

MICHAEL GRANDINETTI

MAGIC ON THE CUTTING EDGE



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TV SPECIALS AND SERIES

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“A GREAT MAGICIAN WHO CAN TRULY COMMUNICATE WITH A TV AUDIENCE” -Entertainment Weekly

“It was a pleasure to have a true professional in the house. It was a great show and the audience loved the experience.”

-Rob Howick

Entertainment Centre, Casino Rama, Ontario Canada

“The reviews are in and you were a big hit. The show was outstanding!”

-Kurt Funk, Director of Events

Citizens Bank Park, 40,000 People In The Round

“Thank you so much for an amazing weekend of magic at the Mission Bay Theatre! You delighted our guests with your fantastic show. They are still raving about it!”

-Christine Callaway, Executive Director

Mission Bay Theatre, San Diego, CA

“It was an honor to have you as a part of this historic, national event. You were wonderful!”

-Cheryl Campbell, White House Easter Celebration

“Michael Grandinetti was phenomenal at The Paramount. He gave them a magic show to remember for a long time. His talent is top notch and his warm and humble personality stands out by a mile. His live magic show at The Paramount earned five out of five stars.”

-Markos Papadatos, Reporter, Digital Journal

“Michael Grandinetti was a huge hit with our audience. The show attracted a large crowd of both adults and children, and Michael captivated them all evening with his magic, humor, and rapport. I highly recommend this show as an excellent addition to any event.”

-Miriam Burns, Conductor

Rochester Philharmonic Orchestra, Rochester, NY

“Abracadabra is no longer the appropriate way to conjure up a spell. Magic has found a new catch phrase and it goes ‘Michael Grandinetti!’ With a mind of illusion and a charming smile, Grandinetti made dividing a woman in half look effortless. The audience was smitten, chanting their ooh’s and aah’s.”

-Samara O’Shea, Pittsburgh Post-Gazette Review

Byham Theater, Pittsburgh, PA



“Among the most accomplished acts in the world of magic, Michael Grandinetti holds his own with well executed levitation and fire illusions.”

-Tom Gilbert, The Los Angeles, Times

“You are a talented performer and your skill is reflected in your professionalism. I have worked in variety TV for more than 40 years, most of it with Dick Clark, and I want you to know I was truly impressed with your performance.”

-Al Schwartz

Executive Producer, Dick Clark Productions

“What you’ve been doing is hugely impressive for presentation on stages all over the world.”

-Steven Baruch

Tony-Award Winning Broadway Producer

“If you’re a fan of magic or just want to see great live entertainment, don’t miss the chance to catch Michael Grandinetti. His performances are engaging and entertaining for all audiences, and his personality will win you over just as much as his magic. He is one of the best talents in illusion working today.”

-Brittany Frederick, FanSided

“Your magic is truly inspiring. I have never been to a magic show before and you made my first show breathtaking.”

-Josie Mico, Audience Member

Grand Sierra Resort and Casino, Reno, NV

“I didn’t see ONE person who wasn’t on the edge of their seat during your show. Looking forward to doing it again!”

-Brett McGinness, Entertainment Director

Aces Ballpark, Reno, NV

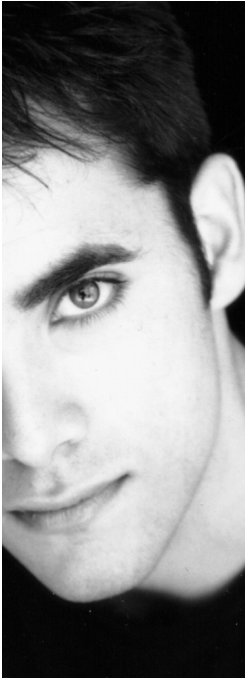
“Thank you for putting on a brilliant show. I had some friends in the audience, theatre professionals, and they were blown away! You are both a consummate professional and a sublime artist. Your performance was thrilling for the audience.”

-Curtis Lindsay, General Manager

Mark C. Smith Concert Hall, Huntsville, AL

THE MAGIC OF MICHAEL GRANDINETTI

BIOGRAPHY



Named by *Entertainment Weekly* as “a great magician who can truly communicate with a TV audience”, *Hidden Remote* as a “fan favorite...with charisma and an easy rapport with an audience”, and *Digital Journal* as “the one to watch in magic in a show that is five out of five stars”, Michael Grandinetti is not your ordinary magician.

With performances on national and international television, in stadiums, arenas, casinos, and theaters around the country, with Oscar-winning composers and symphony orchestras, for NFL and NBA halftime shows and major sporting events, for Fortune 500 companies, and even at The White House, Michael has made a name for himself around the world as an extremely talented and innovative illusionist.

Over the past 20 years, Michael has been driven to make magic modern and exciting and to give it a wide, mainstream appeal. He has had starring roles on NBC’s “The World’s Most Dangerous Magic II”, The CW’s “Masters of Illusion”, and POP’s “Don’t Blink”, and his magic has been featured on the Emmy-nominated FOX series “Bones”, “The Today Show”, the “Hollywood Christmas Parade”, “The Bold and the Beautiful”, “Access Hollywood”, “Entertainment Tonight”, “SportsCenter”, “NBA on TNT”, and “FOX & Friends”. Michael has also appeared as a guest on radio shows across the country and in media including *Parade Magazine*, *Entertainment Weekly*, *AXS.com*, *Hidden Remote*, *Starpulse*, *The Huffington Post*, *MAGIC Magazine*, *Young Hollywood*, *Pittsburgh Magazine*, *The Beverly Hills Times Magazine*, *Tucson Living*, *DC Life Magazine*, and *The Marilu Henner Show*. Michael was recently featured on CNBC’s “Make It”, a series about people who have achieved success in challenging industries, as well as on the cover of TV Times magazine, released nationally in newspapers across the U.S.

