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# Engineering the Kezzerdrix

Magic Arcana  
 Thursday, December 22, 2005

*Magicthegathering.com is running "best of" content during the holidays, and will return with new content January 4, 2006. This Magic Arcana originally ran March 21, 2005.*

From the depths of the **Magic: The Gathering** marketing archives comes another classic **Magic TV** commercial! Last December we showed you [Orgg vs. Bob from Accounting](#); today we revisit another one.

You might have seen this spot that showcases the very special design process that led to the **Kezzerdrix** (7.2 MB Zipped MOV). Enjoy.



*What do a wrestler, a bunny and a chainsaw have in common?*

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