

# GUSTAVO RALEY

Magician | Inventor | Lecturer

## Professional Profile



# About Gustavo Raley

**Gustavo** was born in Buenos Aires, Argentina. He began his artistic career as a magician since he was a child, assisting his father (Daniel Raley) in his shows inheriting his knowledge in the art of magic.

After many years of uninterrupted shows achieves 4 awards in the same convention F.L.A.S.O.M.A 98 (Latin American Federation of Magic).

**Gustavo** specializes in Magical creativity designing and creating magic effects performed by magicians from all over the world, one of them “The Supercan” presented at the FISM world magic championship Netherlands and Sweden and awarded by the National Congress of Spain in Bilbao.

He is the CEO of “Gustavo Raley Magic Innovations,” with more than 70 original creations patented and marketed in magic shops around the world.

**Gustavo** has participated in numerous international television programs and magic shows in more than 40 countries, including performances at the prestigious “Le Plus Grand Cabaret” in France, Master of Ilusion TV Show, The Magic Circle (London), The Magic Castle (Hollywood), Pre FISM China, S.A.M. Convention, IBM Magic Convention, Blackpool Magic Convention, Fism North America, Taiwan Magic Convention, Congreso Nacional de España, among others.

His ideas and creativity hold a strong position in the world of magic, giving lectures and teaching other magicians at more than 400 Magic Societies and Magic Conventions.

**In 2007**, Gustavo was named “**Magician of the Year**,” by the Premios Magia in Buenos Aires. One of his most recent recognitions was awarded by M.U.M Magic Magazine of the United States, where he was featured on the cover of the October 2025 issue.



# About The lecture

**Gustavo Raley** has had the opportunity to spend his entire life surrounded by magicians and magic props, and these experiences gave him the knowledge to develop his own unique way to create magic tricks.

**The Creative Process** is a lecture where magicians have the opportunity to learn Gustavo's techniques firsthand while he shares the methods he uses to create and develop his magic.es to develop his creations, including different systems for generating new ideas.

**The technique of bisociation** is one of them, where attendees will participate in a very interesting creative exercise for developing new tricks.

**The camouflage of magic props:** Gustavo has a unique perspective on magic props.

Would you like to know how to make magic props appear more natural, and why it's important?

**Where does inspiration come from, and how can we transform ideas into reality?**

**The evolution of magic tricks** is a key point in the lecture, with examples of classic magic effects reimagined for the modern era.

During this lecture, attendees will not only learn the theory behind Gustavo's work, but will also experience and learn several of the magical effects he has created.

**Gustavo** had the opportunity, using his creative techniques to be part of the Disney creative team to develop a magic reality show.

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**Don't miss this special lecture featuring brand-new effects, creative ideas, and practical techniques.**

# The creative process

How original magic is created



Inspiration - Investigation - Innovation - Invention



A system developed through years of professional performance and creative innovation.

Demo Lectures



# Testimonials

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“Great ideas from a great mind”

Fantasio

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“His lectures are so informative  
that is a must see lecture  
guarantee to inspire ”

Jimmy C

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“One of the great creator  
and artists of our time!”

Jeff Mc. Bride

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“Gustavo is a living example of  
how you can reinvent classic  
magic effects.”

C.M.S Il Carro, Italy

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“Creativity combined with  
Gustavo's genius helps us create  
new effects with his infallible  
method.”

Marco Milanesi

“With every performance,  
Gustavo brings a spark of magic  
that transforms the ordinary  
into the extraordinary.”

Patrick Wolford  
Murphys Magic



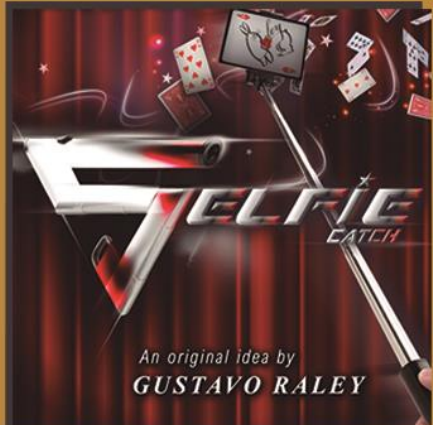
# Some of Gustavo Raley's creations

The  
**SUPERMAN**

BY GUSTAVO RALEY

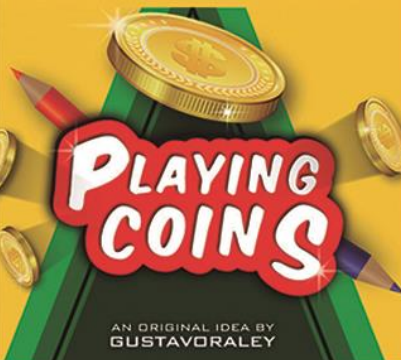


CINEMAGIC  
AN ORIGINAL IDEA BY  
GUSTAVORALEY



The  
**LOOPS**

AN ORIGINAL IDEA BY  
GUSTAVORALEY



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# One man show

Gustavo Raley



A dynamic, high-impact ONE MAN SHOW combining magic, comedy and audience interaction. Gustavo delivers a unique experience featuring original effects, visual magic, hand shadows and unforgettable moments.

Watch the show at the Magic Castle

Play



Click



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“The only true wisdom is in knowing you know nothing”

Used by magicians worldwide

