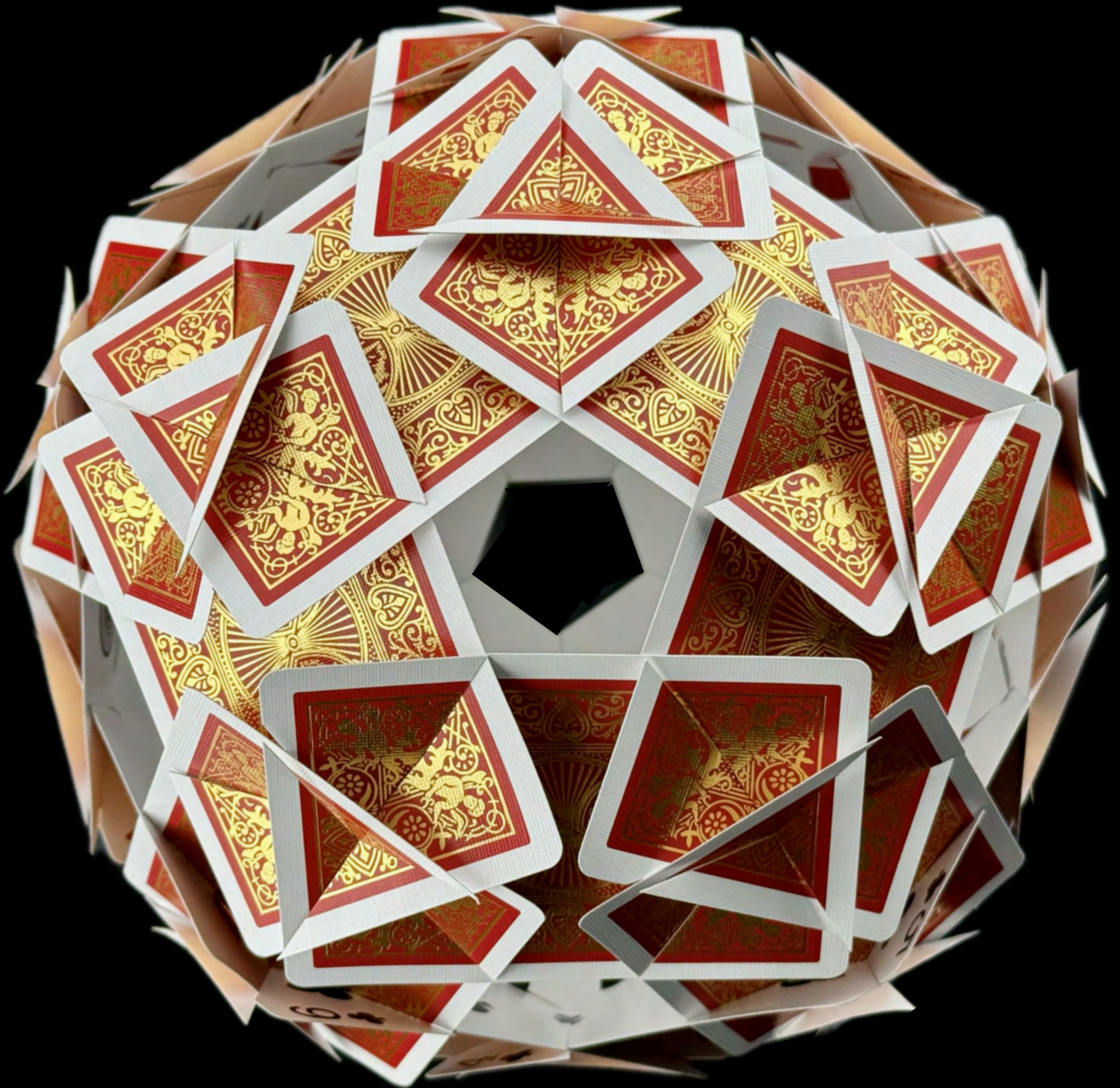


June 2026 Product Catalog

SLY ESIGNS

Revolutionary Innovations in Sly Deceptions



The Magic Industry's #1 satirical magazine

FROM THE EDITOR:

STONE JOHNSON,
EDITOR-IN-CHIEF

In the bustling world of prestidigitation, where a well-timed flourish can turn skeptics into believers, Sly Designs just pulled off one of its most enchanting seasons yet. Last April, the innovative magic company descended upon Buffalo, New York, for not one, but two premier gatherings of the conjuring elite: the legendary 4F Magic Convention and the vibrant MAWNY Magic Convention. What unfolded was nothing short of a standing-ovation success story, sprinkled with wonder, handshakes, and plenty of “How did they do that?!” moments.

From the moment the Sly Designs booth lit up the convention floors, it was clear this wasn’t just another vendor table—it was a portal to fresh, jaw-dropping magic. Attendees from across the globe—seasoned pros, rising stars, and wide-eyed enthusiasts alike—flocked to experience the company’s latest creations firsthand. Whether it was clever gimmicks that vanished in plain sight or elegant routines that left audiences gasping, Sly Designs’ products delivered that perfect blend of ingenuity and performability that magicians crave.

“We came to Buffalo with hearts full of excitement and suitcases packed with

magic,” shared the Sly Designs team. “And we left with something even better: connections that span continents and smiles that still haven’t faded.” Hundreds of magicians from around the world got up close and personal with the gear, testing effects, swapping stories, and imagining the applause their new tools would soon generate. The energy was electric, the feedback overwhelmingly positive, and the collaborations sparked on the spot? Pure sorcery.

Fast-forward a couple of months, and the results speak louder than any applause. Sly Designs’ products are now proudly distributed globally, finding their way into the hands—and repertoires—of some of the best magicians on the planet. From intimate parlor shows in Europe to grand stage performances in Asia and everything in between, these effects are being unleashed to delighted crowds night after night. It’s the kind of dream-come-true outcome that reminds everyone why we fell in love with magic in the first place: the thrill of creation, the joy of sharing, and the unbreakable bond between those who keep the art alive.

The team at Sly Designs can’t stop beaming with gratitude. “A huge thank you to the organizers of 4F and MAWNY for creating such welcoming, inspiring spaces,” they expressed. “To every magician who stopped by, demo’d our products, shared your wisdom, and believed in what we’re building—thank you from the bottom of our trick decks.



Your enthusiasm fuels us to keep innovating and dreaming bigger.”

Buffalo may be known for its wings and waterfront, but this April it earned a special place in magic history as the launchpad for Sly Designs’ global breakout. As the company looks ahead to future conventions and even more groundbreaking releases, one thing is certain: the best tricks are yet to come.

Here’s to more magic, more memories, and more moments where the impossible feels delightfully real. Abracadabra, Sly Designs—you’ve earned every bit of this success!



TRAVELOGUE:

HUGH JANUS,
SUMMER INTERN

Some people fly to conventions. The Sly Designs team decided to drive — 2,275 miles each way, roughly 72 hours per leg, for a total of 4,550 miles. It wasn't just a road trip. It was a full-blown Sly Designs endurance test involving running shoes, endless Buc-ee's stops, and more magician stories than any sane person should absorb in one week.



The route took them through every state on the way to the 4F Convention. We committed to running at least 10 kilometers in each one. (They originally planned 10 miles, but quickly realized explaining imperial distances to an international crowd of magicians would be its own impossible trick.) A few crisp morning runs helped keep us grounded — especially the ones shared with our friend Joel Gallegos, continuing a tradition that always feels like the real heart of these trips.

The culinary highlight? Buc-ee's. All three locations on our route received the

full Sly Designs treatment, and yes — the hype is real. Clean bathrooms, absurdly good brisket, and enough snacks to fuel two sleep-deprived magicians across half the country.

The 4F Grind

Arriving at 4F felt like stepping into the beating heart of creative magic. The energy was overwhelming in the best way, but this year carried an extra layer of chaos: Sam was flying solo in the dealer room. His business partner Adam isn't a 4F member — or even a magician — so the entire operation fell on Sam (though special dispensation was given to Adam by Craig Dickson to allow him to assist Sam in setting up the booth.) Open to close, every day. Between booth duty, attending shows, and squeezing in jam sessions, he averaged about two to three hours of sleep per night. It was exhausting. It was also unforgettable.

Joel Gallegos performed one of the most genuine, moving acts Sam ever witnessed at 4F. Joel's piece celebrating his love for his children wasn't just technically strong — it was emotionally resonant in a way that reminded everyone why we do this. The room was visibly touched.

After the final Saturday night wrap-up, Sam finally stole a moment with his friend and mentor, Meir Yedid. What was supposed to be a quick "see you later" turned into a couple of hours of great conversation — until they were interrupted by a very drunk individual who launched into an incomprehensible tale involving taxis, a hostage situation, and the Middle East. Only at a magic convention.

MAWNY and the Long Road Home

With almost no recovery time, they rolled straight into the MAWNY convention the next morning. Adam finally joined Sam behind the table, but after nine straight days of minimal sleep, everything felt like it was moving in slow motion. Sales were understandably quiet. Both of them barely remember the day.

The drive home brought one final test. A severe storm followed them from Indiana through Missouri. As they passed through St. Louis, they watched a large chunk of an overpass break off and crash onto the road just ahead of them. They swerved and kept going. From there, it was a relatively calm (but very long) 1,400-mile climb back to their mountain hideout.

It's been a month since we returned, and they're still exhausted.

Would they do it again? Absolutely! These trips — the miles, the runs, the

late-night conversations, the shared wonder — are part of what keeps Sly Designs alive.

Now the question is: where should they go next?

If you have any convention recommendations, wild road trip ideas, or favorite magic gatherings (especially ones worth driving to), drop them in the comments or send us a message. The van is ready when we are.

Until then, keep creating the impossible.



CUSTOMER MESSAGES:

GREG CHESTER,
CUSTOMER RELATIONS

Infinity Chalice

"I can't stop raving about the Infinity Chalice! I used it at my restaurant table-hopping gig last weekend and the reactions were insane. Endless productions, super smooth handling, and it looks like a beautiful, innocent prop. Best investment I've made in years — my audiences are convinced I have actual magic powers now!"

— M. Chen

Infinity Link

"The Infinity Link is pure genius! I performed it at a corporate event and the entire room lost their minds when the links kept coming. The quality is outstanding, the resets are lightning fast, and it's so visual. This is now a permanent closer in my parlor show. Sly Designs knocked it out of the park!"

— E. Vargas

Coin Cylinder Nouveau

"Just received my Coin Cylinder Nouveau and I'm blown away by the craftsmanship. The modern look is sleek and deceptive, and the coin productions feel so magical. I've already fooled my magician friends with it — they have no clue how it works! This is going to be my new go-to coin effect."

— D. Thompson

Kirigami Cards

"Kirigami Cards are an absolute game-changer! The origami-style cuts and transformations are so elegant and surprising. I performed a routine with them at a children's birthday party and the kids (and parents) were screaming with delight. Beautifully made and so much fun to perform. Highly recommend!"

— S. Patel

Facet Felon

"Facet Felon is sneaky as hell and I love it! The gemstone theme is fresh and the handling is so clever. I used it in a street magic set and people literally gasped out loud. The reset is quick and the final vanish is devastating. This is going straight into my professional repertoire. Brilliant work, Sly Designs!"

— J. Wright

Folding Frog

"The Folding Frog is the most charming magic prop I've ever owned! I fold it up, perform a little story, and then it jumps to life — the reactions are pure joy every single time. Kids adore it, adults are equally amazed. It's whimsical, well-made, and packs so small. My new favorite crowd-pleaser!"