Possessing a true passion for amazing live audiences, Michael has performed at a wide range of venues including Heinz Hall with renowned composer Marvin Hamlisch and the Pittsburgh Symphony Orchestra, A.J. Palumbo Center in Pittsburgh, Harrah’s Resorts in Atlantic City and San Diego, Gallo Center for the Arts and Gold Country Casino in Northern California, United Center in Chicago, Bank of America Stadium in Charlotte, Casino Rama in Ontario, Canada, Grand Central Station in New York City, the Four Seasons Resort in Lanai, Hawaii, on the red carpet of ESPN’s ESPY Awards at the Dolby Theater in Hollywood, and at The White House Easter Celebration. Michael was also honored to be the first illusionist ever invited to perform in the National Independence Day Parade in Washington DC. During this remarkable celebration of our country, Michael levitated a girl high above one of the floats as it moved down Constitution Avenue, while a live audience of 250,000 people lined the streets.

In addition, Michael was recently one of the headlining performers in “Masters of Magic”, a large-scale production show which ran nightly for two months at the Grand Sierra Resort and Casino, in Reno, Nevada. Presented on the world’s largest indoor stage, a full acre in size, Michael caused a 500lb motorcycle to appear in mid-air, levitated 10ft into the air under bright lights at the front of the stage, created interactive magic with everyone in the theater at the same time, and melted his body through a 7ft tall wall of solid, examined steel.

Michael was also one of the stars of the hit CW television series “Masters of Illusion” for five seasons, which aired in over 100 countries around the world. Hosted by actor Dean Cain (Lois & Clark: The New Adventures of Superman, Hit The Floor), during the run of the series, Michael performed both grand illusions and interactive stage magic including shrinking a girl to the size of a basketball, vanishing borrowed rings and causing them to reappear baked inside a loaf of bread, bringing a painting to life, levitating a lady in the center of the audience, and escaping from a platform suspended 20ft above the stage, all in front of a live audience in Hollywood. Special guest Ace Young, star of American Idol and Hair on Broadway, assisted Michael onstage during the show for his “Walking Through Steel” illusion.

To promote the series, Michael performed a daring live stunt in which he levitated in the air, for 4 hours, 15 feet above the Hollywood Walk of Fame. During the event, helicopters hovered overhead, traffic along busy Hollywood Boulevard came to a halt, and observers flocked from blocks away to wave their hands all around to try and figure it all out. The event was broadcast by news sources across the country and the Pittsburgh Post-Gazette listed the stunt as one of the 5 things they loved during the week.

Michael also starred in the recent Pop TV series “Don’t Blink”, a docu-series that took viewers inside the underground world of street magicians as they performed for the unsuspecting public and celebrity guests live on-location. For the series, Michael filmed over 30 pieces of magic, from large-scale grand illusions to close-up sleight of hand, while surrounded by audiences at Hollywood Boulevard, Venice Beach, and Universal Studios.

Always striving to take the art of illusion in new and exciting directions, Michael has pioneered live magic in one of the most challenging environments imaginable, major-league football stadiums, baseball stadiums, and basketball arenas. He has performed NFL halftime shows at Bank of America Stadium (Carolina Panthers vs. defending Super Bowl champion New York Giants) and University of Phoenix Stadium (Arizona Cardinals vs. Baltimore Ravens) while live audiences of over 70,000 people watched with a 360 degree view as Michael caused people to appear, vanish, shrink in size, and levitate 10ft into the air right on (and above) the 50 yard line. The game at University of Phoenix Stadium was broadcast live on ESPN’s *Monday Night Football* and Michael was joined as the game’s entertainment by legendary rock band Journey, who performed the national anthem. In addition, at Citizens Bank Park, Michael made the 7ft tall, 300lb Philadelphia Phillies mascot, The Phanatic, magically appear in the outfield and, at Kansas City’s Kauffman Stadium, Michael performed one of the largest interactive illusions in history as he read the minds of all 45,000 people there at the same time.

Michael has also created basketball halftime shows for teams including the Chicago Bulls, the Utah Jazz, the Milwaukee Bucks, the Golden State Warriors, the University of Michigan, Penn State, USC, the Big Ten Championship, and for the Atlantic 10 Men's Basketball Championship at Barclays Center in New York City. Michael’s halftime show for the Chicago Bulls NBA playoff game at United Center in Chicago, where he levitated at the center of the court while surrounded by a sold out crowd of 22,000 people, even caused commentators Shaquille O’Neal and Charles Barkley to comment in amazement during the live national broadcast on TNT.

This is magic on a major scale.

