



JOE LABERO

MAGIC MASTER

media kit



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PRESENTING MAGIC MASTER - JOE LABERO.

GUESTS WILL ENTER THE REALM OF FANTASY WITH HIS WORLD PREMIERE ILLUSION SHOW, AN ORIGINAL MULTI-MILLION DOLLAR THEATRICAL MAGIC SHOW FEATURING ONE OF THE WORLD'S TOP ILLUSIONISTS, JOE LABERO,

THREE-TIME RECIPIENT OF THE MERLIN AWARD - THE EQUIVALENT OF THE OSCARS OF THE MAGIC WORLD, JOE LABERO IS INTERNATIONALLY FAMOUS NOT ONLY FOR LARGE-SCALE ILLUSIONS BUT CLOSE-UP MAGICAL ACTS. HE HAS PERFORMED TO SELL-OUT CROWDS FROM VEGAS, TO AUSTRALIA, SWEDEN AND SOUTH AFRICA, AND HIS TELEVISION SPECIAL WAS BROADCAST THROUGHOUT EUROPE AND WATCHED BY MILLIONS OF AMAZED VIEWERS.

AMONG THE MIND-BLOWING ILLUSIONS LABERO PERFORMS BOLD SPECTACLES SUCH AS THE DOUBLE LEVITATION, WHERE BOTH SEEKER AND SORCERER SOAR MORE THAN 10 METRES SIMULTANEOUSLY ABOVE THE STAGE, THE BLADE RUNNER AND MUCH MORE.

HIS CAPTIVATING SHOW IS MAGIC, THEATER AND MUSIC. IT IS 90 MINUTES OF HIGH-ENERGY FAMILY ENTERTAINMENT AT ITS BEST, AND ORIGINAL CONTENT NO LESS, PRODUCED BY HIS INTERNATIONAL CREW AND CAST.

JOE LABERO



"LABERO IS EXCEPTIONAL. HE IS MAGIC, THE SHOW IS THEATRE AND IT IS SURREAL. YOU HAVE TO SEE IT TO BELIEVE IT. WE HAVE BEEN PRIVILEGED TO WORK TOGETHER AT VENUES WORLDWIDE WITH SUCH A TALENTED PRODUCTION TEAM THAT HAILS FROM FIVE CONTINENTS AROUND THE GLOBE TO CREATE ONE OF OUR MOST SPECTACULAR SHOWS EVER". SAID MATTHEW THOMAS, DIRECTOR OF LABERO INCORPORATED.

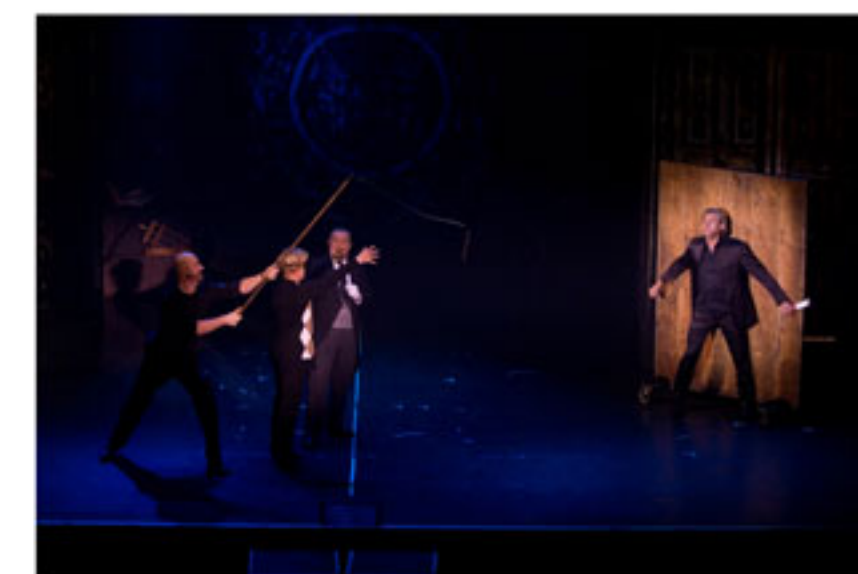
"THE SHOW FEATURES DEATH-DEFYING STUNTS BY ONE OF THE MOST AWARDED ACROBATIC TROUPES IN THE WORLD, CREATIVE SETS AND STATE-OF-THE-ART SPECIAL EFFECTS. WITH A STORYLINE LED BY AWARD-WINNING ILLUSIONIST JOE LABERO'S MAGIC - THE ACTION IS AS REAL AS IT CAN GET."

COMPLEMENTING LABERO'S MAGIC IS AN ENSEMBLE OF UP TO 50 INTERNATIONAL PERFORMERS INCLUDING MAGICIAN ASSISTANTS, LEADING AND RHYTHMIC DANCERS, ACTORS, AS WELL AS ACROBATS AND MORE.

