Apollo Robbins: Misdirection: The Economy of Attention

Apollo Robbins is a speaker, consultant, performer and a pioneer in the application of deception to real world environments. Apollo expands the roles of misdirection and magic beyond entertainment, using their underpinning in deception design and attention management.

Apollo specializes in magic versus illusions in science. Your brain has to process what it will remember and what will be forgotten. He uses this priority system for his pickpocketing schemes.

Apollo talks about managing intentions and how that plays a role in his process. Theft is having to make decisions in uncertainty where magic is highly calculated. For over two decades Apollo performed his show on the Las Vegas Strip.

During one of his shows an ex-president, Jimmy Carter, came in for a show. His manager asked if he would perform and try and pick pocket one of the secret service men. Apollo was able to assess how the secret service was managing their mental attention. By framing the expectation of the secret service agents, he was able to steal the keys to the motorcade, the credentials and itinerary for the president for the next few days, off not one, but *two* secret service agents.

Apollo leaves the crowd with one final thought. Like money, your attention is a limited resource. If you can think about how you curate and use your attention, what you attend to constructs your reality. How you spend your attention matters.