

= Love Won 't Wait =

" Love Won 't Wait " is a song by English singer @-@ songwriter Gary Barlow from his debut album Open Road . It was released as the second single from the album on 25 April 1997 by BMG and RCA Records . The song was written by Madonna and Shep Pettibone , and was an unreleased demo from her Bedtime Stories (1994) studio sessions . Barlow came by the demo in 1997 , while looking to record more songs for Open Road . He changed the lyrics to represent a male point of view rather than Madonna 's , and recorded the track with Stephen Lipson as producer .

Barlow was apprehensive about releasing the track , but due to contractual obligations he had to release it . The song became Barlow 's second consecutive number one release on the UK Singles Chart , following " Forever Love " , and was certified silver by the British Phonographic Industry (BPI) . Elsewhere it received moderate success . A music video for the song was directed by Rocky Schenck and showed Barlow singing " Love Won 't Wait " across different locations . He also performed the song at the 1997 pre @-@ Grammy Award party , where his performance was negatively received .

= = Background = =

Following the release of her fifth studio album , Erotica (1992) , Madonna and her producer Shep Pettibone continued writing more songs in the same vein as present in the album . However , she later abandoned the project and collaborated with record producers Dallas Austin and Nellee Hooper to create Bedtime Stories , her sixth studio album , released in 1994 . Many of the songs from the writing sessions with Pettibone were not included and remained as demos . In the meantime , Gary Barlow wanted to release his debut album , Open Road , to coincide with his first single , " Forever Love " . However , he wanted to continue recording songs for the album . He came across one of Madonna 's demos called " Love Won 't Wait " and decided to record it , after shortening the lyrics .

Barlow 's manager , Simon Fuller , chose Stephen Lipson to produce the song , seeing his success with 1980s artists like Grace Jones and Frankie Goes to Hollywood . Although the song did not sound like what Barlow would usually record , he nevertheless explained in an interview : " It took me a while to get my interpretation right because Madonna had written from a female point of view . It 's not the kind of song I would write myself . But as soon as I heard it , I thought ' This is a hit ' . " A dance @-@ pop song , " Love Won 't Wait " is set in the time signature of common time with a tempo of 120 beats per minute . Barlow 's voice spans between the notes of C ? m and A3 and has a basic chord progression of C ? A ? B ? C ? m in the pre @-@ chorus and E ? B ? D ? A ? C ? E ? A ? C ? m in the chorus .

= = Release and promotion = =

Barlow had arrived in the United States in February 1997 for recording the track , where Clive Davis , who was managing his career in the United States , played him a " poppier " version of the song , remixed by Junior Vasquez . He also requested Barlow to perform " Love Won 't Wait " at the 1997 pre @-@ Grammy Award party . However , the singer did not have any time to rehearse or memorize the lyrics , resulting in the performance receiving negative reviews from critics and audience alike . With The Times Barlow recounted the evening saying , " I don 't remember the words . I came in at all the wrong times . I can see people drifting off to the toilet in droves . Talk about dying on your arse ! " The combination of the negative review towards his performance and contractual obligations led to Barlow release " Love Won 't Wait " as his second single on 24 April 1997 in the United Kingdom . The CD single consisted of the single version along with the Vasquez remix and two other tracks from Open Road , " Meaning Of A Love Song " and " Always " . Another song , " Cuddly Toy " , was released on the B @-@ side of another CD single for the song , released in May 1997 . " Love Won 't Wait " was also remixed by DJs Cuca and Monster Makers , and was released in a CD single in June 1997 .

An accompanying music video was directed by Rocky Schenck and was released on 28 April 1997 . It features Barlow performing the song in France , walking down a highway littered with stage props and crew members actively changing the scenes as he walks forward . As he performs the chorus , he jumps off the set and walks towards his stage chair , where he sits and observes his surroundings . The video ends with Barlow running away from a woman down a country road , as the video fades from view .

= = Critical and commercial reception = =

While the album received mostly negative reviews , songs like " Love Won 't Wait " were considered a stand @-@ out by The Times . The Daily Mirror noted it as a " classic track you 've known all your life " , while a reviewer from The Sunday Mirror rated it seven out of ten , and cautioned that " Take That fans will lap up another smooth one from Gary , but I can 't help thinking he 's trying to turn into Elton John far too soon . " In the United Kingdom , " Love Won 't Wait " became Barlow 's second solo number one single on the UK Singles Chart , following " Forever Love " . It was number one for one week , and was present for a total of nine weeks within the top 100 of the chart . The British Phonographic Industry (BPI) certified it silver , for shipment of 200 @,@ 000 copies of the single . The song also reached number one in Spain , and the top @-@ ten of the charts in Denmark , Ireland , Italy and Taiwan . In Australia , " Love Won 't Wait " peaked at number 16 on the ARIA Singles Chart .

= = Track listing and formats = =

= = Charts = =

= = Certifications = =