

= I Am (Leona Lewis song) =

" I Am " is a song by British singer and songwriter Leona Lewis from her fifth studio album , I Am (2015) . The song was written by Lewis , Toby Gad and Eg White , with Gad and White producing it . Lyrically , " I Am " is about the feelings and emotions experienced by Lewis following her departure from her former record label Syco and its boss , Simon Cowell . It is a dance @-@ influenced track which makes use of strings , piano and drums as part of its instrumentation . Its composition garnered comparisons to singers Avril Lavigne and Massive Attack . Island released " I Am " on 17 July 2015 as the lead single for the United Kingdom , but it is the second single to be released from the album overall . Remixes by Fastlane and DEVolution were also released . The track garnered a positive response from music critics , many of whom praised Lewis ' strong and emotive vocal performance and described it as a standout on the album . Lewis has performed the song live on The National Lottery : In It to Win It and at the BBC 's Radio 2 Live in Hyde Park festival .

= = Background and composition = =

" I Am " was written by Leona Lewis , Toby Gad and Eg White , with Gad and White producing the track , for Lewis 's fifth studio album of the same name (2015) . It was published by ASCAP and Atlas Music publishings (on behalf of itself and Gadfly Songs (ASCAP) and Kobalt Music Group Ltd . White performed much of the song 's instrumentation , and is credited with playing the piano , drums , bass and bells , as well as the string and drum programming . The strings were recorded by White and Kristian Larsen in Studio A at Kensaltown Studios , and were arranged by White , transcribed by Clarissa Farran , and contracted by Hilary Skewes . The violins were played by Marije Johnston , Koto Sato , Max Baillie , Bea Lovejoy , Warren Zielinski , Janice Graham , Helen Paterson and Hannah Dawson . Meghan Cassidy and James Boyd played the viola , while David Cohen and Ben Chappell played the cello . " I Am " was mixed by Wez Clarke , with additional mixing carried out by Gad at Kite Music Studios in Los Angeles . The track 's audio was mastered by Tom Coyne at Sterling Sound studios in New York City , with assistance from Randy Merrill . Lewis provided all of the vocals for the track . For the acoustic version of " I Am " , Gad undertook all of the instrumentation and also performed the mixing .

" I Am " is a dance @-@ influenced song . Some critics believe the lyrics allude to Lewis ' emotions and feelings following her departure from Syco Records and Simon Cowell , her former label boss and friend . Digital Spy writer Lewis Corner felt that the title track had very few barriers , exemplified by the lyrics " I am , with or without you / I am , breathing without you / I am , somebody without you . " Lewis performs the lyrics over an instrumentation of " rousing " strings and breakbeats . As she sings " I won 't change for you , " a heavy drum beat and occasional piano chimes reminiscent of songs by Avril Lavigne are played .

= = Release and remixes = =

On 30 June 2015 , Lewis released a three @-@ minute teaser video with snippets of " I Am " , " Ladders , " Power " and " Thunder " . " I Am " was released as the second single from the album and lead single for the United Kingdom ; it was not promoted in the United States due to the decision to release the album 's third overall single " Thunder " as its lead single instead . The full length version of " I Am " premiered on BBC Radio 2 on 17 July 2015 . The same day , the track was made available as an automatic download for anyone who had previously pre @-@ ordered the album . A two @-@ track remix EP with dance remixes by Fastlane and DEVolution was also made available as a digital download on 17 July in the United Kingdom , Australia , France , Germany , Ireland , and New Zealand . " I Am " was added to BBC Radio 2 's B @-@ list playlist on 15 August .

= = Critical reception = =

Kathy Landoli of Idolator highlighted " I Am " as a " gorgeous standout " example of Lewis ' ability to

" just [sing] " a song as opposed to using auto @-@ tune on " Power " and over @-@ singing on " I Got You " . Lewis Corner of Digital Spy felt that the track put " Simon [Cowell] in his place in a way Louis Walsh could only dream of . " Brad O 'Mance for Popjustice likened the song to Massive Attack 's 1991 song " Unfinished Sympathy " " with a different song on top " , while Official Charts Company writer Rob Copsey described it as " gutsy and uplifting " . However , Michael Clemons of The Daily Reveille thought that while it was not a stand out track , it was a good listen . Chuck Campbell of Knoxville News Sentinel thought that the track 's lyrical theme , and the album 's theme as a whole , was flawed as a concept , writing " The problem with repeatedly declaring you don 't need the approval of someone who has wronged you is that your message is false . Clearly if Lewis indulges in six straight bitter songs about defiantly rebounding from a bad relationship (which she does on ? I Am ?) , she obviously craves validation from the very person (or people) who did her dirty . "

= = Live performance = =

Lewis performed " I Am " for the first time during a live showcase at the Hospital Club in London on 14 April 2015 . The singer premiered four other tracks from I Am including " Ladders " , " I Got You " , " Thank You " and " Fire Under My Feet " . Stefan Kyriazis of the Daily Star described " I Am " and " Ladders " as " instant crowd pleasers " . Lewis later performed the track live on The National Lottery : In It to Win It on 12 September 2015 , and again the following day at the BBC 's Radio 2 Live in Hyde Park festival . The set @-@ list also included performances of " Better in Time " , " Bleeding Love " , " Run " , " Fire Under My Feet " and " I Got You " . " I Am " is included as the opening song on her 2016 concert tour of the same name .

= = Track listings = =

" I Am " (Album version) ? 3 : 42

" I Am " (Acoustic album version) ? 3 : 26

" I Am " (Fastlane remix) ? 4 : 44

" I Am " (DEvolution remix) ? 4 : 51

= = Release history = =