and performed iPad Magic Show to re-enforce 6 Sigmas procedures to international vendors.
- Caterpillar (2012):** Customized iPad Magic performance to reveal winners of 6 Sigma Gold Standard.
- Maybank (2012):** Custom designed magic for Maybank Roadshow.
- Canon (2012):** Incorporated magic elements to launch latest DSLR.
- Franck Muller (2012):** Designed and performed magic to launch Franck Muller watches.
- TaylorMade (2012):** Conceptualized method to make TaylorMade golf clubs appear.
- AVIVA (2012):** Conceptualized and designed magic video sequence to showcase how their policies can save money.
- L'Oreal - Kiehls' (2013):** Relaunched the Midnight Magic Series by creating magic that showcases its benefits.
- MOE Innovation Programme (2013):** Designed acts to showcase creativity through magic.
- Benefit Cosmetics (2013):** Conceptualized and performed sequence that made "eyebrows" appear through their Gimme Brow product.
- Friso Milk (2013):** Designed iPad Magic sequence to illustrate benefits of their milk to doctors and paediatricians.
- BATT Cables (2013):** Conceptualized magic routine involving BATT Cables' directors and CEO using BATT cables.
- National University of Singapore (2014):** Featured alumni in NUS Admission Campaign.
- Maybe Baby (2014):** Designed magic routine to exemplify perks of having a baby early.
- Nitto (2014):** Designed card magic sequence to reveal award winners from Nitto.
- NETS (2014):** Produced magic routine by changing money into NETS cards to illustrate the benefits of NETS Flash Pay Card.
- L'Oreal - Shu Uemura (2014):** Formulated magic to showcase lightness of POREraser product.
- NEC (2014):** Designed and produced magic routine to illustrate and launch NEC's software for data surveillance, analysis and delivery in a large city-wide scale at World Cities' Summit.
- Herbal Life (2014):** Created magic effects using Herbal Life's Drink Mix.
- Singapore Heritage Festival (2014):** Researched on Peranakan culture and created a show based on Peranakan motifs.
- Marlboro (2014):** Designed special cigarette box that changes from blank into the newly launched design.
- Benefit Cosmetics (2015):** Choreographed magic sequence to launch Roller Lash Product.
- Esplanade (2015):** Designed, produced and directed Virtual X Reality Theatre Show.
- Kronenbourg (2015):** Featured Craftsmen. Made bottle of beer appear for Online Campaign.
- EZ Link (2015):** Conceptualized and engineered 4 different methods of revealing 4 winning EZ Link Card design, with Mr Sam Tan (Minister of State).



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**CONTACT YOUR
EVENT PLANNER**