— L. Moreau

YOUTUBE CHRONICLES

JOEL FLEISCHMAN,
SOCIAL MEDIA CHIEF

In the ever-evolving realm of magic, where innovation meets impeccable craftsmanship, Sly Designs continues to push boundaries with props that blend artistry, ingenuity, and pure astonishment. Their latest standout, the *Pyro-Ball* Gimmick, has magicians buzzing—and at the heart of its success is a masterful tutorial video that's as educational as it is inspiring. Crafted with passion and precision by the

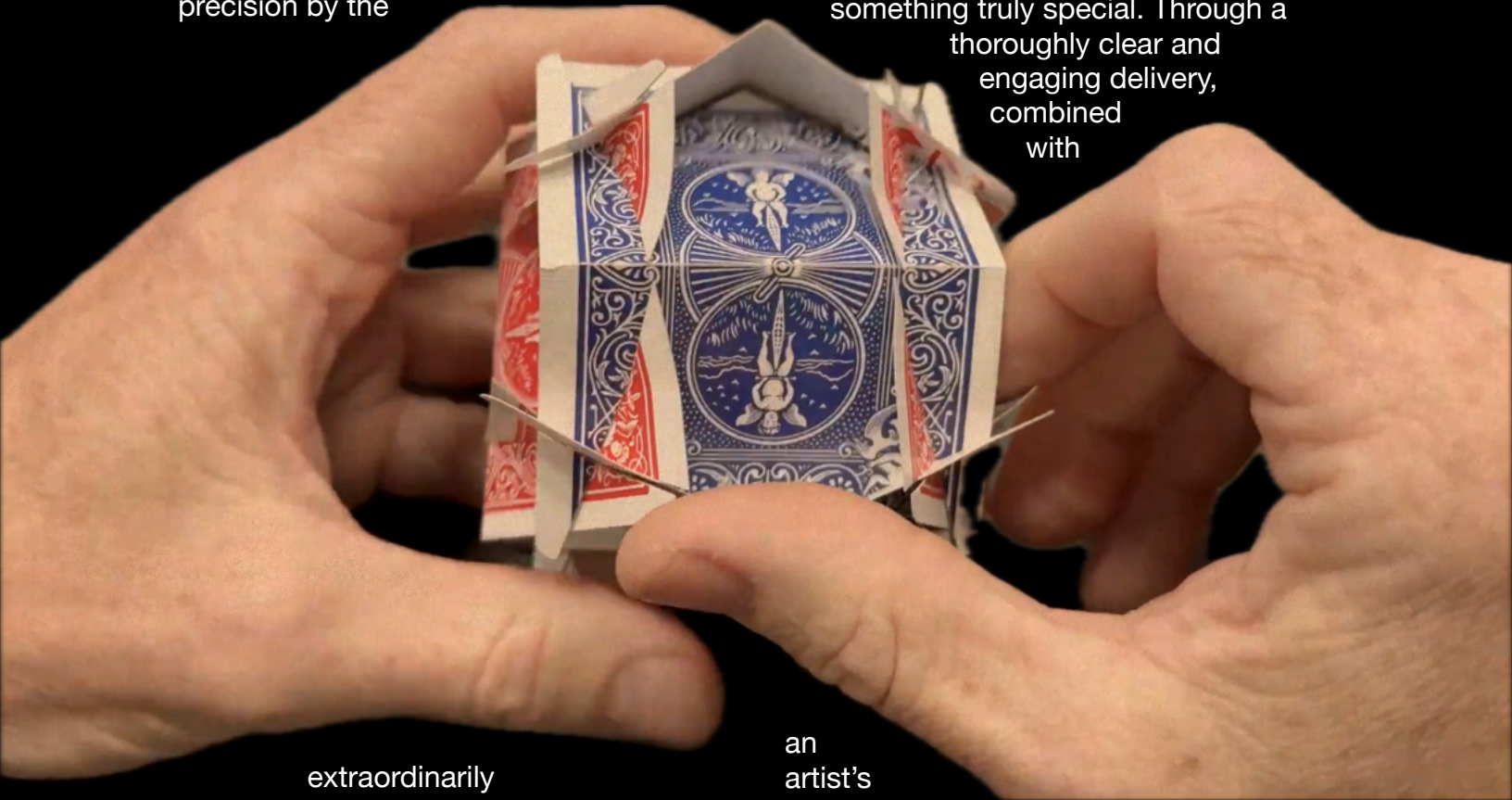
Andrea Hawksley is a renowned mathematical artist, origami enthusiast, and creative force whose work bridges the gap between geometry, beauty, and performance and her partnership with Sly Designs brings her signature brilliance to the *Pyro-Ball* project.

Andrea is known for her stunning polyhedral constructions and innovative approaches to everyday materials (think intricate card-folding sculptures which can double as mind-bending magic),

The creative team at Sly Designs has taken her sculpture and elevated it into something truly special. Through a thoroughly clear and engaging delivery, combined with

extraordinarily and based on the six-card polyhedra designed by the talented mathematical artist Andrea Hawksley, this YouTube tutorial doesn't just teach a trick; it invites viewers into a world of creative possibility.

an artist's eye for detail, the tutorial makes complex concepts feel accessible and exciting. Watching the demonstration of the *Pyro-Ball* is like attending a masterclass from a mentor who genuinely wants you to succeed.



“The *Pyro-Ball* has that rare gift of making the impossible feel inevitable,” one early viewer remarked. The creativity, and deep understanding of topological principles shine through every frame, turning what could be a dry instruction session into an enchanting journey.

The *Pyro-Ball* itself is a deceptive marvel: a compact, visually striking sphere-like structure that serves as the perfect vessel for astonishing reappearances in an impossible location that has been sitting in plain sight from the beginning of the performance.

As the tutorial reveals, this isn’t just another gimmick—it’s a versatile powerhouse designed for seamless integration into your existing routines. Sleek in a beautifully artistic design yet deceptively clever in engineering, the *Pyro-Ball* allows performers to make virtually anything that fits inside it disappear from plain sight, only to have it reappear dramatically within the ball moments later. The effect is visual, surprising, and endlessly customizable, perfect for close-up, parlor, or even stage work.



Tricks Taught in the *Pyro-Ball* Gimmick Tutorial

The tutorial goes far beyond basic handling. It methodically breaks down multiple powerful routines and applications, ensuring viewers walk away not just with knowledge, but with the confidence to create their own magic:

The Classic Vanish & Reappearance:

The core effect—making a signed card, coin, ring, or small object vanish and instantly reappear inside the securely “sealed” *Pyro-Ball* both slowly and audibly. The tutorial’s teaching emphasizes incredibly easy natural movements and misdirection, making the moment feel utterly impossible.

Routine

Integration & Variations: Tips for combining the *Pyro-Ball* with other Sly Designs effects (like those charming card-based puzzles) or everyday objects. The tutorial covers resets, performance scripting, and even considerations for smooth, repeatable performances. Bonus segments dive into creative patter ideas and audience management for maximum impact.

What sets this video apart is the holistic approach. It doesn’t just show the mechanics—it shares the why behind every choice, encouraging magicians to personalize the effect. The enthusiasm is infectious, and the attention to detail ensures even beginners can achieve professional results while seasoned performers discover new depths.

Sly Designs’ collaboration with Andrea Hawksley feels like pure magic



synergy. The company's commitment to high-quality, original props pairs perfectly with her artistic vision, resulting in a product that's as beautiful to behold as it is powerful to perform. Magicians around the world are already incorporating *Pyro-Ball* into their acts, reporting stunned reactions and repeat bookings.

If you haven't watched the *Pyro-Ball* demonstration yet, stop what you're

doing and head to the Sly Designs YouTube channel. It's more than instructions—it's an invitation to elevate your magic.

Andrea, thank you for pouring your extraordinary talent into this project with us. Your creativity continues to inspire the entire community, proving once again that the best magic comes from passionate artists who love sharing their craft.

Here's to more fiery innovations from Sly Designs and the brilliant minds behind them. The future of magic is glowing brighter than ever!

**Kirigami
Cards™**



**SLY™
DESIGNS**

Assemble the geometric wonder that is Andrea Hawksley's *Blau* 6-Card Bell Design. This kit includes 18 precision-cut playing cards—enough to build three different interlocking polyhedrons. Cards are mixed and chosen by us and precision cut for a perfect fit every time.



[sly-designs.com](http://sly-designs.com/products/kirigami.html)
/products/kirigami.html

**SLY™
DESIGNS** **PYRO-BALLS**



Made in USA
©Sly Designs LLC

PYRO-BALLS
Model: KIR0102MXP
QC Code:

PRODUCT SPOTLIGHT:

KILLIAN LORD, EDITORIAL CONTRIBUTOR

***Coin Cylinder Nouveau*: Sly Designs' Desert-Born Masterpiece Redefines Coin Magic**

In the world of coin magic, few props carry the weight of history like the classic Ramsay Cylinder. Sly Designs has now given this beloved effect a bold, modern rebirth with the *Coin Cylinder Nouveau*—a precision-engineered marvel that combines sleek aesthetics, bulletproof reliability, and groundbreaking mechanics. Created by Sam Sléibhín, this innovative cylinder doesn't just perform magic; its very creation is a story of survival, ingenuity, and that rare, lightning-strike “ah-ha” moment that changes everything.

At first sight, the *Coin Cylinder Nouveau* commands attention with its clean, contemporary 3D-printed design, perfectly proportioned for US dollar-sized coins. But looks only scratch the surface. This prop is built like a tank—extreme durability is engineered into every millimeter. Whether you're performing night after night on the road, tossing it into a case between gigs, or surviving the enthusiastic handling of curious spectators, the *Nouveau* shrugs off wear and tear that would destroy lesser props. It's the kind of reliability working professionals dream about.

Complementing its rugged nature is the innovative packaging and carrying case. Sly Designs delivers the cylinder in a compact, custom protective case that's as elegant as it is practical. Everything stays

perfectly organized—cylinder, coins, and accessories—while the case itself doubles as a stylish display piece on your table or shelf. Setup and teardown are effortless, making the *Nouveau* as performer-friendly off-stage as it is astonishing on-stage.

Effortless Performability That Delivers Jaw-Dropping Results

What truly elevates the *Coin Cylinder Nouveau* is its easy performability. Traditional cylinder routines often demand advanced sleights and split-second timing. Sam's creation dramatically simplifies the handling while amplifying the magic. Coins appear one at a time in a slow, deliberate, and utterly baffling sequence—building tension with every revelation rather than a single stack production. The movements feel completely natural, the reset is lightning-fast, and the deception is invisible even to fellow magicians. Beginners achieve professional-level results quickly, while seasoned performers discover new layers of creativity and audience engagement.



For those who already love the Ramsay Cylinder and Coins routine, the *Nouveau* is a game-changing upgrade. It seamlessly integrates with classic handlings but takes the effect to entirely new levels.



The incremental, one-by-one productions create richer storytelling opportunities, heightened visual drama, and moments of pure astonishment that leave audiences stunned. Many who have added it to their repertoire call it their new closer—the piece that turns an already perfectly solid routine into a legendary performance.

The Life-or-Death “Ah-Ha” Moment Behind the Magic

The story of how the *Coin Cylinder Nouveau* came to be is as dramatic as any magic effect. I feel the need to preface this bit of the story by letting you know that it is in fact absolutely true. The need from the preface is because this is really an unbelievable origin story for this effect.

Sam Sléibhín is not just a mildly-accomplished magician, but he also holds a Master’s degree in geology, has been published and scientific peer-reviewed articles, and is the author of the

thrilling “*Adventure in Geology*” fiction series.

Let me implore upon you the absolute need to read his first novel *Field Camp* - I guarantee you will thank me!

He experienced his breakthrough in creating this device during a literal life-threatening crisis that lasted nearly a full week in the remote Sonoran Desert of southern Arizona. Let me just tell you some of the highlights about this story because Sam assures me that the full detailed account of that week will eventually find its way into one of his future novels.

While on a solo geological mapping excursion more than 50 miles from the nearest town and in an area with zero cell service, Sam completed his work and returned to his old 1999 GMC Sonoma pickup, dreaming of a well-earned burrito. As he attempted to drive out, the truck became hopelessly mired in loose





desert sand. Gunning the engine in four-wheel drive caused the radiator hose to disconnect, sending steam billowing. In the blistering 100-degree heat, with limited water, no food, and the very real danger of cartel activity in the area, panic set in for the former combat seasoned Army veteran.

As Sam struggled to reattach the hose, he encountered a maddening mechanical quirk: a gasket inside the hose would either stay with the hose or remain on the radiator depending on how he grabbed it. In that moment of desperation—disconnected,

reconnected, panicked, and reconnecting again—his magician's brain suddenly lit up.

"Hey," he said, "this is the answer to making coins appear one at a time in the Ramsay Cylinder!"

Even in a literal life-or-death situation, the creative spark struck. Sam later fixed the radiator, but the truck remained stuck. After days of digging out several cubic meters of sand by hand, only for the desert to instantly swallow the truck again, he faced an impossible choice.

He sat in the cab of his disable pickup truck and wrote a detailed note to his friend and magic mentor *Mike Powers* outlining the complete workings of his new cylinder idea, because if he died he wanted the idea to get to someone that could see it through. He left it in the truck with his belongings, and began running for his life across the desert at sundown.

An accomplished ultramarathon runner who has completed multiple 100-mile races in harsh mountainous and desert conditions, Sam ran continuously for 12 grueling hours through the night and into a blistering heatwave of the desert sunrise—dehydrated, calorically-deprived after six days, and running purely on survival instinct.

The "nearest" town turned out to be abandoned, forcing him to continue running for another 14 miles. Upon finally reaching civilization in Gila Bend, Arizona, he devoured over two gallons of horchata (unintentionally a record celebrated with his exhausted photo now proudly displayed above the dispenser at the local burrito shop) before being

rescued and towed out by a kind employee—after a humorous encounter with Border Patrol who had spotted him via drone days earlier.

“I was too tired to argue about the inappropriateness of their *schadenfreude*,” Sam said stoically, yet with a barely audible tone that somehow indicated his residual displeasure with the officers who knew of his predicament yet did nothing to assist him. “I just wanted to get home and make this cylinder happen.”

The design sat on his desk for a couple of months before Sam met Adam (his Sly Designs cohort) during a 50K race. Adam took his design and a prototype followed quickly, and after months of refinement for reliability, durability, user-friendliness, and maximum deception, the *Coin Cylinder Nouveau* was finally born.

