



Magician Rocco Silano (Archive)

**By Barbara J. Aleksandrowicz**

## **ROCCO SILANO MAGICIAN WHO TAKES YOUR BREATH AWAY**

**Rocco Silano is in a group of the greatest and most unique performers in the world. Rocco, a former resident of Wayne, NJ, has spent most of his life performing his trademark glitter-and-flash style of magic. A student of the great Master Slydini, he has appeared on television and before live audiences throughout the world, as well as in frequent performances at New York's popular Monday Night Magic Show.**

He is the recipient of many awards and has been nominated many times as Magician of the Year by the Academy of Magical Arts. In 2006 he was named "World Most Original Close Up Magician"

Rocco's act includes producing dozens of items from nowhere, such as transforming red and white scarves into roses, pulling silver dollars from the air and turning glitter-sprinkled roses into live, majestic butterflies.

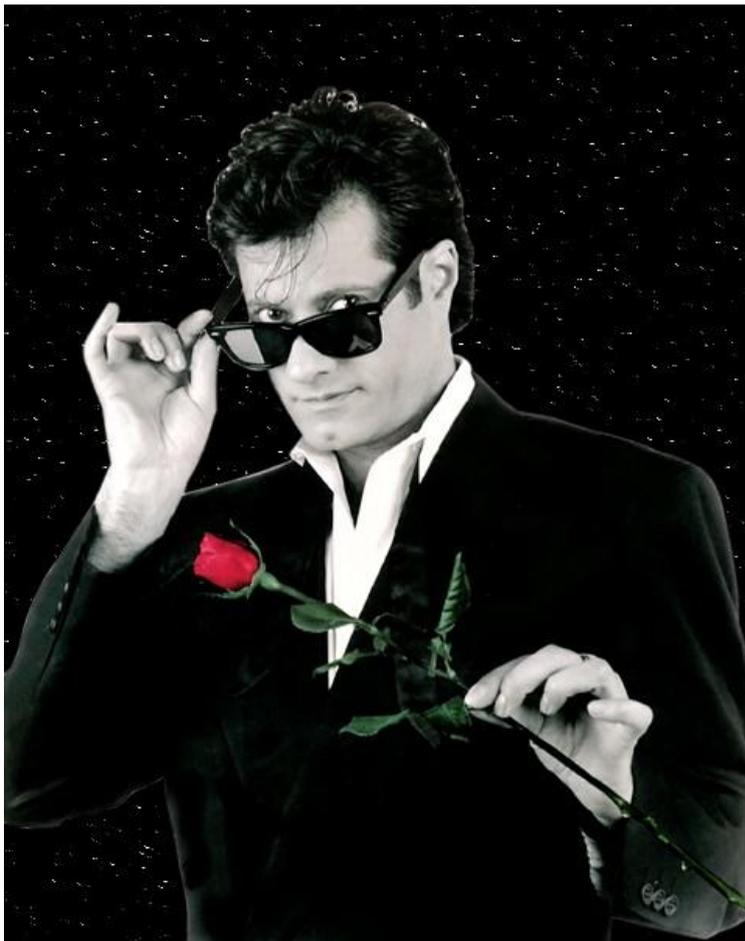
The charming and natural looking Rocco Silano is definitely one of a kind.

**What first made you interested in magic?**

In the late 70s, I was studying drama and considered a career in law enforcement or with the CIA. I was working in a record store at Willowbrook Mall when Elvis Presley died on August 1977. I learned that he died reading the Bible. I loved the guy, so I started reading the Bible myself. In the Bible I read, I found many stories of miracles and magic. I was amazed by them. I've always been intrigued by the unknown. One day, I went to Ken's Magic Shop in Fair Lawn. Ken showed me a trick and I've made magic ever since. After practicing on my own for some time, I studied with Grand Master Slydini. I met him in the early 80s, thanks to John Lucich, who I worked with. John was a student of Slydini. As you know Slydini, who used to say, "Magic has to come from the soul, it's not just a trick," was one of magic's elite. He performed on a table-top literally in the audience face, to an art form. This great magician amazed audiences for decades. I studied with the master for four years and learned his skills well. I adapted the skills to my own personal style, moving the magic from Slydini's table-top to small audiences, to the stage.

**You created a controversial act with guns of all sizes and shapes but the show was cancelled. Why?**

This act was booked to play in Atlantic City Casino, but it was cancelled by the hotel manager at the last minute. "You just don't pull guns on a New Jersey audience; someone in the room is liable to stand up and shoot you right on stage", he said to me.



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**You also created an act called "The Rocky Horror Magic Show". What was it about?**

I am appearing in it as a mime, and I would eat ten razor blades to a background of satanic music. After eating a string, I would pull the razor blades out of my throat one by one. Blood would flow from my mouth and my shirt would appear as a bath of blood. I used real razor blades.

