



International Festivals & Events Association

Martin Hanson 1992 IFEA Hall of Fame Inductee National Nederlands Winter Circus



There's an element of magic to Martin Hanson's events. Chosen as the World Champion Illusionist, or magician, in 1970, Hanson has shared his talents with the world by staging magical events.

As chairman of the Martin Hanson Organization, Hanson wears many hats. Each year in the depth of winter, Hanson leads the National Netherlands Winter Circus. The real-live circus tours throughout major Dutch theatres each December and January. Hanson also organizes Sunday Morning

Concerts for 16 weekends in Rotterdam's Doelen (large theatre); as well as grand openings of new highways in Holland, complete with fancy fairs and entertainment.

He cites the grand opening for the highway between Holland and Germany as his most memorable experience. The event drew 500,000 visitors.

"The greatest attraction that the festival industry offers me is the fact that I can bring enjoyment to people by organizing events for them," he said.

Hanson feels that his greatest accomplishment in the special events industry was to organize the Rotterdam Worldport Regatta. Featuring Formula One power boat races, it was the biggest water event in Europe, with more than 600,000 visiting the harbor. He has also developed an exchange program with the Pittsburg Three Rivers Regatta in the U.S. where they exchange regatta entries. They met through involvement in the IFA.

Hanson is also president of European Folklore Limited, which exports Dutch folklore acts to countries outside of Europe.

"I feel very proud to have been selected to the IFA/Miller Hall of Fame," he added.