A Testament to Passion and Innovation

Sam’s desert ordeal and lightning-bolt insight remind us why Sly Designs stands out: real passion, real ingenuity, and a relentless drive to create better tools for magicians. The *Coin Cylinder Nouveau* is more than a prop—it’s a celebration of creativity forged under pressure and polished with care.

Whether you’re upgrading your Ramsay repertoire or discovering cylinder magic for the first time, this is an essential addition to any serious performer’s arsenal. Durable, portable, brilliantly conceived, and genuinely magical—the *Coin Cylinder Nouveau* delivers applause, wonder, and that

priceless look of astonishment on your audience’s faces.

Sly Designs and Sam Sléibhín have outdone themselves once again. Pick one up, hit the stage (or the desert, if you dare), and let the magic unfold—one impossible coin at a time.

EMPLOYEE SPOTLIGHT

Dr. Dina Bun
Human Resources

Employee Spotlight: Admiral Scott Verwolf – The Quiet Force Behind Sly Designs' Magic

At Sly Designs, the magic doesn't just happen on stage—it's meticulously crafted behind the scenes by a dedicated team that shares the same passion for excellence. This month, we're thrilled to shine the spotlight on Scott Verwolf, a retired US Navy Admiral whose steady hand, sharp eye, and unstoppable work ethic make him an absolute cornerstone of the operation.

Scott first crossed paths with Sly Designs' co-founders Sam Sléibhín and Adam Goldenstein through Arizona's vibrant ultramarathon and trail running community. Long before he joined the team, he knew them as fellow runners tackling grueling desert and mountain miles together. What started as shared miles on dusty trails eventually led to something far more magical.

"I originally met Adam and Sam during a club trail run one day, but I didn't know anything about them outside of running," Scott recalls. "A few weeks later I happened to see Sam again at one of our local casinos and introduced myself figuring he didn't know who I was. Anyway, as I was approaching him he said, 'Hey, Scott!'. Honestly I was amazed that he remembered my name. Everybody used to know me when I was on the Naval Base, but since I've retired I'm a ghost. Military retirement hits hard in so many ways.

"Then he asked me if I was there to see his show. I was like '*what show?*' Then he said he was performing a magic show at the casino. I was like '*you're a magician?*' and he was like '*Well, that's up for debate among some magicians, but that's what my business card says anyway.*' He let me know the show was starting in an hour and that he'd comp me a couple of tickets that I could pick up at the will-call booth."

Scott decided to check it out after a rough blackjack session. "I walked across the casino and found the ticket booth and I was surprised to see these crazy promo posters of him. Like I had no idea he was some sort of big deal. I mean there was a line of like a hundred people waiting to get into the theater. I got the tickets and noticed on the ticket that he'd made sure we were seated up front. And then the show started. I don't know how to describe it other than my mind was completely blown. Like, I actually lost sleep that night just trying to process what I had witnessed. It was really good and really funny."

That unforgettable night planted the seeds. Scott started hanging out with Adam and Sam at runs more frequently and eventually they offered him a job at their company.

Scott said, "Honestly, I was not expecting their offer when they made it. I thought we were just going for a run. Part of me was like '*these two clowns want a retired US Navy Admiral to sit around and help assemble magic tricks?*' I'm so glad I took the offer. I love watching how they develop an idea from just a passing thought to a full working product. Sometimes the whole process is done in a day, it's wild. If I was a billionaire or the

head of a defense contracting company, I would hire them at \$10 million a year just to come up with ideas. Ideas about anything. I have no doubt that they could come up with a weapon that would rival the destructive power of a nuclear warhead. They're both incredibly brilliant people."

Today, Scott is an invaluable asset at the Sly Designs production facility. Whether it's packaging, quality control, troubleshooting, or stepping up to handle whatever gap needs filling, Scott jumps in with reliability and enthusiasm, undoubtedly a result of his unwavering commitment to the service of his country. His meticulous attention to detail and genuine care ensure that every single product leaving the shop meets—and often exceeds—the company's sky-high standards. It's a big reason why magicians around the world consistently rave about the quality and performance of their Sly Designs purchases.

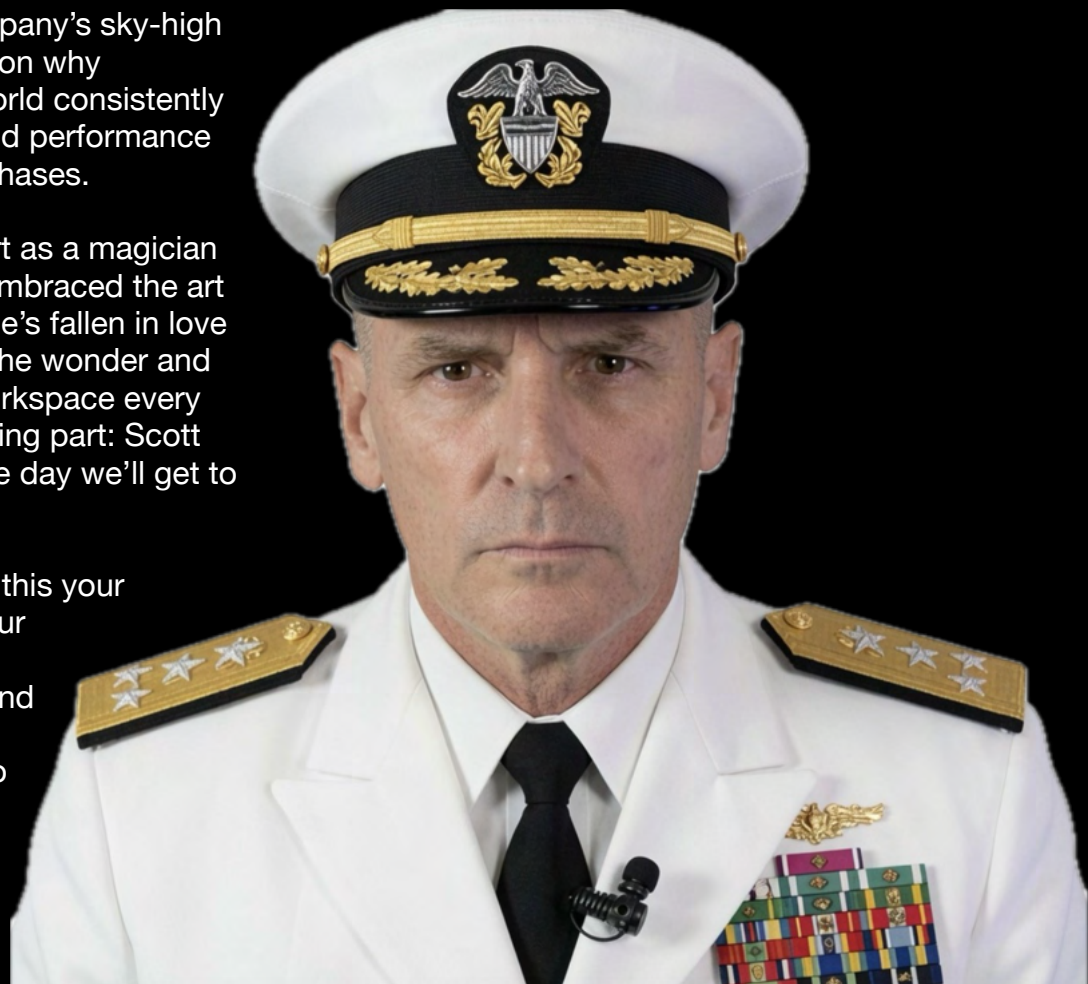
Though he didn't start as a magician himself, Scott has fully embraced the art since joining the team. He's fallen in love with magic, soaking up the wonder and creativity that fills the workspace every day. And here's the exciting part: Scott has promised us that one day we'll get to film him performing.

Hey Scott—consider this your official, public nudge! Your sense of humor is incredibly entertaining, and we know the magic community would love to see you in action. You've already been blown away by what this art can do—now it's time to return the

favor and blow some minds yourself. We can't wait to hit "record" and share your performance with everyone. You've got this!

From a career in Naval Intelligence to ultramarathon trails to crafting magical moments that reach performers worldwide, Admiral Scott Verwolf embodies dedication, humility, and quiet excellence. Thank you for your service and for everything you do to help Sly Designs deliver joy and astonishment in every package. You're a vital part of the magic—and we're grateful to have you on the team.

Keep running those miles and folding those miracles. The best is yet to come!



The Smoke and Mirrors of Power: How Governments, Corporations, and Politicians Steal Magicians' Secrets to Manipulate the Masses

Edgar Dos Santos,
Field Reporter

In the dimly lit theaters and intimate close-up tables where we magicians ply our trade, the audience knows they're being fooled. They lean in, hearts racing, begging to be astonished. But what happens when the same principles—misdirection, equivocation (the magician's choice), mentalism techniques like cold reading, and psychological forcing—are deployed not for entertainment, but for control? Not on a stage, but in your living

room, your ballot box, your shopping cart, and your news feed?

Prior to becoming a field reporter embedded in the world of Sly Designs, I've spent years celebrating the noble art of deception. But deception has a dark twin. This investigative report pulls back the curtain on how corporations, governments, and politicians weaponize the very tools we use to delight audiences, turning free-thinking civilians into unwitting participants in someone else's grand illusion. The revelations are as mind-blowing as a perfect double lift... except the stakes aren't applause—they're power, profit, and policy.

The Illusion of Choice: Equivocation on a Global Scale

Every mentalist worth their salt knows equivocation—the magician's choice. You offer what appears to be a free selection, but through clever language, timing, and



psychological framing, the outcome is predetermined. The spectator walks away convinced they made the decision themselves. Sound familiar?

In politics, this is deployed with surgical precision. Consider referendum and ballot language. Researchers at the Magic Lab and others have explicitly linked magician equivocation to political “illusion of choice.” Voters believe they’re weighing real options, while the architecture of the question or the framing of alternatives funnels them toward a desired result. One classic example is the loaded binary: “Do you support freedom and security, or weakness and chaos?” The wording forces an emotional binary while hiding nuance.

A more sophisticated real-world case emerged in behavioral policy “nudges.” Governments worldwide, inspired by Richard Thaler and Cass Sunstein’s *Nudge*, have built entire units (like the UK’s Behavioral Insights Team) that redesign choice environments. Default options are the ultimate equivocation: you can opt out of organ donation or retirement savings, but inertia and social proof do the heavy lifting. Participation rates skyrocket not because of coercion, but because the “choice” was never truly open—it was forced through design. In one documented nudge campaign, automatic enrollment in pension plans increased savings rates dramatically while preserving the illusion of autonomy.

Corporations take it further. Subscription traps, “limited time” offers with hidden renewals, and A/B-tested checkout flows are digital equivocation. You think you’re in control of your cart, but the house always wins. The mind-

blowing part? These techniques are refined using massive datasets that make a mentalist’s cold reading look like child’s play.



Mentalism for the Masses: Psychographics and Cambridge Analytica

If equivocation is the force, mentalism is the read. Cold reading—throwing out broad statements and fishing for reactions—has been industrialized. Hot reading (gathering secret info in advance) is now big data.

Enter Cambridge Analytica, the scandal that should have shocked the world more than it did. This firm harvested data from up to 87 million

Facebook profiles without proper consent. Using personality modeling based on the Big Five traits (openness, conscientiousness, extraversion, agreeableness, neuroticism), they created psychographic profiles. Then they micro-targeted individuals with tailored messages designed to exploit emotional vulnerabilities.

Whistleblower Christopher Wylie described it as turning “clicks into votes.” A neurotic, introverted voter might receive fear-based ads about crime or immigration, while an open, extroverted one got aspirational messages about innovation. The same campaign could suppress turnout in one demographic and inflame another—all while the audience believed they were making rational, independent choices. This wasn’t guesswork; it was scaled mentalism backed by military-derived psychological operations (psy-ops) research.

The revelations get darker. Cambridge Analytica wasn’t alone. Similar tactics have been alleged in Brexit, multiple U.S. elections, and beyond. Imagine a mentalist who doesn’t just read one spectator but millions simultaneously, adjusting the script in real time based on live data. That’s modern political consulting. And it worked disturbingly well—voters reported feeling deeply “understood” by candidates whose teams never met them.

