

= Loud (Rihanna album) =

Loud is the fifth studio album by Barbadian singer Rihanna . It was released on November 12 , 2010 , by Def Jam Recordings and SRP Records . It was recorded between February and August 2010 , during the singer 's Last Girl on Earth Tour and the filming of her first feature film Battleship . Rihanna was the executive producer of Loud and worked with various record producers , including StarGate , Sandy Vee , The Runners , Tricky Stewart and Alex da Kid . The record features several guest vocalists , including rappers Drake , Nicki Minaj and Eminem , who is featured on the sequel to " Love the Way You Lie " , titled " Love the Way You Lie (Part II) " .

The album differs from Rihanna 's 2009 album , Rated R , which incorporates a prominently foreboding and angry tone and dark themes . Loud features up @-@ tempo and pop genres , ranging from R & B and dance @-@ pop to electro music , and marks the return to dancehall ; a genre prominent on Rihanna 's first two albums Music of the Sun (2005) and A Girl like Me (2006) . It also incorporates rock in " California King Bed " and reggae in the Caribbean inspired " Man Down " .

Loud received generally positive reviews from music critics , who complimented its upbeat material and Rihanna 's vocal performances , while others stated that although the songs were solid , they were unfocused to each other . The album was a commercial success internationally ; it debuted at number three on the US Billboard 200 chart , with first week sales of 207 @,@ 000 copies , the highest first week sales of her career at the time . The album entered the Canadian , Swiss and UK album charts at number one . As of November 2011 , it had sold over 8 million copies worldwide .

The album produced seven singles , including the international hits " Only Girl (In the World) " , " What 's My Name ? " , and " S & M " . All three singles reached number one on the US Billboard Hot 100 . " S & M " was Rihanna 's tenth number one song in the US , making Rihanna the youngest recording artist to accumulate the plateau in the shortest time , surpassing Mariah Carey . " Only Girl (In the World) " won the Grammy Award for Best Dance Recording in February 2011 ; additionally , the album was nominated for three more Grammy Awards , including for Album of the Year . To support the album , Rihanna embarked on her third worldwide concert tour , entitled the Loud Tour .

= = Background = =

Following a domestic violence case between Rihanna and her boyfriend American entertainer Chris Brown , media speculated as to whether any song featured on her fourth studio album would be about him . The album was released in November 2009 , under the title Rated R. Primarily a pop and R & B album , it also incorporates musical elements of hip hop , rock , and dancehall . Rated R was commercially successful and spawned five singles , including the international hit , " Rude Boy " . Six months after releasing the record , Rihanna began planning a fifth studio album , promising that her new material would be " more energetic " than her previous works .

StarGate 's Tor Erik Hermansen , said " Rihanna came to us before we started recording " Only Girl (In the World) " and said ? I feel great about myself . I want to go back to having fun , I want to make happy and up @-@ tempo records ' . " Sean Garrett compared the sound of the new tracks with her previous hit singles " Umbrella " and " Rude Boy " . In an interview for MTV UK , the vice president of Def Jam Recordings compared the upcoming Rihanna album with Michael Jackson 's Thriller saying , " Rihanna is coming along incredibly . I ? m trying to push her to where every song will be a hit from one to 12 . I ? m talking about NO album fillers . Our bar for this album is Michael Jackson 's ? Thriller ? . "

= = Recording and title = =

Rihanna and Antonio " L.A. " Reid assembled a group of songwriters and record producers at several recording studios in Los Angeles for two weeks to write songs for Rihanna ; they wrote approximately 200 songs , eleven of which were included on the album . Def Jam rented out nearly every recording studio in Los Angeles in order to create as many songs as possible . Ray Daniels ,

the manager of musical duo Rock City (brothers Theron and Timothy Thomas) , was present during the sessions , and stated that a writing camp typically involves the label hiring ten recording studios for two weeks at the cost of \$ 25 @,@ 000 per day . Daniels revealed that it is where songwriters have lyrics but no music , and where producers have music but no lyrics .