THE SHOW HAS BEEN PUT TOGETHER BY A TEAM OF SHOW DESIGN TALENTS, ALL KNOWN FOR THEIR TRADEMARK OF GIVING SHOWS AN INNOVATIVE TOUCH WITH THE USE OF SPECIAL EFFECTS THAT BLUR THE BOUNDARIES OF MOVIES AND THEATRE.

PREPARE TO BE AMAZED AND CAPTIVATED BY GRAND ILLUSION LIKE NEVER BEFORE.

JOE LABERO
MAGIC MASTER

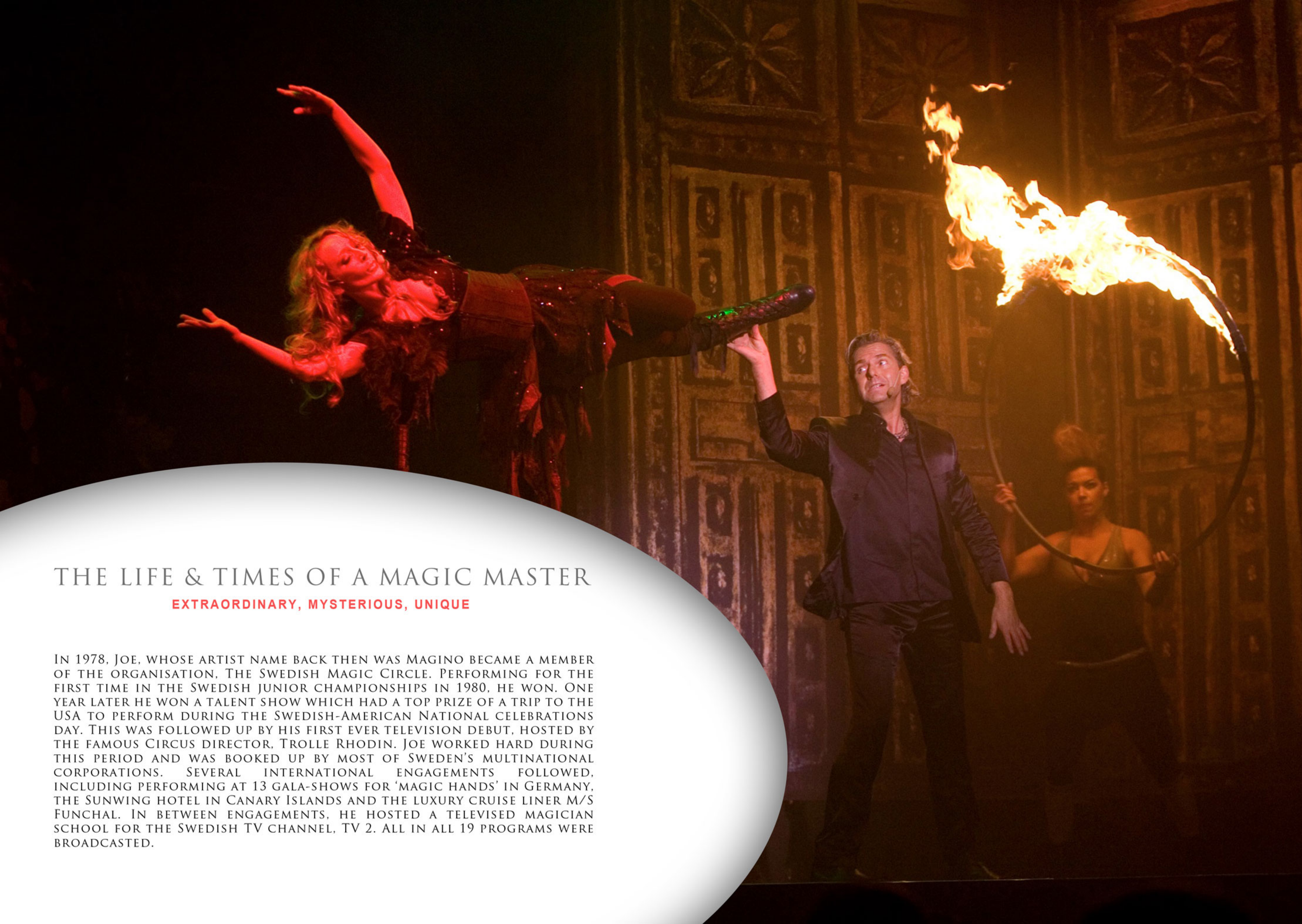


PERFORMANCE
IS NOT ONLY A
JOB FOR

LABERO, IT IS A
LIFELONG PASSION. HE
IS A LIVING PROOF
THAT DREAMS DO &
CAN COME TRUE. "MY
BELIEF IS THAT AS AN
ARTIST, YOU CANNOT
REALLY EVER BE
COMPLETELY SATISFIED,
THERE ARE ALWAYS
THINGS THAT CAN BE
IMPROVED. MY BELIEF
IS IN ALWAYS LOOKING
AND PREPARING FOR
THE NEXT STEP. AN
EVOLUTION IN
LEARNING REALLY. "