Governments have embraced similar playbooks. During the COVID-19 pandemic, some administrations (including Canada’s, per reports on the Impact and Innovation Unit) ran experiments using nudge theory and even tested fictitious news stories to

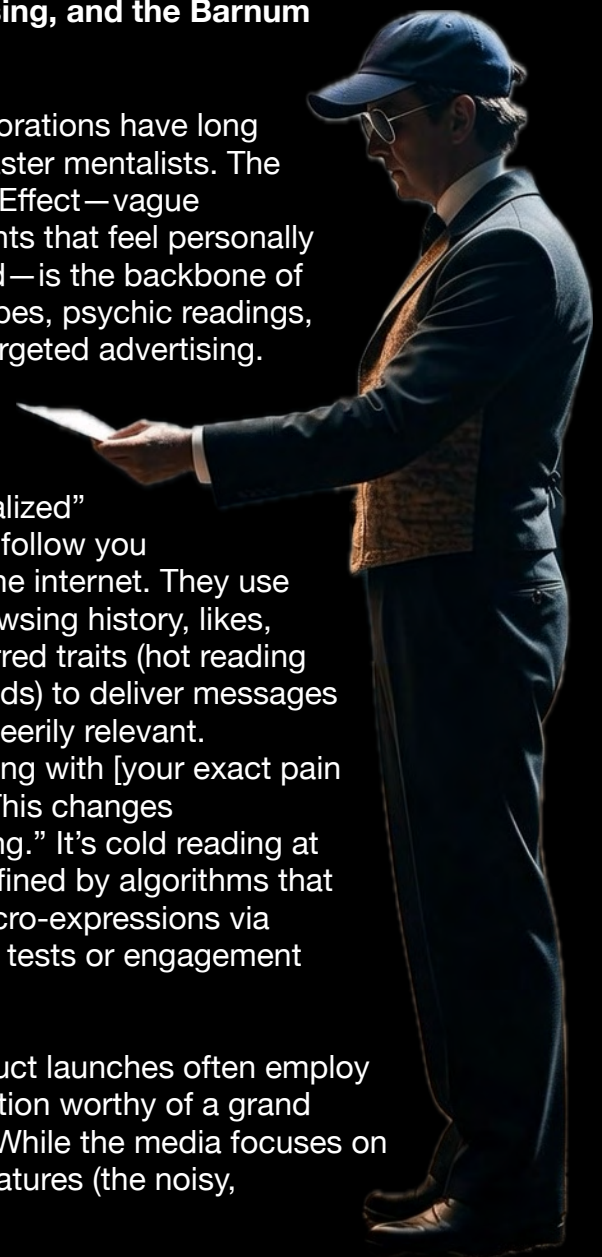
influence compliance with masks, vaccines, and lockdowns. They gamed emotions and social proof—core mentalism tools—to manufacture consent. One memo reportedly involved crafting narratives to downplay adverse events while boosting desired behaviors. The public thought they were assessing risks rationally; in reality, they were participating in a large-scale psychological experiment.

Corporate Conjuring: Sales, Advertising, and the Barnum Effect

Corporations have long been master mentalists. The Barnum Effect—vague statements that feel personally profound—is the backbone of horoscopes, psychic readings, and... targeted advertising.

Think of those “personalized” ads that follow you across the internet. They use your browsing history, likes, and inferred traits (hot reading on steroids) to deliver messages that feel eerily relevant. “Struggling with [your exact pain point]? This changes everything.” It’s cold reading at scale, refined by algorithms that track micro-expressions via webcam tests or engagement signals.

Product launches often employ misdirection worthy of a grand illusion. While the media focuses on flashy features (the noisy,



spectacular element), critical terms of service changes or data collection practices happen out of frame. Politicians do the same: dominate headlines with culture war fireworks while quietly passing legislation that affects wallets or freedoms.

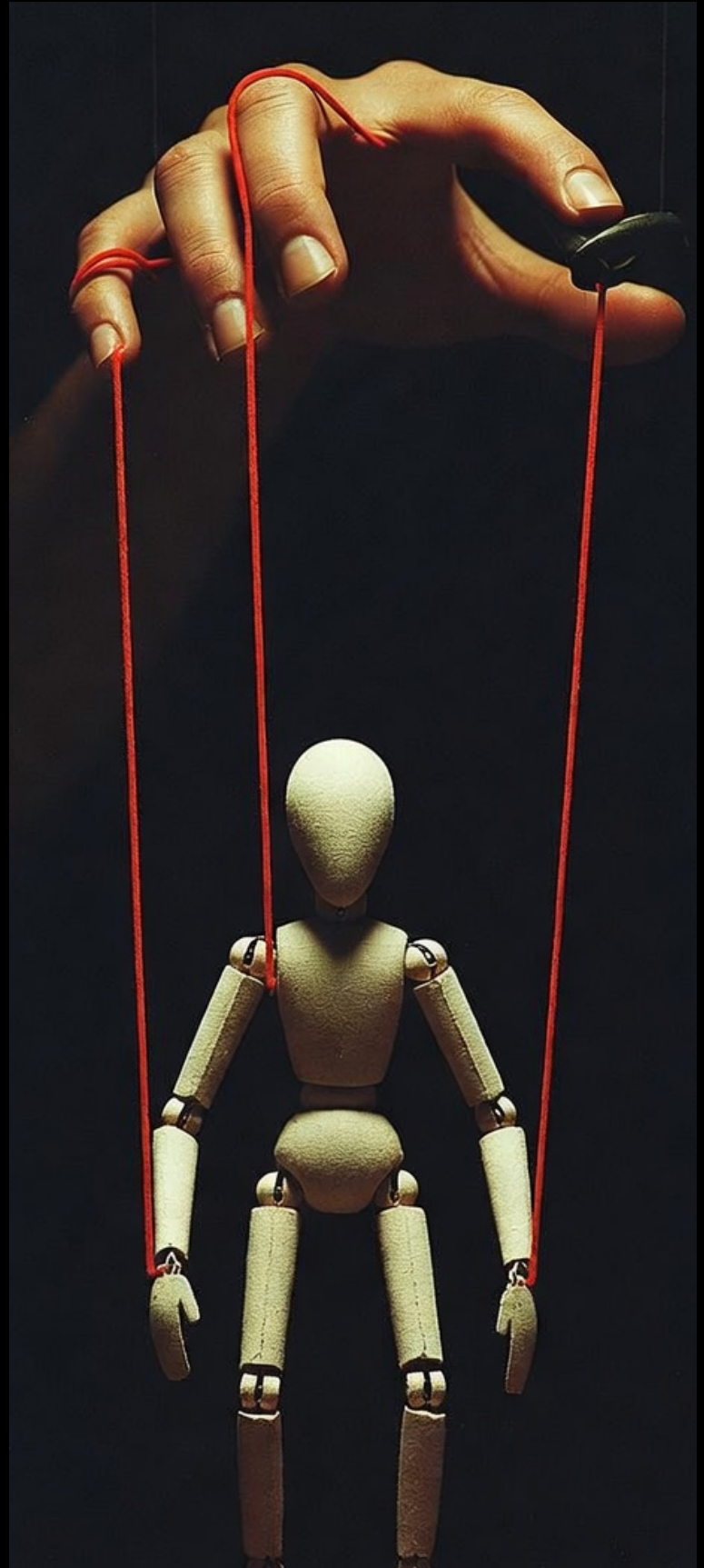
One particularly entertaining (and chilling) example is the use of fear, uncertainty, and doubt (FUD) in tech and pharma marketing. Competitors or regulators are painted as threats, triggering emotional responses that bypass logic—exactly how a mentalist might use a dramatic reveal to distract from the method.

Propaganda's Greatest Hits: Misdirection Through the Ages

History is littered with these techniques. The 1964 “Daisy” ad used nuclear scare tactics (pure emotional misdirection) to associate one candidate with apocalypse. Modern equivalents flood feeds with outrage bait, keeping citizens divided and distracted while real power consolidates elsewhere.

Glittering generalities—“freedom,” “security,” “progress”—are the verbal equivalents of a magician’s ambiguous patter. They feel meaningful but evaporate under scrutiny. Name-calling and ad hominem attacks poison the well before arguments even begin, a classic mentalism play to control the narrative frame.

Social media amplifies everything. Algorithms act as invisible assistants, feeding confirmation bias and echo chambers. You think you’re curating your own worldview; the platform is



performing the force.

The Ethical Reckoning: How Magicians Can Call It Out

The most astonishing revelation? These manipulators rely on one key assumption: that the audience remains unaware of the methods. Magicians, more than almost anyone, understand the mechanics of deception. We have a moral obligation—and a unique platform—to expose them.

First, educate relentlessly. Sly Designs and the magic community should produce content breaking down equivocal in political language, cold reading in ads, and misdirection in news cycles. Turn every performance into a teachable moment: “You thought you chose the card... just like you thought that policy was your idea.”

Second, advocate for transparency. Push for regulations on psychographic micro-targeting, mandatory labeling of AI-generated content and deepfakes, and ethical guidelines for behavioral nudges. Magicians know that true wonder comes from consent and skill, not exploitation.

Third, create counter-illusions. Use our platforms to demonstrate these techniques live. Imagine a mentalism act that reveals how a recent political ad used the exact same forcing language as a card routine. The audience leaves not just amazed, but empowered.

Finally, lead by example with ethics. Sly Designs has always prioritized wonder over wickedness. By shining a light on dark applications, we reinforce that deception is a tool—its morality lies in intent and consent.

The art of magic is rooted in joy, astonishment, and the celebration of human ingenuity. When corporations, governments, and politicians hijack our secrets for control, they betray that spirit. But knowledge is the ultimate counter-spell. By exposing the smoke and mirrors, we don't just entertain—we liberate minds.

As the lights come up and the audience applauds, remember: the greatest trick isn't making something disappear. It's making people see what was hidden in plain sight all along.



Why Are Magician Comics So Bad?

Giovanni Vulcano,
Opinion Writer

Listen, I love magic. I love magicians. I even love hanging out with magicians after the show, where the real sorcery happens—watching grown adults argue about whether somebody’s double lift is “*too flourishy*” while nursing their third watered-down drink. But there’s one corner of our beloved community that makes me want to vanish myself: *the comic strips in magician magazines*.

You know the ones. Those single-panel or four-panel groaners squeezed between the latest ad for a vanishing birdcage and a glowing review of some guy’s new rope routine. They’re supposed to be the humorous highlight, the moment of levity in a publication otherwise dedicated to serious discussions about whether your pinky break is properly angled. Instead, they land with all the comedic impact of a misfired thumb tip. Even the target audience—us, the people who willingly pay money to watch cards get lost—doesn’t laugh. We politely chuckle, flip the page, and wonder why our subscription renewal form includes a sad clown emoji.

I’m certainly not calling out any particular artist. So please don’t infer something that I’m not implying. But, *why are they so consistently unfunny?* Because they’re written by magicians for magicians, which is like asking a taxidermist to do stand-up. The jokes

rely on painfully specific insider references: “*Why did the magician break up with his assistant? She kept pulling rabbits out of her hat—turns out it was someone else’s hat!*” Or the classic: a cartoon of a magician on stage yelling “*Pick a card!*” while the spectator holds up a credit card. Hilarious. Groundbreaking. I felt my soul do a one-way trip to the card graveyard.



Magicians Who Think They’re Funny (Spoiler: Most Aren’t)

Here’s the deeper pathology. Magicians think they’re funny because they spend their lives controlling narratives. On stage, we force choices, we misdirect, we get laughs on command with a well-timed “Ta-da!” We mistake audience politeness (or



confusion) for genuine comedic genius. Off stage, that ego translates into *"I'm a performer, therefore everything I say is entertainment gold."*

The result? A flood of puns that died in 1973 and one-liners so stale they have their own dust covers. Real-world example: the endless parade of *"What do you call a magician who's lost his magic? Ian."* Yes, that one. It's been circulating forums and Facebook groups for years. Magicians share it like it's the lost gospel according to Houdini. Meanwhile, civilians hear it and immediately check their phones for escape routes.

Another gem I've suffered through at convention hospitality suites: the "magician vs. pizza" joke. *"What's the difference between a magician and a pizza? A pizza can feed a family of four!"* Delivered with the smugness of someone

who just invented the Linking Rings. The room full of magicians erupts in knowing nods, as if they've just witnessed profound social commentary instead of a recycled roast from 1985.

There are, of course, glorious exceptions. Tommy Cooper—the fez-wearing British legend whose entire act was built on the glorious failure of magic—remains comedy perfection. His fumbling, bumbling disasters weren't just funny; they were truthful. Penn & Teller weaponize comedy like intellectual ninjas, skewering bad magic while delivering genuine miracles. Mac King in Vegas turns quirky, character-driven silliness into a masterclass that packs theaters night after night. These guys succeed because they understand timing, self-deprecation, and—crucially—how to make the audience the star, not their own egos.

Most magician "comics," though? They're the equivalent of watching your uncle try to do balloon animals at a wedding. Technically impressive to other balloon enthusiasts, mortifying to everyone else.

The Gatekeepers of Comedy: Protecting Their (Unfunny) Turf

Now we get to the real illusion—the one hiding in plain sight at every magic convention. And I mean every magic convention - not just those with general registration, but worse. Those *'by invitation only'* conventions where each of the attendees is supposed to be a high-level performer with serious performing chops. They're the worst at comedy, but don't tell them that. The growth of their egos from being *'well recognized'* within the magician

"For my next trick, I'll make my dignity reappear."



community so clearly skews their perception as to what's funny that everyone can see it. Everyone but them.

