

02

SUMMER 2017

# /FX MAG

MAGAZINE FOR SPECIAL  
EFFECTS PROFESSIONALS

MAGICFX®



GET BUBBLICIOUS!  
**/SMOKEBUBBLE  
BLASTER®**

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UPGRADED

NEW PRODUCTS



MAG:CFX®

## ABOUT FX MAG

FX MAG IS A MAGIC FX PUBLICATION THAT IS PUBLISHED TWICE EVERY YEAR FOR SPECIAL EFFECTS PROFESSIONALS.

CONTACT US  
SCHOUWROOIJ 27  
NL-5281 RE BOXTEL  
THE NETHERLANDS

WWW.MAGICFX.EU  
INFO@MAGICFX.EU



CHIEF EDITOR  
JEAN-PIERRE NOTEN  
BRAND BOSS AT MAGIC FX

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WE TRIED OUR VERY BEST TO CREDIT ALL OF THE WORK IN THIS MAGAZINE. HOWEVER, IF YOU FEEL LEFT OUT, PLEASE LET US KNOW AND SEND US AN EMAIL AT FXMAG@MAGICFX.EU.

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MATRIX EVENTS

# /BLOW YOUR MIND.

During our carnival party (typical party in the South of Holland where everybody dresses himself ridiculous and drinks as much beer as possible), me and our marketing guy JP, were thinking about our mission and vision and how to downsize it to one single slogan. We realised it wasn't that easy. Then we asked ourselves what we do, why we do it and how....

A couple beers later we agreed that we do what we do because we really love it! We never want to stand still and we want to keep improving and inspire everyone with great effects.

We want to make effects that create magical moments for the crowd but also products that inspire professionals in the field because of its high quality. When we were getting in a better mood we said, "Well, we want to be a 'MIND BLOWING' company that manufactures 'MIND BLOWING' effects and offers a 'MIND BLOWING' service." Immediately we agreed... 'BLOW YOUR MIND' must be our new slogan.

To make it Magic, we added a red slash sign. Because we always move forward, we made a forward slash.

This forward slash stands for us. We want to look forward, move forward and improve every day. We are expanding our business to South America and Asia, finishing our new warehouse and factory and develop high quality next-level effects like our new SMOKEBUBBLE BLASTER.

The machine has been used successfully at the world's biggest festival Tomorrowland. It was amazing to see the crowd and DJ's love these bubbles. We love it to see you guys creating these effects in the field and get the max out of our products and 'blow our mind' as well.

Have a great summer, keep up the great work, do what you do and enjoy it!

BRAM VEROUDE

BRAM@MAGICFX.EU

OWNER / PER'FX'IONIST

## WHAT'S IN STORE.

Did you know...

# /DO IT YOURSELF.

...you can create your own custom cannon?  
Choose the content (confetti or streamers) and create your own design. Perfect to create unique cannons for brand, sports or national events!



## PRINTED CONFETTI

...you can create your own confetti?  
Ideal for brands, artists, festivals, sports or national events. Low volume and fast delivery!

## BICOLOUR CONFETTI

...you can create a magical flickering effect with Bicolour confetti? Available in black-white metallic, black-gold metallic, gold-silver metallic and black-silver metallic.

## RAINBOW STREAMERS

...we have these cool streamers available in 10m x 2,5cm and 20m x 2,5cm?

# /MAXIMUM FILLING.

...our handheld & electric cannons have maximum filling inside? Filled to the max, for the best effect!

**SMOKEBUBBLE  
BLASTER®**

# **/SMOKE FILLED BUBBLEMANIA!**

**BRAND NEW FOR 2017!**



The SMOKEBUBBLE BLASTER® is a big ass bubble machine! It's the biggest in the world. This machine is designed for big stages and event halls. It has a massive output and creates a whole new special effect with smoke filled bubbles!

Bubble effects are well known since the 70's. A lot of small Chinese bubble machines have been made since. However, for big events and festivals it's almost impossible to create bubble effects. It's a hell of a job to install like 50 small machines on a standard festival stage.

