

# RECREATION INDUSTRY

PROJECT FROM REGIONAL  
BUSINESSES

## Creating the Theater of Magic

(individual entrepreneur Horbonos Andrii, the city of Dnipro)

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## CREATING THE THEATER OF MAGIC

Project initiator seeks to develop the theater and leadership in the field of stage illusion in Ukraine by acquiring the necessary equipment for demonstrations, technical and office provision of performances.

Currently, the theater puts on stage independent shows and productions, has a full cycle: from the direction, sound and lighting design to the demonstration of the performance of the finished form of content and idea. The theatre features professional performers with extensive experience in stage illusion.



INITIATOR:



**Individual entrepreneur**  
**Horbonos Andrii**

DURATION:



**10 months**

TOTAL PROJECT COST:



**\$16 thsd.**



## PROJECT GOALS:

- ▶ achievement of stable schedule of theatrical performances – 12 or more performances per month;
- ▶ development of touring activity in the cities of Ukraine. To visit two cities monthly;
- ▶ constant participation in charity events – at least four events monthly;
- ▶ creation of a children's theater studio. To organize and conduct master-classes on demonstration of tricks;
- ▶ to create 10 workplaces.



## PROJECT ECONOMIC INDICATORS

Economic indicators of the project are calculated depending on the filling of the auditorium, the effectiveness of marketing activities.

## PROJECT TECHNICAL PARAMETERS



### Directions for investment:

- props for the performance (sawing table, equipment for levitation, box-cage for "disappearing objects", costumes, stage decoration materials, suitcase magician for performances);
- technical and office support for the performances (furniture, computer equipment, sound equipment, stationery, apparatus);
- vehicle for touring activities.

### Project location:

the city of Dnipro.

### Initiator resources:

- room up to 200 m<sup>2</sup>;
- independent shows, productions, performances;
- illusionary show numbers and programs;
- direction, sound and light design;
- promotional materials, internet resources;
- human resources (professional actors, a magician illusionist);
- client base.

### Mechanisms for cooperation:

- joint venture;
- direct investment;
- credit financing.



## ADDITIONAL INFORMATION

За рахунок прибутку розвиток соціальних проєктів:

- "Ukrainian clear speeches" – creation of methodological materials for children with speech defects;
- "Honey heart" – provision of internally displaced persons (IDPs) with essential goods and food products;
- "Children's Honey Hub" – children's creativity center.

As a volunteer activity, Theater of Magic has repeatedly shown performances at important social institutions such as:

- military hospitals;
- Temporary placement center for low-mobile elderly people and people with disabilities, evacuated from hot spots "Ocean of Kindness" Dnipro city;
- "Dovira" social support center for children, Dnepr;
- "Polyvanov orphanage" of the Dnipropetrovsk regional council and others.



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