The comedy bits, the after-hours shows, the 'roast' of another magician at a convention, the 'funny' segments by emcees between performers. These are fiercely guarded by a small cabal of self-appointed comedy gatekeepers who cling to their spots with a death grip tighter than a spectator palming a signed card.

These gentlemen (and it's almost always gentlemen of a certain vintage) have held the "Comedy Emcee" or "Banquet Roaster" title since the Carter administration. They control the strings, curate the lineup, and ensure that any genuinely funny up-and-comer gets the gentle 'maybe next year' treatment.

After all, why share the stage when you can keep it all to yourself, right?

They'll trot out the same tired material year after year, chuckle at their own inside jokes about dove productions and broken wands, and pat themselves on the back for 'keeping the tradition alive' and if you're lucky maybe they'll switch it up by adding a hastily written sketch comedy video that they created during the convention as a gimmicky façade to hide the fact that they're not actually that funny.

It's not about elevating magic. It's about protecting fragile egos. They're good, bad, or somewhere in between with their sleights and routines—but when it comes to comedy, the fierce territoriality reveals the truth. To the gatekeepers of comedy in magic: it's not about the magic.

You can be solid, mediocre, or brilliant when it comes to magic chops. But when you keep genuinely funny magicians on the sideline, I'm sorry to tell you that according to the DSM-VI, it's a clinically proven sign that you're either consciously or subconsciously aware that you're not funny—and it's tantamount to unintentionally projecting to the world that you're suffering from a micro-penis.

Magicians of the world: let's do better. Support the weird, the fresh, the actually and objectively funny voices of our current times. Ditch the stale cartoons. Hire real comedy writers - *not just gatekeepers that claim to be comedy writers*. Seriously, if all of your peers said your double-lift was bad, you would either stop doing it altogether or reassess your thought process as to why you think it's good and everyone else says it's bad

The art deserves laughter that lands.
Not comedic gatekeepers keeping the
funny people out while they get pity
chuckles that vanish faster than a cheap
silk.

Now if you'll excuse me, I have a card
trick to go practice. And maybe a better
joke to write.

*Giovanni Vulcano is an opinion writer,
occasional comedy magician, and full-
time sufferer of unfunny convention
emcees. He swears he's funnier than he
sounds on paper.*

Editor-in-Chief's Note:

Giovanni's opinions are his own and do
not necessarily reflect the opinion of
values of Sly Designs. To be fully honest,
the only reason his is writing for us is
because I lost a bar bet and the owners
of the company laid their trust in my with
the publication of this magazine. Any and
all issues you may have with this opinion
piece should be directed at Giovanni
himself. But honestly, if you personally
feel attacked by his opinion you need
therapy.

- Stone Johnson

Product Review: Facet Felon - A Gem of a Trick That Sparkles in Performance

Adam Hick,
Product Reviewer

As someone who spends more evenings performing than most people spend scrolling their phones, I'm always on the hunt for effects that deliver strong magic, solid audience engagement, and a memorable takeaway. Enter the *Facet Felon*. This isn't just another card trick—it's a polished, multi-layered gem (pun very much intended) that combines clever methodology, beautiful props, and a built-in souvenir that keeps working long after the applause dies down.

From the moment you open the package, *Facet Felon* feels premium. The dodecahedron-inspired design and high-quality components scream attention to detail. But the real test is in the performance, and I'm happy to report: this one delivers.

Tutorials That Actually Teach

One of the standout strengths of the *Facet Felon* is the quality of the accompanying tutorials. Too often, magic instructions feel rushed or assume you already know every nuance. Not here. The video instruction by Sam Sléibhín is clear, well-paced, and broken down into logical, layered steps with multiple angles and performance tips.

I sat down expecting the usual "watch three times and still fumble" experience. Instead, I was

able to execute everything correctly on the very first full run-through. That's rare, and it speaks volumes about how thoughtfully the material was put together. Whether you're a seasoned pro or an ambitious intermediate, you'll be ready to perform in a single focused session.

Audience Reactions: Pure Delight

I've taken the *Facet Felon* into both close-up gigs and parlor settings, and the results have been consistently excellent. The effect builds beautifully: a signed card vanishes under impossible conditions, only to reappear inside a stunning geometric dodecahedron. The moment of revelation consistently draws gasps, followed by big smiles when they realize the souvenir is theirs.

Audiences light up when I show them their signed card nestled safely inside the geometric eye-candy that is the dodecahedron. It's not just a trick—it becomes a personal memento. Because the audience member gets to keep a dodecahedron at the end of the performance.

People love physical reminders of magical moments, and this one hits the sweet spot like no other. Unlike a simple signed card that ends up forgotten in a junk drawer, the dodecahedron is a beautiful object. Spectators proudly display it on desks, bookshelves, or coffee tables at home or in the office. Every time they see it, they remember the experience—and more importantly, they remember you, the magician who made it happen.



Presentation Ideas & Pro Tips

The built-in structure of *Facet Felon* gives you plenty of room for creativity. I've been framing it as a "heist gone wrong" story where the *Facet Felon* (a notorious jewel thief) steals the signed card only to be caught red-handed in his geometric hideout. The prop's gemstone/criminal theme lends itself perfectly to playful patter about "criminal masterminds" and "impossible escapes."

For a more elegant approach, present it as a demonstration of "crystalline memory"—how certain objects can capture and preserve moments in time. The visual transformation and final production feel fresh and surprising no matter which script you choose.

Pro Tip for Maximum Impact:

Before the show, use a simple rubber stamp with your name, website, social media, or contact info on the board edge (or non-performance side) of one of the cards. When the spectator receives their signed card back inside the dodecahedron, they also get your information discreetly embedded.

It's the classiest business card handoff imaginable—subtle, professional, and far from tacky. Months later, when they glance at their display piece and need entertainment for an event, your contact is right there.

Brilliant marketing built directly into the magic!

Final Verdict

Facet Felon earns a very strong recommendation from this reviewer. It's cleverly constructed, beautifully produced, and delivers that rare combination of strong magic and lasting impression.

The tutorials set you up for immediate success, the audience reactions are enthusiastic and memorable, and, perhaps most importantly, *the souvenir factor turns every performance into potential future bookings.*

If you're looking for a card effect that stands out from the deck and leaves

spectators with something tangible and display-worthy, add *Facet Felon* to your arsenal. Yet again, Sly Designs has another winner on their hands. Now it's up to you to decide if you too want to be a winner.

I'll definitely be keeping this one in regular rotation. Highly recommended.

Best For: Close-up and parlor performers who want to leave a lasting impression.



Adam Hick has been reviewing magic products for Sly Designs Magazine since the very first edition. He performs regularly throughout the American Southwest and Mexico.

Remembering Don England: The Perfectionist's Perfectionist

Eric Häschen,
Magic Historian

In the rich tapestry of card magic, few names evoke as much respect and admiration as Don England. A true master of the pasteboards, a meticulous creator, and a dedicated student of the art, Don left an indelible mark on the magic community before his passing. His work combined technical precision, innovative thinking, and artistic elegance in ways that continue to inspire magicians around the world.

A Legacy in Print and Video

Don England was a prolific author and educator. His books — *TKOs*, *Gaffed to the Hilt*, and *Paradox* — remain essential reading for serious card workers. These volumes showcase his deep understanding of gaffed cards, sleight of hand, and the kind of subtle construction that separates good magic from great magic.

His video contributions are equally legendary. Don England's *Six Pack*, *Poker Chip Magic*, *Shifts and Lifts*, and his *Penguin Live* lecture captured his refined techniques and thoughtful presentations, allowing generations of magicians to study at the feet of a master. These productions weren't just demonstrations — they were masterclasses in clarity and depth.

One of the most exciting pieces of news for fans of Don's work is the upcoming release of *Gaffed to the Hilt - Expanded Edition* by Richard Kaufman. The new expanded edition promises to be even more valuable, including all the specially printed and handmade gaffed cards required to perform the effects described in the book. This is a rare treat that brings Don's genius fully to life in the hands of the reader. If you haven't already, secure your limited edition copy now before they disappear — these special runs go fast.

Student of the Greats

Don was privileged to be part of the inner circle of students under the legendary Ed Marlo. That direct lineage to one of card magic's greatest minds is evident throughout Don's body of work. He absorbed Marlo's attention to detail and relentless pursuit of excellence, then added his own creative voice. The result was a catalog of effects and handlings that feel both classic and refreshingly modern.

Beyond his books and videos, Don maintained an active presence online, creating an astonishing 456 videos on his YouTube channel @DonE6361. These recordings showcase everything from intricate card work to thoughtful, often unspoken, presentations on his techniques. Even today, the channel serves as a treasure trove for students seeking to understand the finer points of card magic from a true perfectionist.

The Perfectionist in All Things

Those who knew Don England will consistently describe him as a

perfectionist in everything he touched — whether it was magic, his professional work, or his artistic pursuits. That drive for excellence wasn't just a trait; it was the foundation of his approach to life. Every sleight was refined until it was invisible. Every routine was polished until it sang. Every piece of art or craft he engaged with received the same uncompromising attention.

A little-known fact that beautifully illustrates Don's restless spirit and commitment to growth: in 2011, five years before his death, he began training in the martial art of Brazilian Jiu-Jitsu. At an age when many slow down, Don stepped onto the mats to challenge himself physically and mentally. It was yet another example of his lifelong dedication to discipline, learning, and pushing personal boundaries.

A Lasting Influence

Don England's contributions continue to ripple through the magic world. His effects are performed by professionals and hobbyists alike. His teachings have shaped countless performers. And his example — that of a quiet, dedicated craftsman who valued substance over flash — remains a guiding light for those who truly care about the art.

As we flip through the pages of his books, watch his videos, or practice one of his handlings, we're reminded that great magic isn't about shortcuts. It's about care, precision, and love for the craft. Don embodied those qualities completely.

The magic community lost a giant when Don England passed, but his work ensures that his voice and vision endure. To all who study card magic: pick up his



books, watch his videos, and strive for that same level of excellence. In doing so, you'll honor one of the greats.

So here's to the legendary Don England. His cards may be gone, but the magic he left behind will never vanish.

BE SURE TO SUBSCRIBE TO OUR
YOUTUBE CHANNEL AND WATCH
OUT INCREDIBLY FUN PODCAST.





**PRODUCT CATALOG
APRIL 2026**

INFINITY CHALICE

STAINLESS STEEL LUXURY EDITION
HALF DOLLAR

"It's like 'Coins Across', one of my favorite routines to perform, only sideways! Everyone wants a closer look at the Infinity Chalice." —

★★★★★

"A great piece of magic for the collector and for the performer. Beautifully made and very easy for the less experienced magician." —

★★★★★

"This is a terrific routine that combines many principles into one cohesive routine that is easy to follow and easy to perform." — ★★★★★



Watch demo: https://youtu.be/SHVQIEMG40?si=uhH131qVCWEwhh_B



Perform the impossible penetration with the Infinity Chalice by Sly Designs

Created by Sam Sléibhín, the Infinity Chalice is a precision-engineered, double-ended stainless steel vessel that turns classic coin magic into a visual stunner: four half dollars visibly placed into the top seemingly melt through solid metal—one by one—to emerge cleanly at the bottom, defying physics in the most direct, impossible way.

Everything is examinable before and after: the gimmicked 303 stainless steel chalice (beautifully machined with a sleek, modern design), the custom gimmicked US half dollar, and four matching ungimmicked halves. Packaged in a custom black ASA case for protection and portability.

No difficult sleights, no awkward angles—just elegant, deceptive mechanics combined with a strong, easy-to-follow routine that builds astonishment step by step.

- **Precision machined** in durable 303 stainless steel for lasting beauty and smooth performance
- **Complete kit** — chalice, gimmicked coin, four matching halves, and protective case
- **Examinable** — spectators can inspect everything upfront, heightening the impossibility
- **Step-by-step video tutorial** included to master the routine quickly
- **Made in the USA** by veterans and world-renowned magicians—professional-grade, pocket-ready, and built to impress

Perfect for close-up magicians, coin workers, collectors of impossible objects, or anyone who loves high-impact, visual magic that leaves audiences speechless. Display it as a sculptural piece... or perform it to create unforgettable moments.

INFINITY CHALICE

STAINLESS STEEL STANDARD
EDITION - HALF DOLLAR



Watch demo: https://youtu.be/SHVQIEMG40?si=uhH131qVCWEwhh_B

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Everything is examinable before and after: the gimmicked 303 stainless steel chalice (beautifully machined with a sleek, modern design), the custom gimmicked US half dollar.

No difficult sleights, no awkward angles—just elegant, deceptive mechanics combined with a strong, easy-to-follow routine that builds astonishment step by step.

- **Precision machined** in durable 303 stainless steel for lasting beauty and smooth performance
- **Complete essentials** — chalice, gimmicked coin
- **Examinable** — spectators can inspect everything upfront, heightening the impossibility
- **Step-by-step video tutorial** included to master the routine quickly
- **Made in the USA** by veterans and world-renowned magicians—professional-grade, pocket-ready, and built to impress

Perfect for close-up magicians, coin workers, collectors of impossible objects, or anyone who loves high-impact, visual magic that leaves audiences speechless. Display it as a sculptural piece... or perform it to create unforgettable moments.

