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Renowned Illusionist Hails Marshall Museum as the “Smithsonian of Magic Museums”

Marshall, MI, January 2010 —The American Museum of Magic (AMM) in Marshall, Michigan has successfully completed an intensive consultation with Jim Steinmeyer, author, magic historian, and world-famous designer of magical illusions and theatrical effects. Steinmeyer, who spent several days assessing the museum’s extensive collections, hailed the institution as the “Smithsonian of magic museums,” further claiming it to be “the only place like it in the world.”

Jim Steinmeyer began his career as a practicing magician but is most famous for his unparalleled talent at designing and inventing magical illusions. He worked for many years with magician Doug Henning, who called him “the most brilliant mind in magic,” and was also responsible for developing David Copperfield’s disappearing Statue of Liberty illusion. Steinmeyer’s consulting credits include Disney theme parks and EPCOT center, television shows like “Blacke’s Magic,” “Ricky Jay and His 52 Assistants,” and “Young Harry Houdini,” as well as theatrical successes like Broadway’s “Merlin,” “Beauty and the Beast,” and “Mary Poppins.” He is the author of several acclaimed books on magical illusions and the history of magic and still travels the world conducting research in magic collections and archives (www.jimsteinmeyer.com).

The AMM invited Steinmeyer to participate as part an extensive “visioning process,” involving a series of multi-day retreats for its 12-member board to meet and consult with both magic and museum experts on a future course for the museum. Steinmeyer’s advising session represented the second stage of this process, which focused on situating the museum within the international magic community. During his visit, Steinmeyer compared the AMM to premiere magic institutions like the Magic Circle (London), Magic Castle (Los Angeles, CA), the Proust Magic Shop (Paris), and the Houdini Museum (Appleton, Wisconsin). Steinmeyer concluded that the AMM represents one of the two or three great magic collections in the country—observing that others of its stature are simply not accessible to the public.

To help the museum attain its full potential, Steinmeyer recommended the creation of a National Council of the world's foremost magicians to help in the general promotion of the museum and the museum's mission. Steinmeyer agreed to further support the museum by joining the council and advising in its future development.

The American Museum of Magic and the affiliated Museum Library were founded by Robert Lund, one of the world's most prolific magic collectors, along with his wife Elaine. Since 2008 the museum has been steered by a newly elected board of directors and the museum's first professional director. The museum is housed in two buildings in the National Historic Landmark District of Marshall, Michigan, a small town midway between Detroit and Chicago. The museum is open Monday thru Saturday from 10:30 AM to 4:00 PM (Adults \$5; Seniors/Children \$3.50), or by request (269-781-7570).

For additional information, contact:

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