JOE LABERO





THE LIFE & TIMES OF A MAGIC MASTER

EXTRAORDINARY, MYSTERIOUS, UNIQUE

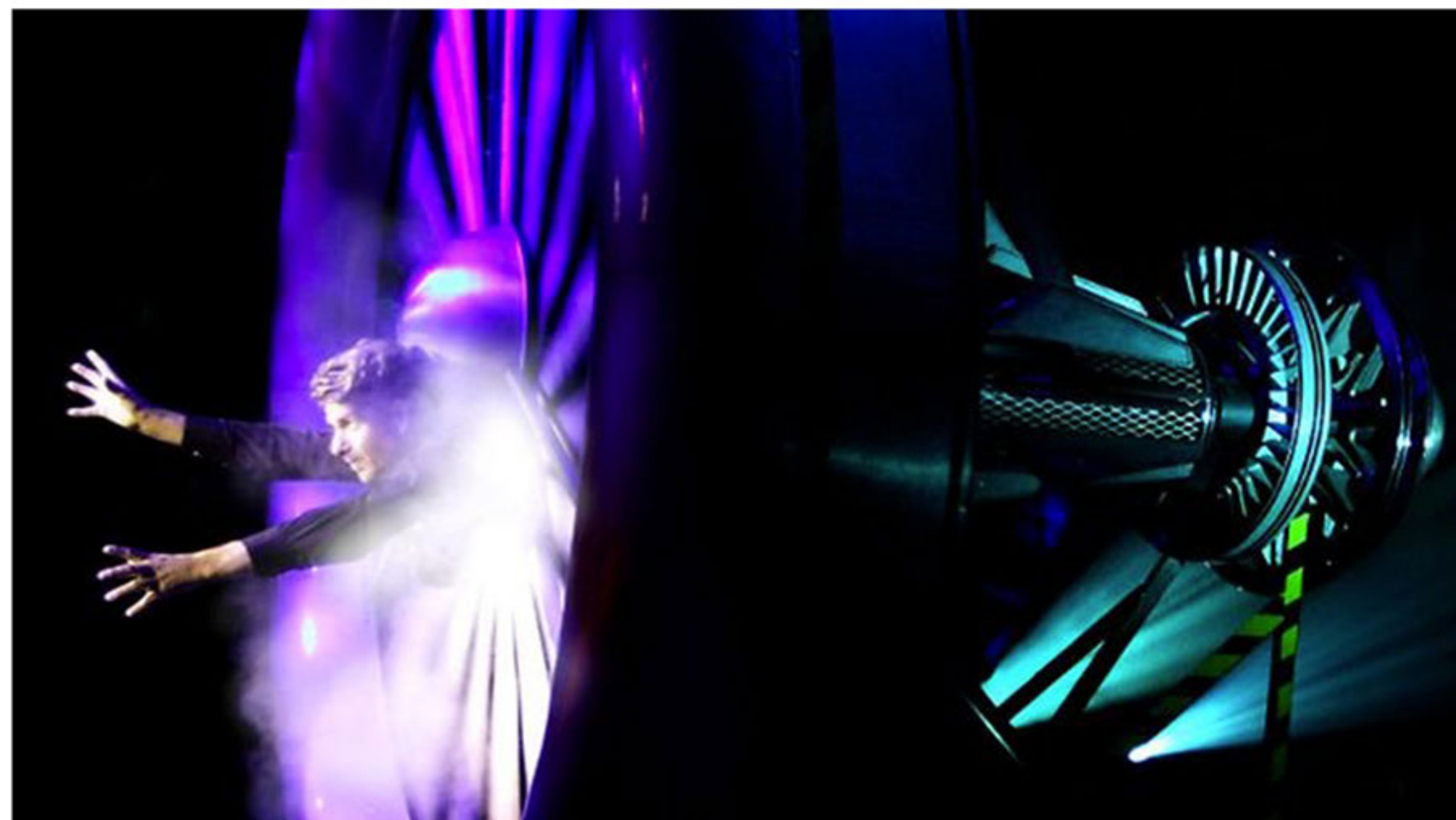
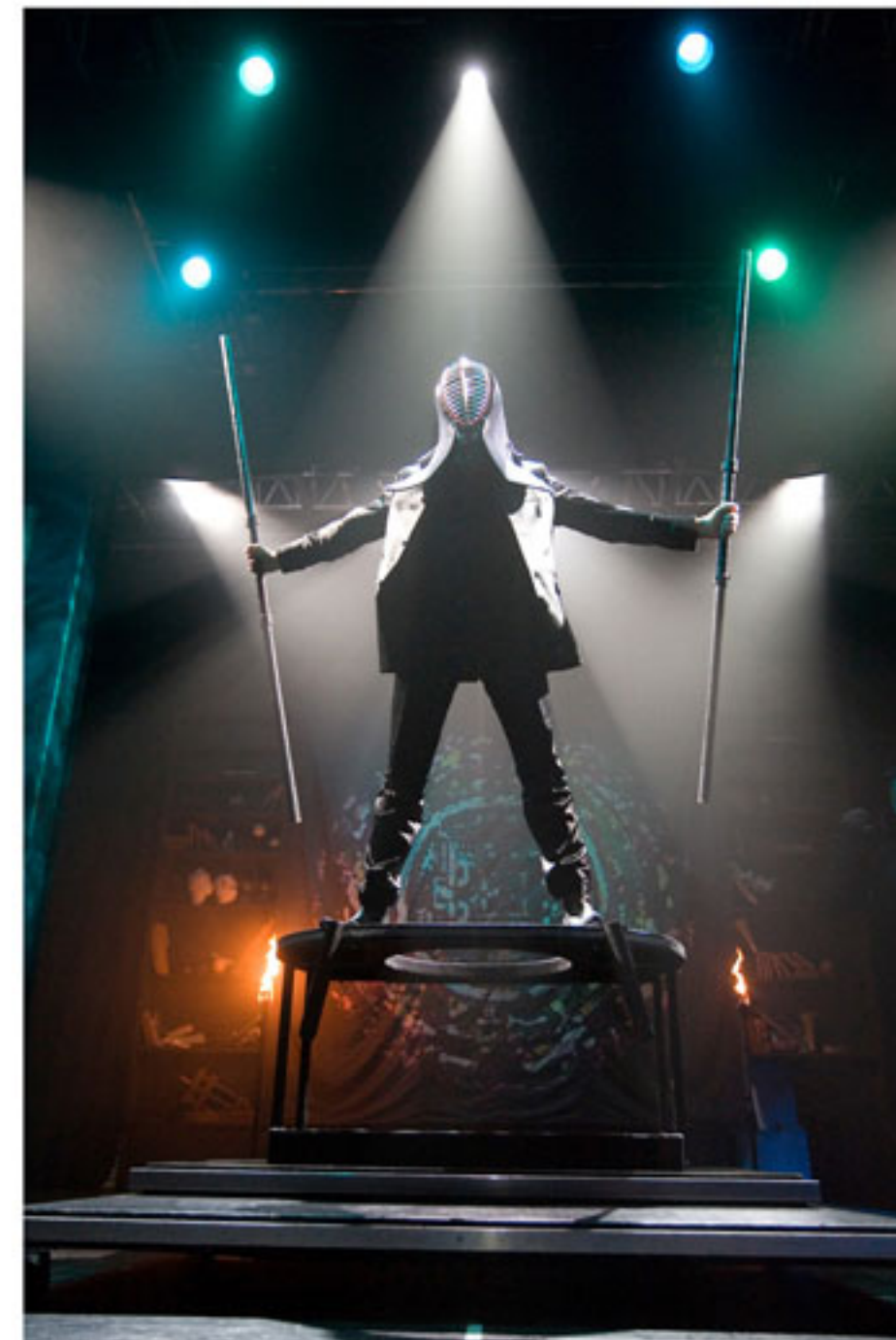
IN 1978, JOE, WHOSE ARTIST NAME BACK THEN WAS MAGINO BECAME A MEMBER OF THE ORGANISATION, THE SWEDISH MAGIC CIRCLE. PERFORMING FOR THE FIRST TIME IN THE SWEDISH JUNIOR CHAMPIONSHIPS IN 1980, HE WON. ONE YEAR LATER HE WON A TALENT SHOW WHICH HAD A TOP PRIZE OF A TRIP TO THE USA TO PERFORM DURING THE SWEDISH-AMERICAN NATIONAL CELEBRATIONS DAY. THIS WAS FOLLOWED UP BY HIS FIRST EVER TELEVISION DEBUT, HOSTED BY THE FAMOUS CIRCUS DIRECTOR, TROLLE RHODIN. JOE WORKED HARD DURING THIS PERIOD AND WAS BOOKED UP BY MOST OF SWEDEN'S MULTINATIONAL CORPORATIONS. SEVERAL INTERNATIONAL ENGAGEMENTS FOLLOWED, INCLUDING PERFORMING AT 13 GALA-SHOWS FOR 'MAGIC HANDS' IN GERMANY, THE SUNWING HOTEL IN CANARY ISLANDS AND THE LUXURY CRUISE LINER M/S FUNCHAL. IN BETWEEN ENGAGEMENTS, HE HOSTED A TELEVISED MAGICIAN SCHOOL FOR THE SWEDISH TV CHANNEL, TV 2. ALL IN ALL 19 PROGRAMS WERE BROADCASTED.

