

= Numb (Usher song) =

" Numb " is a song recorded by American singer Usher for his seventh studio album Looking 4 Myself (2012) . Usher co @-@ wrote it with Ryon Lovett and Terry Lewis , with production and additional writing provided by Swedish House Mafia , Alesso , and Klas Åhlund . After their joint performance at the 2011 American Music Awards , Usher and Swedish House Mafia managed to start working on recording sessions for Usher 's seventh studio album in Atlanta . RCA Records solicited " Numb " to contemporary hit radio stations on August 21 , 2012 in the US as fourth single from the album .

" Numb " is a dance @-@ pop and electropop song with R & B elements which contains revolutionary pop music influences . Lyrically , it is " an inspirational song about finding one 's destiny , and becoming numb to the negativity and just following your dreams " . The song received generally positive acclaim from contemporary music critics with many of them praising its club @-@ oriented production . " Numb " was a moderate worldwide success and reached the top @-@ forty in five countries including Belgium , Germany and Australia .

American directors Chris Applebaum and Grace Harry shot the music video for " Numb " ; it premiered October 11 , 2012 on Usher 's Vevo channel . It represents footage of Usher 's life in the near past and features several dramatic scenes of him including taking care of his sons , standing towards a microphone unable to perform and lying together with a sick woman in a hospital . Critics were divided on the video ; although some of them praised the choreography , others criticized Usher 's emotions . The singer performed the song during his American Express show on June 11 , 2012 in London and at the 2012 American Music Awards .

= = Production and release = =

Usher co @-@ wrote " Numb " with Ryon Lovett and Terry Lewis , with production , complete instrumentation , and additional writing provided by EDM group Swedish House Mafia with Alesso and Klas Åhlund . Swedish House Mafia also produced one more song from Looking 4 Myself entitled " Euphoria " . Speaking to The BoomBox , Usher explained that he had wanted to work with Swedish House Mafia ever since he performed with the group at the 2011 American Music Awards . The group agreed to work with Usher , saying they would attempt to make it to Atlanta to start " moving the ball forward " . In an interview with MTV News , regarding the collaboration with Usher , Angello stated that they met Usher couple years ago and did the American Music Awards together before recruiting in Ibiza . He further elaborated that they were in Atlanta for five days working on a music for the then upcoming album . Angello commented that Usher is a great artist and as a trio they like to work with somebody who they respect , than to rather work with " just big name " .

Mark " Exit " Goodchild recorded the song Silent Sound Studios in Atlanta and Glenwood Place Studios in Burbank , while Jorge Velasco , Kory Aaron and Randy Warnken served as recording assistants . It was mixed by Manny Marroquin at Larrabee Sound Studio , Universal City , with Chris Galland and Delbert Bowers serving as mixing assistants and Natural providing vocal production of " Numb " . RCA Records released " Numb " to contemporary hit radio stations in the United States on August 21 , 2012 as the fourth single from Looking 4 Myself . " Numb " was solicited to US rhythmic radio on August 28 , 2012 . It was also physically released as a CD single in Germany on October 26 , 2012 .

= = Composition = =

" Numb " is a dance @-@ pop and electropop song with R & B elements and contains revolutionary pop influences ; it has a length of 3 minutes and 46 seconds . According to Lewis Corner of Digital Spy both " Euphoria " and " Numb " " include the DJs ' glimmering synths while he [Usher] croons in his coolly @-@ controlled falsetto . " Jim Farber of The New York Daily News wrote that the songs which were produced by Swedish House Mafia propose a possible crossover point from electronica to R & B like Usher 's biggest hit " Yeah ! " did from crunk to soul .

Lyrically , it is " an inspirational song about finding one ' s destiny , and becoming numb to the negativity and just following your dreams " . " Numb " ' s lyrical message was described by Erika Ramirez of Billboard to simply be " Forget your troubles and fist @-@ pump ! " . The single opens with the lines , " They say life is a battlefield / I say bring it on " and its chorus consists of " Just go numb / You never know until you let go " . Ryan Hadfield of Consequence of Sound explained that Usher inadvertently describes the logic behind the musical ambition of Looking 4 Myself in " Numb " , when he sings " Keep on doing the same old thing / Are you expecting change / Is that really insanity / Or just a loser ' s game " .

= = Reception = =

= = = Critical = = =

DeeKay of SoulCulture commented that " even with the straightforward , hugely predictable electro @-@ pop on the Swedish House Mafia @-@ produced ' Numb ' and ' Euphoria ' , Usher is operating at a level above his David Guetta and RedOne @-@ loving peers . " Meelz of ThisGoesIn concluded that " Numb " is a single quality track , " which we can see seeping through the radio in the latter half of 2012 ? with the mantra of letting your problems go and dance . " The Lantern 's Alex Antonetz wrote that both " Numb " and " Euphoria " are future Charlie Bear fare . Trent Fitzgerald of PopCrush commented that the song is perfect for the clubs . Ryan Hadfield of Consequence of Sound labeled " Numb " together with " Can 't Stop Won 't Stop " and " Sins of My Father " as essential tracks on Looking 4 Myself . Andrew Unterberger of Popdust wrote that the single 's production is appropriate for an Usher and Swedish House Mafia collaboration , though criticised its lack of originality . Despite this , Unterberger commended the song , writing " it does have the mind @-@ numbing , body @-@ activating effect the song is so explicitly searching for " and even though you can call it " an EDM cash @-@ in [...] Usher was embracing club music way before most of his American pop star peers hopped on the bandwagon " .

