

# q magic: THE GREAT ARMANDO

**Prepare to be whisked away to a world of wonder as The Great Armando, a beloved favourite of the Melbourne Magic Festival, presents his brand-new show, "Magia Magia." Running for a strictly limited season from July 8th to July 12th, 2025, at the Arrow On Swanston as part of the official Melbourne Magic Festival program, this interactive and enchanting experience promises jaw-dropping illusions, boundless positivity, and trademark Italian charm, perfect for audiences of all ages.**

Hailing from Italy and now a proud Australian resident, The Great Armando brings a unique "Italian flair" to the stage, captivating audiences not just with his magical prowess but also with his genuine, endearing accent and infectious humour. "Magia Magia" is performed in English and is more than just a magic show; it's a journey filled with surprises that subtly weaves in a powerful message about the importance of believing in oneself.

Known for his highly interactive style, The Great Armando ensures every audience member feels part of the magic. Through clever gags, spontaneous moments, and direct engagement, he creates an atmosphere of shared joy and wonder. One particular highlight includes a mesmerizing rope trick where a knot magically moves, unfurling a heartfelt story about overcoming challenges and embracing dreams – a message that resonates deeply with children and adults alike.

A seasoned performer with over 20 years of experience across three continents, The Great Armando has been a cherished part of the Melbourne Magic Festival since 2016, even clinching the prestigious "Children's Show Award" in 2018 for his "Suitcase of Wonder." His return to the festival stage with "Magia Magia" is highly anticipated, promising the same high-energy, family-friendly entertainment that has made him one of Australia and Italy's most loved children's illusionists.

Audiences have consistently been captivated by The Great Armando's performances. Past attendees have called his shows "brilliant" and shared that "the kids haven't stopped talking about it."

"Magia Magia" is a delightful 50-minute escape into a world where anything is possible, reminding us all that with a little belief, true magic can happen.

**The Great Armando's Magia Magia**

**July 8, 9, 10, 11, 12, 2025**

**12:45 PM - 1:35 PM daily**

**Arrow On Swanston, 488 Swanston St, Carlton VIC 3053**

**Tickets: From \$17 to \$24 via TryBooking (<https://www.trybooking.com/CZWPF>)**

**Free for children under 2**



**For more information please go to: <https://www.thegreatarmando.com>**

**Instagram: <https://www.instagram.com/italianmagician/>**

THE GREAT  
**ARMANDO**  
WHERE WONDER MEETS LAUGHTER

# MAGIA MAGIA

