

= Prism (Katy Perry album) =

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Prism is the fourth studio album by American singer Katy Perry . It was released by Capitol Records on October 18 , 2013 . While the album was initially planned to be " darker " than her previous material , Prism ultimately became a prominently dance @-@ inspired record . The singer worked with several past collaborators , while enlisting new producers and guest vocals . Much of Prism revolves around the themes of living in the present , relationships , and self @-@ empowerment . Many critics praised the album 's lyrical content for being more " mature " while others considered Prism to be more formulaic than her previous material .

The album debuted atop the US Billboard 200 with 286 @,@ 000 copies sold , becoming Perry 's best opening week to date . The album also peaked at number one in Australia , Canada , Ireland , New Zealand , and the United Kingdom . Prism became Perry 's fastest @-@ selling album , the second best @-@ selling album in Australia in 2013 , and the second best @-@ selling album released by a woman in the United States in 2013 . The International Federation of the Phonographic Industry (IFPI) reported that Prism was the sixth best @-@ selling album in the world in 2013 , the best @-@ selling album in the world in 2013 released by a woman , and labeled Perry " a global phenomenon . " It has globally sold 4 million copies as of August 2015 . The album 's success continued throughout 2014 , ranking within the top 10 of the annual charts for 2014 in the United States , Canada , Australia , and New Zealand , and earned Perry a Grammy Award nomination for Best Pop Vocal Album at the 57th Annual Grammy Awards .

The release of the album was preceded by the release of two singles . " Roar " was released on August 10 , 2013 as the album 's lead single . It became a commercial success and topped the Billboard Hot 100 . " Unconditionally " debuted on October 16 , 2013 as the record 's second single and was a moderate commercial success worldwide . In between the release of these two tracks were the releases of promotional singles " Dark Horse " on September 17 and " Walking on Air " on September 30 , 2013 . " Dark Horse " was released as the album 's third single three months later on December 17 , 2013 , and also reached number one on the Billboard Hot 100 . " Birthday " and " This Is How We Do " were the fourth and fifth singles , respectively . Prism was further promoted through The Prismatic World Tour .

= = Background = =

After ending her California Dreams Tour , Perry stated that she intended to " live a little " before recording any new material that was " worth listening to " . When ex @-@ husband Russell Brand left her on December 30 , 2011 , she felt devastated and contemplated suicide . Perry revealed to Vogue in June 2012 that she planned to record a " darker " album than her previous records . She stated : " It was inevitable , after what I went through . If I had a time machine and could go back in time , I would . But I can 't , so , you 'll discover another part of me . " To Interview , she mentioned that she aspired to include a more acoustic vibe to the record .

Perry also said that her music would be getting " real fucking dark " , though also stated that her fans would be able to relate to it . " I imagine that maybe my next record would be a little bit more of an artistic venture , " she said . " Not that I 'm going to self @-@ sabotage either and be like , ' I 'm going to make a crazy record that nobody really understands . ' " That fall , she later told Billboard about her plans for the album , saying she already envisioned several aspects of it . Perry told the magazine that she already had songs and ideas , and knew the type of record she would make next . She also said that although she had not started recording yet , she already knew how the artwork , coloring and tone of the album would turn out . Perry further detailed : " I have to let the music take shape first . I even know what type of tour I 'm doing next . I 'll be very pleased if the vision I have in my head becomes a reality . But I have to honor the music . "

= = Recording = =

The development of Prism started when Perry was embarking on the California Dreams Tour . She began with a process she deemed " slow cooking " , which consisted of recording random " fragments of ideas " into her mobile phone 's dictaphone application . A member of Direct Management Group , Ngoc Hoang , then transcribed the audio files , which he inserted into what Perry described as a " treasure chest " ; such object was consulted by Perry later on during the album 's recording sessions . While Perry started recording the album officially in November 2012 , accompanied by Greg Wells and Greg Kurstin , she noted she was still in a " dark place " , and that she had not " let the light in " . The sessions began again in March 2013 , following a trip to Madagascar which Perry credited as having " put [her] priorities in perspective " , thus leading her to " do more work on [her] self " . Perry also viewed a video made by Eckhart Tolle , which discusses loss . She commented : " When you lose something , all your foundations crumble ? but that also leaves a big hole that 's open for something great to come through . "

After feeling prepared to record again , she reunited with her team from Teenage Dream ? Dr. Luke , Bonnie McKee , and Cirkut ? in Perry 's hometown of Santa Barbara , California , where they spent a month recording at Playback Recording Studio among others . After those sessions , she went to Stockholm , where she worked with Scandinavian record producer Max Martin , to do what Perry called " put [ting] the ice on the cake " . She also recruited other collaborators , such as Norwegian team Stargate , Bloodshy , Benny Blanco , Jonatha Brooke and Sia Furler . By April 2013 , recording for the album was halfway complete , and Perry revealed to ASCAP how was working with such collaborators . She affirmed that Wells allowed her to " vomit words " ; with Martin , she picked the melodies of the songs ; Luke mostly helmed the production and she worked with " topline and melody " . Perry described writing sessions with McKee as " emotional abuse " , adding that they argue over the " best lyric " , as if they were fighting in a boxing ring . McKee , who wrote four songs for Prism , spoke with MTV on the effort , describing it as " a little bit more grown up " and " interesting " .