Singer @-@ songwriters and producers Taio Cruz , Alex da Kid , Sean Garrett , Ne @-@ Yo , Rico Love , Timbaland , Shontelle , David Guetta , and Drake contributed to the album . " DJ Got Us Fallin ' in Love " was written for Rihanna , but the song was rejected and was subsequently sent to Usher . With regard to " What 's My Name ? " , Rihanna thought Drake could understand the melody of the song and invited him to work on the track when she played him the finishbozed recording . The collaboration was originally planned to be a remix , but later it was decided that the version featuring Drake would be used as the original .

Loud was recorded in various recording studios worldwide including the Larrabee Sound Studios , The Village and Westlake Recording Studios in Los Angeles , Platinum Sound Recording Studios , and Roc the Mic Studios in New York City and The Bunker Studios in Paris . In September 2010 , during a webchat with her fansite Rihannadaily.com , Rihanna announced that the album would be called Loud , saying " get Loud everybody , get crazy , get excited , because I 'm pumped . I 'm just gonna be me , because that 's what you guys love the most , and that 's what makes me feel best . Just being normal , normal for me is Loud ! Sassy , fun , flirty , energetic . " While Rihanna was filming Battleship , she explained in an interview with Entertainment Tonight , " Loud is , the word , the name of the album definitely reflects the attitude of it , it 's really sassy and flirty and it grabs your attention and that 's why I enjoy it . It takes you through a really really interesting ride . So colorful the album . "

= = Composition = =

= = = Influence and sound = = =

Loud is a departure from the personal , melodramatic themes of Rated R. Stylistically , it is a return to the Caribbean @-@ inspired dance @-@ pop of Rihanna 's earlier work . Ryan Burleson of Consequence of Sound described the album as " a dynamic R & B and dance @-@ pop record " . In an interview with MTV , Rihanna said " I wanted songs that were all Rihanna songs , that nobody else could do . I didn 't want the generic pop record that Ke \$ ha or Lady Gaga or Katy Perry could just do and it 'll work . I wanted a song , or songs , that were Rihanna songs , that only I could do , had that little West Indian vibe to it , had that certain tone , a certain sass and a certain energy . " During the promotion of Loud , Rihanna said that much of the music was born out of frustration . She explained : " When you go to a club and have to listen to bad music you revert to the liquor , because you want to have a good time . I hate having to skip a track . I wanted to make an album you can just play . "

= = = Songs = = =

The opening track " S & M " is an up @-@ tempo eurodance song produced by Norwegian producers StarGate and Sandy Vee . The song is reminiscent of Depeche Mode 's 1984 song " Master and Servant " and contains lyrical thoughts of sadomasochism . Andy Kellman of Allmusic regarded " S & M " as a dance @-@ pop song which efficiently balanced " Rihanna 's playful and sinister sides " . " What 's My Name ? " was also produced by StarGate and features guest vocals from Canadian rapper Drake . It is a mid @-@ tempo , electro @-@ R & B song with a back track consisting of heavy reggae . The song also sees Rihanna 's return to the " Island @-@ pop " style of her early career " . " Cheers (Drink to That) " is a pop rock song produced by The Runners , and interpolates Avril Lavigne 's 2002 single " I 'm with You " . Mark Savage from BBC News described the song as a funky , loping guitar groove for a night out on the town . " Only Girl (In the World) " was the third song from the album produced by StarGate . It is an up @-@ tempo dance @-@ pop

song that incorporates elements of eurodance in its production . Brad Wete , a reviewer of Entertainment Weekly , described Rihanna 's vocals as " seductive " and reminiscent of a " stronger , sexier version " of her 2007 single , " Don 't Stop the Music " .

