

# SIEGFRIED & ROY



· A TRIBUTE ·

# SIEGFRIED & ROY



# SIEGFRIED & ROY

UNIQUE IN ALL THE WORLD

SIEGFRIED & ROY ARE UNLIKE ANY PERFORMERS IN THE HISTORY OF MAGIC OR SHOW BUSINESS. They blazed phenomenal new trails in the world of legerdemain, as well as virtually every aspect of live performance. They envisioned a future for magic and mainstream entertainment of such phenomenal scope and depth that it was, and remains, theirs alone. Their exceptional vision, passion, creativity, and commitment to delivering the ultimate theatrical experience brought these two superstars critical acclaim and global celebrity.

Like the artists themselves, *Siegfried & Roy: Unique in All the World* will be a landmark publication, establishing a new standard of creativity and excellence, both in and out of the world of magic. Designed by Imaginosis Media Design and award winning art director, Robert Gould, *Siegfried & Roy: Unique in All the World*: the collector's limited edition of 500 copies, will contain a virtual vault of personal stories, insights and anecdotes, and a wealth of replicated and actual memorabilia items, many seen for the first time. It is the definitive tribute to two remarkable gentlemen with incredible talents, vision, and foresight who re-defined event entertainment in Las Vegas and the world.

## Concept

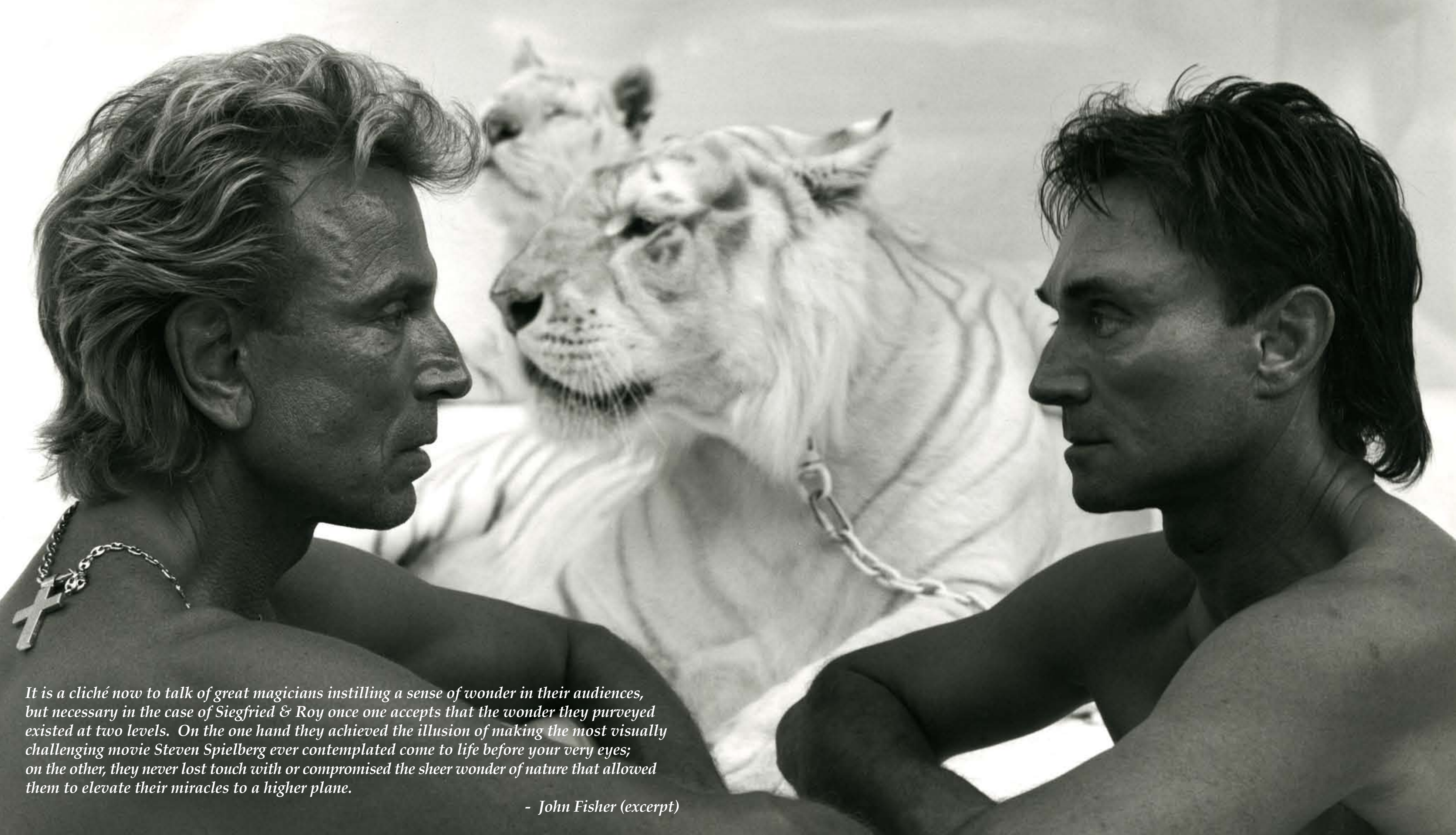
Siegfried & Roy are individuals who have forever altered magic and live show business, as well as secured a future for the endangered white tigers and lions. This full-color, tabletop boxed book set focuses on these and other aspects of their lives—both professional and philanthropic—by creating a dynamic and interactive approach.

