

= Up in the Air (song) =

" Up in the Air " is a song recorded by American rock band Thirty Seconds to Mars , featured on their fourth studio album , Love , Lust , Faith and Dreams (2013) . Written by lead vocalist Jared Leto , who also produced the song with Steve Lillywhite , " Up in the Air " is as an introspective and passionate track reflecting upon human consciousness . It marked a departure from much of the band 's previous work as it incorporates a more electronic @-@ influenced sound as well as elements from new wave music .

" Up in the Air " was released on March 18 , 2013 , as the lead single from the album . It premiered on the same day from the International Space Station , after being launched aboard a spacecraft loaded with scientific experiments and other equipments . Critical reception to the song was mostly positive , with much of the praise going to its sonic variety and introspective lyrics . The track peaked at number three on the Alternative Songs in the United States and garnered significant commercial outcomes internationally , reaching the top fifteen of Finland , Lebanon , Portugal , and Russia .

The accompanying music video , directed by Leto , features conceptual imagery filled with references to different art forms . It received a largely positive response from critics , who lauded the video 's symbolic nature and visuals . It was nominated for numerous accolades , including three awards at the 2013 MTV Video Music Awards , where it won Best Rock Video . Thirty Seconds to Mars performed " Up in the Air " on Jimmy Kimmel Live ! and Conan , and included the song on the setlist of their Love , Lust , Faith and Dreams Tour and subsequent Carnivores Tour .

= = Recording and composition = =

" Up in the Air " was written by lead vocalist Jared Leto , who also produced the song with Steve Lillywhite . The latter had previously worked with Thirty Seconds to Mars on the production of the band 's third studio album , This Is War (2009) . The song was engineered by Jamie Reed Schefman and mixed by Serban Ghenea . John Hanes engineered it for mixing at Mixstar Studios in Virginia Beach , Virginia . The track features additional programming by Patrick Nissley . It was recorded at The International Centre for the Advancement of the Arts and Sciences of Sound in Los Angeles , California and mastered by Howie Weinberg and Dan Gerbarg at Howie Weinberg Mastering . The song includes a contribution from the band 's fans , credited as the Knights of the White Shadow , who provide additional vocals recorded at the band 's studio .

" Up in the Air " was described as an electronic rock song with new wave @-@ style keyboards . It opens with the sound of guitars , followed by drum beats , " kaleidoscopic " synthesizers and a chanted vocal part . After the first verse , which features a four on the floor pattern , the pre @-@ chorus follows , leading to an anthemic chorus as Jared Leto voices the lines " A thousand times I tempted fate / A thousand times I played this game / A thousand times that I have said today " . Kevin Rutherford of CBS Radio called the track a " swift rocker with slight electronic undertones " .

Jeff Benjamin from Fuse felt that with its four @-@ on @-@ the @-@ floor beat , " dance @-@ y " synthesizers and trance effects , the song is " crafted for 2013 's EDM @-@ obsessed music world " . He noticed the piano drama and Leto 's melodramatic vocals about the " portrait of a tortured you and I " . Ryan Reed from Billboard acknowledged the band 's progression , considering the song a departure from the group 's previous arena @-@ friendly alternative rock sound .

Kaitlyn Hodnicki from Stature magazine found the " seductive " throbbing beat of the track " completely at ease with Jared 's risqué lyrics " . Leto described " Up in the Air " as a passionate and energetic song that " feels really free " but also features the concept of constraint and tension , particularly evident in the line " I 'll wrap my hands around your neck so tight with love " . Leto explained that the lyric plays on two different levels , giving a sexual connotation to the line , but also the idea of power and control . He further said that the song " has to do with getting to a point in your life where you 're ready to let go of the past , embrace change and become more of who you really are " .

