



**FISM**<sup>TM</sup>

Fédération Internationale des Sociétés Magiques  
International Federation of Magic Societies

# **FISM Newsletter**

**Nr. 36 – June 2016**

**To all Presidents of the FISM member-societies  
and Delegates in the GENERAL ASSEMBLY of FISM**

Dear Delegate, Dear Friend in Magic,

## **Strategic Partnership with the Cambridge Academy of Magic and Science**

It is with great pleasure that I communicate to you that FISM on the 7<sup>th</sup> of June 2016 established a strategic partnership that will promote the art of magic across the fields of academia, science, communication and education. The Academy of Magic and Science will be a key partner of the FISM creating a bridge between academic research, the science of illusion and the world of education.

The Academy of Magic and Science evolved from the Cambridge University Magic Society and is developed via the interdisciplinary intelligence centre of the Cambridge Innovation Hub Ltd and is supported by the Accelerator of the Judge Business School of the University of Cambridge.

Some of the activities of the Academy are the design and delivery of innovative school courses, corporate workshops, conference public engagements, festivals, media format and interactive exhibitions. They teach science by using magic as the springboard for scientific applications from chemistry and electronics to physiology and psychology. Their target is to engage the audience in a tour to discover the scientific principles behind illusions, perceptions and biases. This switch between the 'WOW' excitement that magic creates with the 'AHA' realisation of the science principles, encourages participants to question what they see and empowers them to unlock their creative potential and analytical thinking.

### Desired outcome

To structure and maintain a prolific FISM- CAMS partnership that strategically will orchestrate actions, programs and projects to instrumentally developing cultural, artistic, educational and entertaining activities to contribute to the improvement of magic and to stimulate the engagement of wider audiences in it.

### Collaborative projects and programs

The considerable potential for this strategic partnership can expand and enhance for both FISM and the CAMS the ability to pursue their primary missions for the art of magic and the fields of research, entertainment, education and public service. This synergy will facilitate and promote increased connections between FISM member societies, academics, educators and other professionals of a world-wide scale. While for each action the recruiting of the intelligence will be organised per case, it would be desirable for dialogues between the FISM member societies and the CAMS to be fostered and links to be created.

FISM recognises the opportunity for collaboration between its member societies and the Academy of Magic and Science to bring an effective international knowledge communication, to inspire wider audiences to love and embrace the art of magic and to drive innovation in fields, such as education, at a global level, by adding value intrinsically provided by both sides.

Kind Regards,



Domenico Dante  
International President





**CAMBRIDGE ACADEMY  
OF MAGIC AND SCIENCE**

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**Strategic partnership of  
FISM and the Academy of Magic and Science**

*Cambridge, June 6<sup>th</sup> 2016*

The Academy of Magic and Science is focused in promoting the art of magic by creating the bridge between academic research, the science of illusion and the world of education. The membership and partnership with the FISM would therefore have a strategic role in developing cultural, artistic, educational and entertaining activities to contribute to the improvement of magic and to stimulate the engagement of wider audiences in it.

Some of the activities of the Academy are the design and delivery of innovative school courses, corporate workshops, conference public engagements, festivals, media format and interactive exhibitions. We teach science by using magic as the springboard for scientific applications from chemistry and electronics to physiology and psychology. We are targeted at engaging the audience in a tour to discover the scientific principles behind illusions, perceptions and biases. This switch between the 'WOW' excitement that magic creates with the 'AHA' realisation of the science principles, encourages participants to question what they see and empowers them to unlock their creative potential and analytical thinking.

The Academy of Magic and Science evolved from the Cambridge University Magic Society and is developed via the interdisciplinary intelligence centre of the Cambridge Innovation Hub Ltd. To maximise the potential of the collaboration between our two organisations, we therefore enquire for the establishment of a strategic partnership and membership between the FISM and the Academy of Magic and Science.