Using exact facsimile reproductions of rare memorabilia and never-before-published documents and artifacts, *Siegfried & Roy: Unique in All the World* will immerse the reader in their extraordinary spirit and magical world like never before. Drawn from private collectors, as well as Siegfried & Roy's own archives, the book affords intimate glimpses into the creativity and vision that has guided the lives and careers of these two precedent-setting artists. Rare historical show posters and tickets, personal Christmas cards, tour marketing materials and merchandise, costume and set designs, photographs, handwritten letters and notes, actual swatches from costumes and stage materials and so much more will be faithfully reproduced or included. Many of these items are designed to be removable for the reader's examination and pleasure.

*Siegfried & Roy: Unique in All the World* is produced with the full cooperation and support of:

*Siegfried & Roy*





*It is a cliché now to talk of great magicians instilling a sense of wonder in their audiences, but necessary in the case of Siegfried & Roy once one accepts that the wonder they purveyed existed at two levels. On the one hand they achieved the illusion of making the most visually challenging movie Steven Spielberg ever contemplated come to life before your very eyes; on the other, they never lost touch with or compromised the sheer wonder of nature that allowed them to elevate their miracles to a higher plane.*

*- John Fisher (excerpt)*



## Design & Production

Book size: 11-3/4" x 10-1/4" Portrait

64 color pages with mechanicals, hardbound, paper laminated cover dust jacket and additional collectors' items within a hardbound deluxe presentation slipcase.

Designed by Imaginosis Media Design under the direction of international award winning art director, Robert Gould, *Siegfried & Roy: Unique in All the World*, will utilize all of the exceptional design and production resources that modern printing and production techniques provide.

In the tradition of the best-selling "vault" books, *The Disney Treasures* and *The Star Wars Vault: Thirty Years of Treasures from the Lucasfilm Archives*, each turn of the page becomes a visually stunning, thought-provoking insight into their lives and careers as we explore—using their own words, as well as those who know them best—the extraordinary journey and unprecedented impact Siegfried & Roy have had on entertainment, culture, and the world.



*"I saw the production, Siegfried & Roy at the Mirage, more than a dozen times. Never in the history of magic has there been a production that was so immense in scale or one that received such universal accolades. Each time I saw the show, I saw something new, something I had not observed before. Over time, I came to see that this was a production with incredible intensity and depth that was rich with symbols and metaphors. As sorcerers, Siegfried & Roy are the very best. SARMOTI!"*

*- Eugene Berger (excerpt)*

## Kenneth Feld presents **SIEGFRIED & ROY** **AT THE MIRAGE**

### *The Edition*

*Siegfried & Roy: Unique in All the World* is specifically designed for the Collectors' market. It will be published in a signed and numbered, strictly Limited Edition of 500.

**Publication: Fall 2009**

**Publication Price: \$695.00**

**Pre-publication price \$595.00**

### *Charity Beneficiary*

A portion of the proceeds from book sales will benefit the SARMOTI Foundation and MagicCares,™ whose founder, Paul Stone, will serve as Assistant Content Editor for the book. Having raised tens of millions of dollars for international charities, Stone was the also the Executive Producer of *A Tribute to Siegfried and Roy at the London Palladium* in September 2008.



Pourquoi pas !...

