

Move for the music

Not everybody is **bold** enough to give up their comfortable life to chase their dream. British born singer Kashy Keegan quit his job in the UK and headed to Hong Kong for a chance at becoming a successful professional singer-songwriter

“I think perseverance is everything, if you persevere, something good will happen eventually, even though there will be many obstacles and challenges along the way.”

KASHY KEEGAN has been a **musician** for many years. He wrote his first song at the age of 10. His all-time passion is making music and he is striving to realise his dream. But why did he come to Hong Kong to launch his career?



Keegan supported HKTV and demanded that the Broadcasting Authority grant a licence to HKTV.

“Hong Kong picked me, not the other way around,” says Keegan. “[Hong Kong] wasn’t really on my radar, but all of a sudden I got an email from a record company, saying [HKTV boss] Ricky Wong Wai-kay (王維基) had listened to my song and wanted to use it as the theme song for his network. And it changed my life. Ricky Wong and I are both never-give-up kind of guys, we have a lot of similarities.”

The beginning

KEEGAN arrived in Hong Kong in October 2013; there was a protest over the refusal of a broadcast licence. “The song, *This is My Dream*, is about determination, and it was Ricky’s dream to get a TV licence. Because of the **exposure**, *This is My Dream*, was at number 13. I came here to support the protest, and it suddenly shot to number 1 on the Hong Kong iTunes chart,” Keegan says.

“It’s **surreal**. Because of the success of this song, I came back here in Febuary 2014 and did a concert, and it was a good turnout.”

Seize your chance or lose it

IT takes courage to leave your comfort zone and chase a dream. Keegan had to leave his stable job and negotiate many obstacles and hurdles before coming to Hong Kong.

“I used to be a journalist, but my passion and my real dream has always been music. I know it’s difficult to be a musician, and journalism is always my back up. I think if you have a lucky break, it’s your responsibility to try,” he says. “I talked to my parents and they said, ‘If you want to do it, do it now. I don’t want you coming to us saying “What if…” and being **tormented**. You have to seize the opportunity when it’s there.”

Famous foreigners in the Hong Kong entertainment business

Corinna Chamberlain (陳明恩) is a New Zealander (新西蘭人), born and raised in Hong Kong. She can speak fluent Cantonese and shot to fame on the TVB drama, *Inbound Troubles* (老表，你好嘢!).



Gill Mohindapaul Singh (喬寶寶) is a Hong Kong actor of Indian (印度的) descent working for TVB. He became an actor for TVB after participating in the game show *Minutes to Fame* (殘酷一叮). He can speak fluent Cantonese and is a comedian.



Gregory Charles River (河國榮) is an Australian who can speak fluent Cantonese and is fond of Leslie Cheung’s (張國榮) music. He came to Hong Kong in 1987 and became an actor with TVB.



Key to success

MOST local and international singers these days rely on networking and relationships to get their break. To Keegan, this is an unhealthy **phenomenon**. He believes to be a musician, music should always be your top priority.



Kashy Keegan’s debut album was released last year.

“It’s about quality. I think music and talent are the last on the list now in the music industry,” Keegan explains. “Number 1 is exposure, marketing is everything, and songwriting is the easiest part. I wrote *This is My Dream* in 2007, but no one got to hear it. But it got heard in Hong Kong and it went to number 1, so the key ingredient is exposure.

“The interesting thing is that I don’t know anyone, I have no industry connections. You will find that most people in the music industry make it as a singer because they have good relationships. It annoys me so much, because success should be based on talent, not somebody backing you up.”

Music is my religion

PEOPLE have different ways to hold onto their faith. Some people look up to their role models, others rely on their friends, and Keegan relies on motivational songs to keep him going when he is down.



“I did a lot of jobs like cleaning, telesales, etc, and saved money to go to a recording studio,” he says. It **paid off** in the end.

“Most of the songs I write have positive messages. I lean on motivational songs, like they are my best friends, like if no one sympathised with you or can relate to you, at least you can find a song that you can relate to and reassure yourself. My religion is music, it gives me strength. I want to inspire people and reassure them.”

Vocabulary

musician (n) 音樂人

M: Meaning **E:** Example

M: someone who is skilled at playing musical instruments, usually for a living

E: The producer is looking for **musicians** to form his rock band.

The suffix ‘-cian’ can be added to the end of nouns to mean ‘practitioner of...’ For example, a magician is a practitioner of magic; a mathematician is someone who solves maths problems for a living; an electrician is someone whose job is fixing electrical appliances.

1 bold (adj) 無畏的

M: brave

E: It is **bold** to start a business in this economic climate.

2 exposure (n) 曝光

M: attention, especially in the media

E: The failure of their marriage has received a lot of **exposure** in the press recently.

3 surreal (adj) 超現實的

M: not seeming real, like a dream

E: For Johnny, meeting the Queen was so **surreal**.

4 torment (v) 使痛苦

M: to make one suffer mental or physical pain

E: The car accident **tormented** the driver for the rest of his life.

5 phenomenon (n) 現象

M: something unusual that happens or exists

E: The success of the boy band was a **phenomenon** no one expected.

6 pay off (ph v) 取得成功

M: be successful, after hard work

E: All of the sleepless nights **paid off** when the company made its first profit.