**You have performed for the Queen of England, the Pope, and countless celebrities, politicians and fans around the world. Who was most memorable?**

RS: Michael Jackson asked me to perform for his children at the Four Seasons Hotel in Manhattan. He wrote "Butterfly" after seeing 15 monarchs fly from the rose I sprinkled with "magic powder." I also have a photo of President Clinton in the White House wearing D'Lite.

**Your magic is described as wholly original...**

Because I don't use flashy pyrotechnics, special effects, or gimmicks.

**What magic is?**

The philosophy behind the tricks. Everything that happens in my act is completely logical. When I was in Singapore I read a quote from Buddha, "Everything in the world comes from the mind, like subjects appearing from the sleeve of a magician." The quote is over 2,500 years old.

**What're your favorite tricks?**

The butterfly trick and pulling cards out of thin air.

**Do you always do your tricks in the same order?**

In the same order and same methodology. If you know 100 ways to reveal the chosen card you know 100 card tricks. There's a body language in my act that's always going to be there because you have to keep the misdirection. I constantly move the audience's attention away from the things I want to do secretly.

**At the 1982 Las Vegas Seminar Competition you were out of the competition before you had the chance to perform your act. You became obsessed with winning the competition.**



Rocco Silano's performance during the Annual Business Media Agency Banquet (2008, BMA)

I practiced day and night, and perfected my new act in my studio and in front of audiences. Therefore, I did a different routine for the judges in the preliminaries. Always taking chances, I decided to include a routine that I had just learned whereby I would throw coins from behind my back then catch them in one hand. In the preliminaries, I dropped a coin on the floor. I was finished at this moment. Since then, I became obsessed with winning the competition. I practiced and continued to study with Slydini until everything about the act was perfect. From turning salt to pearls, fire to ice, and a series of coin and card routines ending with my "Bleeding Rose".

**And you won the competition and received a world title for the best all-around magician, "The Complete Conjuror" and you were presented with the Golden Lion Award by Siegfred & Roy. You also won the Jimmy Grippo award for "Best Close-Up Magician". In 1994 in FISM you came in third in the close-up contest. In the meantime you started a D'Lite Company.**

I started my company, and I worked a lot. We were selling a million of d'lites a year. The act using D'Lite was taken to Japan for FISM in 1994. I made TV appearances in the U.S. and Europe during this period. I headlined shows in Italy, Spain, and France, as well as popular shows, such as Montel Williams and Tom Snyder. After winning third place at FISM in 1994, I returned home to pursue the launch of D'Lite in 1995.



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### **What is D'Lite?**

It is a magic trick with bright red, green, blue, yellow or white lights appearing and disappearing at your command that even a child can do. My business partner, Roger Mayfarth, designed them in 1987 for me to use on stage. Millions have been sold to professional magicians around the world, making it the best selling magic trick ever. It is also a great way to get people, kids especially, into magic.

### **As D'Lite continued to grow, your performance career was forced to take a back seat to the demands of the business.**

Although successful, this became frustrating to me because I considered myself to be, first and foremost, a performer. I used any break I could find to perform magic in front of an audience. I became a regular feature at New York's Off-Broadway Show, "Monday Night Magic" and lectured and performed at magic conventions around the world from Singapore to Portugal, France,

Belgium, Switzerland, Austria, Argentina, Italy and throughout the United States. I became the opening act for many celebrities such as Don Imus, Howard Stern, Marie Osmond, Soupy Sales, Pat Cooper, and groups such as Vanilla Ice. I was a regular feature at Mostly Magic, Club 88 in NYC, the Duplex, and many more. I was awarded Back Stage magazine's "Bistro Award" and the "Mac Award" presented by the Manhattan Association of Cabarets. I was invited regularly to the 4F Convention.

**In 2006, you returned from FISM World Championship of Magic, with a special award for being the "World's Most Original Close Up Magician". What is FISM?**

FISM, the Federation of International Societies of Magic was founded in 1948, and is often referred to as the "Olympics of Magic". The championship is held every three years in a different country. 2006 competition was held in Stockholm, Sweden. Out of more than 2,500 applicants, only the top making 150 magicians from around the world were selected. I represented America. My act was compilation of 20 years of magic, but it still took two years to prepare. I competed in FISM in 1994 in Japan and won the Merlin Award for Magician of the Year with the International Magician's Society two years in a row. I won Magician of the Year in Las Vegas in 1986 and performed with Sigfried and Roy.

**You make appearances for charity events focused on helping ill children.**

I am very proud to be part of giving thousands of d'lites to sick children in an attempt to bring some happiness into their lives. I support "Humor Therapy" and perform in various cabarets, and made select television appearances such as Michael Jackson's Heal the World Campaign.

**Where can we buy d'lites and learn how to use them?**

At my website [www.dlite.com](http://www.dlite.com). If I find kids or adults interested in magic, I may consider opening a school of magic.

**Thank you and good luck to you and to all of your future endeavors!**