**LIDO**  
CHAMPS-ÉLYSÉES, PARIS

LE PLUS CÉLÈBRE CABARET DU MONDE

REG PRIESTMAN

SIEGFRIED ET ROY

LEO BASSI

NUIT DE PARIS

LA CASCADE DE FEU

*Pourquoi pas !...*

THE PORTUGALIAN CONCERTS

LEO BASSI

LEO BASSI

LEO BASSI

LEO BASSI

## Creative Team

**DIANA S. ZIMMERMAN** – PUBLISHER : EDITOR : WRITER

Diana has been a performer, entrepreneur, and business woman since the age of eight when she invested all of her resources into a small magic trick. Diana parlayed her investment into a spectacular 25-year stage and television career as the “World’s Foremost Lady Magician.” During this time, she also invented magic illusions for Lance Burton, David Copperfield and others, and remains a highly respected lecturer, writer, and teacher in this field. She sponsors the Junior Magicians’ Club—a youth group she founded in 1974 with the help of legendary actor, Cary Grant—at Hollywood’s famous Magic Castle.

Diana starred in her own television show, “Enchanted Palace” as well as her own magical revue show in Lake Tahoe. She appeared on virtually every major TV talk and variety show, toured the world, and later became a much sought after corporate spokesperson for companies as diverse as *Ore Ida Potatoes* and the *Avocado Advisory Board*. Her speech, *Success: Mastering the Art of Illusion*, garners repeated standing ovations in the corporate world.

She is an award winning journalist and author, having written over 100 cover stories and biographies for haute superstars such as Scott Kay, Lorenz Baumer, Gregg Ruth, H. Stern, and Jack Kelége. Her premiere book, *Kandide and the Secret of the Mists* is the first in a trilogy of fantasy adventure novels. Diana is also the co-author of the business strategy book, *Tactical Abyss*.

Her transition into the world of corporate business saw the creation of *CMS Communications, Intl.*—a multi-million dollar, international marketing communications / event production agency whose clients rank among the Fortune 500. *Special Events Magazine* named CMS in the “Top 50 Event Companies” for an unprecedented seven years straight. Today, Diana is CMS’ President and CEO, and is universally celebrated by the executives and CEOs that she works with and frequently coaches in the art of public speaking.

She sits on four Boards including the prestigious *Academy of Magical Arts Educational Foundation, Inc.*, and *MagicCares™*; was an Ernst & Young “Entrepreneur of the Year” finalist, and a 2008 nominee for the Los Angeles Business Journal “Woman Making A Difference” award. An avid collector of faery art, her collection of bronzes, clocks, paintings, sculptures, books, and porcelains is one of the largest in the world with pieces dating back to the 1700s.

[www.kandide.com](http://www.kandide.com), [www.cmsbiz.com](http://www.cmsbiz.com)

**ROBERT GOULD** – ART DIRECTOR : WRITER

For over twenty-five years, Robert Gould has been involved with the development, creation, and production of art and story for virtually all types of media, as well as worked as an international award winning book designer, art director and illustrator for publishers in the US and Europe.

In 2001, drawing from his deep experience in the media arts, literature, philosophy and mythology, Robert formed Imaginosis, a Transmedia Arts company that strategically develops, manages, and produces intellectual entertainment properties. He has worked with major entertainment companies in film, television, licensing, and live theater including: Columbia Pictures, TriStar Pictures, Columbia TriStar Television, The Jim Henson Company, The Creature Shop, Sony Imageworks, Sony Animation, Entertainment Design Workshop, Cyan, N-Wave Pictures, Hasbro Toys, Sideshow Toy, The Beanstalk Group, Hot Topic, Treefree Greetings, Daniel Flannery Productions, Attraction Media and Proscenium Productions.

In 2005, Robert formed Imaginosis Publishing, a division of Imaginosis, Inc., and in 2006, Imaginosis Media Design, to provide design services to individuals and companies other than Imaginosis clients. Through these divisions, Robert has designed and/or art directed numerous books including many international best sellers with best-selling author, Brian Froud, and won numerous awards for book design. Publishers he has worked with include: Simon & Schuster, Bantam Books, Berkley Books, Warner Books, Byron Priess Visual Publications, Pavilion Books, Chrysalis Books, Harry N. Abrams, Stuart, Tabori and Chang, Turner Publishing and Lionheart Books.

Robert is the co-owner of FaerieWorlds LLC that produces Faerieworlds in Eugene, OR, and FaerieCon in Baltimore, MD, art, musical and theatrical events inspired by the world of Faerie that attract over 20,000 guests annually. Robert speaks on fantasy, myth, media and culture at various film and culture conventions, colleges and universities in the US and internationally.

[www.imaginosis.com](http://www.imaginosis.com), [www.fairieworlds.com](http://www.fairieworlds.com)



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