Michael Grandinetti Magic - Biography - www.michaelgrandinetti.com

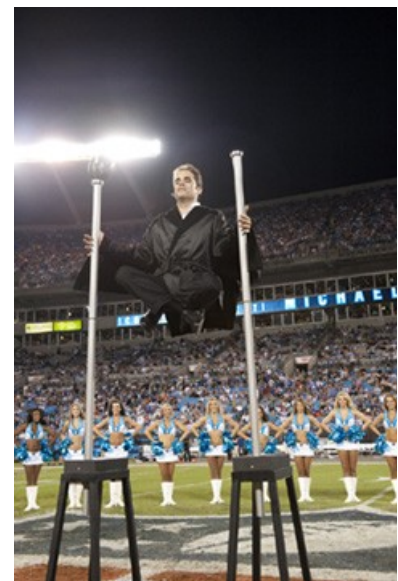


Michael combined the worlds of magic and music when he created special performances and appeared as a featured guest artist with the Pittsburgh Symphony Orchestra, the Grand Rapids Symphony Orchestra, the Huntsville Symphony Orchestra, the Rochester Philharmonic Orchestra, the Phoenix Symphony Orchestra, the Augusta Symphony Orchestra, and many others. During these shows, while the orchestras played musical selections specially themed for each illusion, Michael magically transformed a tuxedo into the orchestra's conductor, made roses bloom on the stage, and levitated into the air while surrounded by the playing orchestra.

Michael Grandinetti has come a long way since he received his first magic set for Christmas and performed his first show at the age of five. His personality and style were introduced to the world when he performed his original creation "The Spike Tower" on the NBC television special "The World's Most Dangerous Magic II". While covered with a mixture of gasoline and kerosene and secured by chains, Michael had only sixty seconds to escape before two walls of flaming steel spikes were thrust towards him at over 50mph. Bringing together seven illusionists from around the world, at just 21, Michael was the youngest performer on the show.

In addition, Michael has created and developed custom magic presentations for Fortune 500 companies and major corporations including Google, Southwest Airlines, Rite Aid, Mazda, Hewlett Packard, Grainger, Ernst & Young, The American Marketing Association, Benjamin Moore Paints, Harley-Davidson, and Bayer.

As a respected Creative Consultant, Michael is also very accomplished behind the scenes. He has taught sleight of hand magic to the actors on the CBS daytime drama "The Bold and the Beautiful" and, for the TBS show "Conan" starring Conan O'Brien, Michael consulted on a special illusion design intended to make comedian Zach Galifianakis magically appear at the panel for his interview. Michael was also contacted to contribute an original illusion for the Pamela Anderson show at the Hard Rock Resort and Casino in Las Vegas. In addition, Michael has consulted on a national commercial featuring sleight of hand for the United States Treasury, provided additional techniques in the instructions for a unique piece of close-up magic marketed after its appearance on a David Blaine special, written several articles on magic published in books, magazines, and newspapers across the country, and he was a historical/magic consultant for the book "Spellbound", detailing the life of famed illusionist Doug Henning.



Michael's original illusion designs have been featured in productions from Atlantic City to Branson to Japan, as well as on the television series "Paolo Limiti" in Italy. He was once even called about the possibility of making Dubai's Burj Khalifa, the world's tallest building, magically appear - before it was built!

Michael Grandinetti is making the art of magic charismatic and contemporary. By blurring the line between illusion and reality in a groundbreaking yet personable way, Michael gives his audience an engaging, entertaining, and amazing experience they will not forget.

Michael Grandinetti bringing magic to venues nationwide



By: [Brittany Frederick](#) | AXS Contributor



Awesome illusionist Michael Grandinetti is at it again this spring, bringing his magic act to some impressive venues. Live entertainment fans won't want to miss these opportunities to see one of the top artists in his field as they travel the country.

Grandinetti recently was one of the featured performers in the 60th anniversary edition of the long-running revue *It's Magic*, with AXS in attendance. As the closing act for the Mar. 13 performance at Cerritos Center for the Performing Arts, he was head and shoulders above everyone else - sometimes literally as he wrapped the show with his trademark levitation. He had complete command of the audience, which is not something that can be said for many of the biggest magicians in the world. But he's not stopping there.

Grandinetti will be taking his talents to the NBA in early April. He'll be the featured performer at the BMO Harris Bradley Center in Milwaukee when the Milwaukee Bucks battle the Chicago Bulls on Apr. 3, and at Oracle Arena in Oakland, CA for the San Antonio Spurs vs. Golden State Warriors halftime show on Apr. 7.

In January Grandinetti also taped several more illusions for The CW's half-hour magic TV series "Masters of Illusion." The series is scheduled to return May 20 at 8 p.m., and he will be included in that premiere episode. Fans will recall that Grandinetti conducted another astounding levitation on Hollywood Boulevard to promote the show when it aired last year.



His plans for "Masters" this season include turning the tables to levitate a volunteer in the center of the stage, showing off his close-up magic skills with a borrowed purse, and performing a massive large-scale illusion directly in the center of the studio audience. He's become one of the cornerstones of the series since it was revived in 2014 and he's on track to blow viewers away again this year.

While his TV appearances are fantastic, audiences should take the chance to see Grandinetti in person if you can attend either his upcoming halftime shows or any live performances, as he keeps a busy touring schedule. His illusions are that much more awe-inspiring when you can see them in front of you, and the way in which he presents them is second to none.

If you're looking for a genuinely surprising evening of entertainment, look no further than Michael Grandinetti.