AS THE BRAINS BEHIND SOME OF THE MOST ASTONISHING ILLUSIONS YOU WILL EVER WITNESS, JOE LABERO'S SPELLBINDING CAREER CASTS HIM AS ONE OF TODAY'S MOST RESPECTED AND CAPTIVATING MAGICIANS. WITH PERFORMANCES BOASTING MILLIONS OF VIEWERS INCLUDING ROYALTY, PRESIDENTS AND CELEBRITIES, THE GENIUS THAT IS, JOE LABERO, HAS EARNED HIMSELF AN ESTEEMED REPUTATION IN THE GLOBAL ENTERTAINMENT SPHERE.

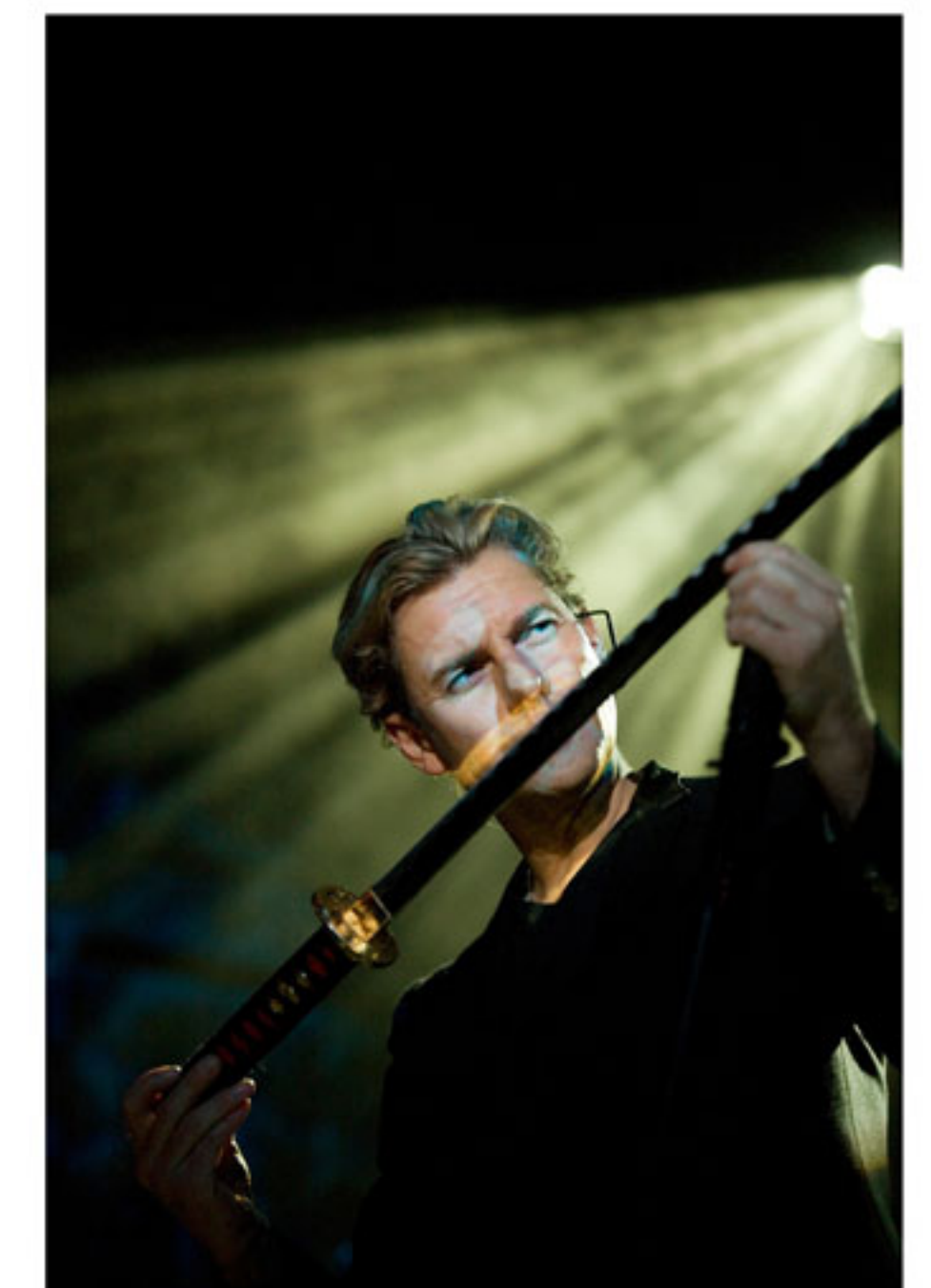
LABERO'S PASSION FOR MAGIC AND ILLUSIONS TOOK OFF AT THE YOUNG AGE OF 12 WHEN THE GIFT OF A MAGICIAN'S BOX INSPIRED A LIFELONG OBSESSION AND GAVE BIRTH TO AN UNDENIABLE TALENT.

