

# The only way you're going to wake up next to Claudia Schiffer

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Dominic O'Brien, world speed-memorization champion, on [his technique for memorizing over 18 decks of shuffled cards in an hour](#):

“I remember things by personalising them,” explains O'Brien, 43. “With playing cards, for instance, I memorise each one as a face. The queen of hearts I think of as Claudia Schiffer, the ace of clubs as Nick Faldo. To get them in sequence I then imagine a journey, say from home to work, and fit the different people into that journey. So for example I wake up beside Claudia Schiffer, get out of bed and trip over Nick Faldo. It's very effective.”

Welcome to the [World Mind Sports Olympiad](#).

Other scintillating competitions include “memorizing random digits” and (from 1997) “listing as many similarities as you can think of between the Princess of Wales and an orange.”

[Raymond Chen](#)

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