

## **Transcript of the Interview with Kiki Tay**

**Vogue: How long have you been performing?**

**Kiki:** Oh for a very long time...since I was 14. Professionally, since 2000 so I guess that's 8 years.

**Vogue: What are your notable magic achievements?**

**Kiki:** I'm directing a segment in the Asian Youth Games opening ceremony which hasn't happen yet lar. It is next month in June. So I'm adding a bit of magic elements to it lor. It is a mass display comprising of 250 people and this thing will be showcased all over the world lar so I guess its notable lar. And maybe this show?

**Vogue: How would you describe your style of magic?**

**Kiki:** I started off as a magician , but I'm venturing more into other things. You know like comedy, I would say I entertain and magic is one of my tool now. My style of magic more on comedy. I started out doing illusions and you know, trying to be very cool and all that, but then slowly I realized that I enjoy making people laugh more than making people worship me and all that. Hahaha...

**Thor: How did you accommodate to room for errors in your performances?**

**Kiki:** Oh its ok I think the key is being natural, being yourself. If you drop a thing , how would you pick it up? You just pick it up lar. I think in my case the audience should be quite forgivable, in my case if I drop a thing my character allows me to just carry on rather than if I act like David Copperfield, a screw up is a big screw up. For a comedy act, a screw up is ok! =)

**Vogue: Is there any person who influenced your magic?**

**Kiki:** David Copperfield. Really! 1995; "Dreams and nightmare". I sat down in the audience where the snow thing happened. Yah! The whole indoor stadium was filled with snow. Ok it was foam... The snow's density was just nice; it stays in mid air and it doesn't move, then it moves. Waah (no pun intended) so amazing, I was really the last person to leave the theater. That time I wasn't a magician and really didn't know anything about magic yet. I really stayed there and was touched emotionally. In a way you see all the things I do, I want to touch people emotionally as well.

**Thor: So how did you start performing professionally?**

**Kiki:** I started doing for my school. You know... Teachers' day performance, National day performance, everything, I'll volunteer to do. Now that I look back, they were good opportunities. It's a ground where I can test out my materials. I do a lot of charity shows also. Any chance I got to perform, I just performed because I'm not out for the money, in fact until today I also not out for the money. Because this is my passion. If I earn money, the thing I'll spend on is my passion...which is this! In fact, I'm very happy with my life now. =D

**Vogue: If there's any advice you can give to magicians, what would it be?**

**Kiki:** Ok do anything out of passion. The key word is passion. If you focus on money, you can only get so far. You have to focus on what you love to do. **You don't have to know how you are going to get it, you only have to know what you want, and life will find a way.** Yes, law of attraction. *The Secret*. I have no doubt about *The Secret*. Everything I have here, it has once been a dream. What you focus on, is what you get.

**Kiki:** People relationships are also very important especially in the entertainment business and you cannot be too arrogant. We are here to entertain people and to make people happy. Entertain people, not show off. Because many are showing off with their magic...

**Kiki:** You must always focus on the concept, the performance rather than the trick itself. Whatever you need to know it's on the internet. So now it's not about the secret, but rather the presentation.

**Thor: Is there anything you learnt from school that you applied to your magic now?**

**Kiki:** When I was in ITE, I took electronics. I'm very into electronics. You see the LED backdrop and D'lites in my show? I made them myself.

**Thor: Tell us something that nobody knows about you...something that will freak us out.**

**Kiki:** Errr har....arr...gah..sigh. OH! I got a lot of soft toys! I like soft toys hahahaha. I got them on my bed.

**Thor & Vogue: Thank you very much for your time!**

**Kiki:** Thank you.