ADOPTING THE STAGE NAME OF 'MAGINO', LABERO'S FIRST PERFORMANCE AT THE AGE OF 16 CAPTURED HIS INITIAL TASTE OF SUCCESS AFTER TAKING OUT THE SWEDISH JUNIOR CHAMPIONSHIPS IN 1980. THIS ACHIEVEMENT SET THE FOUNDATIONS THAT THEN LED LABERO TO HIS FIRST TELEVISION APPEARANCE WITH RENOWNED CIRCUS DIRECTOR TROLLE RHODIN AND A TRIP TO THE UNITED STATES TO PERFORM IN THE SWEDISH- AMERICAN NATIONAL CELEBRATIONS.

OVERSEAS WAS WHERE LABERO THEN STAYED FOR THE NEXT FEW YEARS AS HE CONTINUED TO MESMERISE INTERNATIONAL AUDIENCES, BEFORE RETURNING TO SWEDEN TO SHOWCASE AND HOST A TELEVISION MAGIC SHOW.



HOWEVER, IT WASN'T UNTIL 1991 WHEN LABERO FINALLY SECURED HIS BIG BREAK. GOING AGAINST ADVICE, HE SET OUT TO CREATE HIS FIRST PRODUCTION ENTITLED 'A MAGIC NIGHT'. THE SHOW WAS AN INSTANT SUCCESS WITH SOLD OUT PERFORMANCES AND SEEMINGLY NEVER-ENDING QUEUES IN STOCKHOLM AND OSLO. ITS IMMENSE POPULARITY LED TO PERFORMANCES ON RUSSIAN AND SWEDISH TELEVISION AND EVEN A GUEST APPEARANCE IN MONTE CARLO; IN SWEDEN ALONE, 'A MAGIC NIGHT' WAS PERFORMED AN ASTONISHING 657 TIMES AND EXPERIENCED BY OVER 328,000 PEOPLE.



FOLLOWING THIS SUCCESS, IN 1996 LABERO ESCAPED TO AUSTRALIA FOR TWO YEARS TO STAR IN 'MYSTIQUE' AND 'ILLUSIONS' AT CONRAD JUPITERS HOTEL AND CASINO ON THE GOLD COAST. AFTER 929 PERFORMANCES, 650,000 FASCINATED VIEWERS AND THE NEW MILLENNIUM ON THE HORIZON, LABERO PREMIERES 'ILLUSIONS' IN SWEDEN WITH MORE THAN 50,000 TICKETS SOLD BEFORE OPENING NIGHT.

LABERO'S DEMAND DIDN'T STOP HERE; HIS ABILITIES TO EXCITE AND IGNITE IN AWE CONTINUED AFTER ANNOUNCING HIS 'CASTLE TOUR' OF SWEDEN. THIS CUTTING-EDGE CONCEPT OF SWEDEN'S MOST PICTURESQUE CASTLES COMBINED WITH FIVE COURSE MEALS, ACCOMMODATION AND LABERO'S MYSTERIOUS AND CHARMING PRESENCE WAS THE FIRST OF ITS KIND AND A MASSIVE SUCCESS REINFORCING LABERO'S AVANT- GARDE STATUS AND SUPREMACY IN THE ENTERTAINMENT SPHERE.



LABERO'S IMMENSE POPULARITY IN HIS NATIVE SWEDEN EXTENDS TO THE COUNTRY'S REVERED ROYAL FAMILY. IN 2002 LABERO PERFORMED FOR PRINCESS VICTORIA'S 25TH BIRTHDAY CELEBRATIONS WHICH WAS ALSO BROADCAST LIVE ON NATIONAL TELEVISION TO AN ASTONISHING TWO MILLION VIEWERS.