INFINITY CHALICE

ALUMINUM EDITION - HALF DOLLAR



Watch demo: <https://youtu.be/uDOWQQAunWI?si=HKiD-kaNgSEAaMuG>

Perform the impossible penetration with the Infinity Chalice by Sly Designs

Created by Sam Sléibhín, the Infinity Chalice is a precision-engineered, double-ended stainless steel vessel that turns classic coin magic into a visual stunner: four half dollars visibly placed into the top seemingly melt through solid metal—one by one—to emerge cleanly at the bottom, defying physics in the most direct, impossible way.

Everything is examinable before and after: the gimmicked aircraft quality aluminum chalice (beautifully machined with a sleek, modern design), the custom gimmicked US half dollar.

No difficult sleights, no awkward angles—just elegant, deceptive mechanics combined with a strong, easy-to-follow routine that builds astonishment step by step.

- **Precision machined** in aircraft grade aluminum for lasting beauty and smooth performance
- **Complete essentials** — chalice, gimmicked coin
- **Examinable** — spectators can inspect everything upfront, heightening the impossibility
- **Step-by-step video tutorial** included to master the routine quickly
- **Made in the USA** by veterans and world-renowned magicians—professional-grade, pocket-ready, and built to impress

Perfect for close-up magicians, coin workers, collectors of impossible objects, or anyone who loves high-impact, visual magic that leaves audiences speechless. Display it as a sculptural piece... or perform it to create unforgettable moments.

INFINITY CHALICE

BUDGET EDITION - QUARTERS

"Beautifully made and very easy for the less experienced magician. A great piece for the performer on a budget." — ★★★★★

"This is a terrific routine... easy to follow and easy to perform. The plastic version is surprisingly solid and deceptive!" — ★★★★★



Get started with impossible coin magic on a budget: Infinity Chalice Plastic Edition by Sly Designs

Created by Adam Goldenstein, the Infinity Chalice Plastic Edition delivers the same jaw-dropping penetration illusion as our premium models—at an accessible price point. Four quarters visibly placed into the top of the double-ended chalice melt through solid material—one by one—to emerge cleanly at the bottom, creating a direct, physics-defying visual that leaves spectators stunned.

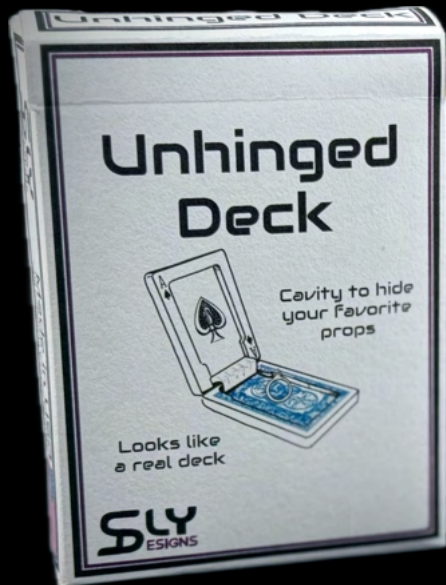
This budget-friendly version features a durable, lightweight 3D-printed black ASA plastic gimmicked chalice (sleek and modern-looking) paired with a custom gimmicked US quarter. You'll supply your own four matching ungimmicked quarters for the routine. Everything remains fully examinable before and after—no difficult sleights required, just smooth, deceptive mechanics and a strong, easy-to-perform sequence that builds astonishment naturally.

- **Affordable entry to premium effects** — same impossible penetration as the stainless and aluminum models, but lighter and smaller
- **Complete essentials** — 3D-printed gimmicked chalice + gimmicked US quarter (add your own matching quarters)
- **Examinable** — spectators can handle and inspect the chalice and coins upfront, amplifying the mystery
- **Step-by-step video tutorial** included to learn the routine quickly and confidently
- **Made in the USA** by veterans and world-renowned magicians—reliable, performer-ready, and built for real-world use

Ideal for aspiring magicians, coin enthusiasts on a budget, or anyone wanting high-impact visual magic without the premium investment. Great as a starter prop, backup, or travel-friendly version—perform it close-up, display it casually, and watch reactions turn to "no way!"

UNHINGED DECK

“This is incredible. The possibilities with this deck are literally limited only by the imagination” - ★★★★★

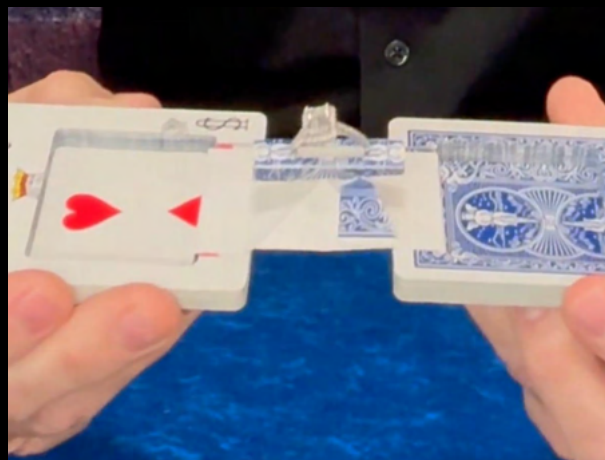


Watch Demo: <https://www.youtube.com/watch?v=2zTZHBKeTY4>

INVISIBLE HINGE TECHNOLOGY

Bills, billets, rings, toys...

Make anything that fits in the deck appear quicker than the eye can see.



Unleash endless creativity with the Unhinged Deck by Sly Designs

Created by Sam Sléibhín, the Unhinged Deck is the modern upgrade to his original “Forever Deck”. The Unhinged Deck appears to be a perfectly ordinary deck of Bicycle-style playing cards—until you reveal its secret: the entire deck cleverly folds open like a book, exposing a hidden cavity perfect for loading and vanishing small objects (rings, coins, billets, predictions, and more).

The removable hinge allows for truly "unhinged" versatility—detach it completely for standalone effects, reconfigure the deck in surprising ways, or combine with other Sly Designs pieces for layered impossibilities. Infinite performance options await: classic ring-in-box routines, impossible productions, vanishes, transpositions, or even hybrid effects blending with your kirigami topology cards.

Everything is built for real-world performance: smooth, silent operation, examinable appearance (looks and feels like a standard deck at first glance), and durable construction that holds up to repeated use.

- **Deceptive utility deck** — masquerades as a real Bicycle deck while hiding a spacious, accessible compartment
- **Removable hinge** — unlocks infinite handling variations and custom setups
- **Pocket-sized powerhouse** — compact, portable, and ready for close-up or stage
- **Step-by-step video tutorial** included to master loading, routines, and creative applications quickly
- **Made in the USA** by veterans and world-renowned magicians—professional-grade, reliable, and built to astonish

Perfect for magicians seeking a fresh, multi-purpose prop, mentalists incorporating predictions or switches, or collectors of ingenious gimmicks that spark "how is this possible?" moments. Display it innocently on the table... then unleash the unhinged magic inside.

COIN CYLINDER NOUVEAU

“Finally, a fresh take on the classic Cylinder and Coins that feels modern and performer-friendly! The Coin Cylinder Nouveau from Sly Designs has a sleek, elegant design—nothing like the old leather ones—and the coins move through it in the cleanest, most visual way. The mechanics are deceptive and smooth; no fumbling, no bad angles. Everything's examinable at the start and end, which kills any suspicion. The video tutorial is spot-on and helped me nail the routine in one sitting. This has become my go-to for table-hopping—spectators freak out every time.” ★★★★★



Watch demo: <https://youtu.be/2WEIne0IVAk?si=bj-OZfVdAPd2QI3f>

Master the timeless impossible with Coin Cylinder Nouveau by Sly Designs

Created by Sam Sléibhín, the Coin Cylinder Nouveau reimagines the legendary Cylinder and Coins routine with a fresh, elegant twist: a sleek, precision-crafted cylinder that allows silver dollar coins (or half dollars) to impossibly appear in the cylinder one at a time, under impossible conditions—leaving audiences questioning reality.

Unlike traditional cork-and-leather versions, this Nouveau model features a modern, streamlined design with deceptive built-in mechanics that feel natural and foolproof. Show the cylinder empty, vanish a coin from your hand, and show the coin under the cylinder. Repeat the process twice more and watch them appear inside in the cylinder in the cleanest, most visual manner possible.



Everything is built for professional performance: fully examinable at the start and finish (no suspicious moves), smooth handling, and durable construction that withstands real-world use.

- **Unique Nouveau design** — modern aesthetics meet classic impossibility for standout visuals
- **Incredible carrying case** — a unique designed case that looks like a coin roll from the U.S. Department of Treasury carries the coins and cylinder to keep them together and safe
- **Silver dollar/half dollar compatibility** — works with standard coins for easy resets and audience handling
 - a. Silver dollar size includes coins
 - b. Half dollar size **does not** include coins
- **Examinable throughout** — spectators can inspect the cylinder and coins, heightening the deception
- **Step-by-step video tutorial** included to learn the full routine and handling variations quickly
- **Made in the USA** by veterans and world-renowned magicians—compact, reliable, and engineered for astonishment

Perfect for coin magicians performing close-up miracles, Ramsay/Conover-inspired routines, or collectors seeking a beautiful, innovative prop that blends artistry and deception. Display it as a sculptural piece on your table... then unleash the Nouveau magic that makes coins dance through the impossible.



Unmatched durability — the cylinder has been tested to hold over 200 lbs of load weight, ensuring that it will withstand the toughest conditions.

KIRIGAMI CARDS™

THE MAGIC OF INNOVATION IN EVERY FOLD



KIRIGAMI CARDS

Discover impossible elegance with Kirigami Cards by Sly Designs

Experience the art of the impossible: each Kirigami Card is a single, precision-precut playing card transformed into a mind-bending topological sculpture through clever folds and interlocking cuts.

One piece. Pre-cut. No assembly required beyond a few precise folds—yet the result is a stunning, two-sided work of art that defies expectation: a card impossibly linked to itself, looped in ways that seem to break the rules of reality.

Crafted with proprietary micro-perforation technology on premium playing card stock, these designs blend kirigami artistry, mathematical topology, and magician's ingenuity—creating pocket-sized wonders that are as beautiful displayed flat or folded as they are perplexing to onlookers.

- **Single-card marvel** — no extra pieces, just one elegantly engineered card
- **Pre-cut precision** for effortless, clean performance or display
- **Two-sided artistry** — intricate cuts reveal stunning patterns and illusions from both sides
- **Step-by-step video tutorial** included (link provided) to master the "impossible" folds quickly
- **Made in the USA** by veterans and world-renowned magicians—compact, durable, and endlessly fascinating

Perfect for magicians, puzzle collectors, artists, or anyone who loves objects that spark wonder and conversation. Perform, display, or gift a true conversation starter that looks like ordinary art... until it isn't.

The **Kirigami Cards™ collection by Sly Designs** features our proprietary micro-perforation technology—a precision innovation that brings the intricate, time-intensive art of kirigami to life in seconds.

What once required hours of meticulous cutting with a hobby knife (and often imperfect results and cut fingers) is now effortless: each card arrives fully prepared and ready to fold right out of the box. Simply separate along the micro-perforations, follow the included video tutorial, and transform ordinary playing cards into stunning topological sculptures, impossible links, or geometric wonders.

This breakthrough makes kirigami accessible to magicians, puzzle enthusiasts, artists, and anyone who appreciates hands-on creativity—without the frustration or skill barrier.

Perfect for performers and gifting

Kirigami Cards™ double as magical giveaways: hand one to a spectator after a mind-blowing routine for a lasting, personalized souvenir. They're also ideal last-minute gifts—compact, thoughtful, and far more memorable than a forgotten birthday card (especially when your magic budget has already taken a hit!).

With new designs added monthly, the possibilities are truly endless—whether you're performing "impossible" folds, building modular polyhedra, or exploring mathematical art.

Package includes a variety of 12 different Kirigami Cards. Each package is different so you never know which cards (not the color, suit, nor pattern) you are going to receive! Collect them all!

