

VIRTUOSO

SPRING/SUMMER 2014



PREMIUM PLAYING CARDS DESIGNED FOR THE ART OF CARD FLOURISHING



Thank you for your interest in the new Spring/Summer 2014 Virtuoso deck – premium playing cards designed for the art of card flourishing. In this document, you'll discover all the innovative features of the Spring/Summer 2014 Virtuoso deck that take your Cardistry to the next level, and how you can get early access to the deck on launch day.

CONTENTS

1. Introduction	03
2. Why the Virtuoso Deck?	04
3. The Virtuoso Deck in Action	05
4. The Custom Artwork	08
5. Handling & Quality	12
6. Availability	14
7. How to Order	14

What verified customers are saying about the new Spring/Summer 2014 Virtuoso Deck:

I am not satisfied with these cards. I am BEYOND satisfied. You guys truly did outdo yourselves. These cards are utterly superb; I have bought hundreds of decks of cards, yet none are as amazing as yours. Both the design and feel of these are flawless and I am proud to say I have found my personal favorite deck of cards. The world of flourishing is lucky to be able to have the Virtuoso Spring/Summer 2014 edition in their hands. I can't explain how happy I am to receive these.

– Penelope Ulloa

I just got my Virtuoso Spring/Summer 2014 decks and they are awesome! Especially the ultra-thin borders! It has overtaken the Launch Edition Virtuoso deck and has officially become my favourite deck!

– Judah Deva

When I bought your Launch Edition earlier in the autumn I was very impressed, but this.. the Spring/Summer 2014 edition, it's almost ridiculous. You guys have done an Awesome job with the deck...By far my favourite deck of all time!

– Sebastian Ahlström

Thanks to you and your team for taking this great leap and doing something big scale as this for card flourishing. It is special to own something designed solely for the art of card flourishing, this deck will be well cherished by cardists all over the world, both as a form of identity and the pride of our artform. For those who want to enhance the visual aspect of their card flourishes, and also own something specially crafted for the hobby they love, the Virtuoso deck is the only choice.

– Ambrose

THE BEST DECK FOR CARD FLOURISHING IS THE ONE DESIGNED FOR IT

Nothing pushes a deck to its limits like card flourishing. That's why we created the Virtuoso deck — the only deck designed for the art of card flourishing.

The choice of top card artists, the Virtuoso deck's back design visually amplifies everything you do; swirling, strobing and connecting according to your movements and displays. Each deck is also exclusively crafted with the finest casino-grade materials, and is finished to meet every handling condition the art demands.

KEY FEATURES AT A GLANCE

- *New tri-color seasonal color palette on a single back that forms more patterns and combinations than before*
- *New geometric pip arrangement on the faces that connect to form patterns*
- *New ultra-thin borders (now 32% thinner) that look amazing when fanned*
- *Handles incredibly well, with just the right thickness, weight and resistance for card flourishing*
- *The only deck designed for card flourishing; a piece of playing card history*
- *Designed with Adaptive Aesthetics, an innovative back design that instantly makes all card flourishes look better*
- *Made with USPC's casino-grade Q1 standard, so it clumps less and lasts longer than most other decks*
- *Encased in a sturdy and durable tuck case created with a wraparound design that connects to form different patterns. Also feels amazing to the touch.*
- *Completely custom designed from face to back*



WHY THE VIRTUOSO DECK?

Card flourishing is a visual art form, where 52 playing cards come to life in the hands of an artist. Unfortunately, one problem has always plagued the art: Decks aren't designed with card flourishing in mind. In fact, most decks have back designs that actually diminish how card flourishes look.

In motion, intricate back designs become a faded blur, while the tiny graphics on simple designs vanish. Decks with repeating patterns become a clump of camouflage when fanned, and displays look like a formless mess.

After more than a decade of frustration, we decided to take things into our own hands and design a deck that would take every card flourish to its full potential.

When designing the Virtuoso deck, our greatest consideration was how the cards would move and connect to bring out the best of every card flourish. Guided by the principles of movement and aesthetics, our team began by breaking down countless card flourishes to their core movements and forms. From there, a design that visually amplified each of these elements was crafted.

The result? **Adaptive Aesthetics** —A versatile design architecture that gives appearance of swirling shapes, changing colors, and connecting patterns that makes everything you do look better than ever. Experience it in the following pages.

I am thoroughly convinced that the Adaptive Aesthetics design is a game-changer in the world of flourishing... It allows every move to reach its full potential, taking the geometrical natures of moves and expanding them. If you're into flourishing at all, get this deck.

