

110% Wizard with Keith Brown

Awards

- Outstanding Magic Show: Lifetime Achievement - Orlando 2026
- Best of Fest - Orlando 2026
- Tournament of Tellers Grand Champion - Orlando 2026

Broadway World 2026

<https://www.broadwayworld.com/orlando/article/Review-HIGHER-THAN-RAINBOWS-110-WIZARD-and-YOUNGER-US-at-The-Orlando-Fringe-Festival-20260518>

A festival regular, Keith Brown masterfully blends a particular penchant for storytelling with impressive illusions in 110% WIZARD. Brown regales the audience with a recent foray into the cruise ship entertainment circuit—specifically, the nightmare of securing representation, heading out to a contract, and promptly having American Airlines lose his entire “magic” suitcase containing every piece of his show material. Fortunately, the cruise ship staff gathered enough miscellaneous items for Brown to cobble together a performance of basic yet dazzling illusions, a few of which still grace the Orlando stage this go-round. Like any seasoned magician, Brown frequently enlists the help of audience members (and occasionally their unsuspecting friends and family at home via phone). An Orlando Fringe audience is like none other, and it’s an eager one at that, making for a wonderful array of interactions—and an even more fun reaction to the payoffs. Brown’s illusions are, for the most part, simple in scale; but they’re enough to leave this critic’s notebook with a huge word scribbled in all caps and underlined three times: “HOW?”

Orlando Weekly Review 2026

<https://www.orlandoweekly.com/arts/orlando-fringe-2026-review-110-wizard/>

If you have any doubts that Orlando Fringe changes lives, look no further than illusionist Keith Brown. A fixture of the Festival for over a decade, Brown landed an agent as a result of his 2024 show here, and is now an in-demand guest artist aboard Norwegian and Virgin cruise ships. Fortunately for us, he isn’t yet too famous to once again share his prodigious prestidigitation talents with astounded Orlando audiences.

In 110% Wizard, Brown blends many of his classic sleight-of-hand tricks and mentalism effects with anecdotes from his nascent nautical career. Between head-scratching card manipulations, coin materializations and rubber-duckie deductions, Brown shares hilariously hard-earned lessons about why you should only pack carry-on luggage, especially when flying American Airlines.

Unlike other ego-driven magicians, Keith's mild-mannered stage persona is so unassuming that you may not immediately realize how impressive his techniques are. Although I'd like to see him tip the balance of this latest production back a bit more toward magic, with a little less patter, by his confounding cocktail-shaker finale I was more than ready to hoist a glass in Brown's honor.

[Orlando Sentinel Review 2026](#)

<https://www.orlandosentinel.com/2026/05/13/orlando-fringe-festival-reviews-2026-m/>

Or <https://archive.ph/pJtbW>

Everyone loves a good bad-travel-experience story, and in "110% Wizard" (Silver, 60 minutes), Keith Brown has one, complete with new-job jitters. When American Airlines loses his luggage — again — the audience gasp is as loud as when he defies the laws of matter with a quarter and a soda can. Well, almost as loud.

It is a credit to Brown that he can hold the attention of an audience with a story as common as lost luggage. He eschews narcissism and flash to be, well, the kind of guy you'd hang out with at the beer tent. When a joke is made about his ego, it lands — because egotistical he is not. All this makes the magic even more wonderful.

I'm not going to spoil his tricks, except to say they involve some of the usual trappings — cards, volunteers, gasps of delight — and some items that are a little less ordinary. Margarita, anyone?

Brown is an Orlando Fringe vet at this point; his engaging act never grows old.

[Orlando Shine 2026](#)

<https://orlandoshine.com/2026-orlando-fringe-review-110-wizard/>

There's something especially fitting about seeing a magic show at Fringe. In a festival built on experimentation and imagination, Keith Brown's 110% Wizard (Website) feels perfectly at home.

Brown, a familiar face to Orlando Fringe audiences and a three-time Critic's Choice winner for Best Magic Show, returns with what he jokingly describes as the "same wizard, now 10% better." The framing device for this year's show centers around a cruise ship residency thrown into chaos after an airline loses the costumes and props intended for the run. Brown openly names the airline responsible, though I'll avoid repeating it here out of fear that my own upcoming Hawaii trip might suddenly suffer a mysterious blouse-related luggage incident.

What makes 110% Wizard work so well is how approachable it feels. Some magic shows create distance between performer and audience in order to preserve mystery, but Brown takes the

opposite approach. Even in one of Orlando Fringe's larger venues, Brown manages to create an atmosphere that feels surprisingly personal, keeping the audience engaged and connected throughout the performance.

One of the smartest choices in the production is Brown's use of technology to enhance visibility throughout the venue. In theatrical magic shows, audience sightlines can sometimes limit the impact of close-up illusions, but 110% Wizard makes a clear effort to ensure everyone can follow along regardless of where they're seated. That thoughtful use of tech helps keep the entire audience connected to the experience throughout the hour.

Brown also has an easy, relaxed stage presence that makes the interactive portions of the show feel inviting rather than stressful. Audience participation remains voluntary, and the atmosphere stays playful and welcoming even when attendees are brought into the act. Families, longtime magic fans, and Fringe audiences looking for something lighter will likely all find plenty to enjoy here.

More than anything, 110% Wizard succeeds because it taps into something simple and universal: the pleasure of being genuinely astonished. For an hour, 110% Wizard invites the audience to reconnect with that childlike sense of amazement, and judging by the reactions around the room, Brown succeeds beautifully.