

LAS VEGAS SUN

SHOWROOM

Adams a high-caliber 22 in new Plaza show

Curtis Adams, below, has a six-month engagement at the Plaza. The 22-year-old performer puts on a rock/magic show called "Adrenaline: Magic That Rocks."

BY JERRY FINK
Las Vegas Sun

Curtis Adams became interested in magic at age 7. Today at the ripe old age of 22 he is a veteran performer.

"Magic has not appealed to a younger market for a long time," Adams said recently. "What I'm trying to do is to appeal to the younger fans, as well as the older ones."

And thus was born "Adrenaline: Magic That Rocks," which recently began a six-month run at the Plaza.

Adams combines traditional magic with elements of a rock concert such as a soundtrack that includes classic rock, movie scores, hip-hop and standards.

"It has proven itself," the Huntington Beach, Calif., native said. "I was virtually an unknown name, but I've been able to generate a lot of buzz and interest. I started out slowly, but grew and grew and grew — all of the feedback has been positive."

Adams describes his act as "a high-energy, cut-loose, have-a-good-time show with lots of dancing — something for everybody. The older generation loves the show just as much as the younger generation."

Inspired by legends such as David Copperfield, Adams developed his skills between ages 7 and 10 and then turned pro.

"I made a lot of money doing birthday parties," he said.

From birthday parties Adams moved to restaurants, fairs, corporate events and street performances — all before he was a teenager.

When he was 13, he was ready for the big time — in Reno and Lake Tahoe, where he performed at various venues until he was 20.

"It was a nice little market to get into," Adams said. "I worked most of the casinos and became the magic guy in town. It was a great way to get into the industry."

He said magic did not come to him naturally. "What came natural to me, more than anything, was being personable with people," he said. "I think that's one of the talents I have. A lot of people are gifted in dancing or telling stories — one of my main talents is how I relate to people."

"If you can get on that level with somebody, you can have an emotional show."

Adams moved to Las Vegas from Atlantic City, where he performed at the Tropicana.

"It was an interesting market," he said. "Through the week, a lot of older people take bus tours to Atlantic City. Young people come in on weekends to party. So there are two clear-cut, totally different markets."

"But my show appealed to both, which is what I'm trying to do here."

This is the second time he has performed locally — the first was when he was 17 and appeared with Lance Burton in the "Young Magician's Showcase" at the Monte Carlo.

Adams says his is an interactive show with several large-scaled illusions that required making changes in the theater.

"The real magic has been squeezing all the big stuff into the showroom," he said.

Adams says many of his illusions were designed by Don Wayne, former creative director for Copperfield. Wayne was responsible for

such illusions as walking through the Great Wall of China and making the Statue of Liberty disappear.

"My illusions range from romance to rowdiness," Adams said.

Among other bits, he says he takes a sledgehammer to a sports car.

"Anybody who comes to the show should have an open mind," Adams said. "It's kind of different. Take your expectations of a magic show, and forget them. This will change them. People have preconceived notions of what a magic show should be."

LeBlanc to perform

Vocalist Errol Desmond LeBlanc, saxophonist Earl "Good Rockin'" Brown and drummer/special guest Larry Wild Wrice will perform at 8:45 p.m. and 10:30 p.m. Sunday at Steven David's, 545 E. Sahara Ave.

For dinner and reservations, call 214-1863.

'Dracula's Audition'

The musical comedy "Dracula's Audition" is at the New City Theatre (2900 E. Patrick Lane) through Oct. 29. It was incorrectly reported that the show featured the Nevada Youth Theatrical Ensemble.

The free performances, which includes free food and drinks, are at 8 p.m. Fridays and Saturdays. Reservations are required. For information, call 795-0487.

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