

Project H: Card Holder by J.S.M. Studio & Bacon Magic

In today's era, when manipulation magic is becoming increasingly rare, Korean magic continues to lead the global scene with its distinctive creativity and refined craftsmanship.

Renowned magician Sung Min Jeon launched the "Alphabet Project", a 26-theme series designed to systematically reimagine the art and presentation of stage magic.

Last year, the first release - "Blando Silk" - won enthusiastic praise from magicians and fans worldwide, reigniting passion for stage performance among countless practitioners.

Now, Sung Min Jeon proudly unveils the next chapter of the Alphabet Project - Project H: HOLDER, an innovative holding system designed specifically for stage magicians.

The Pain Points of Stage Magic

In stage performances, magicians often need to secretly and swiftly retrieve props such as cards or silks - a process known as "loading."

Traditionally, props are stored inside table boxes or concealed on the body, but these methods often create issues that compromise the flow of a performance:

- Without a dedicated assistant, temporary helpers can easily disturb prearranged props inside the box, causing mis-sequenced loads that disrupt performance rhythm.
- When props are hidden on the body, unstable holders may loosen or drop mid-performance, risking accidents on stage.

Project H, the result of Sung Min Jeon's years of onstage experience and continuous refinement, was created to solve these problems once and for all.

The series features four professional-grade holders, each engineered for different types of props - enabling magicians to perform seamless, reliable, and elegant loads.

H3 Card Holder

- Quick-Load Mechanism: Smoothly releases from single cards to multiple cards without snagging or spreading issues.
- Secure Grip: Holds firmly even during vigorous movements.
- Dual Configuration: Includes a pair of holders (left and right) to accommodate various routine needs.

Package Contents

- Card Holder: Left & right card holders —2, assorted accessories (Cards not included)

Project H is more than just a set of tools - it's a comprehensive upgrade to the stage magician's workflow.

Whether you're a seasoned professional or a returning performer reigniting your passion, this system will elevate your act's fluidity, precision, and artistry - helping you recapture the pure magic of performance.