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A new generation of Reveen

Ty Reveen is coming to The Playhouse on Oct. 5



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Known to the world as "The man they call Reveen," Peter Reveen was simply "Dad" to Ty Reveen.

The younger Reveen grew up on and off stage, then fashioned a career for himself as a stage designer, special effects creator and entertainer.

Now the son is following in his father's footsteps and is bringing his superconscious experience to The Playhouse Oct. 5.

"It kind of started when I was five years old. I was told by my father I would one day take over his show," said Ty Reveen.

Rather than being intimidated, he was excited by the idea.

"As a kid, you have no limitations, you think you're able to conquer the world, especially the way we were raised. It was always positive. One of the best things you can do for any child is to tell them they're very creative and they have a great imagination and they're very smart."

That's what he got from his famous father.

"He gave those kinds of encouragements to all of us, especially on our creative abilities because the human imagination is probably the most powerful faculty of our species," said Ty Reveen.

Still, he knew he was stepping into some pretty big shoes.

"As I grew up, I realized pretty fast that he was something special and he's renowned internationally as the world's greatest hypnotist."

Peter Reveen got his start in Australia in 1955. The show toured nine countries and in Canada he became a household name. The family travelled together for a number of years.

"Until school started to become kind of a problem. For several years we had tutors travelling with us. He didn't think that we were very focused on that and it was kind of hard to discipline us, so eventually we changed that plan," said Ty Reveen.

"But we spent years travelling with him, and I've been personally trained, groomed, inspired by him to carry on the tradition. I've spent decades of my life touring with him. I've logged 2,000 to 3,000 performances with him on stage. I've been his advertising manager, I've been his

tour manager, I've been his personal manager, I've escorted him to many of the international medical lectures he's conducted."

Ty Reveen also forged his own path, eventually creating his own company, Streamer Effects International.

"That probably slowed the process of doing the transition into the Reveen show," he said.

He took a break from the show at the end of 1984 as he wanted to get involved with rock and roll.

"My father spent millions of dollars developing some of the most advanced magic illusion shows and I've been exposed to the world's greatest magic builders. ...Not only that, I toured with these shows, so I knew them inside and out,"

he said. "All those lessons that I learned made me very valuable to somebody who had a rock show."

He became the concept creator and the stage designer for ZZ Top's After-

burner Tour. Thanks to that, in 1986-87 he was nominated as one of the top three stage designers. From that moment on, his phone was ringing off the hook.

"I've never stopped doing it, but I've got a staff that carries on. I've got probably the biggest confetti and streamer manufacturing company in Canada. I've done three of the Grey Cups, when you see the confetti going up at the end. I've worked with so many different professional sports teams and also I've got stuff on tour with JLo right now and am just getting ready to send a bunch of stuff off to my fourth Usher tour."

He's built stages and designed effects for some of the biggest names in entertainment. So why is he leaving a busy career to return to the stage?

"Destiny. I was the chosen one to carry it on," said Ty Reveen.

Though he admits he's been dragging his feet a bit, when he saw another performer using his father's words and ideas and claiming them as his own, he knew it was time. He focused on putting a show together and had his first solo performance in 2011 in Las Vegas. He's been back there to perform five times this year.

"This is no longer my father's show. I want to make that clear. This is the next generation.

I have relied on his training and his guidance

over the years but I have developed my own personality, I'm implementing new routines and I'm doing it my way," said Ty Reveen.

However, one thing that has not changed is the ethical nature of the show.

"We never have and I never will invite any person upon our stage to be embarrassed or ridiculed in any way. I shall not try to make fools of anyone and this show will not stoop down to any exploitative tactics or any sensationalistic cheap shots in order to entertain our audience," he said. "The experience of anybody who comes on stage during the show will be a creative experience. It will be an uplifting and positive theatrical experience."

His show will have the integrity of his father's show, he said, and will feature feats of high speed memory, as well as the hypnosis and the superconscious he learned from his father.

When people come to his show, whether they're in the audience or come on stage, Ty Reveen wants them to take away a sense of how important self-confidence is.

"That was one of the biggest hidden messages in Reveen's show. We all have to practise continuously to step beyond the boundaries of our comfort zone," he said.

"When subjects of that show come off the stage, they are completely transformed. They wake up the next morning with an attitude of 'I can do anything that my mind believes in.' It's always a very positive show that makes people believe in themselves."

The show on Friday at The Playhouse will be a wonderful experience for the entire family.

"The reason I chose The Playhouse is, after the royal grand opening of that theatre, my father was the first entertainer to ever rent that theatre."

Peter Reveen returned to perform at The Playhouse a number of times over the years.

"It's a very special place for us, so I'm looking forward to coming there," said Ty Reveen. "My family's love affair with Fredericton started back in 1964. That was the first year he did his coast-to-coast tour."

He added, "It's been a sensational way of travelling the world, and the light and happiness everybody left the theatre with, that's what I'm excited to do, to bring back that excitement."

Fast facts

What: Reveen — The Next Generation
Information: Ty Reveen is coming to The Playhouse on Friday, Oct. 5 at 8 p.m. He'll perform demonstrations of memory followed by a stage show that turns volunteers from the audience into stars in a mystical superconscious journey. Though he's following in his father's tradition, he has created a unique style of his own.
Contact: To learn more, visit www.Reveen.com.

EDGAR ROJAS PHOTO

The next generation: Ty Reveen has followed in his father's footsteps and has become the next generation of The Impossibilist.

