

= Too Much (Spice Girls song) =

" Too Much " is a song by the British pop group Spice Girls . Written by the group members with Paul Wilson and Andy Watkins ? the songwriters and production duo known as Absolute ? at the same time as the group was filming scenes for their movie Spice World , it was produced by Wilson and Watkins for the group 's second album Spiceworld , released in November 1997 .

" Too Much " is a pop ballad with influences of R & B. It features instrumentation from a guitar , brass and string instruments , and is structured using doo @-@ wop records as a template . The music video , directed by Howard Greenhalgh , features each Spice Girl in their own individual scene playing different characters , inspired by their own movie fantasies . The song received mixed reviews from music critics , with many of them criticising the R & B @-@ infused production .

Released as the album 's second single in December 1997 , it topped the UK Singles Chart for two weeks , becoming the group 's second consecutive Christmas number @-@ one single , and their sixth consecutive chart @-@ topper , which made them the first act to have its first six singles reach number one in the United Kingdom . It was moderately successful internationally , peaking inside the top twenty on the majority of the charts that it entered . Although in the United States " Too Much " did better than its predecessor , " Spice Up Your Life " ; peaking nine places higher on the Billboard Hot 100 and becoming their fourth and final top ten single on the chart ; it failed to match the success of the group 's previous singles from the Spice album .

= = Background = =

In June 1997 , the group began filming scenes for their movie Spice World . At the same time , Virgin Records started the first marketing meetings for the Spiceworld album 's promotional campaign , set to be released in November . No songs had been written for the album at this point , so the group had to do all the song @-@ writing and recording at the same time as they were filming the movie . Between takes , and at the end of each filming day , the group usually went straight into a mobile recording studio set up in a Winnebago , which followed them between film sets . The schedule was physically arduous with logistical difficulties , as Melanie Brown commented in her autobiography : " doing the two full @-@ time jobs at the same time took its toll and within a couple on weeks , exhaustion set in . "

= = Writing and recording = =

The concept of " Too Much " was mainly penned by Geri Halliwell while the group was filming Spiceworld in a closed set besieged by fans and the media , in London 's Docklands . While Halliwell left the set , sitting in the backseat of a car , she started scribbling a few lines in a notebook about " love being blind and how words that appear deep may be meaningless " . The other members then helped to complete the song . Halliwell , inspired by a T @-@ shirt that said " What part of no don 't you understand ? " , wrote the song 's middle eight with Melanie Chisholm at Paul Wilson and Andy Watkins ' ? the songwriters and production duo known as Absolute ? studio in Richmond , London . Wilson commented about the song :

Geri came in and sang : ' Too much of something / Da @-@ da @-@ da @-@ da @-@ da ... Right . OK . You got that ? ' We started working on it and we wanted to do some sort of doo @-@ wop vocal thing . So we constructed this backing track and then more of the girls started to come in ? this was quite a good day ? and gradually they started to add on their little bits .

Absolute structured the song using doo @-@ wop records as a template . The format was for Emma Bunton to sing the high part , Melanie Brown , Victoria Beckham , and Halliwell singing the lower and middle parts , and Chisholm adding the ad @-@ libs . The song was recorded in a caravan in the middle of mayhem . Wilson and Watkins doggedly worked on it with whichever of the group 's members were available from the filming set at any given point . A considerable amount of production work was required afterward before the track reached its final form .

= = Composition = =

" Too Much " is a pop ballad , with influences of R & B music and doo @-@ wop sounds . It is written in the key of F ? minor , with a time signature set in compound quadruple meter , commonly used in doo @-@ wop , and moves at a slow tempo of 80 beats per minute .