" California King Bed " is a rock power ballad ; Ryan Dombell of Pitchfork Media compared it to the Aerosmith song , " I Don 't Want to Miss a Thing " . The Shama Joseph produced " Man Down " is a reggae song with an electro rhythm , in which Rihanna sings in a West Indian accent . " Raining Men " is a hip @-@ hop song , which features rap vocals from Trinidadian rapper Nicki Minaj . Rihanna described the song as a fun song that differs from the original , referring to the 1979 single by The Weather Girls with similar title " It 's Raining Men " . " Complicated " was produced by Tricky Stewart and Ester Dean . Leah Greenblatt from Entertainment Weekly said " Even while telling a recalcitrant man how hard he is to love , she [Rihanna] sounds almost buoyant , her newly expanded vocals eager to scale the song 's high @-@ altitude house beat " . The final track is the sequel to Rihanna 's duet with Eminem , " Love the Way You Lie " . " Love the Way You Lie (Part II) " , which was produced by Alex da Kid , features Rihanna as the protagonist and lead vocalist , viewing aspects of a relationship from a female perspective , unlike the original , which featured Eminem as lead vocalist and was from a male perspective .

= = Singles = =

" Only Girl (In the World) " was released as the album 's lead single on September 10 , 2010 . The song was sent to US mainstream and rhythmic radio on September 21 , 2010 . It received positive reviews from music critics , who praised its chorus and thunderous dance beats . The song reached number one on the US Billboard Hot 100 chart , in the UK , Canada , Australia , Austria , Belgium (Wallonia) , Ireland , Israel , Italy , New Zealand , Norway and Slovakia , becoming one of her best charting songs to date . At the 53rd Grammy Awards , held at the Staples Center in Los Angeles on February 13 , 2011 , " Only Girl (In the World) " won the award for Best Dance Recording .

" What 's My Name ? " , which features guest vocals by Canadian recording artist Drake , was released as the album 's second single ; it was sent to US mainstream and rhythmic radios on September 21 , 2010 . Music critics praised the song as some of Rihanna 's best vocal work to date , noting the romantic nature of the song and its sexual tones . The song peaked at number one on the US Billboard Hot 100 chart , giving Rihanna her eighth number @-@ one on the chart , while " Only Girl (In the World) " became her ninth number @-@ one song two weeks after " What 's My Name ? " . It reached number one in the United Kingdom and became Rihanna 's fifth UK number one single and Drake 's first .

The collaboration with Nicki Minaj , " Raining Men " , was sent to urban radio on December 7 , 2010 as an urban radio single and third track from Loud as a single in the US . It peaked at number 48 on the US Billboard R & B / Hip @-@ Hop Songs chart . " Raining Men " received mixed reviews from critics who praised the chemistry between Rihanna and Minaj but criticised the song for failing to create anything new or original . " S & M " , the album 's fourth US single and third international single , was solicited to US mainstream radio on January 25 , 2011 . Reception of " S & M " was mixed ; some reviewers criticized the overt use of sexual lyrics while others noted it as a stand @-@ out track from Loud . A remix of the song which features guest vocals by Britney Spears , was digitally released on April 11 , 2011 . " S & M " reached the top ten in twenty @-@ four countries and peaked at number one in Australia , Canada and the United States .

" Man Down " was released as the fifth international single in some European countries in July 2011 . It received positive reviews from critics , who called it a return to Rihanna 's Caribbean @-@ tinged rhythm . " Man Down " reached a peak of 59 on the US Billboard Hot 100 chart . In France , it peaked at number one for five consecutive weeks . " California King Bed " was released as the fourth international single on May 13 , 2011 , and as the sixth US single . It was sent to US Hot / Modern adult contemporary radio on May 16 , 2011 . The song peaked at number four in Australia and New Zealand and number eight on the UK Singles Chart . On July 24 , 2011 , Rihanna announced the release of " Cheers (Drink to That) " as the seventh single from the album . The single was released to US mainstream and rhythmic radio on August 2 , 2011 . The song peaked at

number seven on the US Billboard Hot 100 , and number twelve on the US Pop Songs chart .