There is no big machine on the market designed for festivals and touring. For this reason we designed a complete new machine with a massive output of bubbles. The bubble eyes are a new technology compared to a big disc with holes or a wheel with bubble rings.





“I SAW PEOPLE GO CRAZY WHEN THE BUBBLES CAME OUT!”



**STEF BRESSERS**

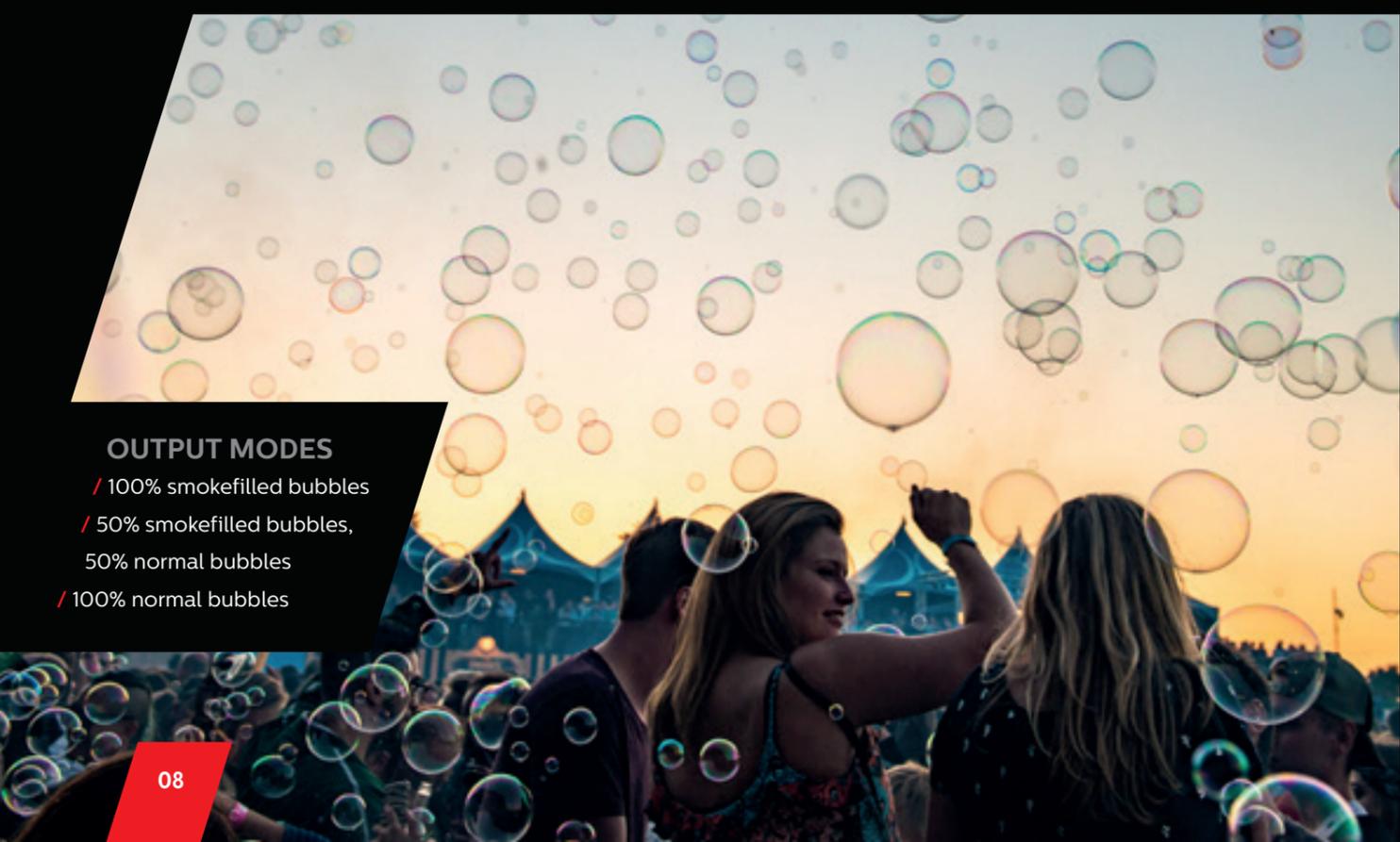
STEF@MAGICFX.EU

MASTER INVENTOR

The special designed bubble eyes are really small and create 10 bubbles per second, which means 6.000 bubbles per minute in total when used in full output mode.