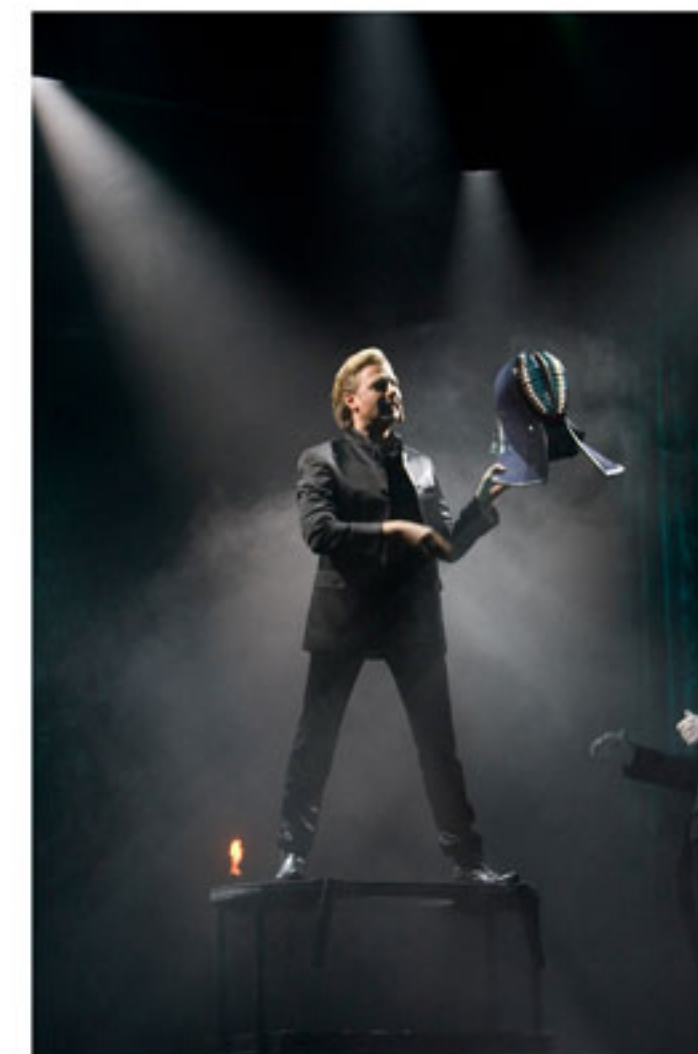
JOE LABERO

“HONoured
WITH A HIGHLY
PRESTIGIOUS
MERLIN AWARD.
COMPARABLE
TO AN OSCAR”

FOLLOWING THIS, JOE'S TELEVISION APPEARANCES CONTINUED, BEGINNING WITH REPETITIONS OF HIS TV SPECIAL IN ENGLAND FOR CANTON TELEVISION; SET ON A LUXURY CRUISE LINER, THE SHOW BROADCAST TO MORE THAN 15 MILLION VIEWERS IN THE UNITED KINGDOM AND RELAYED TO A FURTHER 22 EUROPEAN COUNTRIES.

IN THE SUMMER OF 2002, JOE OPENED HIS 'SHIP OF ILLUSIONS' TOUR AND BEGAN TRAVELLING UP AND DOWN THE SCANDINAVIAN COAST ON LUXURIOUS SHIPS SHOWCASING HIS TALENT.

THE SUCCESS OF LABERO'S ACTS AND CHARISMATIC PERFORMANCES HAVE ALLOWED HIM TO STAR WITH VOLVO, ERICSSON AND BAN AND OLUFSEN TO ASSIST IN SHOWCASING HIS MAGIC UP CLOSE AND PERSONAL TO MILLIONS. MAINTAINING HIS UNIQUE PERFORMANCE STYLE, LABERO EMBARKED ON THE INFAMOUS 'RHAPSODY IN ROCK WITH MAGIC' TOUR WITH ACCLAIMED PIANIST ROBERT WELLS, WITH THE SHOW PREMIERING AT LONDON'S PRESTIGIOUS ROYAL ALBERT HALL TO OVER 16,000 PEOPLE IN 2002. WITH ITS COMBINATION OF LIVE ORCHESTRAL MUSIC AND IMPRESSIVE MAGIC SHOW, IT WENT ON TO SUCCEED IN DENMARK, NORWAY AND FINLAND; MAKING WAY FOR THE NEXT FEW YEARS, WHERE LABERO EMBARKED ON PRIVATE TOURS OF EUROPE.



IN 2005, BACK IN HIS HOMETLAND, LABERO STARRED IN A WORLD FIRST MAGIC ON ICE PERFORMANCE TO OVER 6,500 SPECTATORS ON A SET MADE ENTIRELY FROM ICE. LATER THAT YEAR LABERO WENT ON TO PERFORM TO OVER 10 MILLION TELEVISION VIEWERS FOR CHARITY AT 'THE GOLDEN HEARTS AWARDS' IN MOSCOW, AS WELL AS THE FEATURED ACT AT THE RUSSIAN FILM FESTIVAL IN SOCHI, WHICH WAS ENJOYED BY OVER 60 MILLION TELEVISION VIEWERS.

IN 2007, LABERO GAVE TWO SOLD OUT PERFORMANCES FOR 8,000 VIEWERS AT THE ILLUSTRIOUS CONCERT VENUE, DAHALLA IN SWEDEN. A YEAR LATER, LABERO SET OUT ON HIS THREE MONTH 'INVITED BY LABERO' TOUR OF SWEDEN FOR A SOLD OUT SPRING SPECTACULAR WITH OVER 92,000 TICKETS SOLD AND EXTRA SHOWS PERFORMED IN FINLAND BY POPULAR DEMAND.

IN 2009, LABERO'S SUCCESS WAS HONoured WITH A HIGHLY PRESTIGIOUS MERLIN AWARD. COMPARABLE TO AN OSCAR, THE AWARD IS GIVEN BY COMPATRIOTS OF THE 'INTERNATIONAL MAGICIAN'S SOCIETY', WHICH BOASTS MORE THAN 20,000 MEMBERS.







