



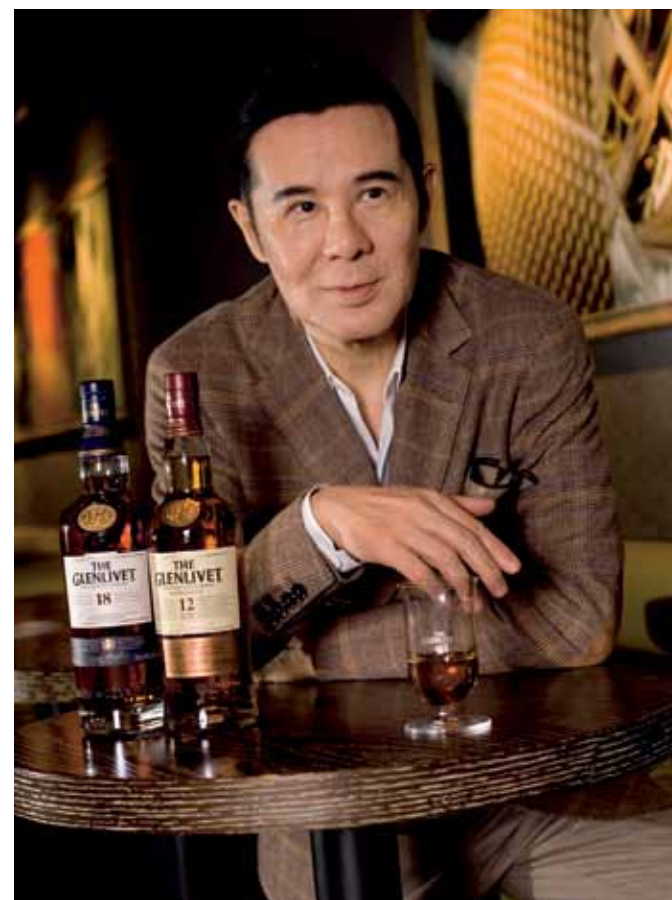
# A Dram of Heritage

**THE GLENLIVET'S** Hong Kong Legacy Series celebrates the storied career of Kam Kwok-leung, a key figure in the Hong Kong media industry

**A** man in his early 60s casually reclines on a chocolate-brown leather sofa in popular Soho lounge Quinary. His well-tailored brown plaid blazer drapes over the arm of the couch. He stares off to the side at the rustic-chic interiors, cutting an imposing figure in a black V-neck sweater. This man is Kam Kwok-leung; screenwriter, director, actor, producer and the current strategy consultant of television network ATV.

Kam is widely regarded as a media guru whose 38-year career spans the breadth of cinema, television, theatre and radio. He started off on the small screen, coming to prominence as a screenwriter for various TV series including *No Biz Like Showbiz* and *No One is Innocent*, and has made a foray into theatre as the writer of the 2009 production of *Crazy for Her*. Kam has also been highly applauded for his directorial work, most recently in romantic comedy *Passion Island*, and his appearances in front of the camera, including roles in the outrageous 1970s martial arts film *The Killer Snakes* and the 1999 thriller *Purple Storm*.

Long renowned for his efforts in leading Hong Kong's creative culture, Kam was foremost in pioneering cross-border cinematic



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ventures. His 1990 film *A Terra-Cotta Warrior* was one of the first co-productions between Hong Kong and Mainland China, with a stellar cast and crew including Zhang Yimou and Gong Li in the title roles. "It was a great opportunity for Hong Kong and China to exchange ideas," Kam affirms. "It brought new vision, techniques and knowledge to the filmmaking industry in Mainland China."

Besides being a catalyst for the Chinese film industry, Kam has been a staunch proponent of budding talent, discovering local and international favourites, including Wong Kar-wai, Johnnie To, Patrick Tam, Edward Lam and more. His most recent effort at nurturing fresh faces was at a 2009 Macau extravaganza, where he produced a variety show that broadcasted numerous up-and-comers on live national television.

Kam's lasting legacy in Hong Kong's creative culture didn't come by chance; he recognised early on the phenomenal impact the small screen was poised to make. "I was simply amazed by the idea of what a whole new world television could create. Everything is instant." Kam continues, "I just sensed this new business was getting to be something gigantic. It was dominating our lives."

His intuition was spot on, as he gradually became a media juggernaut who went on to hold executive and managerial positions in local media companies including ATV, TVB, Star TV, Phoenix TV, CRHK, Metro Radio and

more. There are few like him in this industry, he observes, "that have been through numerous changes over the years and have held an important role in every change."

Kam has relocated to the nearby round tables in front of Quinary's bar, a quick change into a well-fitted white button shirt under his re-donned blazer and a smirk cheekily emerging as he finishes reminiscing about his reign of nearly four decades in the media industry. "No matter how big the picture is, one must always know his role first," he concludes about seizing opportunities in Hong Kong, "I can only get well prepared for my own role."

**Clockwise From Top**  
Kam Kwok-leung lounging at Quinary; The Glenlivet Excellence 12 Years of Age; dapper Kam enjoying a dram

## The Glenlivet Legacy

The history of "the single malt that started it all" dates back over 200 years, when distillers recognised the glen of the River Livet was abundant with ample resources to produce whiskies with the highest reputation in Scotland. Officially licensed in 1824, The Glenlivet was the drink of choice for King George IV, as well as 1950s Hollywood cinematic stars such as Yul Brynner and Robert Taylor. The Glenlivet has gone on to become the world's second-highest selling single malt Scotch whisky and the best-selling single malt whisky in the US. ■