Another great feature is that there are two smoke units (of the famous German brand LOOK solutions) inside this machine. This means you can now blow smoke filled bubbles! It creates an amazing effect of white balls flying over the audience. When the bubbles bursts you see a small cloud of smoke. Really cool and interactive with the audience. We did a try out at Tomorrowland and the crowd loved it!! Normally they watch effects on stage but with this effect they can touch it, which gives an amazing experience.

The machine is made of the best quality fans (EBM), pumps and components. There is DMX on board. The machine comes in a tour size flightcase.



**OUTPUT MODES**

- / 100% smokefilled bubbles
- / 50% smokefilled bubbles, 50% normal bubbles
- / 100% normal bubbles



MEET THE EXPERT.

# ERLING NIELSEN.

CREATIVE DIRECTOR  
PYROTEKNIKK.NO

“I AM REALLY LOOKING FORWARD TO GET THE NEW SMOKEBUBBLE BLASTER IN THE HOUSE!”

Pyroteknikk.no from Norway is a pyro and SFX show company, which focuses on quality of products, creativity and professional implementation. Experience with safety of the highest priority is their signature. Here is the story of owner Erling Nielsen.



I was fascinated by stage shows since I was a little kid. Michael Jackson's shows were a huge inspiration for me. Pyro, flames and SFX were my passion so I decided to start on my own establishing my first company in 2004, doing mostly freelance assignments. Within 3- 4 years, it was obvious that I had to make a bigger step, investing in more equipment, starting a stock-based company and getting more technicians working with and for me. That's how Pyroteknikk.no got established in 2008. Soon we celebrate our 10 year anniversary!

Customers appreciate our flexibility and the ideas we bring into their shows. We want to deliver 100% on each show and therefore we use the best of quality equipment and consumables. MAGIC FX is with no doubt our main supplier on SFX equipment and consumables.

The range of pyro & SFX equipment is growing, we keep quite high stock levels on consumables. We accept most creative and technical challenges and requests that might appear.

We aim on quality and sustainability; MAGIC FX delivered products that correspond our needs and the quality level we wish to supply to our customers. MAGIC FX has shown during the years that development of new products is essential to correspond the development and growth of the market. We hope MAGIC FX will continue the trend of being innovative.

We have done over 2500 shows the past 10 years and there are several to be proud of; domestic and foreign productions, big or smaller, they all have their own charm and challenges. Recently in April this year we did pyro & SFX for Norway's probably most known rap band Karpe Diem. A one of a kind production so far in Norway - 281 m<sup>2</sup> main stage + 350 m<sup>2</sup> flying stage, swimming pool, etc. We used MAGIC FX CO2 Jets, Stage flames and Flamaniacs, integrated in the construction. That was quite an experience! For the past 10-12 years, we have been quite devoted and a reliable customer of MAGIC FX and we hope the both of us will keep on developing and innovating in the years to come!

WANT TO SEE MORE?

[WWW.PYROTEKNIKK.NO](http://WWW.PYROTEKNIKK.NO)

MEET THE EXPERT.

# SERGEJ LEDER.

MANAGING DIRECTOR  
THEATER & SHOW  
EFFEKTE

“MAGIC FX ARE  
VERY CRAZY  
DUTCH GUYS!”

Theater & Show Effekte is a full service MAGIC FX® dealer for many years. Sergej Leder is the managing director of this company that is operating out of Bielefeld, Germany. Sergej started his career with Flash Art when he was just 18 years old. After an apprenticeship and some years as an employee he started his own company. From the first day the company started to do business in 2013, MAGIC FX® is their only partner for confetti and special effect machines. Nowadays Theater & Show Effekte is one of the leading dealers of MAGIC FX® in Germany.