= = = Commercial = = =

Upon the release of Looking 4 Myself , due to digital downloads , " Numb " entered the singles chart in South Korea . It debuted on the South Korea Gaon International Chart at number 40 on June 10 , 2012 , with sales of 7 @, @ 195 digital copies . In Australia , the song debuted and peaked at number 39 on November 4 , 2012 . " Numb " debuted at number 62 in Austria on November 2 , 2012 . After three weeks on the chart , it reached its peak of 18 . The song was more successful in Belgium where reached a peak of two and 13 on Flanders Tip and Wallonia Tip chart respectively . On the week of September 17 , 2012 , the song debuted at number 31 on the US Pop Songs chart . It peaked at number 21 on the chart for the issue dated November 2 , 2012 . " Numb " debuted at number 97 on the US Billboard Hot 100 chart for the issue dated October 6 , 2012 . It eventually peaked at number 69 on the chart for the issue dated November 3 , 2012 . The single reached a peak of 41 on the Canadian Hot 100 .

= = Music video = =

An accompanying music video for " Numb " was shot by directors Chris Applebaum and Grace Harry , and edited by Jacquelyn London ; all three reprised their roles for the video as they had previously worked together on Usher 's video for " Dive " (2012) . On October 9 , 2012 , a sneak peek of the video was posted on the singer 's official Vevo channel on YouTube . Subsequently , via his official Twitter account , he tweeted : " Sometimes we take for granted moments that allow us to make it thru , ability to just wakeup every morning & take a breath " , together with the link from the sneak peek . The sneak peek features Usher dancing in a glass box as different personal scenes including shots of his sons and footage from various concerts are projected towards the background

. The full music video premiered on his Vevo channel October 11 , 2012 .

The video begins with a footage of Usher walking offstage during a show part of his OMG Tour (2010 ? 11) , held at the O2 Arena , Berlin in January 2011 . Subsequently announcer explains , " He tried because he loves Berlin and he really wanted to give you guys a show , but he just couldn ' t do it . Thanks for understanding . " Usher then speaks with a remorse , " I felt like a failure , hopeless , paralyzed , numb . " As the song starts Usher is seen chanting the lyrics while several sequence shots of him with his son and a sick woman in hospital are shown . The scenes are intercutted by Usher performing in a room full with bright white lights . Several other short scenes of Usher taking care of the sick woman , his son having a meal and Usher throwing money at strippers are shown . Several natural environments are projected onto a wall the singer stands in front off . As the song progresses , he enters in a glass box and starts dancing during the chorus . Scenes of Usher having toast with his friends , smoking a cigar and watching strippers performing lap @-@ dance for him are shown . The singer is shown holding man ' s hand while he dies in a hospital . Then , he is seen unable to perform and cries in front of the microphone . The video ends with Usher managing to break the glass box .

Zara Golden of VH1 regarding the video commented that , although Usher had a lot of troubles in his life " he gives the kid a hug , enjoys a dance at the strip club (why not ?) and sings out all the rest in a recording booth . " Billboard ' s David Greenwald praised the choreography and noted that Usher shows no signs of sickness as he performs the compound choreography , " which ends with a forceful escape " . Sam Lansky of Idolator was divided on the video and wrote that the singer " could have dug a little deeper to tap into some of that very real personal pain to bring something more emotionally charged to this video ; as it stands , it ? s a little too polished to feel anything but contrived . "

= = Live performances = =

Usher performed " Numb " for first time in a medley with " Euphoria " during his American Express Unstaged show on June 11 , 2012 at London ' s HMV Hammersmith Apollo . The show was directed by British director Hamish Hamilton . The singer performed the song at the 2012 American Music Awards in a medley with " Climax " and " Can ' t Stop Won ' t Stop " .

= = Track listing = =

CD single

" Numb " (Album version)

" Numb " (Wideboys radio mix)

Numb (UK Remixes)

" Numb " (Wideboys club mix) ? 6 : 08

" Numb " (Wideboys dub) ? 5 : 53

" Numb " (Wideboys radio mix) ? 4 : 00

" Numb " (Jakwob remix) ? 4 : 15

" Numb " (Mike Delinquent dub) ? 4 : 23

" Numb " (Mike Delinquent remix) ? 5 : 34

= = Credits and personnel = =

Recording and mixing

Recorded at Silent Sound Studios , Atlanta , Georgia ; Glenwood Place Studios , Burbank , California ; mixed at Larrabee Sound Studio , Universal City , California

Personnel

Credits adapted from the liner notes of Looking 4 Myself , RCA Records .

= = Charts = =

=== Weekly ===

=== Year @-@ end ===

== Release history ==