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- JOE LABERO HAS BEEN AWARDED AND NAMED 'ILLUSIONIST SHOWMAN OF THE DECADE' BY THE MERLIN AWARD SOCIETY, WHICH IS MOST PRESTIGIOUS AWARD IN THE GLOBAL MAGIC INDUSTRY. THE JURY WERE INFLUENCED BY LABERO'S MODERNISATION OF 'THE CROSSING' AND 'THE SLICE.'
- LABERO HAS WON VARIOUS AWARDS, INCLUDING:
1998 MERLIN AWARD FOR: CONTINUOUS ACHIEVEMENT
2001 MERLIN AWARD FOR: ILLUSIONIST OF THE YEAR
2009 MERLIN AWARD FOR: SHOWMAN OF THE DECADE
- LABERO FANS INCLUDE; ROCK BAND KISS, AUSTRALIAN PERSONALITY DAME EDNA (BARRY HUMPREYS), SWEDISH TENNIS PLAYER BJORN BORG, PRINCE OF MONACO ALBERT II, FORMER US PRESIDENT BILL CLINTON AND MORE.
- LABERO HAS SPELLBOUND EUROPE WITH MANY SELL OUT PERFORMANCES AND HE DID A GUEST PERFORMANCE ON RUSSIAN TV IN 2003 AND WAS WATCHED BY 70 MILLION VIEWERS.
- AUDIENCES HAVE BEEN CAPTIVATED BY LABEROS MYSTERIOUS WAYS WITH HIS FIRST PERFORMANCE AT THE AGE OF 16 WINNING HIM A SWEDISH JUNIOR CHAMPIONSHIP.
- LABERO VENTURED TO AUSTRALIA IN 1996 TO STAR IN 'MYSTIQUE' AT JUPITERS HOTEL AND CASINO ON THE GOLD COAST. THE 18-MONTH SPECTACULAR WAS IN CONSTANT HIGH DEMAND SHOWCASING 515 PERFORMANCES AND WAS THE LONGEST RUNNING ACT AT THE VENUE.
- IN 1997 'ILLUSIONS' WAS CREATED AS A SEQUEL TO 'MYSTIQUE' AND PREMIERED AT JUPITERS HOTEL AND CASINO IN AUSTRALIA, WOWING OVER 300,000 GUESTS ACROSS 414 SHOWS.
- LABERO PERFORMED THE WORLD'S FIRST MAGIC ON ICE AT THE ICE HOTEL IN YUKASIÄRVI, SWEDEN - THE ENTIRE SET WAS MADE FROM ICE AND VIEWED BY 6,500 SPECTATORS.
- LABERO PERFORMED HIS MOST AMBITIOUS AND VISUALLY EXTRAVAGANT PERFORMANCE IN 2002, 'THE BIG ESCAPE ROUTINE' LIVE IN FRONT OF 100,000+ SPECTATORS IN GOTHENBURG, SWEDEN AND WAS ALSO BROADCAST ON TV GLOBALLY WHICH WAS VIEWED BY WELL OVER 200 MILLION.
- LABERO IS IMMENSELY POPULAR IN SWEDEN WHICH EXTENDS TO THE COUNTRY'S REVERED ROYAL FAMILY, WHERE HE HAS PERFORMED FOR PRINCESS VICTORIAS AND PRINCESS LILLIAN AT THEIR BIRTHDAY CELEBRATIONS
- LABERO WON FIRST PLACE AT 'THE INTERNATIONAL GOLF CELEBRITIES TOURNAMENT' IN 2002, COMPETING AGAINST INTERNATIONAL CELEBRITIES, INCLUDING BILL CLINTON.
- LABERO HAD IN HIS OWN TV SPECIAL 'THE MAGICAN IMPOSSIBLE' ON THE ITV NETWORK AND IT WAS VIEWED BY MILLIONS IN THE UNITED KINGDOM THROUGHOUT 2003.
- 'JOE LABERO'S MARQUEE TOUR 2008', IS ACCLAIMED AS THE MOST AMBITIOUS AND VISUALLY EXTRAVAGANT PERFORMANCE, PERFORMING THROUGHOUT SWEDEN IN A CRAFTED ONE OF A KIND MARQUEE.

JOE LABERO

FACT SHEET

RECOGNISED AS ONE OF THE MOST STIMULATING ARTISTS IN THE WORLD LABERO'S INTENSE ENERGETIC PERFORMANCES HAVE CAPTIVATED AND ENTERTAINED CELEBRITIES FROM ALL CORNERS OF THE GLOBE, SUCH AS FORMER US PRESIDENT BILL CLINTON, ROCK BAND KISS, AUSTRALIAN PERSONALITY DAME EDNA, SWEDISH TENNIS SUPER STAR BJORN BORG AND MANY MORE.





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