= = Release = =

In February 2013 , Thirty Seconds to Mars announced that " Up in the Air " would be the lead single from their fourth studio album Love , Lust , Faith and Dreams (2013) . In partnership with NASA , Thirty Seconds to Mars launched the first copy of " Up in the Air " aboard the Dragon spacecraft on SpaceX CRS @-@ 2 . The spacecraft carried a capsule loaded with more than 1 @,@ 200 pounds of scientific experiments , equipment and the first copy of the song . The mission was launched from the Cape Canaveral Air Force Station atop a Falcon 9 rocket on March 1 , 2013 . On March 18 , 2013 , the single premiered from the International Space Station , after a Q & A session with the band and astronaut Thomas Marshburn that was broadcast worldwide on NASA TV and VyRT . Annise Parker , mayor of the city of Houston , proclaimed March 18 the Thirty Seconds to Mars Day . City Councilman James Rodriguez presented the proclamation to the band prior to their arrival at NASA .

Jared Leto told MTV News that with the launch of the song into space the band wanted to start the new chapter of their career in an " appropriately massive manner " . He explained , " I had been speaking with NASA for quite some time about ways to find something creative to do together . And I presented them with this idea and here we are . " He described the experience as " phenomenal " and " mind @-@ blowing " . " Up in the Air " made its radio debut on March 18 and became commercially available for downloading the following day .

= = Critical reception = =

" Up in the Air " garnered mostly positive reviews from music critics . Kyle Anderson , writing for Entertainment Weekly , called the song a " throbbing modern @-@ rock anthem " which offers " visceral , hands @-@ up hedonism " . Lewis Corner from Digital Spy gave " Up in the Air " four stars out of five and commented that the band manages to retain its " trademark lad @-@ rock sound while rejuvenating it with chart @-@ friendly electronics " . Ryan Reed from Billboard echoed this sentiment , praising the sonic variety of the song . Emily Zemler , also writing for Billboard , cited the track as the best showcase for the " expansively epic tone " of the album . Chris Maguire of AltSounds regarded " Up in the Air " as the " perfect choice " for lead single , labelling it an " excellent " track . Johan Wippsson of Melodic magazine chose it as a highlight on Love , Lust , Faith and Dreams , and commended its " bombastic and huge choruses " . Brent Faulkner from PopMatters called " Up in the Air " an enjoyable song and praised Leto 's introspective lyrics . Writing for Stature magazine , Kaitlyn Hodnicki opined that the song is " littered " with choruses that " will sound epic live " .

Joseph Atilano from the Philippine Daily Inquirer gave the song a positive review , noticing the band 's tendency to " explore and employ technological advances to diversify their sound and to keep them from becoming too predictable " . Adam Silverstein of Digital Spy named it a stand @-@ out track from the album and felt that songs like " Up in the Air " " power up the vibe " . John Watt from Drowned in Sound wrote that the track " briefly crackles with life " . He noticed the song 's verses driven forward by a " barrage of pulsing synths " and " Leto 's emotive wail " , but felt that the chorus was a " stuck round " which failed to " set the song alight " . Dan Slessor of Alternative Press wrote that the track sounded " just too easy " for the distinctive sound of the band . Andy Baber from musicOMH felt that " Up in the Air " continues the " pulsating start " to the album , noticing Leto 's " emotive wailings " abounding over " throbbing synths " . Tamar Anitai of MTV regarded the song as one of the band 's most complex and evocative works .

= = Commercial performance = =

In United States , " Up in the Air " debuted at number 13 on the Alternative Songs chart on April 6 , 2013 . It became the greatest gainer of the issue , after reaching six million listeners on more than sixty radio stations over its first week , according to Billboard . After ten weeks the song moved to number three , which became its peak . It held out of the top spot by " Safe and Sound " by Capital Cities and " Sweater Weather " by The Neighbourhood . The song entered the Rock Airplay chart at

number nine . It moved to number four on June 1 , 2013 , and held the spot for three consecutive weeks . On the issue dated April 6 , 2013 , " Up in the Air " debuted on the Bubbling Under Hot 100 Singles chart at number seven .

