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LARRY SOFFER  
INTERNATIONAL MENTALIST

# ABOUT

## IN THE BEGINNING

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**B**orn on 25 October 1982 in Cape Town, South Africa, Larry Soffer always dreamed of becoming an international star in the fascinating realm of magic and mentalism. Inspired by the artistry, charisma and showmanship of David Copperfield, Larry, only 13 years of age, enrolled at the College of Magic in Cape Town. Four years later, he graduated with a Silver Medallion, the highest accolade bestowed by the College.

He began performing at corporate and private events, while garnering several National and Provincial Championships. Such were his talents that world famous Las Vegas Magicians, Siegfried and Roy awarded him the SARMOTI (Siegfried and Roy Masters of the Impossible) Grant - a bursary for his final year of study at the College of Magic.

After graduation, Larry took interest in Mentalism - acts of mind-reading, metal bending and telekinesis - studying it in his spare time. Soon, he began showcasing his skills on television and radio - making spoons and forks bend across these platforms affecting people in their homes, including fixing broken watches, making light bulbs burst, making TV's switch on and more. In 2006, Larry was invited to the world-renowned Magic Castle in Hollywood, the members of which are only the most prestigious magicians in the world. He went on to become the youngest South African to ever perform there and the only to ever be awarded membership at that time.

Larry is an extremely popular live show and corporate event performer, inspiring his audience to 'Believe To See' instead of 'Seeing to Believe.' In so doing, he truly opens their minds to new possibilities by getting them to believe in the impossible and thereby creating their own dreams.

Today, Larry Soffer is the most influential name in magic and mentalism across Africa and he is fast earning an exceptional name abroad as his brand continues to grow from strength to strength. This high-in- demand magician and mentalist has performed for the likes of Beyonce, Jay-Z, the Prince of Saudi Arabia, Prince Harry, Princess Eugenie of York, Michael Johnson, Hootie and The Blow Fish, Luke Perry, Andy Macdowell, Ruby Wax, Mike and the Mechanics, Vinnie Jones, Uri Geller, former SA President F.W.de Klerk, SA Finance Minister Trevor Manuel, the SA Cricket and Rugby teams, PJ Powers, Zuraida Jardine, DJ Fresh, Lee-Anne Liebenberg and more.



## SHOW OPTIONS

Kindly note Larry Soffer is based in Cape Town and rates do not include flights, transfers and accommodation.

### MENTALISM STAGE SHOW

**COST: R 35 000 ex VAT**

Every year, many companies across the world turn to South African magician and mentalist Larry Soffer for memorable corporate entertainment. From audiences of 50 to 6,000, Larry's corporate shows are a highly interactive combination of mind reading, metal bending, telekinesis and side-splitting humour. By revealing their inner most thoughts, controlling their actions and predicting their every move, Larry captivates any audience with his unforgettable style of entertainment. The mentalist stage show is perfectly suited for corporate banquets, conferences and a wide array of events.

**Duration: 1 Hour**

\*\* Technical Rider Applies

### CLOSE-UP ROAMING PERFORMANCE

**COST: R 16 000 ex VAT**

Close up strolling magic and mentalism is a great way to make guests feel at ease and entertained during the cocktail hour or networking events. This intimate style of performance allows the flow of the party to move uninterrupted and is an excellent ice breaker. Interaction is paramount here as Larry uses cards, coins, jewellery and other props to entice and delight your guests. He also makes objects move or levitate without touching them, reads people's minds and bends metal objects such as coins, keys and forks. Whether it's during the cocktail hour, at the dinner table, pre or post-show entertainment, at trade shows or in hospitality suites, Larry will have your guests utterly enthralled as he moves between tables and guests with consummate ease and showmanship.

**Duration: 1 Hour**

Additional hours can be booked at a discounted rate

### COMBO PACKAGE

**COST: R 45 000 ex VAT**

When booking a stage show and close-up show together, a discounted rate is offered for both the hour stage show and an hour roaming magic and mentalism. One of the most popular options as it allows your guests to experience the best of both stage and close-up entertainment.

\*\* Technical Rider Applies

### ROAD SHOWS

**COST: DEPENDANT**

Larry's sophisticated and mind blowing act is perfect to represent your brand at your next roadshow. With nearly 20 years' experience in the corporate market, he can take your event to the next level!

\*\* Technical Rider Applies





## SHOW OPTIONS - CONTINUED

### PARLOUR SHOW

COST: R 19 500 ex VAT

The Parlour show is a stand-up performance, which is performed in front of everyone, for small audiences up to 25 people. It is perfect for intimate dinners and small company functions.

### MASTER OF CEREMONIES

COST: R 45 000 ex VAT

With over 15 years of experience in the industry, Larry's charming and light hearted approach will make your guests feel right at home. What makes this MC experience unique is the fact that it is combined with world class entertainment. Why book 2 entertainers when all you need is one!

\*\* Technical Rider Applies

### SPECIALISED OR BESPOKE SHOWS

COST: DEPENDANT

For corporate functions or product launches, Larry tailors his show to incorporate your brand's specific messages, products or themes for a truly tailor made experience.

**Duration: 1 Hour**

\*\* Technical Rider Applies

The cost of this option may vary depending on the product or client's desires.



## TECHNICAL REQUIREMENTS FOR STAGE PERFORMANCES

### STAGE

- Stage Size (Minimum 3m x 4m) - Larry's show is interactive and he invites guests onto stage with him. At times there are 4 to 5 people on stage. The area must be able to accommodate that comfortably.
- Stage must be well lit - Larry must be visible to all audience members. General lighting might not suffice and spotlights would be needed.

