

Simon Mandal Sparks Joy With Made-To-Measure Magic

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Magician Simon Mandal's creativity burns brightest when he's working on a project that he's not sure he can pull off. "I once had just 24 hours to figure out how to turn diamonds into moisturizer," he recalled.

Mandal invents and performs custom magic for a living. He's done personalized performances at events for Google, MGM, Goldman Sachs, and for A-Listers like Claire Danes and Hugh Dancy, who recently invited him to share his magic at their home in Manhattan. "We met after a performance. They were lovely and very complimentary. I was honored to get that invite," Simon shared with Newsweek.



Simon Mandal delights at The Ivy Club, Princeton University's most exclusive club. Mandal invents and performs custom magic for a living.
SIMON MANDAL / SIMON MANDAL

Another recent favorite performance of Mandal's was at a conference in Las Vegas with NFL legend Boomer Esiason. Mandal had Boomer hold a King of Hearts in between his hands.

"There's no way you're getting at this," Boomer joked. When the king's face slowly transformed into Boomer's face, he "jumped 3 feet in the air," Mandal recalled. "When people experience that moment of pure joy, I know the countless hours of customization have all been worth it," Mandal beamed.

Boomer Esiason with Simon Mandal in Las Vegas. Mandal invents and performs custom magic for a living.
SIMON MANDAL

Mandal tailors each performance to the crowd, whether it's for a corporate conference or a charity gala. At a recent Samsung event, he conjured next-gen phones from thin air, creating a magical moment perfectly in tune with the company's innovative spirit.

Luxury skincare brand La Prairie Switzerland had asked him to turn the diamonds into moisturizer. It went off without a hitch and left attendees awestruck.



With a background that spans improv comedy, toy invention, and even computer programming, Mandal brings a fresh, multi-dimensional approach to entertainment. For audiences who seek out unique, memorable experiences, Mandal's custom magic is a "must-see."