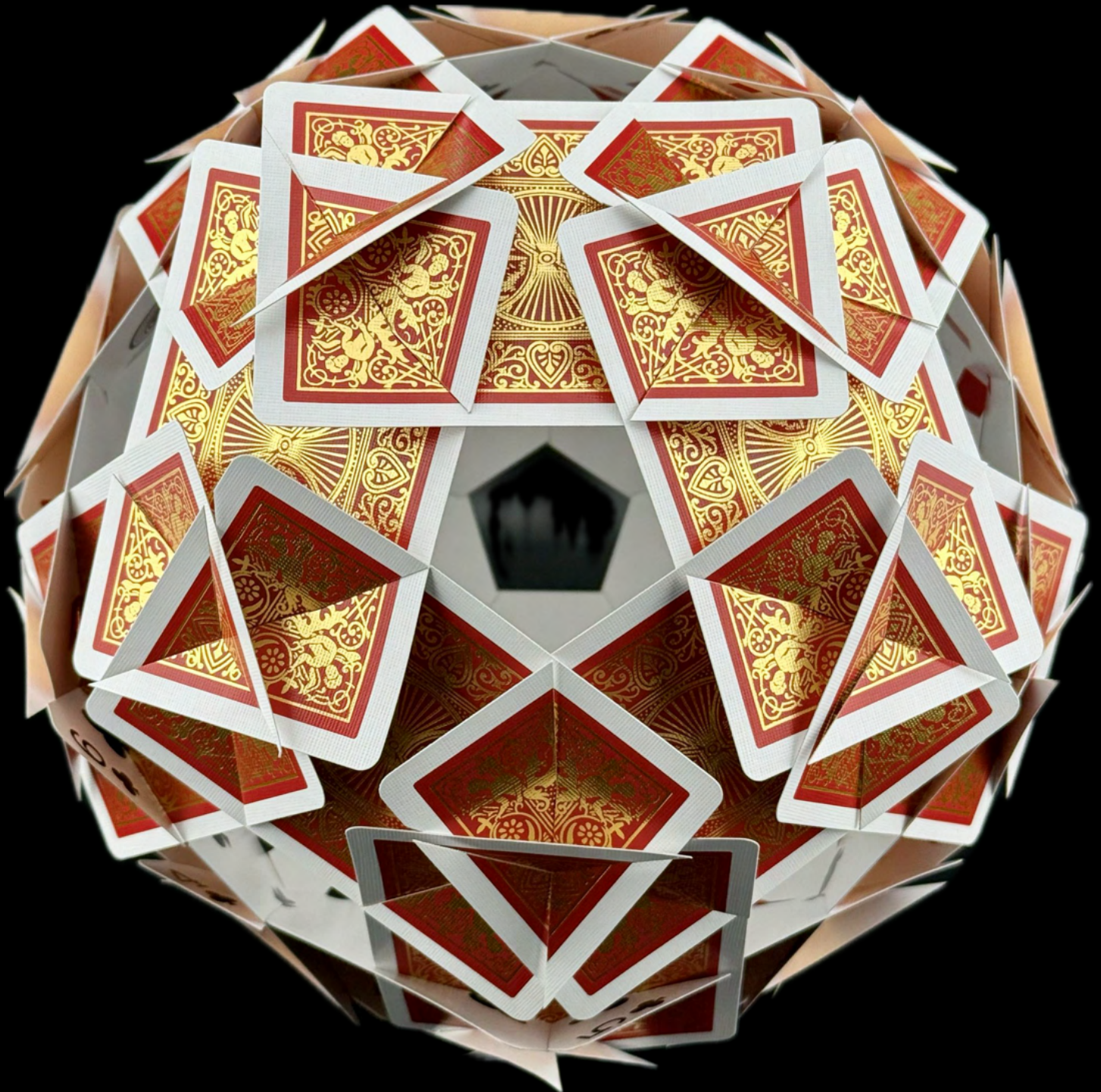
Visit the following link for a demo:
<https://youtu.be/fYZajstcN3Y>

TURN YOUR CARDS INTO A TWO-SIDED WORK OF ART



Display cases not included

POLYHEDRON COLLECTION



DO-DECK-A-HEDRON

Elevate curiosity into creation with this captivating geometric masterpiece.

Transform 30 precision, pre-cut playing cards into a mesmerizing twelve-sided polyhedron, inspired by the innovative modular kirigami designs of renowned mathematician and artist **George Hart**.

No glue, no tape—just clever interlocking slots and folds that reveal an elegant, symmetrical sculpture blending art, mathematics, and playful wonder.

Includes a clear step-by-step video tutorial link to guide you smoothly from flat cards to finished form.

Perfect for puzzle enthusiasts, math lovers, artists, or anyone seeking a meditative, mind-expanding hands-on project that results in a beautiful, display-worthy object.

Available in 32 or 56 card packages. Full decks are left or right cut.



THE FACET FELON

"This thing is pure gold for magicians! The Do-Deck-a-Hedron assembles into a gorgeous dodecahedron in minutes thanks to the flawless pre cut cards and clear video tutorial.

But the real killer is the signed card routine: spectator signs a card, it vanishes, and then—bam—it's impossibly linked right inside the polyhedron, woven through the geometric structure like it was always there.

The 'how the hell?' reactions are *insane*—it's visual, impossible, and the polyhedron makes an amazing, lasting giveaway.

Already a staple in my set—highly recommend for anyone blending puzzles with magic!" ★★★★★



THE FACET FELON

THE FACT FELON

THE PERFECT CRIME.

COMMITTED IN PLAIN SIGHT.

A spectator signs their card.

They watch it vanish.

Then — in a single, impossible instant — their signed card **appears locked inside** a solid, woven 30-card dodecahedron.

It's a breathtaking geometric sculpture of 30 playing cards — every edge perfectly interlocked — and their signed card impossibly trapped at the very center, visible from every angle.

It's apparently not coming out without destroying the dodecahedron.

Visually impossible. Incredibly easy to perform.

30-card woven dodecahedron • Instant signed-card appearance • Basic sleight of hand

Available exclusively from Sly Designs.

Limited first-run edition.

Steal one before they're gone.



3-Burr Puzzles



"What a deceptive little gem! As a magician, I love how innocent it looks—just three Bicycle-style cards—until you start slotting them together and it forms this sturdy, 3D structure that feels solid. The precision cuts are top-notch (pips even align beautifully when assembled). I've used it as a quick desk toy during gigs, and it always draws people in for a closer look. Assembling is fun and meditative. Sly Designs nailed the balance of puzzle difficulty and elegance. Worth every penny—get it before your magic buddies do!" ★★★★★

Unlock the magic of geometry with the 3-Burr Puzzle by Sly Designs

Challenge your mind and hands with this ingenious kirigami-inspired burr puzzle: assemble three precision, pre-cut playing cards into a perfectly interlocked, three-dimensional structure that echoes classic wooden burr designs—but in a compact, elegant, and impossibly clever form. Based on puzzle creator **George Miller's** design.

No glue, no tools, no frustration—just clever slots and folds that click satisfyingly into place, creating a sturdy, display-worthy polyhedral sculpture. Inspired by the interlocking genius of traditional burr puzzles (where pieces slide and notch in surprising ways), this version transforms ordinary Bicycle-style cards into a pocket-sized brain teaser that's equal parts art, mathematics, and magic.

- **Precision micro-perforated** for clean, easy separation
- **Step-by-step video tutorial** included to guide you from flat cards to finished form
- **Made in the USA** by veterans and magicians—compact enough for travel, intriguing enough for endless puzzling
- **Perfect for** puzzle lovers, math enthusiasts, card magicians, or anyone who appreciates thoughtful, hands-on creativity

Once assembled, admire (or show off) your creation—then disassemble and rebuild for repeat challenges. A fresh take on burr puzzles that feels delightfully impossible until it clicks. Partial deck Includes 12 cards, 4 puzzles per package; full deck included 54 cards, 18 puzzles per package.

"Bought this on a whim after seeing it on Instagram, and wow—it's way cooler than I expected! Super easy to separate the pre-cut cards, and the tutorial video walks you through assembly perfectly. Once together, it's this neat little polyhedral burr that looks like modern art on my shelf. My kids (teens) fought over who got to solve it first, and we all got it on the second try. Five stars for the fun factor!"



PYRO-BALLS



Pyro-Balls by Sly Designs

The Impossible Location That's Been Hiding in Plain Sight the Whole Show

If you've ever wanted a single prop that feels like pure fire—both literally and figuratively—Sly Designs just dropped the one you've been waiting for.

Here's the miracle:

You borrow a spectator's ring (or coin, watch, key—anything small). It vanishes cleanly using whatever method you prefer—classic palm, thumb tip, whatever. The ring is gone. The spectator is already nervous. You gesture toward the innocent-looking Pyro-Ball that's been sitting in full view on the table the entire time and say:

"I think your ring has been trying to get warm..."

You pick up the ball, give it a gentle shake... and the ring clinks inside. You disassemble the ball and tip it forward. The spectator's ring drops out into their hand.

That's it. No suspicious moves. The ball has been in plain sight the entire performance, and the reappearance feels genuinely impossible.

Why Performers Are Losing Their Minds Over It

- **Confabulation ready** – The ball sits out from the first moment of your set. When the ring appears inside it ten minutes later, the audience literally rewrites their own memory: "Wait... that thing was there the whole time?!"
- **Minimal sleight of hand required for the climax** – The gimmick does all the heavy lifting.

- **Works with any small object** – Rings are perfect, but signed coins, folded billets, borrowed earrings, even a spectator's tooth (don't ask) have all been used successfully in testing.
- **Audience-tested favorite** – Every single performer who's field-tested Pyro-Balls has reported the same reaction: stunned silence followed by an explosion of applause and "how the hell..." questions.
- **Incredibly easy** – Learn it in under five minutes, perform it the same night.

The finish is so clean and so visual that magicians who normally hate "gimmick" effects are calling this their new closer. It's elegant, dramatic, and plays just as strongly for 8 people at a restaurant table as it does for 80 at a corporate event.

Pyro-Balls are made in the USA by magicians and machinists who actually understand what close-up performers need. Each set includes enough cards for 9 ball (which can be reused for multiple performances or given away as a souvenir, a video tutorial that covers multiple handlings and multiple routine ideas to get your creative wheels turning.

If you've been looking for that one impossible-location piece that feels fresh, looks amazing, and actually delivers the reaction you dream about... *this is it*.

Grab one before someone else does... and then watch your spectators lose their minds when their ring drops out of a ball that's been sitting in full view the entire show.

Video Demo:

<https://youtu.be/NvilkAwWxpA>



Ignite geometric wonder with the Pyro-Balls featuring Andrea Hawksley's 6-Card Ball Design by Sly Designs

Assemble six precision, pre-cut playing cards into a compact, interlocking spherical polyhedron that conceals a stunning secret: an elegant dodecahedron clearly visible at its core.

Created by mathematical artist **Andrea Hawksley**, this clever design uses just six cards—each ingeniously representing **two faces** of the underlying regular dodecahedron—resulting in a structure with **pyritohedral symmetry** (a fascinating subgroup of icosahedral symmetry, blending full dodecahedral beauty with pyrite-like distortions). The result is a mesmerizing, soccer-ball-like orb that's both a visual delight and a subtle mathematical puzzle.

No glue, no tape—just slotting and interlocking folds that click satisfyingly into place, revealing intricate patterns and a harmonious, display-worthy sculpture from every angle.

- **Six-card modular marvel** — compact yet structurally rich
- **Pre-cut precision** on premium playing card stock for clean separation and effortless assembly
- **Hidden dodecahedron core** with pyritohedral symmetry — a beautiful fusion of art and advanced geometry
- **Two-sided artistry** — stunning interlocking designs visible inside and out
- **Step-by-step video tutorial** included (link provided) to guide you from flat cards to finished ball
- **Made in the USA** by veterans and magicians—pocket-portable, durable, and endlessly intriguing



TUNNEL CUBE



THE TUNNEL CUBE

Inspired by mathematical artist George Hart

MATH MEETS MAGIC. GEOMETRY MEETS YOUR AUDIENCE.

Twelve ordinary playing cards. Pre-cut with precision slots.

Interlock in minutes to form a striking, open-structured cube — elegant tunnels piercing straight through every face to the center.

A geometric marvel: six clean square tunnels (plus hidden passages) create an impossible-looking lattice of cards that holds itself together without glue, tape, or tricks.

Spectators can't stop staring.

They turn it in their hands, peer through the tunnels, marvel at the symmetry — a perfect blend of art, math, and wonder.

The ideal post-show giveaway.

Far more sophisticated than balloon animals.

Far more memorable than a signed card alone.

Hand it to them at the end of your show:

“Your souvenir — a little piece of impossible geometry. Scan the QR code on the custom card for more magic and my next show.”

Boost your merch table instantly.

Compact, lightweight, packs flat in a sleek envelope.

Audience members buy extras for friends, kids, offices — “I have to show this to someone!”

THE TUNNEL CUBE

24 precision pre-slit playing cards, enough cards for two cubes • Inspired by George Hart • Assembles into a 10 cm sculptural cube with fourteen tunnels • No tools required

Limited edition — because elegance sells out.

Where magic folds into mathematics.

FOLDING FROG



Make their card... leap back to them. 🐸

Imagine this:

A card is freely selected and **signed**. It's lost in the deck—no control, no funny moves. The cards are spread across the table. The moment is over... or so it seems.

Then you reach into your pocket and remove something unexpected.

A **tiny origami frog**.

You place it on the table and show how it hops with a simple press of your finger. The room laughs. It's charming. Impossible not to smile.

Then you hand the frog to your spectator.

"Your frog knows where your card is. Just make it hop."

The frog jumps across the spread and lands on a card. The spectator turns it over...