Categorized | Events

Tags | [diana nollen](#), [illusions](#), [magic](#), [Michael Grandinetti](#), [Michael Grandinetti](#)

Magic man: Michael Grandinetti

Magician looks forward to wowing an Iowa crowd

by [Diana Nollen](#)

Michael Grandinetti has made major-league magic in baseball stadiums before 40,000 people, as well as the Bush White House, sleight-of-hand with a symphony conducted by the late Marvin Hamlisch and escape escapades through flaming spikes before millions of national television viewers.

On Sunday, he'll walk through a wall of steel, shrink a girl until she fits inside a 12-inch box and levitate 10 feet at the front of the Riverside Casino Event Center stage.

As always, in the end, he hopes people leave his show "with a smile on their face," Grandinetti, 35, says by phone from his home in Los Angeles.

"I'm very excited about this show," the Pittsburgh native says. "I think this is my first time coming to Iowa. I'm definitely looking forward to really bringing the best of the best for this show. The audience will not only see big, original illusions, but they'll see a guy and a team of people truly having fun."

That's how Grandinetti got started and that's how he's still rolling, 30 years later.

"Magic is a much deeper art than people realize," he says.

It's all a matter of illusion, built on the traditions of those who have come before, from Houdini's daring escapes to Bullwinkle pulling a rabbit out of his hat to David Copperfield's razzle-dazzle epics. Magic continues to hold audiences spellbound.

"It's one of the rare things in life that you can look at and feel that sense of amazement, a sense of wonder," Grandinetti says, transporting even cynical adults back to an age of innocence.

"Magic is making the impossible possible. It's a situation where there are no limits — where anything you would like to do you can do. It's the extreme state of fantasy. And the great thing about it is that it's done in real time, in real life."



— Michael Grandinetti

The details

- [The Magic of Michael Grandinetti](#)
Show starts at 4:00 p.m.
- Sunday, September 30, at the [Riverside Casino Event Center](#)
- Tickets: \$15 to \$25



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Michael Grandinetti Brings the Heat to CW Series Masters of Illusion

Written by: Karen Bernardello

Using his love of magic that started to grow as a child, [Michael Grandinetti](#) has signed onto star in the new CW series, 'Masters of Illusion.' The network has ordered 13-hour long episodes of the show, which will feature Grandinetti and other experienced magicians in grand illusion. The magicians will be performing daring escapes, mentalism and comedy magic from around the world.

In 'Masters of Illusion,' Grandinetti will perform such illusions as the 360 Degree Levitation, the Mid-Air Vanish and the Rosebush Through Time. For his Walking Through Steel performance, the magician was assisted by former 'American Idol' finalist Ace Young, who examined the 7-feet, 200-pound metal barrier Grandinetti used in the trick.



'Masters of Illusion' is tentatively scheduled to begin airing in February on The CW. The nationwide 'Masters of Illusion Live!' tour will also begin in February, with performances across the U.S. and Canada. An eight-country European tour is also being planned.

Grandinetti, a modern young illusionist, is known for his contemporary flair, stunning original illusions and engaging personality. Before being featured on 'Masters of Illusion,' he was also seen on such television series and specials as 'The Bold and the Beautiful' and NBC's 'Dangerous Magic.' Besides also working with symphony orchestras and major corporate galas, Grandinetti was the first illusionist to ever appear in the 4th of July Parade in Washington, D.C.

The 36-year-old magician, who was born and raised in West Mifflin, Pennsylvania, a suburb of Pittsburgh, has been performing magic for over 30 years. After starting his career in magic as a child who practiced in his bedroom and performed at neighborhood shows, Grandinetti moved to Los Angeles to become one of the most successful magicians in America.

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CW, FRIDAY at 8 p.m.

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Athlon Media Group
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37214

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1901 N. State Hwy. 360,
Suite 200
Grand Prairie, Texas
75050

On the Cover

It's All an Illusion

OUR TOP STORY

Now You See It

By Candace Havens

Michael Grandinetti has been creating illusions since he found a magic set under his Christmas tree when he was 5. That bit of inspiration has led him to a successful career in the magic biz, and now in addition to his performances all over the world, he's starring on two shows this summer: "Masters of Illusion," returning Friday at 8 p.m. on The CW, and the new series "Don't Blink" for POP TV later in the summer.

"We are in season two of 'Masters of Illusion,' and I've really loved being part of the show," Grandinetti says. "It all began about three years ago when the producers were reviving the series, which first aired in the 1990s. Their goal was to search the world for the best magicians and to bring them all to one place, in Hollywood, and to have them show their very best things. I was honored to be called as part of that group and really enjoyed performing both some of my favorite illusions and some brand new pieces, which have never been seen before on television, for the show.

"I'm very excited about the magic that we have coming up in season two," Grandinetti continues. "One of my favorite pieces involves a giant, six-foot-tall painting of a girl and, during the presentation, I visibly pull the girl from the painting and she becomes real. She dances around the stage and, just as she gets close to me, she instantly disappears and reappears back inside the painting. Another illusion that I'm very proud of is our Test Conditions Levitation, where we invite the audience up on stage to surround us, while I levitate a girl in mid-air. We also give each audience member a super-bright LED flashlight and ask them to shine the light above, below and around the girl to prove that there are no hidden wires or supports keeping her in the air. I can't wait for people to see it."

