



Born in 1965, **Shahrooz NIA** obtained his Master's Degree in Art from the University of London. Along side his studies, he pursued a passion for the art of illusion and magic, which started at the age of 12. By the age of 15 his talents were already being showcased in performances for charitable events as the youngest magician in his Magic Club.

Shahrooz' semi-professional career as a magician started at the young age of 17 as he dazzled audiences at many of the acclaimed venues in the Central London area. Soon after, he was accepted as a member of the "Magic Circle", the exclusive and prestigious private magic club hosting the world's finest illusionists and magicians in London.

In 1992, while studying and performing magic in London, Los Angeles, and Japan, Shahrooz' artistic career took a turn towards the design and manufacturing of acrylic furniture and sculptures. "I discovered acrylic to be a very flexible and artistic material to work with while producing a futuristic magic act.", Shahrooz states.

Shahrooz Nia founded Acrylicore in November 1992, and has quickly dominated the acrylic home furnishing market by continuously producing products known to elevate the market for Quality Craftsmanship, Intelligent Design, and Articulate Expressions.

Shahrooz' artistic mind and talent have been the creative force behind the design of some very unique pieces of furniture and sculptures in the acrylic furniture and accessories industry.

After all these years, his love for the art of magic has not diminished. He is currently a member of the Magic Circle and of course the world famous Magic Castle in Hollywood, the foremost reputable academy of the magical arts in the United States. This artistic passion and background was the inspiration for Shahrooz' magical table, "**Brilliant Cut Dining Table**" which was featured in Furniture Today magazine, Luxury magazine and others. The magical effect of this table, which is a large hollow diamond containing all the intricate cuts, angles and surfaces of an actual brilliant cut diamond, is to hold inside of it a palm-sized diamond cut out of solid acrylic suspended in the air.

Shahrooz Nia has introduced numerous design concepts such as carved and hand-painted acrylic artifacts in addition to his signature design "**Legend Swan Tables**". His designs are all original handmade products with their own design and distinguishing characteristics, so no two pieces are exactly alike. Because Shahrooz' original designs are authentic, each piece has a signature or logo engraved on it and is registered with the US Copyright office. Shahrooz Nia is continuously featured on "**Home & Garden TV**" in the special presentation of the International Furniture Show and **Home Fashion Report** program for its originality in design and its aggressive approach as a true trendsetter. His products are used in Hollywood blockbuster movies such as "Never Been Kissed" starring Drew Barrymore as well as custom designs made for famous Hotels such as the Lure Lounge at the Wynn Casino and Resort in Las Vegas, and Shangri-La Hotel in Beijing to name a few, as well as the Fox Movie channel, and various MTV music videos.



SHAHROOZ