



MAGIC FOR GROWNUPS

TORONTO
FRINGE
FESTIVAL

SWEET ACTION
THEATRE COMPANY

A Fringe Show About Trust, Perception, and Why Humans Still Want to Believe

In an era of deepfakes, AI-generated realities, and “alternative facts,” Toronto performer **James Alan** is using classical live magic to explore a very modern problem: *How easily can human beings be manipulated — even when they know it’s happening?*

MYSTERIES & LIES, premiering at the *2026 Toronto Fringe Festival*, transforms **Sweet Action Theatre** into an intimate laboratory of perception, participation, and collective deception.

The production takes place inside a converted former classroom at **Artscape Youngplace** — a venue that deliberately blurs the line between lecture hall, experiment, and theatrical encounter.

Audience members are not passive spectators.

They hold the cards. They make the decisions. They verify that what is happening is real.

And somehow, impossibly, they still become complicit in constructing the illusion. The performance is a deepfake. But it’s one that the audience builds themselves.

Best known for his long-running Toronto productions **Magic & Martini** (2016-2020) and **James Alan’s Magic Tonight** (2013-2016), Alan has spent over two decades creating interactive performance work that blends psychology, theatre, humour, and magic.

But **MYSTERIES & LIES** may be his most personal project yet: a stripped-down, close-quarters Fringe experience designed less to impress audiences than to destabilize them — gently, playfully, and sometimes profoundly.

Just a room full of strangers trying to decide what’s real.

MYSTERIES AND LIES

Clever and Pleasant Productions

Presented as part of the 2026 Toronto Fringe Festival

Written and performed by	James Alan
Directed by	James Biss
Music	Iain Gardner
Design	Kurt Firla
Stage Manger	Laurice Macaraeg

Sweet Action Theatre

Artscape Youngplace
180 Shaw St., Unit 106
(Queen & Ossington, Toronto)

Eight Performances

Tuesday	June 30	8:00 PM
Thursday	July 2	4:00 PM
Saturday	July 4	8:15 PM
Sunday	July 5	12:30 PM
Monday	July 6	9:30 PM
Thursday	July 9	6:30 PM
Friday	July 10	1:00 PM
Saturday	July 11	4:45 PM

Runtime: **60 Minutes**

Tickets: **\$18 — On sale June 3, 2026**

Media Interviews Contact

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Additional Information: www.jamesalan.ca/FRINGE

Electronic Press Kit: <https://bit.ly/MandLpresskit>

Media Images: <https://bit.ly/MandLmediakit>