

The Red Bull Can Liquid Suspension - Jack E. McCoy

History:

Many years ago, while sipping Red Bull and delighting in its small but powerful punch of carbonated stimulation for my inner lazy self, a discovery appeared. The shape of the can's opening and pull-tab locks together which allows for an impromptu liquid suspension illusion (fig. 1).



Fig. 1

I posted this discovery at the Magic Cafe which various magicians around the world e-mailed me back and posted as well, first surprised that it really works and later claiming it works with their Red Bull cans as well. This made me happy as I knew they were actually performing my discovery. That's the best satisfaction for magic creators. I made a video for YouTube which demonstrates and teaches it, which to this day has over 800,000 views, not bad for a magic trick. It was published in Esquire, in an article about bar bets and stunts. Permission was also requested for a show called 'Scam School' I came up with patter for it as well, but I won't go into details explaining it as you should be able to come up with something. Briefly, I talk about the commercial where they say Red Bull gives wings and I demonstrate that it because the liquid can float. I perform the suspension. That should give you a general idea of the patter direction.



Hold the can in the left hand, the tab to the left, the closed opening to the right. Hold it stationary for a minute or so where the slight carbonation can calm down inside. Note: If you have trouble with the actual beverage, drink it down and fill with water, *"...so as not to waste any of the tasty stuff."*



With the right hand, pop the top, being careful not to dent the can.



Bend the tab back to the left side.

Note: For learning purposes and practice, chug the caffeinated nectar and refill the can with water so any spillage won't be upsetting to your inner-hyperistic desires.



Place your right index across the opening and tab. Apply a slight downward pressure on the front portion of the tab.



Now, in a semi hurried motion, start tilting the can clockwise



As the can revolves, the right index rotates on top, revolving the tab with it. It's a natural motion that it goes through.



When the can is rotated completely upside down, you'll find it easy for the right index to lock the corner of the tab into the hole. It almost happens automatically!



With the left hand, adjust the grip on the can to the very bottom (the strong part of the base). Once it has a firm grip and isn't mashing the can in any way, move the right index away. The liquid will remain suspended inside! You may get a couple of drops before it quits, but that's O.K. as it adds to the realism.



With the right hand, grab a pencil and poke it up inside the large hole that's in the tab. Some liquid will drip along the pencil, which once again is fine as it proves that the can's hole isn't closed by some means.



Pull the pencil out and the liquid will remain suspended. Now reversing the actions, place the right index back onto the tab



Rotate the can back upwards as the right index returns the tab to its original spot on the left side of the can.



Drink away my friend, rewarding yourself because of the small bit of magical amazement you've just presented, prior to the delightful consumption of Red Bull goodness.