“Theater & Show Effekte offers the full package. From confetti to Pyrotechnic and equipment, we can support our customers with all effects”, says Sergej. “We support our customers from the first plans of a project till the end of a successful show”. Offering an excellent service is very important at Theater & Show Effekte. Sergej explains: “I think that it is one of the main reasons we do business with MAGIC FX. There are not many companies that have the same self-conception of service like us. MAGIC FX is definitely one of them!”

“One of the biggest challenges we face being a dealer and reseller is the very short delivery times. We get a lot of last minute requests. Our customers sometimes only know at the very last moment what they need for their shows”. Luckily MAGIC FX is there to help. Sergej continues; “With the high stock level and the great reaction time, MAGIC FX make sure that it’s possible that everyone will get their products in time!”.

We asked Sergej what he thinks of the new products that have been released. “I like the fresh face of the new designs”, he answers. “This is an important step in the right direction. I also like the fact that all MAGIC FX products are designed to be safe. I believe that safety always should come first! You can see that there are more regulations coming up. Thanks to the strong partnership we have with MAGIC FX and our customers we stay up to date. Besides all these new inventions it would be great if MAGIC FX could make their own Gin brand, haha!”

WANT TO SEE MORE?

[WWW.TS-EFFEKTE.DE](http://WWW.TS-EFFEKTE.DE)



