

Adam Scorgie Screens 'I Am Bruce Lee'



Adam Scorgie and Shannon Lee

Kelowna filmmaker Adam Scorgie made his mark on the film industry with the groundbreaking 2007 documentary, *The Union: The Business Behind Getting High*. Scorgie wrote the film, and served as the movie's producer and executive producer. Five years later, *The Union* is still making waves and is even about to be used by the Parliament of Canada. More on that later. Scorgie recently finished work on the Bruce Lee documentary aptly titled "I Am Bruce Lee," which gets its premiere Kelowna screening this Saturday at the Grand 10 Theatre. The one-time-only screening is at 3:50 pm, and you can get your tickets at the box office. But get them fast, as Scorgie has a great track record for selling out Kelowna screenings of his films. "At first, we weren't even on the list of Canadian cities for screenings," he says. "When I looked at the tour list, I said 'What, no Kelowna?' I called the distributor and said 'You have to do Kelowna, it's always shown me great support. I guarantee you guys a sellout screening.' They set it up and now there's already 60-70 people looking to get tickets right away, and they only went on sale last night. It will very likely sell out." Scorgie's role on the Bruce Lee documentary was a big change for the Kelowna resident, and he explains what he brought to the table and how it differed from his work on *The Union*. "I'm the line producer and production manager. I handled day-to-day operations of the shoots. It's not the most glorious title, but it really is the glue that holds it all together... everything from organizing studios, gear, talent, flights, hotels. It's like a producer, but you only get the prestigious producer credit when you bring the money. It's a great credit for me." *I Am Bruce Lee* did a limited theatrical release in the US first, running in select theatres anywhere between 2 days and a week. After the US run, it aired on Spike TV network. "It broke the documentary viewership record on Spike with 1.4 million viewers. The limited theatrical release really helped. Now it's doing its theatrical run in Canada, Australia and Asia and will be in 200 theatres worldwide, which is incredible for a doc," Scorgie says. Scorgie figures that the best part of the process was working with everyone who contributed to the film, which includes some big name celebrities – but none as big as the legend of Bruce Lee himself. "Getting to work with the Lee family was fantastic; he's like a real life superhero. Mickey Rourke, Kobe Bryant, Dana White... they wanted to meet Shannon [Bruce Lee's daughter] and the celebrities were all geeking out to meet her, as if she was a descendent of royalty."

As for *The Union*, Scorgie tells us that an email he just received yesterday is bringing him to the most unlikely of places: Parliament Hill. "We just got the craziest email. We just got invited to

screen at Parliament Hill by the former AG of Canada to help educate parliamentarians about the issue of violence and organized crime of smuggling in Canada. I was like, 'Are you kidding me?' I had to call them to make sure it wasn't a joke," he says. "And they're like, 'no we'll set up a big room for you and projectors and we'll get a whole bunch of great speakers to come out', and I was like 'wow!' When we set out to make this film that was never my intention, we never set up to make laws, we just wanted to make a great film. To do this that would be insane." Scorgie's upcoming journey to Ottawa will make a great addition to the sequel he's planning for *The Union*, titled *The Culture High*. "This works great because we're making a sequel to the film, so this trip will be a great part of the movie." What's *The Culture High* about? "It's going to go more global; *The Union* was more about the BC industry but the new film will be what it is about human nature that depicts the red team or the blue team. It's about what is best for human culture... we get so caught up in the moralistic views we grow up in we tend to refuse to listen to anything from the other side. We want to interview great think tanks like Malcolm Gladwell and Howard Bloom, who can talk about why we pick sides, and often when we're trying to do the most good we do the most damage, cause we get caught up in our own beliefs instead of what is best for our culture, thus the name *The Culture High*." Filming for *The Culture High* is set to begin in June and Scorgie hopes to wrap in December. If all goes according to plan, *The Culture High* will play at the 2013 Toronto International Film Festival. Regardless of when the new film comes out or where it plays, this Kelowna filmmaker is on a big time roll.