

The close-up magic of Joshua Lozoff

What is close-up magic?

It's called *close-up magic* because it is performed face to face.

Some call it *strolling magic*, as it's often done for multiple small groups of people, moving from one to the next.

Lately, people have named it *street magic* because it can be performed literally anywhere.

Whatever the name, it means:

No stage.

No big props.

No showgirls. No tigers.

Not even a rabbit or a top hat.

Joshua's tools are everyday objects and the human mind.

He stands face to face with you and presents the impossible.

His magic is powerful, dignified and extremely entertaining.

"Josh amazed, entertained, and confounded all who saw him. His performance was some of the best live entertainment we've had."

**Catherine Nichols, Director of Alumni Affairs,
UNC Kenan-Flagler Business School**

"A Perfect Form of Entertainment"

Professional party planners, restaurant managers, club owners, and private party hosts have all called close-up magic "a perfect form of entertainment." Party guests often have a wide range of musical tastes and other interests, but well-performed magic appeals to all ages

"Joshua was fabulous. I had a room full of mouth-hanging-open, astounded guests on my hands as you left. That's just the way I wanted it!"

**— Joy Javits Stewart,
University of North Carolina**



and personalities.

One significant benefit of *close-up magic* is that it does not require the attention of the entire crowd at one time. Joshua strolls around to individual tables and small groups of people, tailoring his

"There wasn't a single person that wasn't open-mouthed in absolute awe throughout the evening, and I must say that it's neat to see the usual cynical types be so enthralled."

— Debbie Kenyon, Parksite Corp.

presentation to suit each group. He can perform during socializing time, and occasionally even during other forms of entertainment.

Joshua says: "Close-up magic is perfect for most social events, because I only need to perform for people who are eager to see it. If a group is occupied with

something else, or simply not interested, I just move on. But the truth is that nearly everyone I approach shows interest. Occasionally I'll hear 'I don't like magic,' but what they often mean is they don't like bad magic. Or corny magic. Or obnoxious magic that puts them on the spot. What I do is simple, powerful, and truly amazing. Usually after one effect, they're calling me back, asking me to show them more. And they remember the magic for a very long time"

"You were brilliant and charming! I'm sure you've heard it all before, but in addition to your ability to amaze, you have an incredibly likeable persona that casts a spell on the entire room. You made me look good. Could a client ask for more?"

- Carin Walsh, GlaxoSmithKline

Joshua Lozoff, close-up magician

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Joshua is widely considered one of the top magicians in his field.

He has trained and honed not only his art, but also his audience interaction skills for many years. He knows who to approach, and when. He understands how to make his magic enhance the event and when to allow guests their own private moments.

Traveling around the world, Joshua has studied — and continues to study — with masters, elders, and fellow magicians on several different continents. Joshua performs at public events and private functions across the US, Canada, and Latin America. Recently, he was chosen as one of only *two* American magicians to perform at the 2005 World's Fair in Japan.

His magic is appropriate for audiences of all ages and all walks of life. His demeanor, attire and performance style fit everything from a black-tie gala to a backyard barbecue.



Anywhere people are ready to experience wonder and amazement is a suitable situation for
the Deep Magic of Joshua Lozoff

Close-up, strolling, and street magic.

available for:

private parties

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