**PAROOKAVILLE**  
BY FOG FIREWORKS

PHOTO BY JULIAN HUIKE



**AWAKENINGS**  
BY PYROTECH4ALL & MIRAGE



**ADELE TOUR**  
BY QUANTUM SFX

PHOTO BY AWAKENINGS



**DEFQON.1**  
BY PYROFOOR DE AMSTERDAM

PHOTO BY DELIO WILHELM



**ULTRA EUROPE**  
BY MIRNOVEC PIROTEHNIKA

PHOTO BY KLEMEN STULAR

PHOTO BY STIJN DE GRAUWE

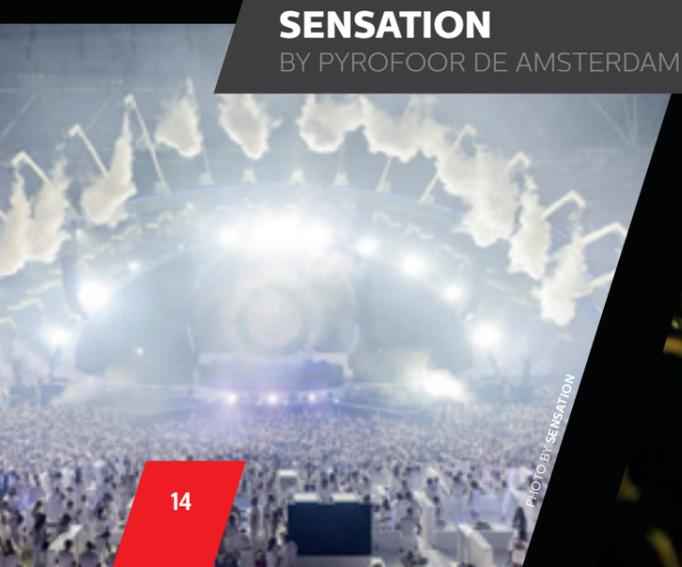


**TOMORROWLAND**  
BY DEWICO & PYROFOOR DE AMSTERDAM

PHOTO BY TOMORROWLAND



**ELECTRIC LOVE FESTIVAL**  
BY FOG FIREWORKS



**SENSATION**  
BY PYROFOOR DE AMSTERDAM

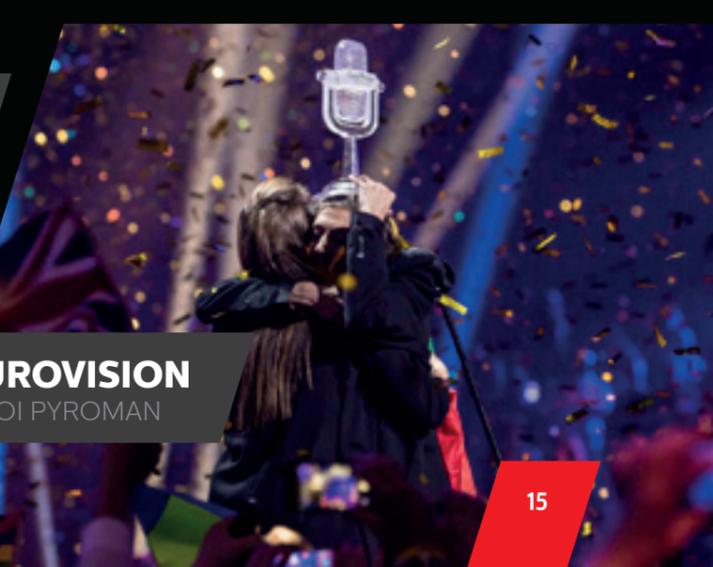
PHOTO BY SENSATION

SHOW US WHAT YOU GOT!

# /SUMMER OF MAGIC!



**THE FLYING DUTCH**  
BY AVM SFX



**EUROVISION**  
BY OI PYROMAN



# MAGIC GOES ASIA.

EXCITING NEWS!

# WE'RE BUILDING THE FUTURE.

We doubled our building with a bigger factory and a bigger warehouse to enlarge our stock. The new building will be ready this summer.



Revolution music festival by ANTERWATION

Our network of FX Professionals is growing in Asia. We build our network of suppliers and logistics to deliver the same service levels as customers are expected of us. We supply direct to all the professional companies. Cas Dercksen, Customer Happiness Manager at MAGIC FX; "We have many good partners who stand for the same things as we do; quality, safety and creating mind blowing experiences. I already visited many of them and gave demonstrations and training. Together we build the future of FX in Asia!"

Interested? For more information contact Cas Dercksen.

WeChat ID magicfx123

**CAS DERCKSEN**

CAS@MAGICFX.EU

CUSTOMER HAPPINESS MANAGER

# WHAT'S UP?

WHAT WE'VE BEEN UP TO LATELY...



KOFLER MEDIA



EVENTECH



REVERMANN VERANSTALTUNGSTECHNIK

## DEALER TRAINING

The team of Pyrojunkies LTD with MAGIC FX Customer Happiness Manager Jip van Krieken.



We believe it's very important for our dealers to know everything about our products. In our dealer training session we train our dealers to set up our products, teach them how to use them and of course tell them everything about important safety aspects. Are you interested in a dealer training for your company? Contact your account manager for more information.

## TRAINING DAYS

In the past months several customers organised successful trainingsdays. Trainingsdays are a good way to introduce local companies to special effects. Experience our products and effects. Seeing is believing! Inspired? Contact your account manager for more information



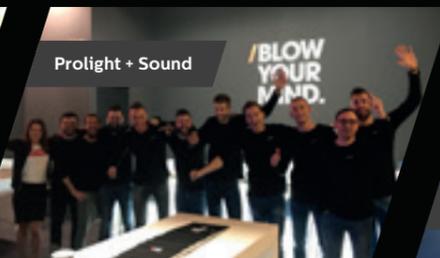
## NEW MERCHANDISE

Our new merchandise is now available. T-shirts, hoodies, bomber jackets and snapbacks!

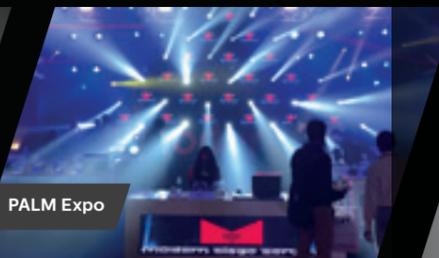
## THANKS YOU FOR YOUR TIME!



International Symposium on Fireworks



Prolight + Sound



PALM Expo



## NEW CONFETTI COLOURS

Available soon: Slowfall confetti rectangles 55x17mm Brown (CON01BR) and Grey (CON01GR)!