The song is constructed in a verse @-@ chorus form , with a bridge before the third chorus , and its instrumentation comes from a guitar , brass and string instruments . It starts with an instrumental introduction , with a chord progression of A ? Faug ? Dmaj7 ? G7 that is also used during the first part of the verses and the chorus . Brown and Bunton sing the first lines of the first verse ; the progression then changes to Bm7 ? E ? Dmaj7 ? C ? 7 during the last part of the verse , which is sung by Chisholm . After the chorus , the same pattern occurs leading to the second chorus , with Halliwell , Beckham , and Chisholm singing the second verse . The progression changes to Bm7 ? C ? m7 ? Gmaj9 ? F ? 7 (? 9) as Chisholm sings the bridge , while the rest of the group adds the high harmony . The group sing the chorus twice , and repeats the ad @-@ lib as the song fades out . The album version , which is forty seconds longer than the radio edit , features an instrumental section at the end of the track .

= = Release = =

" Too Much " was released in the United Kingdom on 15 December 1997 , in two single versions . The first , released on cassette and in a standard CD single format , included an exclusive PlayStation postcard from the group 's upcoming video game Spice World . The track listing contained the radio edit of the track , a Soulshock & Karlin remix , and the B @-@ side " Outer Space Girls " ? written by the group with Matt Rowe and Richard Stannard . The second version , released on a standard CD single , contained the radio edit , an orchestral version , and " Walk of Life " , a different B @-@ side , written by the group with Absolute . The images on the single 's cover were taken from a photoshoot the group did for the October 1997 issue of Elle magazine .

= = Reception = =

= = = Critical response = = =

" Too Much " received mixed reviews from critics . Sylvia Patterson of the NME characterised the song as a " lavish , harmonised spree of New Orleans loveliness with strings and Spanish guitar " , adding that it is " the absolute tops ! " . Ian Hyland of The Daily Mirror enjoyed the track , but felt that Chisholm sounded " daft " , and added that she needs to " calm down on the scouse front " . David Browne of Entertainment Weekly called it a " sultry slow jam " , while The Miami Herald described it as a " silky pop ode " , and called it " irresistible " . The Virginian @-@ Pilot said that the strings on the song are " classic soul with a 90s tweak " . Larry Flick of Billboard magazine praised the song , describing it as a " swishy classic @-@ pop ballad that tickles the ear with tasty doo @-@ wop flavors " , and added that the arrangement and the group 's harmonies " work extremely well together " . Sputnikmusic 's Amanda Murray also complimented the track , calling it a " genuinely great song " . Murray also felt that the group 's voices had improved so that they could " pull off more difficult passages with at least an iota of conviction " .

Some reviewers criticised the R & B @-@ infused production . In a review of Spiceworld , the Contra Costa Times said that the album 's ballads such as " Too Much " and " Viva Forever " are " both treacly and deadly dull " . Conversely , Gina Arnold of Salon.com said that the ballads are " blander but still appealing " . South Florida Sun @-@ Sentinel 's Sean Picolli said that the song is " a sincere stab at instructional R & B " . Richard Harrington of The Washington Post described it as a " lugubrious ballad " , while Scott Schinder of Newsday said that " the contempo @-@ R & B schmaltz of ' Too Much ' [...] mires the group in middle @-@ of @-@ the @-@ road mediocrity " . J.D. Considine of The Baltimore Sun was not convinced by the song 's " attempts at deep emotional

expression " , and Anthony Violenti of The Buffalo News said that it is " supposed to be a heart tugging ballad that may even make the Spice Girls fan base of 10 @-@ year olds overdose on sugar " .

= = = Chart performance = = =

" Too Much " was released in the UK in December 1997 . It debuted at the top of the UK Singles Chart , becoming the Spice Girls ' second consecutive Christmas number @-@ one single . It made the group the first act to reach number one with their first six singles , and the first to debut at the top of the chart five times in a row . It stayed at number one for two weeks , remaining inside the top forty for seven weeks and the top seventy @-@ five for fifteen weeks , and was certified platinum by the British Phonographic Industry (BPI) in December 1997 .

" Too Much " was moderately successful in Europe . It reached number three on the Eurochart Hot 100 , peaked inside the top ten in Denmark , Finland , Ireland , and Spain , and inside the top twenty in Austria , Belgium (both the Flemish and French charts) , France , Italy , the Netherlands , Sweden , and Switzerland . The song was also a moderate success in Oceania . In New Zealand , it debuted on 21 December 1997 at number twenty , peaked at number nine for two weeks , and stayed on the chart for twelve weeks . In Australia , it debuted on the ARIA Charts at number twenty @-@ nine , peaking at number nine in its sixth week . It remained on the chart for fifteen weeks , and was certified gold by the Australian Recording Industry Association (ARIA) .