He's the first to admit that it's an embarrassment of riches being on two shows at once. "Thankfully, 'Master of Illusion' did very well last year in the ratings, so when the producers were putting 'Don't Blink' together, they called and we talked a bit about the show," Grandinetti says, "and I loved the idea. The premise of 'Don't Blink' is taking magic away from the stage and performing it in real-life locations, around Los Angeles, for unsuspecting people in their everyday lives. Not just close-up magic, but large-scale illusions as well.

"For example, we went to Hollywood Boulevard and I levitated 10 feet into the air above the street, while nearly 1,000 people crowded around. At Universal Studios Hollywood, I walked through a 7-foot-tall steel wall and made an audience member float in the



Michael Grandinetti is always up for a little sleight of hand on "Masters of Illusion," returning Friday at 8 p.m. on The CW.

air. At Venice Beach, I did some sleight of hand magic with borrowed iPhones, borrowed lipstick, water bottles, seashells, etc. It was so much fun shooting the show; the audiences were fantastic, and I hope that the viewers at home feel that excitement and enjoyment through the screen."

To stay relevant, Grandinetti is always working on his next illusion. "The ideas for our illusions really come from many places," he says. "I've talked with people who play music, and they say that the music is always in their mind. That's really true for me when it comes to magic. Magic has become a way of thinking, so it's always in my mind, and I'm always searching for new ideas. Sometimes the ideas will come from a basic premise, like trying to make the world's most dangerous escape or trying to create a romantic illusion, and then the piece develops from that starting point. Other times, like in the case of our Walking through Steel illusion, I heard a piece of music one night, and instantly I just saw the illusion in

"The ideas for our illusions really come from many places."

my mind while the music was playing. I could see one hand coming through the steel wall, and then the other, and then I could see my whole body melting through the steel. So, in that case, the music inspired the illusion, and that is a piece that we perform every night, to that very piece of music, in our show.

"It can take quite a while, sometimes up to a few years, to go the full course from having the initial idea to having the piece finished and performing it onstage. In the case of our steel wall illusion, it took close to seven years before we finally performed it for an audience. When you're doing stage magic, there are so many elements that all come together, not just the magic, but the music, the staging, the lighting, the scripting, the choreography, and it's really important to me that they are all just right. If one little piece is off in an illusion, you can really feel it. I strive for all of our pieces to look effortless and to really connect with an audience emotionally, and I love the process of working toward that goal."



CW 'Masters Of Illusion' Star Levitates Over Hollywood

April Neale

Hollywood Boulevard traffic came to a halt and thousands of people stopped to watch CW star Michael Grandinetti levitate on the busy main drag in Hollywood, California.

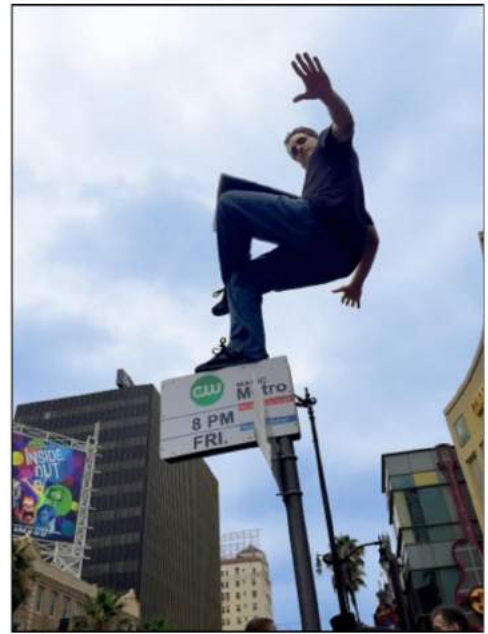
Grandinetti, who stars on the CW series "Masters of Illusion," was suspended 15ft in mid-air over Hollywood Blvd, with no apparent means of support.

As the growing crowd stopped to watch, take photos, and call family and friends, the floating man calmly went about his business, reading a newspaper just like the tourists on the bench beneath him.

Meanwhile, curious observers flocked from blocks away to look under and wave their hands all around to try and figure it all out.

The happening also brought out news reporters, helicopters filming from above, and slowed traffic on the popular tourist street as one by one passengers in cars took photos of this unlikely and spectacular sight.

Grandinetti and the 4 hour levitation over Hollywood stunt was performed to draw attention to the CW series "Masters of Illusion", which premiered Friday night at 8pm on the network. Grandinetti is one of the featured performers in the series.



Watch the stunt as it unfolds: <https://youtu.be/fjCb7A3GUiK>

DC LIFE MAGAZINE

Michael Grandinetti Promises Magic at the National Independence Day Parade

by Elena Wandzilak

Michael Grandinetti levitates at a Carolina Panther's football game.

Talented marching bands, beautiful floats, giant balloons, equestrian and drill teams, national dignitaries and celebrities. What do all of these things have in common? They will all be at the National Independence Day Parade on Constitution Avenue in Washington DC this Fourth of July.

If you were worried you didn't have Fourth of July plans, this parade will surely fill all requirements you had for Independence Day festivities, as the participating bands are the best of the best and represent all fifty states.

But music isn't the only thing you can look forward to this Thursday. Illusionist Michael Grandinetti will be participating in the parade, and he plans on displaying his unbelievable talents to the 250,000 person audience.