" Up in the Air " reached a peak of number 45 on the UK Singles Chart and number 34 on the Scottish Singles Chart . Following the album release , the song rose to number 12 in Portugal and was the 20th best @-@ selling single of 2013 . It has since been certified gold by the Associação Fonográfica Portuguesa (AFP) , denoting sales of over 10 @,@ 000 units throughout the country . The track debuted at number four in Russia and reached number seven in Lebanon . In Finland , according to Nielsen SoundScan , the high digital sales placed the song at number ten on the national record chart . " Up in the Air " also peaked in the top 50 on several national record charts , including Spain , Austria , Germany and the Netherlands .

= = Music video = =

= = Development = =

On January 30 , 2013 , Thirty Seconds to Mars posted on their website a casting call for extras and off @-@ road vehicles , announcing that they were preparing to shoot a short film for " Up in the Air " . The shooting took place from February 7 ? 9 in Long Beach , California at an aerospace manufacturing building . The video was directed by Jared Leto under his Dr. Seuss @-@ inspired pseudonym Bartholomew Cubbins . After filming , Leto revealed that the short film includes art from Damien Hirst , whose painting Isonicotinic Acid Ethyl Ester (2010 ? 11) appears on the cover of Love , Lust , Faith and Dreams . In an interview with MTV News , he unveiled that the crew recruited scores of extras and a number of surrealist street performers to appear in the video . However , he did not reveal much about its concept . The short film was produced by Jared Leto and Emma Ludbrook through Sisyphus Corporation . It was edited by Leto , Eric Greenburg , Matt Briones , and Forrest Borie . Devid Levlin served as director of photography .

A lyric video for " Up in the Air " was released on March 20 , 2013 on Vevo . It features footage taken from the International Space Station as it orbits Earth . Upon release , James Montgomery from MTV commented that the band " has definitely helped move the lyric video concept forward " . He wrote , " filled with eye @-@ popping time @-@ lapse photography [...] the clip skims along the surface of the earth , providing the viewer with unbelievable images of aurorae borealis , lightning storms and vast grids of twinkling city lights " . The following day , Thirty Seconds to Mars teased a preview of the short film . After several weeks of editing , the band premiered the video for " Up in the Air " on April 19 , 2013 . It was preceded by a series of teasers released through the week .

= = Concept = =

The short film for " Up in the Air " features a montage of symbolic imagery using quick @-@ hitting shots . It includes burlesque dancer Dita Von Teese riding a mechanical bull , gymnasts Jordyn Wieber and McKayla Maroney showing off their abilities , performers from Cirque du Soleil , and an assorted array of individuals . It also features a colored chalk fight and a number of animals . Jared Leto described the video as a " celebration of art and movement " . He further referred to it as a " bizarre and hallucinogenic journey through an incredibly surreal landscape " . The short film also features the concept of anti @-@ dancing , which Leto regarded as a way through which the gymnasts ' artistry and abilities manifest themselves . He explained , " I really wanted to capture the artistry and the commitment of what these girls do . What they 're able to do with their bodies is just unreal . It 's incredible . Flawless . [...] You can see the dedication , the time , the energy , the work . "

Writing for MTV , Tamar Anitai found the video " highly conceptual " and noted that beyond the " hypnagogic imagery " and " expensive gallery pieces " , the underlying meaning of the short film seems to be " finding the beauty in the bizarre " and the " tension of power dynamics " . She felt that

Leto created a " surreal visual fantasia " and interpreted the colored chalk fight near the end of the video as a " call to make art , not war " . James Montgomery of MTV wrote that although " every frame is like a photograph [...] they are all intrinsically linked " . He felt that when combined , the singular images form a " powerfully cohesive unit " , explaining that " they tell a story , convey emotions (lust , loss , sadness , desire , anger , etc) without speaking a word " . Chad Childers from Loudwire commented that the meaning of the video is left open to the viewer 's interpretation .