— Ian Chandler

THE VIRTUOSO DECK IN ACTION

THE VIRTUOSO DECK ENHANCES ALL CARD FLOURISHES



FANS & SPREADS

With the Virtuoso deck's Adaptive Aesthetics and new ultra-thin borders (now 32% thinner), a single fan is all it takes to make a roomful of people stop and watch in silent awe.

When fanned, the cards form a sweeping arc of spikes and triangles, making your fans look massive and strikingly gorgeous. With more cards, the design produces vibrant bands of color that perfectly complement the flow of every spread.

The Virtuoso deck gives you the power of two decks at your finger tips, allowing you to instantly change the color of your cards whenever you like. Spread one way, and the cards display a sweeping arc of blue blades. Spread the other way, and the cards morph into a circle of contrasting fins.



This deck will get your skills noticed... I think the Virtuoso deck design is the best design out there – it helps and improves almost any flourish you will do, it transforms them into something effortless, elegant and precise. This deck will change the look of your flourishes drastically, it might be made for cardistry but it will make your flourishes look like magic.

– Tobias Levin

CARD DISPLAYS

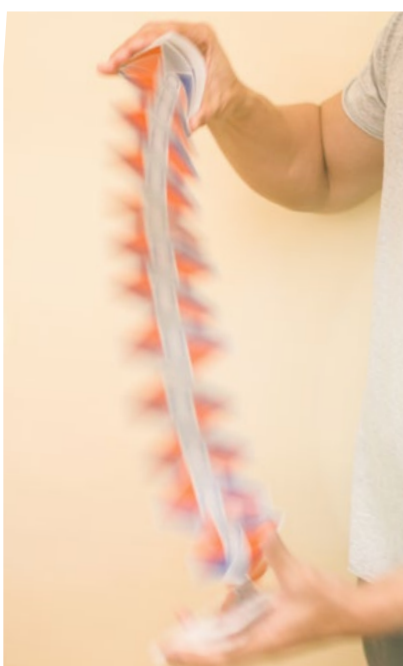
Most back designs consist of small details that get smaller as a card flourish gets bigger. On the other hand, the Virtuoso deck's back design is made up of large shapes and long lines that form a more powerful image when put together.

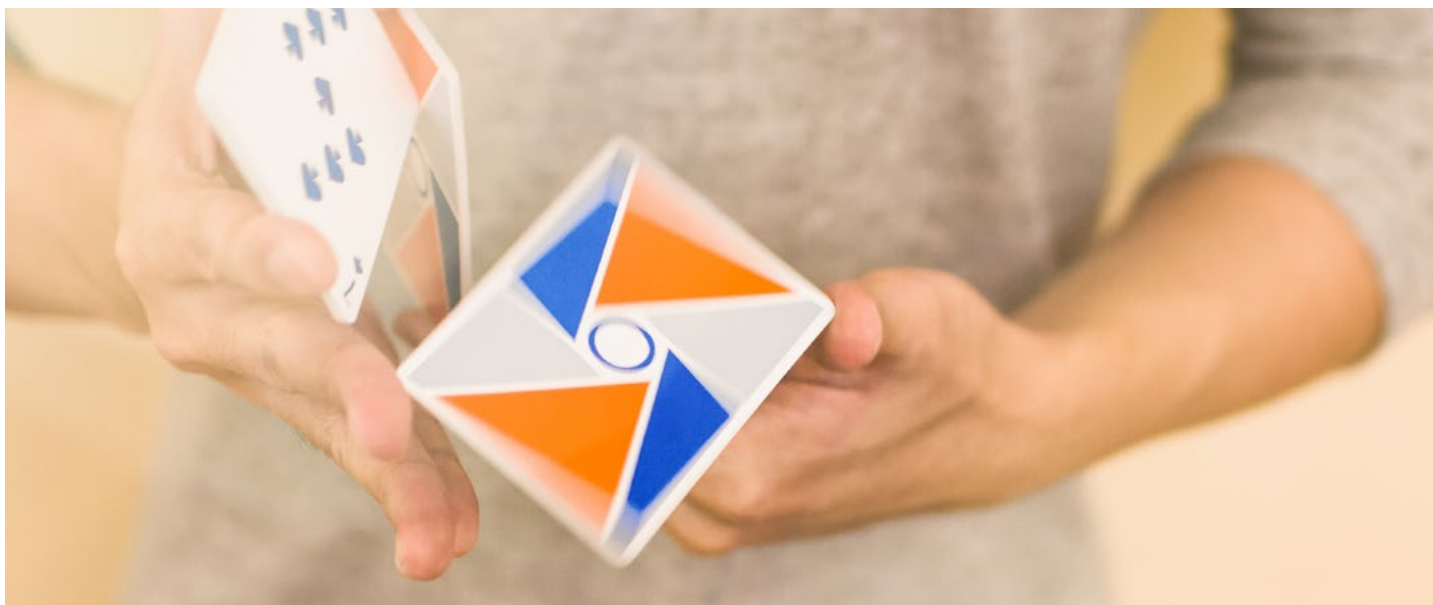
The multi-directional shapes conform to any direction the packets are in and intersect to form a prism of smaller shapes. The extending lines also make your card flourishes appear to expand outwards. This way, the smallest flourishes you do look incredibly visual from across the room, and the biggest ones become truly epic.