Grandinetti is no stranger to impressing a crowd. He has been featured on NBC's "The World's Most Dangerous Magic II," "Entertainment Tonight," and "The Jerry Lewis MDA Telethon" and he has also performed at the White House Easter Celebration.

Most impressive about Grandinetti is his ability to perform these incredible illusions in front of massive 360-degree audiences. At a recent Carolina Panthers football game at the Bank of America Stadium "he caused people to appear vanish, shrink in size, and levitate 10 feet into the air, right on the 50 yard line."

Michael Grandinetti is no average magician and luckily you will have the opportunity to see him perform at this year's parade. This will be the first time an illusionist will perform in the parade.



Masters of Illusion: A Primetime Hit And A Stage Success

Updated 2 days ago



Marc Berman

One of the more established categories of performing arts in the world, a true pioneer in entertainment, is also one of the unsung heroes on the small screen. Magic is in the air, and on the airwaves, and CW mainstay *Masters of Illusion*, in particular, has had more lives than any other series in the history of television. Call it magical.

"Everything from grand illusions, to stage and close-up magic, to comedy magic, to escapes," said featured illusionist Michael Grandinetti, who has performed on the series. *"Masters of Illusion is the only show on television that gives audiences a view of all of the various styles of magic from around the world."*



Michael Grandinetti

Now a staple in the Friday 8 p.m. hour on The CW every summer, *Masters of Illusion* from Associated Television International, hosted by Dean Cain, is a tour de force reality style featuring some of the most popular magicians, illusionists and escape artists as they entertain you with seemingly unprecedented feats. Astounding! Extraordinary! Stupefying! And family friendly!

"What excites me about Masters of Illusion, and the genre itself, is the broad appeal," said Mark Pedowitz, President of The CW. *"We know what we are October through May; we focus on the key demographics. And come the summer we now have a genre, and a series, where families can sit down and watch together, which is not necessarily the norm at present. Masters of Illusion is a show that helps promote our fall schedule and get the word out. It is also very repeatable, and very compatible with Penn & Teller, Whose Line is it Anyway? and MADtv or really anything of our choosing."*

While it's fantastic that there's a renewed interest in showcasing magic on television, and the shows that we do have are fine entertainment, we have yet to find a show that can really take it to the next level. We need a great magician who can truly communicate with a TV audience—someone like Michael Grandinetti—to land a series that's the right length and the right approach to tear the lid off magic one more time. This show would not just create great illusions, but also tell a great story, and ultimately leave us feeling like we're along for the ride, not just watching it at home. If that show could happen, it would be the greatest trick of all.

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Brittany Frederick, Community Contributor

Brittany is the official extra member of Team Adam on 'The Voice,' still loves Michael Cutter from 'Law & Order,' and would rather be in the trenches with 'Strike Back.' Find her at her blog, BrittanyFrederick.com.

[@tvbrittanyf](#)

NOVEMBER 24, 2013



Magician Michael Grandinetti Heads to The CW

Modern day illusionist Michael Grandinetti, 36, will be featured in the upcoming revival of "Masters of Illusions" on The CW, which will showcase illusions, escapes, mentalism and comedy magic from around the world. Grandinetti's resume includes appearances on NBC's... | [Read More!](#)

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Magician Michael Grandinetti Heads to The CW

Modern day illusionist Michael Grandinetti will be featured in the upcoming revival of "Masters of Illusions" on The CW, which will showcase illusions, escapes, mentalism and comedy magic from around the world. Grandinetti's resume includes appearances on NBC's "Dangerous Magic," CBS daytime drama "The Bold and the Beautiful" and various NFL halftime shows. Produced by Associated Television International, "Masters of Illusion" initially aired on the old PAX TV network from 2000-01 and was revived on MyNetworkTV in 2012. Thirteen hour-long episodes have been ordered by The CW for 2014. Sony Pictures Television will handle the international distribution. For more on Michael Grandinetti, visit www.michaelgrandinetti.com.



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Interview By: Shaine Freeman

MICHAEL GRANDINETTI

DEFYING THE LAWS OF GRAVITY

Tell us where you're from and what drew you to pursue a career as an illusionist?

I'm originally from Pittsburgh, Pennsylvania although I now reside in Los Angeles. Like many kids growing up, I was given a magic set for Christmas, when I was five, and I was immediately hooked. When I saw that under the tree, it was like everything else in the room disappeared. It was that gift that set me on my path to becoming a magician. I feel very lucky that I found my passion so early in life.

Why do you think people are so fascinated by what you do?

Magic gives you that sense of fantasy that we all felt as children, makes you feel like anything is possible, and it is one of the best ways to excite a person's imagination.

With my show, I try to make it an uplifting experience that hopefully, after its over, makes the audience walk away feeling happy and positive. Seeing people come to our show after a long day of school or work, and leave feeling reinvigorated is a big motivator for me to continue doing what I do.

What's the greatest lesson that you like to teach people through what you do?

