

= Make Love =

" Make Love " is a song performed by American recording artist and songwriter Keri Hilson . It was written by Jamal " Polow da Don " Jones , Ester Dean and Jason Perry , and produced by Polow da Don and Perry for Hilson 's debut studio album , *In a Perfect World ...* (2009) . The song was sent for urban adult contemporary airplay on June 23 , 2009 as the fifth single from the album . Musically , " Make Love " is a downtempo R & B ballad . The song received mixed reviews from music critics ; some of them criticized its long length and Hilson 's vocals , while others named it one of the album 's standouts .

After being sent out for radio airplay , " Make Love " reached number ten on the Bubbling Under R & B / Hip @-@ Hop Singles chart , but received no direct promotion . However , three months prior to the single 's release , a music video for the song , directed by Matt Barnes , was released and served as a viral commercial for *In a Perfect World ...* The clip features rapper Kanye West , who appears on the album 's previous single , " Knock You Down " .

= = Background and composition = =

" Make Love " was written by Jamal " Polow da Don " Jones , Ester Dean and Jason Perry , and produced by Polow da Don and co @-@ produced by Perry . Hilson 's produced the vocals , which were recorded by Bryan Jones at No Excuses Studio in Santa Monica , California with assistance from Bryan Morton . The recordings were later mixed by Jean Marie Horvat . Perry and Titus Jackson played keyboards on the song , and Thomas Drayton contributed guitars . The song is one of three tracks on *In a Perfect World ...* that Hilson did not co @-@ write . The song was used in a viral commercial prior to the album 's release in March 2009 , and was later sent for urban adult contemporary airplay on June 23 , 2009 , as the fifth single from the album .

Hilson explained that she is " stripping down and unwinding " with " Make Love " , calling it real and natural . She described it as self @-@ explanatory , saying that it speaks of reviving love and " keeping things very interesting " . " A woman has to know when to set the pace , because that 's what men need . So that 's what the song is about " , she said . Musically , " Make Love " is an R & B ballad , set in a slinky slow jam groove . Patrick Varine of *The Observer* @-@ *Dispatch* referred it to as a " hacky mid- ' 90s R & B " song , and its slow tempo was compared to ballads by American singer Ciara . According to Mariel Concepcion of *Billboard* , the song sees Hilson tapping into her vulnerable side .

= = Reception = =

= = = Reviews = = =

The song received mixed reviews from music critics . Sophie Bruce of BBC Music , Michael Wood of Los Angeles Times , and a writer for Rap @-@ Up named the song one of the album 's highlights . Quentin B. Huff of PopMatters was positive , writing that the song and " Slow Dance " " tend to provide better matches between the vocals and the music , since the backdrop keeps things simple and the lyrics don ' t always fall into slang and unintentional irony " . Sal Cinquemani of *Slant Magazine* wrote that the album 's problem is the slow numbers , including " Make Love " . Cinquemani said that the song requires a " much more talented vocalist to elevate it above mere filler " . Steve Jones of USA Today named it a track to skip , and Glenn Gamboa of *Newsday* also dismissed the song , writing that it " seems to go on forever , especially following the similarly too @-@ long , too @-@ drawn @-@ out ' Slow Dance ' " . Tracy Garraud of *Vibe* wrote that its chords " sound more like a Disney princess ' cue than a royal highness ' arrival and Hilson 's fairy @-@ dusted vocals sound more platonic than carnal " .

= = = Chart performance = = =

Following its release as a radio single , " Make Love " debuted at number 14 on the Bubbling Under R & B / Hip @-@ Hop Singles chart in the issue dated July 18 , 2009 . The next week , it dropped to number 19 . In the issue dated August 8 , 2009 , it reached its peak position of number ten . The song spent five weeks on the chart in total .

= = Music video = =

The music video for " Make Love " was directed by Matt Barnes . The clip premiered on March 9 , 2009 and served as a viral commercial for In a Perfect World ... Barnes referred the video to as a short film , noting that it has the form of a music video but there is no performance in it . Hilson said that the opening scene of her entering her apartment represents her coming home from the studio on a normal day . She explained that the song and video show that the album has " real songs " , not just uptempo one for clubs . The video guest stars Kanye West , who contributed vocals to " Knock You Down " , one of the album 's tracks .

The video begins with Hilson as she comes home to her apartment and starts playing " Make Love " on a rough cut CD of In a Perfect World ... After taking off her jacket , she sits down on the couch in the living room . In another room , West is seen getting out of bed . Hilson leaves for the kitchen where she puts out champagne and chocolate @-@ dipped strawberries . She then gets ready in the bathroom while West waits in the bedroom . When Hilson is finished , she joins him in bed and they start cuddling and kissing . The video ends with Hilson looking into the camera over West 's shoulder .

= = Credits and personnel = =

Songwriting ? Jamal " Polow da Don " Jones , Ester Dean , Jason Perry

Production ? Polow da Don

Co @-@ production ? Jason Perry

Additional keyboards ? Jason Perry , Titus Jackson

Guitars ? Thomas Drayton

Vocal production ? Keri Hilson

Mixing ? Jean Marie Horvart

Credits are adapted from the In a Perfect World ... album liner notes .

= = Charts = =