With kind regards,



**Dr Antonia Symeonidou**  
CEO  
Cambridge Innovation  
Hub Ltd



**Dr Evangelos Avgoulas**  
President  
Cambridge University  
Magic Society

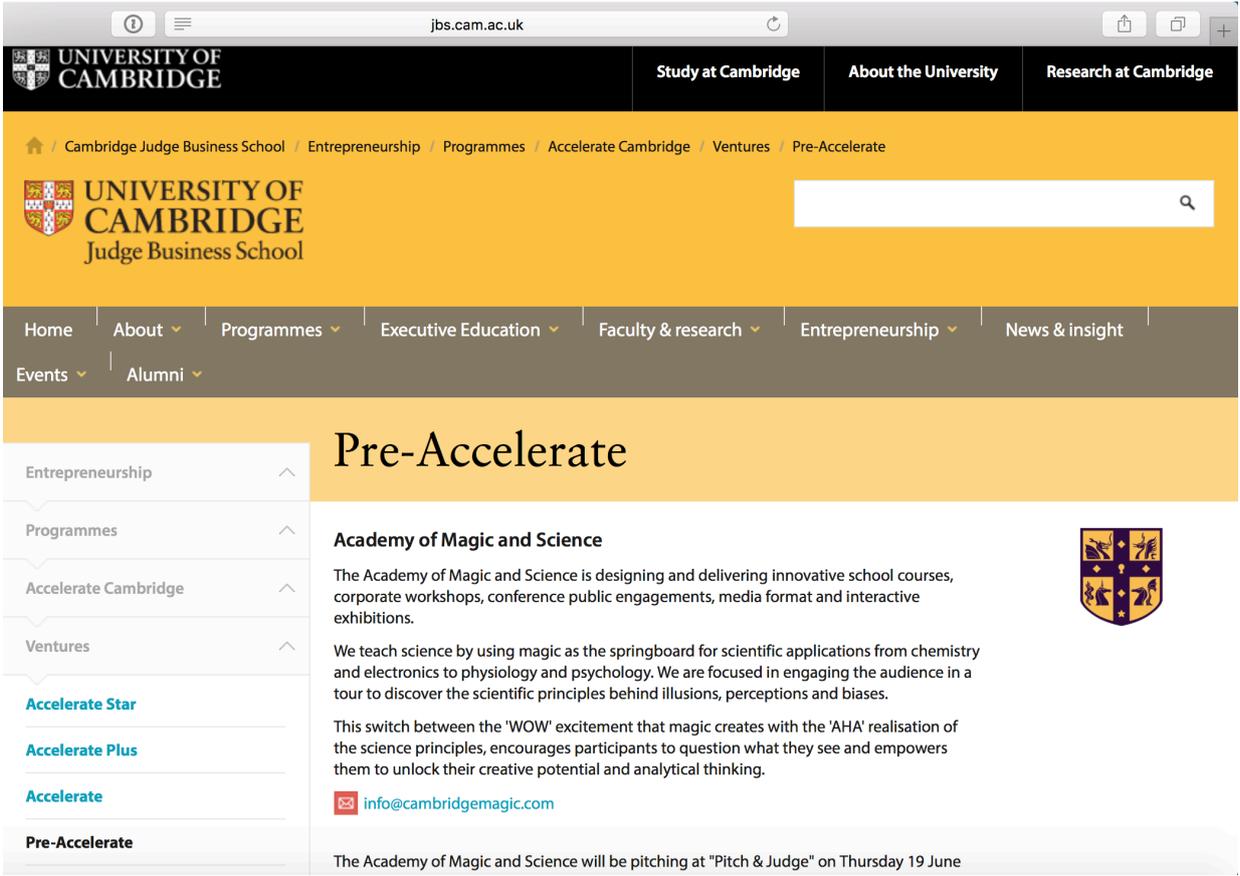


**Dr Danilo Audiello**  
Chairman  
Academy of Magic  
and Science

**Accelerate  
Cambridge**



**UNIVERSITY OF  
CAMBRIDGE**  
Judge Business School



The screenshot shows a web browser window with the URL [jbs.cam.ac.uk](http://jbs.cam.ac.uk). The page header includes the University of Cambridge logo and navigation links for "Study at Cambridge", "About the University", and "Research at Cambridge". A breadcrumb trail reads: Home / Cambridge Judge Business School / Entrepreneurship / Programmes / Accelerate Cambridge / Ventures / Pre-Accelerate. The main content area features the University of Cambridge Judge Business School logo and a search bar. A navigation menu includes: Home, About, Programmes, Executive Education, Faculty & research, Entrepreneurship, News & insight, Events, and Alumni. The "Pre-Accelerate" section is highlighted, with a sidebar menu listing: Entrepreneurship, Programmes, Accelerate Cambridge, Ventures, Accelerate Star, Accelerate Plus, Accelerate, and Pre-Accelerate. The main content for "Pre-Accelerate" includes the "Academy of Magic and Science" logo, a description of their innovative school courses, corporate workshops, and public engagements, and a mention of their participation at "Pitch & Judge" on Thursday 19 June. An email contact [info@cambridgemagic.com](mailto:info@cambridgemagic.com) is also provided.