CASCADES

With Adaptive Aesthetics, your cascades paint the air like never before. As the cards flow, their vibrant shapes pour like sand through an hourglass. Dribbles connect downward as streaks of color surround either side, and springs link in three dimensional space as the cards fly through the air.





FLIPS & TWIRLS

The Virtuoso deck even enhances three dimensional rotations. When you twirl a card diagonally in moves like Tornado or Flicker, the centre circles isolates as the blue blades fly around it, creating a whirlwind of shapes and colors.



ROTATIONS & SPINS

The most common movements in card flourishes are rotational, often causing the design details on most decks to vanish. Thankfully, the Virtuoso deck has a stroboscopic back design that makes all your rotations look faster, smoother and more impressive.

At slower speeds, the white lines strobe with your rotations. At higher speeds, an incredible optical illusion known as the “wagon-wheel” effect is created, where the lines appear to rotate in reverse.

The back design is also made up of unique shapes that creates a surreal swirl when rotated. Colored in stark contrast to one another, each shape pops even in motion, making everything you do more captivating to your audience.

Opening up the first deck and watching the back design come to life, was truly an incredible experience – even simple stuff began to look awesome.

– Oliver Søgård

THE CUSTOM ARTWORK

THE VIRTUOSO DECK IS 100% CUSTOM DESIGNED



THE TUCK CASE

Place the Virtuoso deck in a sea of decks, and you'll find that it stands out without even trying. How? For starters, we didn't jump on the bandwagon of the "more is better" breed of custom decks being rushed to market. The Virtuoso deck's tuck case isn't screaming for attention with more embossing or shiny foil – and we're proud of that.

Instead, we gave the tuck case an iconic wraparound design based on Adaptive Aesthetics. Its simpler, subtler, yet more distinguishable. And we didn't stop there. Place three tuck cases together, and they

connect to form a larger display. Place them in different configurations, and more patterns reveal themselves to you.

Pick up the Virtuoso deck's tuck case, and you'll instantly know what quality literally feels like. Made with a special paper, it is sturdier and stronger than most others, and also features a unique texture that makes it more resistant to scratches and scuffs. It even feels amazing to the touch, making your first contact with the Virtuoso deck an awesome experience in itself.

It wouldn't be a surprise for anyone if I say that the box is gorgeous. Not only does it look awesome but the material it is made with is very enjoyable for the hands as it is smooth as silk and really makes you want to open the deck.

– Anthony Chanut



THREE NEW COLORS, COUNTLESS NEW POSSIBILITIES

Much of what makes Adaptive Aesthetics so versatile comes from its carefully configured color palette. Raising the bar from the first Virtuoso deck's two colors, the new 2014 Spring/Summer Virtuoso deck features a palette of three colors that forms even more patterns than before.

Painted with the vibrant hues of the Spring and the Summer, the new Virtuoso deck is charged with the energized orange of the sun alongside the majestic blue of crashing waves. Perfectly harmonized with a touch of breezy blue-grey, the cards come alive in a swirl of color like no other.



THE ART CARDS

Slide the Virtuoso deck out of its tuck case, and you'll be greeted with 4 cards that form a minimalist motif of the sun and ocean. Flip them around, and they connect to display the Spring/Summer 2014 Virtuoso deck's back design.

They're so gorgeous, it's no wonder our customers frame and display them on their walls.



I filmed a video with it almost immediately after I opened it up... and almost EVERY ONE commented on not just the flourishes, but the cards themselves! Everyone seems to love em! C'mon, how often do you see people commenting on a flourishing video about the CARDS?

– Shua Millman

THE ACE OF SPADES

In the Virtuoso deck, even the Ace of Spades is a statement of design. Inspired by Adaptive Aesthetics, its unique shape is formed by intersecting the back design's long white lines. This reveals a beautiful geometric spade; perhaps the most iconic Ace of Spades on any deck of cards.