In the US , " Too Much " did better than its predecessor , " Spice Up Your Life " , but was not as successful as Spice 's singles had been . It debuted on the Billboard Hot 100 on 14 February 1998 , at number twenty @-@ two , selling 30 @,@ 000 copies . The next week , " Too Much " peaked at number nine , becoming the group 's fourth and final top ten hit . It peaked at thirty @-@ six on the Hot 100 Airplay , at eleven on the Hot 100 Singles Sales chart , and sold 600 @,@ 000 copies by January 1999 . It had moderate success in other formats , peaking at twenty @-@ one on the Mainstream Top 40 , and at twenty @-@ three on the Rhythmic Top 40 and the Adult Contemporary chart . " Too Much " peaked at nine on the Canadian Singles Chart .

= = Music video = =

The music video was filmed and directed by Howard Greenhalgh on 10 November 1997 in a studio located in London . The video features each Spice Girl in their own individual scene , inspired by their own movie fantasies . Melanie Brown is shown singing on top of a tank strapped with ammunition in an industrial post @-@ apocalyptic war scene in a segment based on the film Mad Max . Emma Bunton is shown in a bedroom dressed in white pyjamas while objects float around her on their own ; her scene is based on Poltergeist . Melanie Chisholm is shown in a Chinatown , dressed in a red cheongsam and black pants with her hair in a long ponytail with red streaks ; her scene is based upon Year of the Dragon . Geri Halliwell is featured in a black @-@ and @-@ white scene based on Rita Hayworth 's performance in Gilda . She is shown performing on a smoky stage in a long , white sequined gown with a group of sailors dancing around her . Victoria Beckham is shown in a missile silo next to a smoking rocket , clad in a black catsuit and with a long ponytail ; she is portraying Catwoman from Batman Returns .

The " Too Much " music video premiered on 2 December 1997 , on the American television network UPN , in a special titled " Too Much Is Never Enough " . Two versions of the music video exist : the original one , and a version that include scenes from the group 's 1997 film Spice World ; the latter was included on the DVD release of their greatest hits album .

= = Live performances = =

The song was performed many times on television , including An Audience with ... , Top of the Pops , and the 1997 Royal Variety Performance . The group also performed it at the 1997 Smash Hits ! Awards , and at the 25th Annual American Music Awards . The Spice Girls debut film , Spice World ,

features " Too Much " . During the opening credits , the group performs " Too Much " on Top of the Pops , surrounded by media and photographers from various television programmes and magazines . Also present are hundreds of fans . When the performance is complete , the audience applauds and cheers the girls , and the film progresses into the first official scene . In October 1997 , the group performed it as the tenth song of their first live concert at the Abdi İpekçi Arena in Istanbul , Turkey . The performance was broadcast on Showtime in a pay @-@ per @-@ view event titled Spice Girls In Concert Wild ! However , the VHS and DVD release of the concert , Girl Power ! Live in Istanbul , does not include the " Too Much " performance .

The group have performed the song on their three tours , the Spiceworld Tour , the Christmas in Spiceworld Tour , and the Return of the Spice Girls . It remained in the group 's live set after Halliwell 's departure at the end of the European leg of the Spiceworld Tour ; her parts were taken by Bunton . The performance at the tour 's final concert can be found on the video : Spice Girls Live at Wembley Stadium , filmed in London , on 20 September 1998 . During the Return of the Spice Girls tour , the group dressed in tuxedos and performed an up @-@ tempo jazzy version of the song , while doing a striptease behind neon pink @-@ coloured , heart @-@ shaped doors .

= = Formats and track listings = =

These are the formats and track listings of major single releases of " Too Much " :

= = Credits and personnel = =

Published by Windswept Pacific Music Ltd / 19 Music / BMG Music Publishing Ltd .

= = Charts = =