= = = Response and accolades = = =

The video received highly positive response from music critics . RJ Cubarrubia from Rolling Stone commented that Leto tapped into his cinematic spirit creating a series of " striking visuals " connected by the " extravagant " track . In his review for Loudwire , Chad Childers labelled it a " decadent " short film that " definitely does capture the eye " . Tamar Anitai from MTV was impressed with the video and praised the visual experience , calling it a " living , breathing , spectacular art installation " . John Longbottom from Kerrang ! magazine regarded the short film as one of the " finest works " by Thirty Seconds to Mars , calling it " simply colossal " . Contactmusic.com felt that the " stunning " video is a " sublime return to form " . Hayley Avron from the website found Dita Von Teese 's appearance " steamy " . Writing for MTV , James Montgomery commented that the video " speeds along on striking visuals ? bright colors , sinewy bodies , vast expanses , prowling beasts ? and Leto 's deft directorial choices " . Steven Gottlieb from VideoStatic opined that the short film is " massive in every way " , praising its production . Emily Zempler , writing for The Hollywood Reporter , called the video " expansive " and " lavish " , and lauded its dramatic visual imagery . Joseph Atilano from the Philippine Daily Inquirer commended its concept " full of images that represent deep emotions and various states of mind ? all of which would get our brains working " . Bethany Lee from 106 .@ 3 The Buzz found it " interesting and mesmerizing to watch " . He deemed Von Teese 's appearance a highlight of the short film .

On July 17 , 2013 , the video received three nominations at the 2013 MTV Video Music Awards in the categories of Best Art Direction , Best Cinematography , and Best Rock Video . It went on to win the latter . At the 2013 MTV Europe Music Awards , it was nominated for Best Video . " Up in the Air " also garnered nominations for the MTV Video Music Award Japan for Best Group Video and the Kerrang ! Award for Best Video . It competed at the 2013 Camerimage , where it was nominated for Best Music Video and Best Cinematography in a Music Video .

= = Live performances = =

" Up in the Air " was first performed at special concerts , dubbed as Church of Mars , in May 2013 , shortly before the release of the album . It later became a signature part of the opening stages of the Love , Lust , Faith and Dreams Tour which followed , usually appearing as the ultimate song or during the encore . Throughout the tour , Jared Leto chose audience members to join Thirty Seconds to Mars on stage for " Up in the Air " . The song was later moved to the beginning of the setlist as a set opener along with " O Fortuna " , a movement from Carl Orff 's scenic cantata Carmina Burana . Fans and critics responded favorably to the song in a live setting . Danny Crandall of The Sun Chronicle commended the theatrics of the performance , while Grace Carroll from Gigwise noted that until the last note of the song , Leto had the audience " completely in the palm of his hand " .

" Up in the Air " was performed on Jimmy Kimmel Live ! on May 21 , 2013 , where the band also played " Kings and Queens " from This Is War . A CBS Radio writer commented that the performance " blew everybody away " . On May 22 , 2013 , the song was performed on Conan . Thirty Seconds to Mars performed " Up in the Air " at multiple major festivals , including Rock Werchter , Pinkpop , Download , Rock am Ring and Rock im Park , which saw the band playing as headline act . The song was also included in the Carnivores Tour , a tour on which Thirty Seconds to Mars co .@-@ headlined with Linkin Park , and usually appeared at the beginning of the set .

= = Track listing = =

= = Credits and personnel = =

Recording and management

Recorded at The International Centre for the Advancement of the Arts and Sciences of Sound , Los Angeles , California

Engineered for Mix at Mixstar Studios , Virginia Beach , Virginia

Mastered at Howie Weinberg Mastering , Los Angeles , California

Published by Apocraphex Music (ASCAP) / Universal Music ? Z Tunes , LLC (ASCAP)

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Personnel

Credits adapted from Love , Lust , Faith and Dreams album liner notes .

= = Charts and certifications = =

= = Release history = =