### SOUND

- Headset Mic
- 1 Handheld/cordless Microphone
- Professional Sound System (Speakers and sound desk with inputs for the two microphones as well as the laptop/CD Player)
- Laptop/CD Player for music to be played through (connected to PA system)
- Sound Technician to be present to play background music during the show 60 Minute Sound check

### VISUAL

- For audiences larger than 250 people a camera feed to screen must be supplied, however recommended for audiences larger than 200 people. Camera must be close enough or able to pick up close-up shots or Artist's hands.

### STAGE REQUIREMENTS

- 1 Small table for props. Placed towards the back of the back, stage right.
- At The end of the performance Larry breaks a glass. Please take note that there will be broken glass left on the stage and arrangement should be made to sweep it up.

### ROOM SET-UP

- The stage show should be viewed as the main feature and not background entertainment
- For the stage show, the audience must be seated in such a way to make the stage visible to everyone.
- The Stage should be in front of the audience and not in the middle.
- Décor - Please be mindful of big arrangements on tables. It prevents tables at the back from seeing the show on stage.
- Dancefloor - Having a large dancefloor between the stage and the audience creates a distance between the Artists and the audience. Not only can it hinder visibility for people at the back, but the show can also lose its intimacy and interaction. Please consider smaller dancefloors or move the dancefloor to the back of the room.

### No meals or drinks should be served during the stage show

- This creates a massive disturbance not only for The Artist but also for the audience members watching the show.
- Wait staff must be instructed that the bar will be closed for the duration of the show and they should take and serve all orders before the show starts.

If these requirements are not met and/or the quality could hinder the standard of the Artist's performance, he has the right to cancel the stage show and perform close-up magic for the guests.



## QUOTES

*"Entertainment is an understatement when it comes to his show. Seriously Mind blowing stuff and magic aside, it's something new."*

*Jimmy Nevis - Singer/Songwriter*

*"I've been meeting mentalists for 50 years all throughout the world. And for the last 12 years I have tested mentalists in my successful live TV Show, so believe me, when I say someone is good, they are good! When I saw Larry Soffer he astounded me with his feats. Besides his skills and talents, his stage presence and charisma will astonish you. Book him for any event and you will be amazed."*

*Uri Geller - World Famous Mentalist*

*"I'm gobsmacked on how he did this, it was incredible."*

*Liezl van der Westhuizen - Presenter &TV Personality*

*"What Entertainment! Thank you! You left behind so many wannabe magicians."*

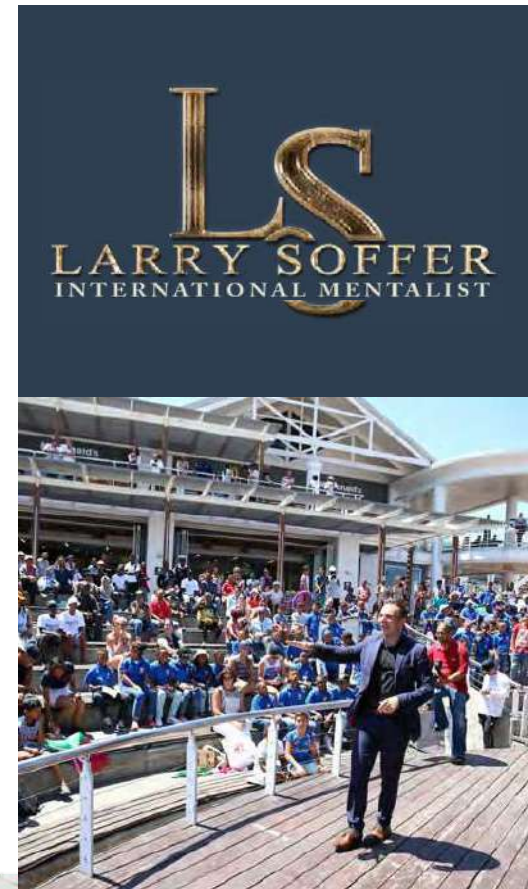
*Graham Smith - SA cricket captain*

*"What I saw tonight has given me real cause for concern about the natural world and about Larry's talent."*

*Claire Johnston - Mango Groove*

*"I have seen magicians around the world, but Larry is in a league of his own."*

*Mike from Mike and the Mechanics*





## SATISFIED CLIENTS

- TO NAME A FEW

*"Everybody LOVED Larry and enjoyed the show, it worked perfectly. He is mind-blowing! They were still talking about him for days. Larry is wonderful to work with and will recommend him to all our clients in the future."*

*Elmari - Johannesburg based Incentives and Events Company*

*"Wow Wow Wow! What more can I say!*

*Our management team was carried away to a wonderful world of Magic! Thank you so much for your input to not only make our evening enjoyable, but also to provide us with some food for thought.... I think your inspiration has also helped some to start believing in their abilities again. Thank you - you have left us all (event hose who were cynical) in awe!"*

*Liza - National Software Company*

*"THANK YOU SO MUCH for the part you played in ensuring that the WFS gala dinner function was a success.*

*The client has given rave reviews and for that we are grateful!*

*Thank you so much to you for your creativity, professionalism and commitment."*

*Rochelle - Johannesburg based Events Company*

*Event: Corporate Year End Function, December 2015*

*"I love what you are doing - this goes far beyond magic, illusions, mentalism etc. Even bigger than YOU!*

*Priya*



## MEDIA COVERAGE *\*Please enquire for full list*

- TO NAME A FEW

