

= Forever and a Day ( Kelly Rowland song ) =

" Forever and a Day " is a song by American recording artist Kelly Rowland . Written by Rowland , Andre Merritt , Samuel Watters , and Jonas Jeberg , the uptempo Europop song is the second international single ( fourth overall ) taken from her third studio album , Here I Am ( 2011 ) . It was produced and recorded by Jeberg at his personal recording studios in Copenhagen , Denmark .

" Forever and a Day " received its world premiere on BBC Radio 1 's Live Lounge on August 18 , 2010 , and was released for digital download on September 20 , 2010 . Critics mainly praised the song for Rowland 's vocals , as well as an infectious and refreshing production which uses Europop melodies , guitar riffs , and Glee @-@ like handclaps . An accompanying music video , directed by Sarah Chatfield , features the iPad interface and scenes of Rowland partying with friends in Los Angeles . The single was considerably less successful than its predecessor , " Commander " , only managing to peak in the UK at number forty @-@ nine .

= = Background and composition = =

In an interview with the German editor of her official website , Rowland has said that " On and On " ( produced by Brian Kennedy ) or the Pitbull @-@ assisted " Take Everything " , written by Jim Jonsin , were considered for release as second international singles . However , on August 18 , 2010 , UK station BBC Radio 1 announced that " Forever and a Day " was the name of Rowland 's new single and subsequently played the record for the first time .

" Forever and a Day " is an up @-@ tempo Europop song which makes use of a " subtle guitar riff " and " Glee @-@ like handclaps . " The song was written by Rowland , Jonas Jeberg , Andre Merritt , and Sam Watters . Jeberg produced the song at his personal recording studios in Copenhagen , Denmark . Rowland uses auto @-@ tuning on some of her vocals in the song .

= = Critical reception = =

Becky Bain of Idolator praised the song , saying , " Kelly totally rips it wide open on the chorus with her shrieking @-@ but @-@ not @-@ shrill ' DAAAAY ! ' Once again , David Guetta + Kelly Rowland = musical gold . If we 're lucky , this will also be a US single , but we know how infrequently mass American [ sic ] takes a liking to Europop tunes . " Robert Copsey of Digital Spy agreed , saying that the song was " nothing less than was expected . " He awarded the song four out of five stars , saying that the song could not top " Commander " but " comes pretty close . " It " [ uses ] beats that bounce faster than a chesty lady on a high @-@ powered jetski . It all makes for another infectious club @-@ pop number on which Kel is refreshingly direct with her fella . " Not all reviews were positive . Rick Fullton of the Daily Record was much less impressed with the song , saying it could have " been a session singer " instead of the " dance diva " Rowland is intending on becoming . A reviewer from StarObserver praised the dance remix of the song . The review said , " French DJ Antoine Clamaran has turned K Row ? s mid @-@ tempo jam into the perfect summer anthem ? with killer beats , an uplifting chorus and suitably cheesy video ( below ) . "

= = Release and promotion = =

Following its premiere , " Forever and a Day " was added to the A @-@ playlist on UK urban music radio on September 10 , 2010 . On September 15 , 2010 , " Forever and a Day " was added to B @-@ playlist on the UK 's mainstream radio station , BBC Radio 1 . It was due to be released in the UK on September 27 , 2010 , but for unspecified reasons the release was delayed by a week to October 4 , 2010 . Rowland performed " Forever and a Day " for the first time on The Alan Titchmarsh Show on October 7 , 2010 . Following its release , the single debuted on the UK Singles Chart at number forty @-@ nine , but then fell to number sixty @-@ one the following week . On October 23 , 2010 , the single debuted on the Belgium Flanders Tip chart at number forty @-@ nine before peaking at number forty @-@ two weeks later . The single also peaked at number seventy

@-@ three on the Slovakian Airplay Chart . At the end of October 2010 , Rowland performed the new Antoine Clamaron dance remix of the song at the Starfloor 2010 music festival in Paris , France .

= = Music video = =

= = = Background and concept = = =

The music video was filmed from August 20 to August 22 , 2010 , and was directed by British pop @-@ culture and video director Sarah Chatfield . The full completed video debuted on the Vevo network , and was added to UK music channels on September 15 , 2010 . It was released in other territories on September 25 , 2010 . The scenes were put together with superimposed images of the workings and interface of the iPad . It was released through the US iTunes Store on September 21 , 2010 . Video Static 's Steven Gottlieb provided clarity on how the interface is integrated into the video . He said , " Logos get tapped to trigger various edits ; pinching makes things zoom in and out , etc , etc . " A video set to the Antoine Clamaron dance remix of the song premiered on Clamaron 's official YouTube page on December 8 , 2010 .

= = = Synopsis = = =

The video begins with a still photo of Rowland and a " slide @-@ lock " function from the iPad in the foreground . A single finger appears and unlocks the image by sliding the slider from left to right . The music begins and four small images appear on screen . The finger reappears and clicks on the third image , resulting in that image zooming to fit the whole screen . In this scene , Rowland wears an orange knee @-@ length skirt , T @-@ shirt , and a blue cropped denim jacket . She walks around on a rooftop in Los Angeles . The video then flicks between this scene and another where she is seen partying with her friends . As the chorus begins , Rowland and her friends are seen riding in a convertible car . Then they are seen sitting on some concrete stairs as some skate @-@ boarders ride past them . When the bridge kicks in , the images flicker to a party scene on a rooftop with lots of people enjoying themselves . The finger then re @-@ appears and clicks on the scroll bar , which appears on screen as if to rewind the clip and the original scene of Rowland alone on the rooftop plays as the music fades .

= = = Reception = = =

A review from Idolator said that the futuristic theme to the video might have been better suited to the previous international single , " Commander . " It also said , " The pop diva continues her ascent to grown woman in this sun @-@ soaked video , making good use of palm trees , a convertible , and the Los Angeles skyline , " commenting that she takes " a breezy approach so casual it almost does look like a camera crew just happened to stumble upon a typical day out with the girls . " The reviewer concluded that " it 's hard to imagine better uses for a touch screen than getting as close as possible to the carefree fun on display here . " Steven Gottlieb of Video Static said , " [ ' Forever and a Day ' is ] a casual and sunny pop video gets a bit of a twist , or a flick , via an interface that 's swiped from your iPhone ... It 's possibly not the kind of finger manipulation some Kelly Rowland fans have been dreaming about , but even they should admit it 's a clever conceit . "

= = Track listing = =

= = Chart performance = =

= = Radio dates and release history = =