= = Release and promotion = =

Loud was released on November 12 , 2010 , in four separate editions : a standard edition ; a deluxe edition , packaged in a digipak exclusively for the US and Australia , that features a 30 @-@ minute documentary Making of Loud DVD (Directed by Brian and Brad Palmer) ; a Couture Edition containing the deluxe edition of Loud with a deluxe cover art lithograph , a box set with enhanced clear couture cover and a full @-@ size photo book . An Ultra Couture Edition was also produced , containing a copy of the Deluxe Edition of Loud signed by Rihanna , the MP3 download of Loud on street date and all the features of the Couture Edition . The Ultra Couture Edition sold out and is no longer available neither on Amazon or her online store . An explicit version of Loud was also released and features a Parental Advisory label due to some of the lyrical content . The Japanese edition of the album was released with two additional remixes of " Only Girl (In the World) " . The piano version of " Love the Way You Lie (Part II) " was only available with the iTunes edition of the album . However , the version which features Eminem was available for purchase .

= = = Live performances = = =

Rihanna embarked on a promotional tour across Europe and North America to promote the album 's release . The singer performed " Only Girl (In the World) " , the lead single , live for the first time in North America on Saturday Night Live on October 30 , 2010 , and debuted the second single , " What 's My Name ? " , later on in the show . The following day in the United Kingdom , Rihanna sang " Only Girl (In the World) " on series seven of The X Factor . Rihanna performed " Only Girl (In the World) " at the MTV Europe Music Awards 2010 in Madrid , Spain , on November 7 , 2010 , on The X Factor in Italy on November 9 , 2010 , and on Le Grand Journal in France on November 10 , 2010 . On November 11 , 2010 , Rihanna appeared on a pre @-@ recorded edition of The Graham Norton Show in the United Kingdom , where she gave an interview and sang " Only Girl (In the World) " . On November 15 , before the album 's US release , Rihanna reprised her performance of " What 's My Name ? " for MTV 's The Seven , live from Times Square , New York City . The next day , Rihanna performed " What 's My Name ? " on the Late Show with David Letterman . On November 17 , 2010 , Rihanna was interviewed and performed " Only Girl (In the World) " and " What 's My Name ? " on Good Morning America . Rihanna performed a medley of " Love the Way You Lie (Part II) " , " What 's My Name ? " and " Only Girl (In the World) " at the American Music Awards of 2010 on November 21 , 2010 , where she won the award for Favorite Soul / R & B Female Artist . Rihanna opened with an a cappella version of " Love The Way You Lie Part II " .

On December 11 , 2010 , Rihanna returned to series seven of the UK 's The X Factor , to perform " Unfaithful " with finalist Matt Cardle , as well as a solo of " What 's My Name ? " . The finale was watched by fifteen million viewers ; however , the episode generated thousands of complaints about Rihanna 's choice of outfit and sexual performance . Rihanna performed the song with Drake for the first time at the 53rd Grammy Awards on February 13 , 2011 . Rihanna also appeared at the 2011 BRIT Awards on February 15 , 2011 , where she performed " S & M " for the first time , as a medley with " Only Girl (In the World) " and " What 's My Name ? " . Rihanna was requested to " tone down " her performance of " S & M " by the show 's producers , and she performed only one verse and chorus in between " Only Girl (In The World) " and " What 's My Name ? " . The BRIT Awards corporation wanted to avoid receiving complaints similar to those received by the X @-@ Factor . Rihanna was a special guest at the NBA All Star Game on February 20 , 2011 , where she performed a medley of " Umbrella " , " Only Girl (In the World) " , " Rude Boy " , " What 's My Name ? " (with Drake) and " All of the Lights " (with Kanye West) .

Rihanna performed " California King Bed " in the style of a country music song for the first time with Sugarland front woman Jennifer Nettles , during the ACM Awards held by the Academy of Country Music on April 3 , 2011 . She was a guest on the tenth season of the US series American Idol on

April 14 , 2011 , where she performed " California King Bed " . Rihanna promoted " California King Bed " with performances in Milan , Paris and Hamburg , because she was appointed ambassador for Nivea skincare . Rihanna opened the Billboard Music Awards on May 22 , 2011 , performing the remix of " S & M " with Britney Spears at the MGM Grand Garden Arena in Las Vegas . The performance attracted complaints about the overt sexual nature of the broadcast on a publicly owned television channel . Rihanna performed on NBC 's Today show on May 27 , 2011 as part of a Summer Concert Series . She performed " S & M " , " Only Girl (In the World) " , " What 's My Name ? " and " California King Bed " .

