

= Wallace ( song ) =

" Wallace " is a song recorded by American rapper Azealia Banks for her debut studio album *Broke with Expensive Taste* ( 2014 ) . The song was written by Banks , Kevin James , Filip Nikolic and Trevor McFedries , while production of the song was provided by the latter two . Lyrically , the track describes a man with a rottweiler head and depicts Banks killing him . Musically , the song is of both R & B and hardcore hip hop origins . " Wallace " received positive reviews from critics , with many deeming it as an album highlight . In 2015 , Banks released a music video for " Wallace " directed by Rob Soucy and Nick Ace . The video for " Wallace " received critical acclaim from reviewers , due to its interactive uniqueness provided by its release via the Google Cloud Platform . Banks performed the song during the 2015 Coachella Festival and on her *Broke with Expensive Taste* Tour .

= = Background = =

" Wallace " is a hip hop song that lasts for a duration of three minute and fifty seconds , with R & B influences and a " pounding " beat . Brennan Carley from Spin described the song as Banks " float [ ing ] between islandy R & B and rapid @-@ fire , corner @-@ side spitting " . Throughout December 2014 , Banks released a series of videos in which she broke down tracks from *Broke with Expensive Taste* and revealed how each song came to be , dubbed ' 16 Days of Azealia ' . During the commentary video for " Wallace " , Banks revealed that she first received the instrumental for the song in 2007 , from DJ Skeet Skeet . According to Banks , the instrumental was unused for a period of time , until she decided that she only needed the most original material for her album , it was at this point in which she wrote the song . In an interview with Complex , Banks stated that the song is about " being really hot and high and horny " .

In January 2012 , Banks signed a record deal with Interscope and Polydor Records to work on new music , and a month later , she announced the title of the album ? *Broke with Expensive Taste* . A year later , she handed a complete version of *Broke with Expensive Taste* in to the labels . Banks initially thought it would receive favorable reception ; however , the representatives told Banks that she had not recorded a " hit " single for the album . Ultimately , Banks ended the record deal with Interscope / Polydor in July 2014 . She later approached Jeff Kwatinetz and signed a contract with his company , Prospect Park . Banks premiered " Wallace " during her tour in Glasgow , Scotland , on September 16 , 2014 . She eventually released the album on November 7 , 2014 .

= = Critical reception = =

The track was met with generally positive reviews from music critics . According to Neon Tommy 's Coral Rucker , the song " gives off a unique perspective on relationships that ? s rarely heard of anywhere " . Rory Cashin of State wrote that the song sounds like " she is rapping while throwing furniture down the stairs " . Hardeep Phull of the New York Post noted that the insulting nature of the song " will leave the rest of us snickering like tennagers " . Complex placed " Wallace " 13th on its list of ' The 14 Best Rap Verses of 2014 ' , commenting that a lot of people have missed the " impressive first verse " from the song .

= = Promotion = =

In June 2014 , Banks shot a music video for " Wallace " in front of a green screen in New York . It was directed by Rob Soucy and Nick Ace , who previously directed the video for Banks ' 2014 single " Heavy Metal and Reflective " . On June 4 , 2014 , Banks uploaded two clips from the shooting to her Instagram account . More than a year later , a 25 @-@ second teaser for " Wallace " was uploaded on Banks ' YouTube channel , with the full video being released on March 11 , 2015 , via Banks ' official website . The video was produced by consultancy firm Collins , who used the Google Cloud Platform during development . In the interactive video we see Banks in a blank background , and as the watcher maneuvers their arms across the screen , Banks ' positioning changes , and

certain reactions take place , including Banks blinking , smiling , and rotating . Banks talked about the collaboration with Google , stating , " I ' m such a huge fan of technology and creative new ways of interacting and engaging with fans , so this collaboration was perfect for me . "

The music video received acclaim by music critics . Birttany Spanos from the Rolling Stone called the video " trippy " , commenting that it ' s as " inventive as her album Broke With Expensive Taste " . Billboard ' s Lars Brandle also provided a favorable review for the video , commenting " you ' ve never seen anything quite like it " . According to Corban Goble of Pitchfork Media , it ' s not a " typical music video " , because " the technology inserts your image into the video , like you ' re looking in a mirror " . Taylor Weatherby from Entertainment Weekly wrote that there ' s only one word to describe the video and it ' s " trippy " . In July 2015 , Paper ranked the music video for " Wallace " as one of the most underrated videos from 2014 . Amidst controversy between Nicki Minaj and Taylor Swift , concerning the fairness of the MTV Video Music Awards , Tshepo Mokoena from The Guardian claimed that if the process was truly based on quality , Banks ' video for " Wallace " would have been nominated .

On April 10 , 2015 , Banks performed " Wallace " during her set at the Coachella Festival . Rap @-@ Up commented that the audience ' s " energy was consistently high " during the performance . Adenike Gboyega of MOBO gave a positive review to Banks ' performance , writing that Banks " flexed with some pretty impressive live vocals " during her performance . The song was also part of Banks ' Broke with Expensive Taste Tour ( 2014 @-@ 15 ) .

= = Personnel = =

Credits adapted from Broke with Expensive Taste liner notes .

Personnel

Azealia Banks ? songwriting , vocals

Kevin James ? songwriting

Filip Nikolic ? songwriting , production

Trevor McFedries ? songwriting , production