## CO2 HOSES NEW AND IMPROVED

Our CO2 cables now have black caps, cable straps and a shrink sleeve. There are new sizes available and the new hoses are lower priced!



## NEW DMX AND POWERCON CABLES

We expanded our assortment of cables. You can now order every cable you need at MAGIC FX. All our new cables are 5 pin.

NEW EFFECT!

PSYCO2JET®

# LET'S GET ALL PSYCO2!



## THE LATEST INNOVATION IN CO2 FX!

The PSYCO2JET® is a moving CO2 jet which blows CO2 clouds in multiple directions or creates a waving CO2 effect with its 180 degrees rotating nozzle.

The PSYCO2JET® creates an amazing and "sick" effect! One small unit can blow CO2 smoke clouds very quickly from left to right and upwards and side wards. The machine is very fast and allows you to create spectacular displays on the music. It's only just on the market and this new effect already seems to be very popular. DJ's love it and put them on their riders now.

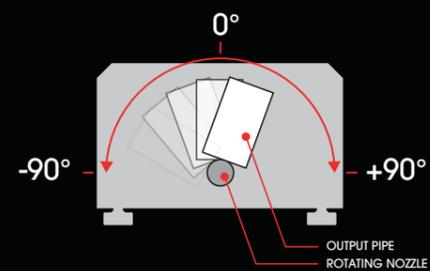


SHOW DONE BY AM SFX



DID YOU KNOW WE HAVE...  
**INSTRUCTION VIDEOS?**

CHECK YOUTUBE **MAGICFXBV**



# UPDATED AND UPGRADED.



## POWERSHOT II

- / New Cannon plug system
- / New output angle install plug
- / Angle indicator

## CO2JET II

- / Output angle install plug
- / No-frost output pipe
- / Compact design
- / Angle indicator



## FX-SWITCHPACK®

- / DMX Safety channel
- / FX Warning LED
- / Safe multi relay output system
- / Neutrik® powerCON True1 in/out connectors
- / Rainproof
- / Safe 5a resettable circuit breakers



## FX-COMM4NDER®

- / Safety Key
- / 1 safety button
- / FX warning LED
- / 4 FIRE buttons
- / 1 master fire button
- / 5A resettable circuit breakers
- / Rainproof housing

## CO2GUN II

- / New design
- / No-frost output pipe
- / Trigger Safety



## CO2PISTOL

- / Lower pressure than CO2 Gun
- / No-frost output pipe
- / Trigger Safety



BEHIND THE SCENES.



JORDY / JORIS / MELVIN / GUIDO / MARK  
LUUK / BRIAN / STEF / RENS / MICHEL

TECHNICAL DEPARTMENT.

**/MADE IN HOLLAND.**

Meet our FX Technicians. A team of technical talents. This team produces all our products in our factory in Boxtel, The Netherlands. Quality is key. Every product is produced according to European standards. Guido de Wit (Chief Technician): "Sometimes people are amazed by the fact that we build everything in house. We do it for a reason. We stand for quality. We want to keep total control over the production process, so we can guarantee the best quality!"

"We don't rest until the job is done. We know that customers are waiting for the products and they expect the best. Our team is very

dedicated and there's a good team spirit". Between all the hard work there's always time for a joke. Guido: "We laugh a lot. It's important to have fun and work with a smile on your face".

Every FX Technician has a passion for special effects. They love it. In the weekends, most of the guys can be found on festivals or events around the country. Guido: "For us there's no better feeling then going to a festival in the weekend after a week of hard work. Drinking a few beers with our friends and then see the products we've build live in action on stage. It makes us so f\*cking proud!"

THEY CALL ME THE...

**/MASTER BUYER.**

In my role as a Purchase & Product Manager I work closely with all departments. I'm involved in the development of new products. Because of my field experience I know exactly what the customers needs. It's my job to make sure that all those things will be implemented in new products, for example.

I have always been fascinated by this industry. When I was 12 I started as a DJ. Till this day, I still perform at some events from time to time. I started working at a light & sound rental company before I ended up at a special effect rental company. I was actually a customer of MAGIC FX. We got in touch and one thing led to another.