= = = Tour = = =

To further promote Loud , Rihanna embarked on her fourth concert tour , the Loud Tour , in June 2011 , having announced it on February 9 , 2011 . The tour comprised 101 show dates , 32 in North America , 1 in Central America , 4 in South America and 64 in Europe . Tickets sold well in the United Kingdom and some additional shows were added . She performed ten shows at London 's O2 Arena . Rihanna was interviewed by Ryan Seacrest on American Idol , and talked about the design of the stage , stating : " We 've just designed the stage and we have a section that we are building ... where the fans can actually be in the show and in the stage and be closer than they 've ever been . It 's real VIP . " The North American leg of the tour began on June 4 , 2011 in Baltimore , United States . Originally , J. Cole and Cee Lo Green were planned as supporting acts for the North American leg . However , Green left the tour , citing schedule conflicts . Rappers Drake , Kanye West and Jay @-@ Z made guest appearances on some dates to perform their collaborations " What 's My Name ? " , " Run This Town " , " All of the Lights " and " Umbrella " , respectively . The tour was received positively by critics , with some calling it " Rihanna 's best tour yet " . Jane Stevenson of the Toronto Sun commented that " the two @-@ hour , larger @-@ than @-@ life show lived up to the billing . " Jon Brean of the Minneapolis " Star Tribune " remarked , " The Barbadian singer is more visually and vocally dynamic than she has ever been before . "

= = Critical reception = =

Loud received generally positive reviews from music critics . At Metacritic , which assigns a normalized rating out of 100 given to reviews from mainstream critics , the album received an average score of 67 , based on 22 reviews . Jon Pareles of The New York Times perceived a " hermetic , cool calculation " on the album , writing that it " works the pop gizmos as neatly as any album this year , maintaining the Rihanna brand " . Entertainment Weekly 's Leah Greenblatt commented that Loud shows Rihanna " undefeated by her worst circumstances ? and finding redemption in exactly the kind of pop nirvana that made her famous in the first place " . James Reed of The Boston Globe called the album " an unabashed return to where Rihanna belongs : the dance floor " and stated : " As if liberating herself from the depths , she 's a force on these 11 songs " . Stacey Anderson of Spin commended Rihanna 's " full , healthy claim to her sexuality " and wrote that the album " offers a confident female ethos on par with the best of Shakira or Beyoncé " .

Genevieve Koski of The A.V. Club commended Rihanna for elevating the album 's generic sound , writing that she " does sound invigorated , delivering charismatic vocal performances of material that doesn 't always warrant them " . Emily Mackay of NME felt that its " experiments feel more organic , its tone better paced " than Rated R. Thomas Conner of the Chicago Sun @-@ Times wrote that " the celebratory atmosphere of Rihanna 's sassy new jams are seasoned with some of the darker flavors from ' Rated R ' " . Pitchfork Media 's Ryan Dombal complimented the album 's " effervescent pop " and stated : " Her laissez @-@ faire attitude toward hit @-@ making on Loud can result in too @-@ safe moves or semi @-@ experiments that come off surprisingly great " . Ed Power of Hot Press complimented its " unabashedly subtext @-@ free " songs and found its hooks " way beyond addictive . "

In a mixed review , Andy Kellman of Allmusic found the album 's material " slapdash " and " uneven " , and called it " more an unfocused assortment of poor @-@ to @-@ solid songs than a unified set

" . Andy Gill of The Independent felt that " the more interesting tracks are those with less salacious demands on her vulnerability " . Slant Magazine 's Sal Cinquemani commended that " the subtle West Indian flavor with which Rihanna and company have smartly imbued " most of the album , although he noted some flaws in its production and wrote that " Rihanna has always had trouble fitting into one genre ... and for better or worse , Rihanna continues to stylistically branch out on Loud " . Hugh Montgomery of The Observer commented that " sonically , it 's fairly unremarkable ... but its strident buoyancy is difficult to resist " .