THE SPOT CARDS

The Spring/Summer 2014 Virtuoso deck features a geometric pip arrangement inspired by Adaptive Aesthetics. Featuring 10 unique arrangements for each of the 4 suits, the face cards now pave the way for countless new combinations and patterns.

Every pip was subtly yet completely re-designed to match our geometric back design. The clubs for example, features a triangle instead of a connected stem, while its overall silhouette still pays homage to the classic design.

Unlike other decks which awkwardly squash the indices to make them visible while fanning, we subtly condensed the indices instead. This way, your fans look more visual in the most aesthetically pleasing way possible.



THE COURT CARDS

Every single one of our court cards was re-imagined as modern takes of their classic French designs. Envisioning the four suits as four kingdoms, we meticulously designed unique clothing themes for each kingdom, and even gave each one its very own emblem. To create the face of each Queen, King and Jack, we worked with one of Singapore's top illustrators, Morby Lin, who masterfully crafted characters that exuded charisma and poise.

...most playing cards designs involves a new back design with little or no change to front face card design... That is, until your deck came along... I applaud The Virts' bold approach. You have literally redesigned the whole deck and the tuckbox.

– Soong Chong

HANDLING & QUALITY

THE VIRTUOSO DECK HANDLES LIKE NOTHING ELSE



Pick the Virtuoso deck up, and you'll never want to put it down. Crafted to meet every handling condition that card flourishing demands, you'll experience a beautifully balanced deck with just the right thickness, weight, and snap. The cards faro smoothly, fan creamily, split into clean packets, and stay together when flying through the air. Why did we bother? Because as card flourishers ourselves, we don't just want a deck with incredible handling; we need it.

The deck handles better than any deck I've ever handled. Some decks may look good, but they feel too thick or sticky, but the Virtuoso is just perfect in every way.

– Matt Jigalin

I just want to start off by saying that the Virtuoso Deck is my single favorite deck I have ever handled. Not only the Adaptive Aesthetics design, but the feel is perfect. I am so glad you guys made this breakthrough in flourishing.

– Conor O'Kane

First off, I love you guys! Secondly, the Virts Launch Edition deck is by far one of the greatest decks for card flourishing. I can understand that everyone has their own feel and favorite decks, but this deck actually makes card flourishes even easier. Since the stock is super thin and extremely durable, every cut and aerial gets executed with complete perfection.

– Arsh Shah

I love the cards. I have never felt anything like them. The coating on the cards is perfect for flourishing, and the design of the back is so cool!

– Scott Ayash

THE VIRTUOSO DECK CLUMPS LESS AND LASTS LONGER

It is so durable that it stays in the perfect conditions for flourishing longer than you could think.

– Anthony Chanut



The deck did not surprise me in the slightest. I knew it was going to be top quality as soon as I saw you guys were gonna put it out, and didn't hesitate to purchase it.

– Shua Millman

Just amazing. I'm breaking these in right now as they have a very clean and sharp cut. Definitely Q1!

– Charles Kennedie

When they begin to lose steam, I let them rest for a few days, and they feel great again.

– Allan Hagen

To achieve the world class quality of the Virtuoso deck, we worked with one of the best playing card makers in the world with over a century of experience — the US Playing Card Company. To take things further, the Virtuoso deck is exclusively produced with the same materials and processes used by the largest casinos, and in the highest possible quality — the Q1 standard. That's why the Virtuoso deck clumps less, lasts longer, and feels so amazing in your hands.

The Virtuoso deck is like an arsenal of the most high-quality weapons you can think of. No matter your skill, they will leave you with the opportunity of becoming the very flourisher of your imagination.

– Henrik Forberg

AVAILABILITY / HOW TO ORDER



UPDATE: Due to unexpected demand during the private customer-only launch of the Spring/Summer '14 Virtuoso deck, we now have less than half our entire stock left for the official launch. If you'd like us to set some decks aside for you on launch day, [click here to join the Early Bird List](#).

As the Spring/Summer '14 Virtuoso deck is a seasonal product, it will only be available until the end of this Summer (September '14), or while stocks last. Following which, the deck will never be produced again.

While we have done our best to produce enough decks to meet the increased demand from customers and wholesalers, the high cost and long lead times required to produce a deck of this caliber allow us to produce it only in limited quantities.

To avoid disappointment, please [click here to join the Early Bird List](#). You will also receive important email updates, pricing information, and be notified the moment the deck is for sale. Thank you!

JOIN THE EARLY BIRD LIST

If you have any further questions regarding the Spring/Summer 2014 Virtuoso deck or the official launch, don't hesitate to contact us at support@thevirtz.zendesk.com. Thank you!