Someone told me a long time ago, "don't know what you can't do." Meaning, don't put limitations on what you think you can do and any-

thing will become possible. My goal has always been to go after what seems impossible. For example, when we were developing our stadium shows, we had to create illusions that could be performed in front of 70,000 people, with a 360° view at all times, outdoors and under bright lights. We knew it would be quite a challenge. When I levitated a girl above a float as it moved down Constitution Avenue in this year's 4th of July Parade in Washington DC, there were 250,000 people lining the streets and this was the first time magic had ever been performed in that parade. On the NBC special "The World's Most Dangerous Magic", I had 60 seconds to escape from chains holding me between walls of flaming steel spikes. But, I was determined to make each of these projects work (and in the case of the NBC special, survive). I absolutely love the process of bringing new magic to life and taking it to new places. That is one of my big thrills in life.

The message I'd like to convey to people through overcoming these kinds of challenges is; if we can levitate somebody outdoors under bright lights or escape from between spikes, then, you can bring what seems impossible to life too.

Where does one start if they want to be a master illusionist?

I think one of the best places to start learning is through books. I know we have the internet and DVD's, and technology is a great tool to use,

but I would suggest that people not just watch what other people do and try to emulate that. The best way to really learn it is to read and study magic through books and to put your own personal spin on the magic. Make the magic a reflection of how you think and who you are.

As a kid, I spent a lot of time at my local library just reading books on magic. It gave me a very good foundation and I was able to use my imagination and try to make it my own. There are also great magic stores in towns all over the country. My father would take me to the magic store in Pittsburgh regularly when I was growing up and it was a great way to learn as well. It was also always a lot of fun.

Once you start developing your foundation in magic, I would then suggest that you get familiar with other parts of performing; for example: public speaking, acting, stage movement, choreography, and lighting. All of these things play a crucial part in a magic show. It's more than just getting up and performing a trick. All of the theatrical elements come together to make the entire magic show a theatrical experience. helpful possibility to consider. [iae](#)

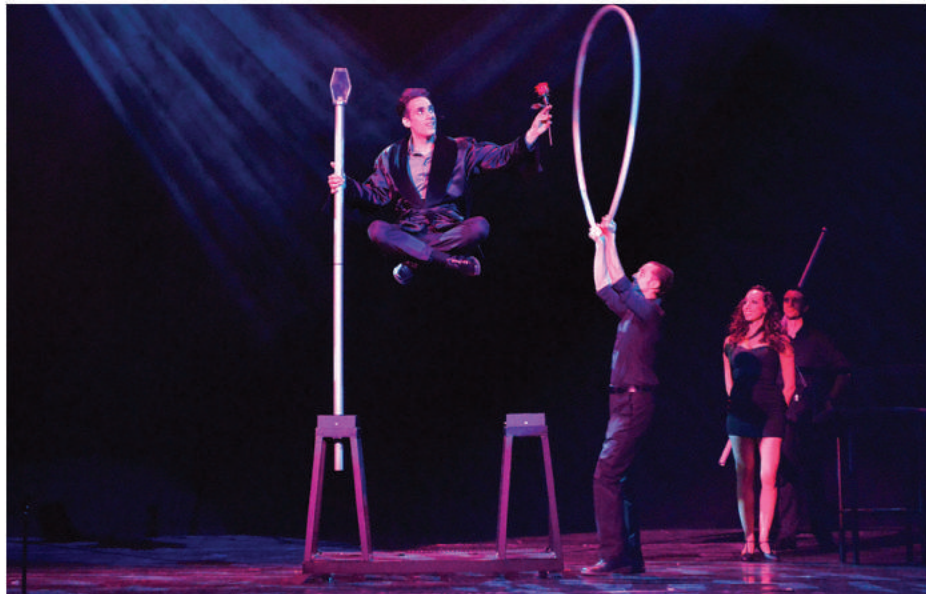
See what other great tips and advice Michael shared with us at: www.iamagazine.com

For more information on The Magic of Michael Grandinetti, please visit www.michaelgrandinetti.com





By Shaine Freeman | Photo Courtesy Michael Grandinetti



www.MichaelGrandinetti.com

From Stadium Illusions to TV Shows, Michael Grandinetti Is Entertainment

Being a master illusionist is not an easy gig; it takes a lot of hard work and planning. Here, Michael shares his journey as a magician from TV to casinos and stadiums.

“...it’s essential to understand that what I do also involves marketing, sales, writing proposals and business letters. It’s like any other business...”

Congratulations on everything! You’ve done a lot since we last spoke, including the CW show, “Masters of Illusion”.

Thank you! We had a lot of fun with it. For me, combining magic with television is one of my big goals, so moving in that direction is very important to me and we’ve been having a great time with it.

So, how did you get involved with the CW show, “Masters of Illusion”?

We had been doing quite a few shows around the country, and about a year ago the producers of that show called me and asked if I’d be interested in doing “Masters of Illusion”, and I said, “Absolutely!” One of the reasons this opportunity really appealed to me was because, we’ve designed several illusions that are unique to our show; things that people have not seen before in any other magic show. So, to be able to share those illusions with a TV audience was very exciting to me.

After that call, we took about a month of preparation and then we taped it live in Hollywood. Fortunately, the illusions weren’t new to us which took away any anxieties we might have had if we weren’t already familiar with the things we were doing.

One of the things I’d like to see is you levitating a 500 pound motorcycle. How much fun is that?