" Only Girl (in the World) " won the Grammy Award for Best Dance Recording at the 53rd Annual Grammy Awards and the album was nominated for three awards at the 54th Grammy Awards , including Album of the Year , Best Pop Vocal Album and Best Rap / Sung Collaboration for " What 's My Name ? " .

= = Commercial performance = =

Loud debuted at number three on the US Billboard 200 chart , with first @-@ week sales of 207 @,@ 000 copies in the United States , giving Rihanna her highest first @-@ week sales in the US at that time . It also debuted at number one on Billboard 's R & B / Hip @-@ Hop Albums chart . In its second week , the album dropped to number six on the Billboard 200 and sold 141 @,@ 000 copies . By its thirteenth week , the album returned to its peak at number three and sold 62 @,@ 000 copies . However , in its fourteenth week , the album dipped to number ten on the Billboard 200 with 45 @,@ 000 copies sold . In its fifteenth week , Loud rose to number eight , selling an additional 33 @,@ 000 copies in the US . By July 3 , 2011 , Loud was the eleventh @-@ best selling album of 2011 in the United States , selling 598 @,@ 000 copies between January 1 , 2011 and July 3 , 2011 . On January 25 , 2011 , Loud was certified platinum in the United States , denoting shipments of over one million . Loud ranked as Billboard magazine 's ninth @-@ most successful album of 2011 on their year @-@ end charts . As of June 2015 , the album has sold 1 @.@ 8 million copies in the United States .

Loud was also a commercial success outside of the United States . In Canada , it debuted at number one on the Canadian Albums Chart , selling 27 @,@ 000 copies in its first week . Loud sold more than 80 @,@ 000 units in Canada , achieving platinum status by the first week of December 2010 . By September 8 , 2011 , Loud had sold more than 240 @,@ 000 copies in Canada . In France , the album debuted at number three with first @-@ week sales of 17 @,@ 304 copies . By its sixth week on the French charts , Loud achieved platinum status , reaching the 100 @,@ 000 copies mark . In France , the album has sold 355 @,@ 000 copies as of April 2013 . In its second week on the Australian Albums Chart , Loud was certified platinum for shipments of over 70 @,@ 000 copies . In Italy , the album reached number eleven . It became Rihanna 's highest charting album there until her sixth studio album Talk That Talk (2011) surpassed the record . Loud was her third consecutive number @-@ one album in Switzerland . Loud debuted at number two on the German Albums Chart .

The album debuted at number two in the United Kingdom , with first week sales of 91 @,@ 000 units . In its fifth week , the album sold 306 @,@ 107 copies in the United Kingdom , giving the singer her first platinum @-@ selling week in her career . In its seventh week on the chart , Loud reached number one , giving Rihanna her second UK number @-@ one album . After seven weeks of sales , the album became the fourth best @-@ selling album of 2010 in the UK . The album had sold 1 @,@ 800 @,@ 000 copies in the United Kingdom by September 4 , 2011 . By December 16 , 2011 , Loud was certified six @-@ times platinum by the British Phonographic Industry (BPI) , marking shipments of 1 @.@ 8 million copies to retailers . It was the biggest selling R & B album of 2011 in the UK . As of August 2012 , Loud is the fifth biggest selling digital album of all time . As of March 2015 , Loud is the 45th best @-@ selling album of the millennium in the United Kingdom . As of November 2011 , the album has sold over 8 million copies worldwide .

= = Track listing = =

Notes

^ a signifies a vocal producer

" Cheers (Drink to That) " contains samples from " I 'm with You " (2002) , as performed by Avril Lavigne and written by Lavigne , Scott Spock , Graham Edwards and Lauren Christy .

== Release formats ==

== Personnel ==

Credits for Loud adapted from Allmusic .

Musicians

Production

== Charts ==

== Certifications ==

== Release history ==