

= The Experiment (Dane Rumble album) =

The Experiment is the first solo studio album by New Zealand singer @-@ songwriter Dane Rumble . Released by Rumble Music and Warner Music on 29 March 2010 , it follows two years after the split of his hip hop group Fast Crew . Rumble found it difficult to write music for himself , and therefore deviated to the pop rock genre . The Experiment includes elements of dance @-@ pop and pop rap , and lyrically focusses on personal issues . Rumble produced the album with Jonathan Campbell . In July 2010 Rumble embarked on The Edge Winter Jam : The Experiment Tour , which had him perform in Auckland , Wellington and Christchurch .

The Experiment received mixed to positive reviews from music critics ; some praised its catchiness while others labelled it " chart fodder " . The record received nominations in four categories at the 2010 New Zealand Music Awards , and won the Rumble the award for Best Male Solo Artist . The Experiment debuted at number one on the New Zealand Albums Chart , and was certified gold by the Recording Industry Association of New Zealand (RIANZ) . Five singles were released from the album : top @-@ ten hits " Don 't Know What to Do " and " Cruel " , and " Always Be Here " , " Everything (Take Me Down) " and " What Are You Waiting For ? " .

= = Background = =

Rumble 's hip hop group , Fast Crew , released their second studio album , Truth , Lies & Red Tape , in 2008 . The band split soon afterwards , and Rumble decided to pursue a solo musical career , and taught himself to play the guitar . He began writing material for his album , but he found that he could no longer write hip hop . " Hip hop was just wearing really thin for me because it 's really quite macho . ' I 'm wicked because of this . I 'm the best because of that ' . It 's a lot of talking yourself up , " Rumble said . He began to write songs inspired by his own experiences and emotions , which allowed him to explore other musical genres . He explained that when he wrote songs for the album , he began by creating a chord progression using his guitar , which evolved into the tune 's basic melody , after which he would determine its theme . Other songs were conceived by Rumble humming a tune during everyday activities , then recording it onto his iPhone so as to not forget it . The tune would later be refined to a full @-@ fledged song . According to Rumble , writing music was the hardest component of the album 's making . " Always Be Here " was the first song Rumble completed , which he sent to record label Warner Music NZ , thereby commencing his solo career .

Rumble organised a band of his friends , rather than the standard practice of contracting out to professional studio musicians . Scott Nicholls played drums , Ben White played guitar , Alistair Wood played keyboard instruments and Rumble 's brother Josh played bass . White and Wood had previously played music with Fast Crew . The band spent three months recording the album 's music ; drums were recorded at York Street Studio , Auckland , while the remainder of the recording took place at Beaver Studios , Auckland . Rumble co @-@ produced The Experiment with Jonathan Campbell , who also engineered the record . Rumble said he put a lot of time and effort into the album ; " I really wanted to write a world class record , I didn 't want to come out with some half @-@ pie thing . "

= = Composition = =

The Experiment is a pop rock album , featuring guitar and synth riffs , and incorporates elements of dance @-@ pop , pop rap and power pop . Some parts of the album contain auto @-@ tuned vocals , and the record has been described as having an " international " feel . Rumble said that this was because he and Campbell made sure that the album " sounded big [so that] it could compete on the world stage " . Thematically , The Experiment is " about love , heartbreak , getting what he wants and knowing he is in charge of his own destiny " , although " Let You Down " is " quite dark and weighty " . Many of the song 's discuss Rumble 's own life experiences ; some are reflective while others " just try to get other people enthused about what they 're doing with their lives " . " Always Be Here " discusses maintaining a romantic relationship while constantly travelling , and "

What Are You Waiting For ? " is " about being motivated and assessing your own life , which is exactly what happened to [Rumble] " .

= = Release and promotion = =

On 26 March 2010 , Rumble performed a free album launch concert at the Sky Tower in Auckland . The Experiment was released in New Zealand on 29 March 2010 by Rumble Music ? Rumble 's own record label ? and Warner Music New Zealand . An Australian release followed on 1 April 2011 , by Rumble Music and Hussle Recordings . Rumble embarked on The Edge Winter Jam : The Experiment Tour . Sponsored by radio station The Edge , it also featured appearances by J.Williams , Kidz in Space and Ivy Lies ; it was later announced that American rapper B.o.B would join the line @-@ up . The tour commenced on 15 July 2010 at Telstra Events Centre , Auckland . The second stop was at TSB Bank Arena , Wellington on 16 July , while the final show was on 17 July at Christchurch 's Westpac Arena . The Wellington and Christchurch dates were rescheduled ; the shows were originally booked for 8 and 9 July , respectively .

= = = Singles = = =

" Always Be Here " was released on 16 February 2009 , becoming Rumble 's debut solo single . It peaked at number thirteen on the New Zealand Singles Chart , and was certified gold by the RIANZ in December 2009 . It also entered the ARIA Dance Chart at number nineteen . On 16 December 2009 " Don 't Know What to Do " was released , which reached number ten on the New Zealand Singles Chart , and was also certified gold .

" Cruel " became the third single from The Experiment on 23 November 2009 . A version of the song featuring a rapped interlude was released the same day , and is used in its music video . Reaching number three on the New Zealand Singles Chart and receiving a platinum certification from the RIANZ , " Cruel " became Rumble 's most commercially successful single . Following the album 's release " Everything (Take Me Down) " was released on 12 April 2010 ; it peaked at number twenty on the New Zealand Singles Chart . " What Are You Waiting For ? " was released on 30 August 2010 as The Experiment 's final single , but failed to chart .

= = Reception = =

= = = Critical reception = = =

Jacqueline Smith of The New Zealand Herald gave The Experiment four out of five stars , and praised its mainstream appeal and the variation within the album . Rip It Up 's Matt Ruys awarded The Experiment four out of five stars , calling it " arguably one of the best New Zealand male pop records of the new millenium " . The Press ' Vicki Anderson wrote , " This is one experiment that seems to have worked out for Dane Rumble " . Kristin Macfarlane from the Bay of Plenty Times was very favourable in her review of the album , and lauded its catchy tunes . She noted that many radio @-@ friendly songs become repetitive , however that does not apply to those on The Experiment . Conversely , The Nelson Mail 's Nick Ward gave the album two @-@ and @-@ a @-@ half stars , dismissing the radio @-@ friendly nature of the album and describing it as " chart fodder " . Simon Sweetman of The Dominion Post gave The Experiment one star out of five and wrote , " This [album] will be shoved down people 's faces as being great new music from New Zealand and it 's not . It 's horrible . "

The Experiment was nominated in four categories at the 2010 New Zealand Music Awards : Album of the Year , Breakthrough Artist of the Year , Best Male Solo Artist and Best Pop Album . It won the award for Best Male Solo Artist , while Gin Wigmore 's Holy Smoke took out the other three categories .

== Commercial performance ==

The Experiment debuted atop the New Zealand Albums Chart on 5 April 2010 , replacing Lady Gaga 's The Fame Monster . In its second charting week it slipped to number three , with Slash 's self @-@ titled album taking the number one spot , and was certified gold by the Recording Industry Association of New Zealand (RIANZ) on 11 April 2010 , denoting shipments of 7 @,@ 500 units . The album 's last week in the chart was on 30 August 2010 , having lasted twenty weeks on the top forty chart , including four in the top ten .

== Track listing ==

== Personnel ==

Credits for The Experiment , adapted from Allmusic :