It’s a lot of fun. This summer we were headliners at the Grand Sierra Resort and Casino in Reno, Nevada. It was wonderful! We did a show every night on what is known to be the world’s largest indoor stage. It’s huge! Has over an acre of space, and you could fit a 737 airplane on the stage. The audience was great, and the whole experience was unforgettable.

In Reno, we were able to do all of our large illusions, stuff we can’t do when we travel. But, because we were stationary for two months, we were able to do the motorcycle and a few other very cool things on that stage.

This summer, we also did stadium shows where people were watching from 360 degrees and we would levitate a girl above the pitcher’s mound. Think about it. To be able to see that from 360 degrees around the stadium is pretty unique. It’s unlike a stage where the audience is just in front of you and they can’t see behind you. So, we’ve had a lot of fun this year doing our show around the country for so many different audiences.

Knowing how these illusions are done; does it

kill the excitement for you at all?

Not at all. I love performing magic, so I’m excited everytime I go out on stage. To be able to go out there and perform, and then have the privilege of watching the audience respond in amazement to something you worked hard to create is the most satisfying feeling in the world. It’s a thrill for me to do what I do for a living.

People see the magic and don’t know what the business side of that is like. Can you shed some light on that side of being a pro magician?

Sure! If you want to make this your career, the business side is very important. I got my degree in marketing, but even if you haven’t done that, it’s essential to understand that what I do also involves marketing, sales, writing proposals and business letters. It’s like any other business; it’s more than just doing magic.

How does a person get into the business of creating illusions? Can they get in touch with you and ask questions about it?

I’d love to answer questions about it. It’s always exciting to see someone take interest in becoming a magician. They can visit my website (above) and contact me.

Showbiz Analysis with Illusionist Michael Grandinetti



By DR. NANCY BERK @nancyberk



(Andrew Ardans/Michael Grandinetti Magic)

Illusionist **Michael Grandinetti** has made a successful career out of disappearing. But he recently showed up to join me for my podcast **Whine At 9**, where we chatted about the power of magic, his early start in the business, and his upcoming performances on The CW's new television series **Masters of Illusion**, hosted by Dean Cain. Premiering Friday, August 1st at 8/7c, **Masters of Illusion** will be bringing magic into homes everywhere, and Grandinetti couldn't be happier.

Michael Grandinetti chose his career path at the age of five and hasn't looked back. He credits the support he received during his childhood and adolescence with helping him attain the confidence necessary to build a career in show business. Says the Pittsburgh native, "I'm a product of exactly where I grew up. You know, I was one of the lucky people who found what they wanted to do very early on. I was five years old when I got my first magic set, and I just knew. I said to myself, 'This is what I want to do.' But it was the support of the community, and my family, and everybody throughout West Mifflin and Pittsburgh who gave me constant encouragement and really, really gave me that motivation to keep pushing forward. When you're a shy kid and you're just starting out with something you love, that motivation and that encouragement really, really helps you. And the people of Pittsburgh really had a profound effect on what's become my career."

The perfectionism and showmanship that has allowed Grandinetti to showcase his talent on national television (NBC's *The World's Most Dangerous Magic II*, *Entertainment Tonight*, ESPN's *SportsCenter*) and in national venues and landmarks (Super Bowl stadiums, Grand Central Station), were also apparent in his youth. Says Grandinetti, "I was always very driven. And it was always my goal to kind of go beyond what other people my age were doing. So when I was 12 years old and I first started doing shows around Pittsburgh, I didn't want to look just like a 12 year old doing magic. I tried to incorporate music and other theatrical elements into the show. So it was always about trying to go a little bit beyond what the standard might be for somebody of my age at that time."

The magician, who studied marketing and has a business degree from [Duquesne University](#), believes that magic is something everyone can learn and enjoy. While some obviously have more aptitude and interest than others, Grandinetti loves connecting with his audiences during and after the shows to help him understand their perceptions of his performance. His goal is to create a show that "really connects with an audience on a unique level."

Grandinetti will again have the opportunity to connect with a national audience when he appears on *Masters of Illusion* this Friday. His performances include some of his favorite illusions, including one in which he passes through a seven-foot-long plate of steel that weighs over 200 pounds. Explains the magician—who coincidentally hails from the Steel City of Pittsburgh—“I go behind the steel and I melt my body right through the center of the steel.”

When Grandinetti isn't on stage, he can often be found taking on teaching or consulting roles as a master illusionist for television programs that aren't showcasing magicians but wish to include scenes with magical content. Says Grandinetti, “I love taking magic in different directions. I really enjoy trying to come up with new places to incorporate magic. It's a fun challenge and when we do it, it's such a thrill.” Adds the magician, who still loves the career he chose three decades ago at the age of five, “That's one of the beautiful things about magic. I think it's not a one-dimensional art form. I think there are so many things that can be done with it. And quite honestly, I think the surface has just been scratched.”

*Watch the *Masters of Illusion* trailer (and catch a peek of Michael Grandinetti) [here](#).*

*Nancy Berk, Ph.D. is a clinical psychologist, author, comic and entertainment analyst. The host of the showbiz podcast *Whine At 9*, Nancy digs a little deeper as she chats with fascinating celebrities and industry insiders. Her book *College Bound and Gagged: How to Help Your Kid Get into a Great College Without Losing Your Savings, Your Relationship, or Your Mind* can be seen in the feature film *Admission* starring Tina Fey and Paul Rudd.*