**"I ALWAYS LOOK THROUGH THE EYES OF THE CUSTOMER!"**

Now I'm here for a few years. Happy to still work in the best industry there is! I know how important it is to have high quality products, therefore I want to get the best products in the market. Not only for our hardware, but also the accessories and consumables. Only the best is good enough for our customers (and us)!

**CHRIS HABRAKEN**

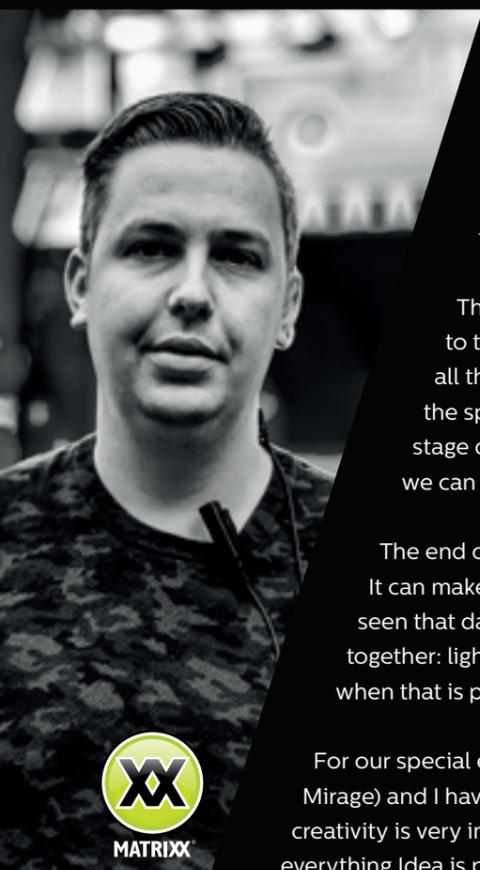
CHRIS@MAGICFX.EU

MASTER BUYER

WOUTER RENCKENS

MATRIXX EVENTS

# /GOOSEBUMP MOMENTS.



The Matrixx began as a club in Nijmegen (NL) in 2001. In 2005, Matrixx Events started organizing festivals like Emporium and Dreamfields. All our events combined have had 300,000 visitors per year.

Since day one, we've worked with special effects. We try to distinguish ourselves by creating a theme for each event. Special effects are very important as they can create that "wow" factor for visitors.

The role of special effects has changed over the past years. We pay more attention to them in order to improve the visitor's the experience. We spread the effects across all the artists to ensure a good flow during the whole show. We also try to integrate the special effect into the stage. In the early concept phase, I work together with our stage designer to determine how we can implement special effects in the stage so we can create synergy and a better result in the end.

The end of the show is very important because it's the last thing visitors will see. It can make them go home with a smile. It has to exceed everything they have seen that day. One final "wow" moment. It's the moment where everything comes together: light, video, pyro, lasers and special effects. I always get goosebumps when that is perfectly synced!

For our special effects, we work together with Mirage Laser Group. Roel (owner of Mirage) and I have brainstorm sessions and create a plan. Trust in each other and creativity is very important. We try to come up with the craziest ideas. Whether everything Idea is possible is not so important in this phase.

During the show, there's always room for our own initiatives. I think that it's good for the result in the end. The show is a combination of images that I want to see as an organizer and moments that operators have come up with and executed.

Special effects products have to be reliable and safe. It is always on top of our list. Besides that, innovation is also important. A confetti cannon is not original any more, it's essential! We are always looking for new ways to amaze the audience. Placing the products in a row in front of the stage just won't do it any more. You must be more surprising and complete. Make the audience experience something that they will never expect, blow their minds!



"SINCE DAY ONE WE WORK WITH SPECIAL EFFECTS"





“MAGIC IS  
SOMETHING  
WE MAKE!”

QUINCY VAN DE VONDERVOORT  
FX INVENTOR at MAGIC FX

**MAG:CFX<sup>®</sup>**

WWW.MAGICFX.EU