Not their card.

But when the magician checks the spread, something is very wrong.

Their signed card is gone.

All eyes return to the frog.

Slowly... the paper frog is unfolded.

Layer by layer.

Fold by fold.

Until the truth appears in their own handwriting.

The frog was their signed card the entire time.



What Makes *The Frog Deck* Special



Pre-Scored Precision

Every card is expertly scored to allow **rapid, one-handed folding** into a perfect origami frog without even looking..

Fast & Practical

Fold the frog in seconds—even under fire.

A Complete Magical Moment

Part magic trick, part playful theater, part impossible souvenir.

Interactive & Memorable

The spectator makes the frog hop themselves before the stunning revelation.

Perfect For

- Close-up magic
- Walk-around performers
- Table hopping
- Social media magic
- Magicians who love **visual, impossible endings**
- Simple giveaways

A signed card.

A hopping frog.

An impossible transformation.

The Frog Deck turns a simple card trick into a moment they'll talk about long after the frog stops hopping.

The magic... leaps into their hands. 🐸✨

Sly Designs – Revolutionary Innovations in Sly Deceptions

Available in full 56 card decks (red or blue) or partial 20 (random cards with mixed colors) card packaging.

CANNIBAL DECK



Because sometimes the cards don't just vanish...

They get eaten.

What happens when a deck of cards **eats itself**?

You're left with **The Cannibal Deck**.

Crafted from a genuine Bicycle deck, every single pip, index, and piece of artwork has been **meticulously cut away**—leaving behind a haunting collection of hollowed-out cards.

No printing.

No gimmicked ink.

Just the **bones of the deck**.

The Perfect Impossible Ending

Imagine performing the classic Cannibal Kings.

The kings devour the other cards one by one... until the deck is spread to reveal a shocking finale:

Every card has been eaten.

All that remains are the empty outlines where the pips used to be.

Or picture this...

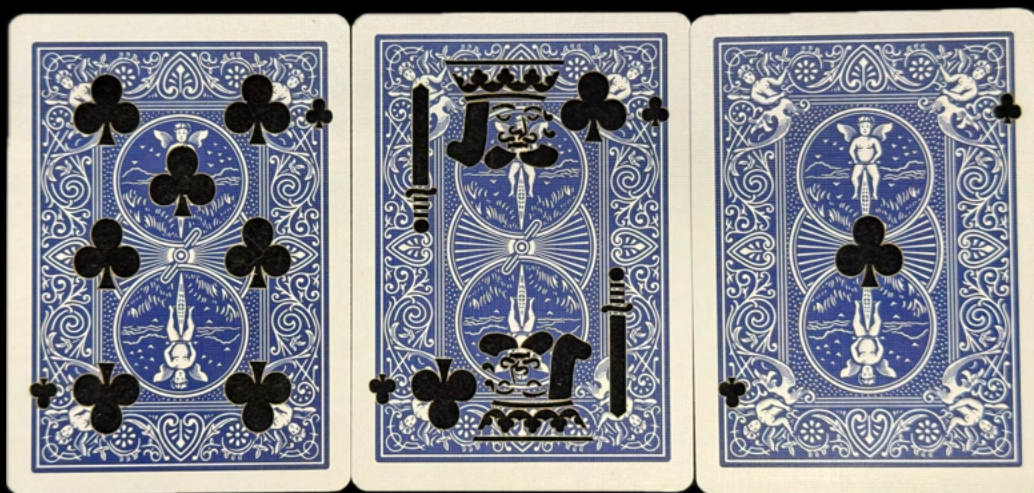
You finish any ambitious card routine.

A quick deck switch.

You spread the cards across the table.

Gasps.

The entire deck has been **consumed from the inside out**.



A Tool for Creative Magicians

The **Cannibal Deck** is not a trick in itself.

It's a **powerful visual prop** that unlocks dozens of routines:

- A killer ending for **Cannibal Kings**
- A surreal finale for **Ambitious Card**
- A shocking deck-switch revelation
- A bizarre close-up storytelling piece
- A haunting display for bizarre magic

If you can imagine it... this deck can sell it.

Built for Impact

- ✓ Made from a genuine Bicycle deck
- ✓ Precision-cut artwork and pips
- ✓ Fully usable blank-face framework cards
- ✓ Perfect for dramatic spreads and reveals

Every card looks like it has been **slowly devoured**.

Limited Seasonal Release

The **Cannibal Deck** is a **limited seasonal edition** from Sly Designs.

When they're gone...

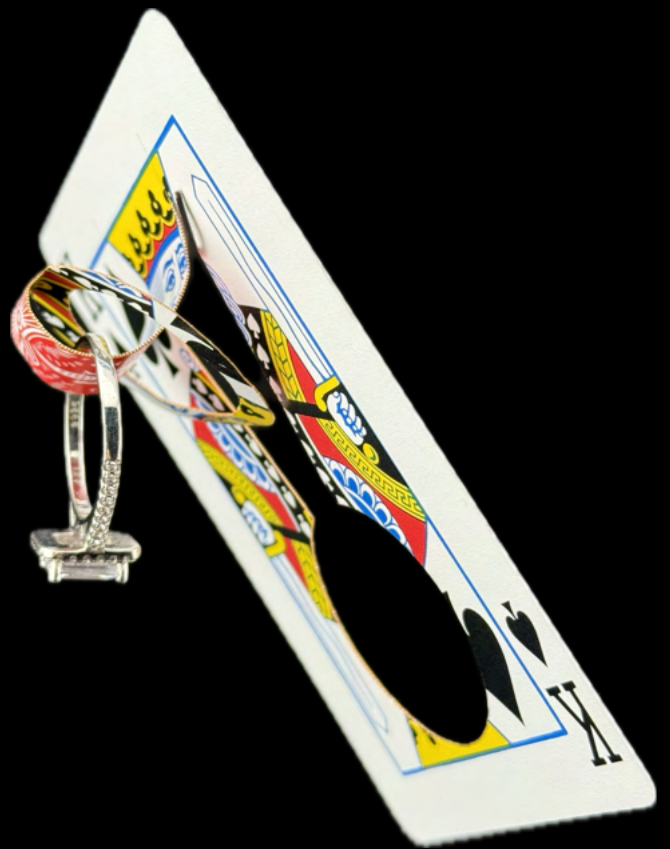
They're **gone**.

No restocks - until next year!

The Infinity Link

Link a card to itself. Link a ring to the card. Impossibly.

"Hands down one of the coolest topological card effects I've added to my arsenal! The Infinity Link by Sly Designs is genius—a single Bicycle card with those sneaky micro-perforations that are basically invisible until you pop the shape. Fold it, and suddenly you have an 'impossible' self-linked loop that you can thread a spectator's ring through effortlessly. The reveal is pure astonishment—clean, visual, and examinable. Tutorial is clear and quick; I had it performance-ready in an hour. Great for walk-around, table magic, or as a giveaway souvenir. Sly Designs' precision and magician-crafted vibe make this feel premium. If you're into impossible objects or linking effects, grab this—it's a worker!" ★★★★★



Watch demo: <https://youtu.be/mOWh40OePeQ?si=nj0IrtVHtd0ZRRtS>

Experience true topological impossibility with Infinity Link Cards by Sly Designs

Created by award-winning magician Sam Sléibhín, the Infinity Link Card turns a single Bicycle playing card into an astonishing, self-linked topological wonder: an "impossible" object where the card appears to link through itself in endless, reality-defying loops.

One piece. Pre-cut. No assembly or extra components—just precise folds that reveal a mind-bending structure you can actually thread rings, strings, or small objects through, creating visual paradoxes that look physically impossible.

The proprietary micro-perforated cuts (nearly invisible when flat) allow the card to transform seamlessly, showcasing intricate, symmetrical patterns from both sides—a true two-sided work of art that blends kirigami precision, advanced topology, and magician's ingenuity.

- **Single-card topology marvel** — one elegantly engineered card does it all
- **Pre-cut precision** for clean, effortless transformation
- **Two-sided artistry** — stunning interlocking designs visible and beautiful from every angle
- **Linking capability** — link rings, chains, or objects in ways that defy logic
- **Step-by-step video tutorial** included (link provided) to master the folds and handling quickly
- **Made in the USA** by veterans and world-renowned magicians—pocket-sized, durable, and endlessly perplexing

Perfect for anyone performing visual impossibilities, puzzle collectors seeking topological challenges, artists admiring geometric beauty, or anyone who loves objects that spark awe and endless "how did you do that?" moments. Display flat as subtle art... or link it up to blow minds.

KIRIGAMI CLUB



Subscribe to join the Kirigami Club. Every month you'll receive :

- A new pack of our newest Kirigami Card designs
- Opportunities to beta-test our new products - that means free magic products!
- 10% off everything listed in our online store.
- Full access to all of our hidden online videos.
- Access to our weekly internet jam session - which has been described as "a wildly unique experience"
- Early-bird purchasing of our new products before they're available to anyone else.
- Plus much, much more!

CONTACT

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Dealer inquiries, please email.

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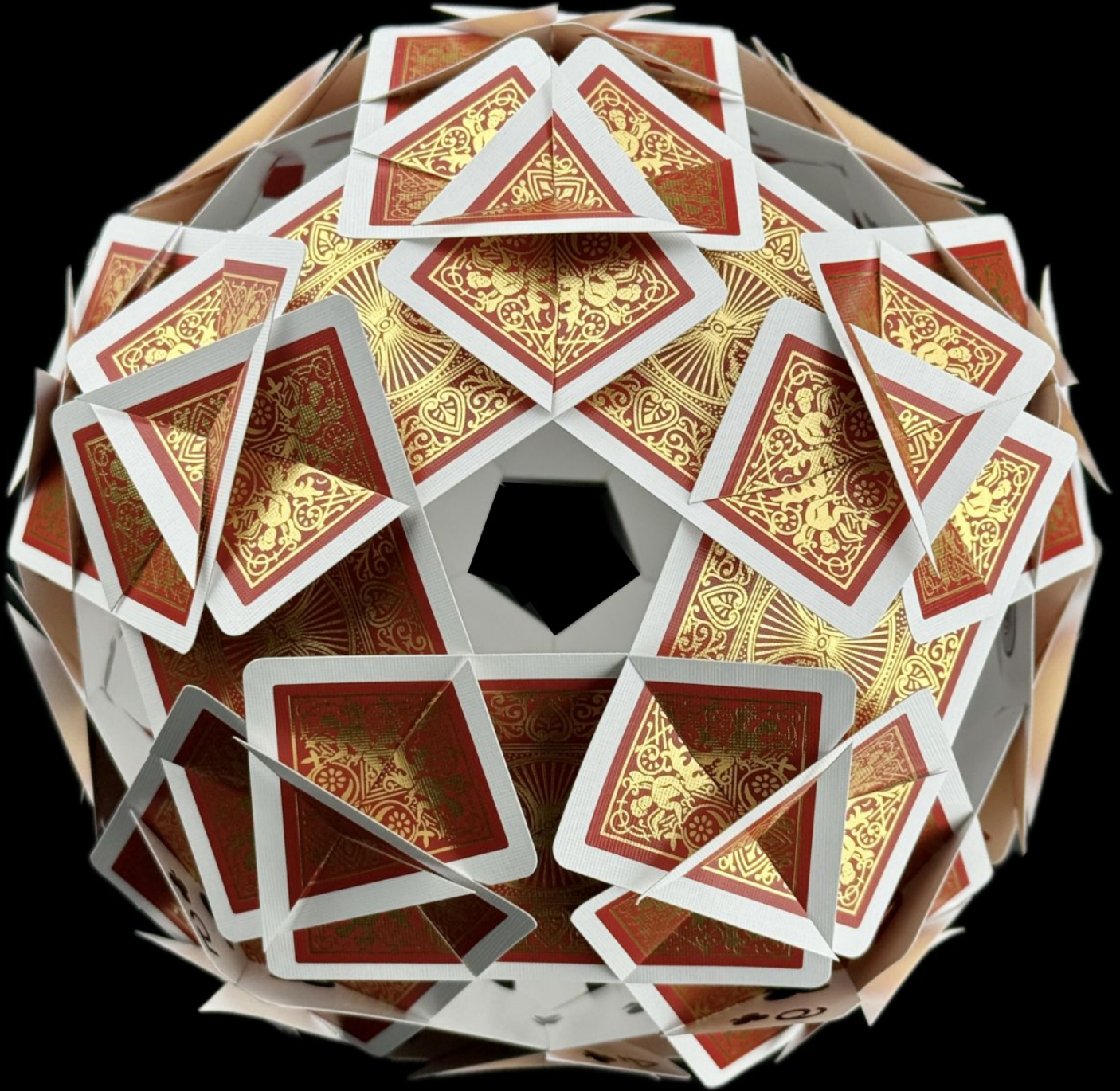
You already have all the clues.

Get the tools to solve the mystery at sly-designs.com

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212 DESIGNS

Revolutionary Innovations in 212 Deceptions



The Magic Industry's #1 satirical magazine