= = Composition = =

The album opens with " Roar " , a midtempo synth @-@ driven power pop track . Musically , it contains elements of arena rock and glam rock , while lyrically it is an empowerment anthem . Comparisons were established between " Roar " and " Brave " by Sara Bareilles . " Legendary Lovers " , a bhangra @-@ based song , deals with the ideas of karma and infinity . " Birthday " was described by Perry as her own attempt at " writing something Mariah Carey would have put on her first record " . Musically , it is a " fluffy " pop song that is primarily styled in the genre of disco . " Walking on Air " , the album 's second promotional single , is an early 1990s @-@ inspired deep house @-@ Eurodance @-@ disco song , inspired heavily by CeCe Peniston and Crystal Waters . It was produced by Klas Åhlund and Max Martin . " Unconditionally " , Perry 's personal favorite song on the album and second official single , is a " soaring " power ballad with an " epic chorus " . Jason Lipshutz from Billboard noted that the song includes a " woodblock percussion " as well as " a dramatic bass line " and deemed it the album 's " most mature offering " . Furthermore , he called it " an ode to love that looks past all flaws " and stated that the song acts as a " compellingly grounded predicate " to the title track from Teenage Dream . Perry herself described the song as a song about unconditional love that could come in all forms , including those from relationships , from parent @-@ to @-@ child , and from sibling @-@ to @-@ sibling .

" Dark Horse " is a song with ample influences of trap , grime , hip hop , and " Southern rap @-@ techno mashup " genres . " This Is How We Do " , produced by Max Martin and Klas Åhlund , was described as being the possible " song of summer " for 2014 . Shirley Halperin from The Hollywood Reporter described " This Is How We Do " as " a sunny 80s throwback " , while Edna Gundersen from USA Today described it as a " buoyant pop blast with hip @-@ hop underpinnings " and praised the song 's recurring refrain (" It 's no big deal ! ") . James Montgomery from MTV News called the song a " cocksure , club @-@ ready banger " . With " Double Rainbow " , produced by Greg Kustin and co @-@ writer Sia Furler , Perry was allowed to " dump pent @-@ up emotions " and " get things off her chest " . The song was described as a " massive ballad " . Lipshutz deemed

it as a " breathy love track " with a " powerful chorus that explodes upon impact " with lyrics that include " One man 's trash is another man 's treasure / so if it 's up to me , I 'm gonna keep you forever " . He added that " Kurstin brings the pop sensibility he 's flashed with artists like Kelly Clarkson and P ! nk , while Sia 's presence connects this sleek , shimmering pop track to [her David Guetta collaboration] ' Titanium ' " . Elijah Sarkesian felt that " Some of Katy 's finest vocals of the album are on this song " .

Perry described " Love Me " as a song " about loving yourself the way you want to be loved " . Gundersen called it " irresistibly catchy and energetic " . The song was produced by Bloodshy . Sarkesian called it " an interesting mix ? the lyrics are dark , but the music is very dance @-@ centric . At the very least , it 'll do well in clubs " . Montgomery stated that " Love Me " and " International Smile " both " seem destined for the dance floors " . The latter was inspired by Perry 's friend Mia Moretti , and was compared to the songs on Perry 's previous album . Lipshutz called it a " straightforward pop @-@ rock offering " and described its guitar hook as " kicky " , adding that the song also includes a " Melting Daft Punk @-@ esque vocoder breakdown " . Halperin stated that in the song , Perry sings the " hooky " line : " Please fasten your seat belts and make sure your champagne glasses are empty " .

Halperin described " This Moment " and " Ghost " as " mid @-@ tempo ballads that are closest in DNA to Perry 's previous smashes " . Perry stated that she was inspired to write " This Moment " after she heard the audio book of *The Power of Now* ; the song 's lyrics talk about " living in the present " ; with Perry " add [ing] a romantic spin " to it . Gary Trust described " Ghost " as a " mesmerizing ballad " , while Gundersen described it as " powerful , dark , and haunting " . Lipshutz felt that " Ghost " and " By the Grace of God " contain the album 's " most somber moments " . While talking about each Prism track , Perry mentioned that " By the Grace of God " was the first song she wrote and recorded for the album back in November 2012 while she was in her " dark " phase . Jody Rosen from *Vulture* described bonus track " Spiritual " as an inspirational song . Kevin Fallon of *The Daily Beast* described " It Takes Two " as a " sweeping ballad " which allowed Perry to " show off a full @-@ throated belt that so many of her more bubbly tracks mask " . In " Choose Your Battles " , Perry " pounds her chest and spews venom at the man she cannot understand " .

= = Release and promotion = =

On July 29 , 2013 , a golden truck driving in Los Angeles revealed the album 's title as Prism and that it would be released on October 22 , 2013 . On August 9 , the truck was hit by a drunk driver in Pennsylvania , but none of the involved in the accident were injured . On August 20 , Pepsi revealed a partnership with Perry , in which fans were given the opportunity to unlock song titles , lyrics , and snippets from Prism by tweeting the hashtag # KATYNOW . Additionally , Pepsi provided previews of the songs " Dark Horse " and " Walking on Air " , and fans could vote for which song they wanted to have an early release on iTunes . The former song was declared the winner and was released onto iTunes on September 17 , 2013 .

Three listening parties for Prism were hosted : on September 5 , 2013 , one was hosted in New York , open exclusively to an audience of 100 industry insiders and journalists , where twelve tracks were played . A second Prism listening party took place the next day in Atlanta , while a third took place September 12 in Los Angeles at the Hammer Museum . The release of two promotional singles via iTunes preceded the release of Prism : " Dark Horse " , which features vocals from Juicy J , was released on September 17 and debuted at number 17 on the US Billboard Hot 100 , and inside the top ten at number ten on the New Zealand Singles Chart . Perry first performed " Dark Horse " three days later at the iHeartRadio Music Festival . " Walking on Air " was released as the second promotional single on September 30 .

The album was released on October 18 , 2013 . Its album cover , unveiled in a Jumbotron during *Good Morning America* on September 6 , 2013 , was shot by American photographer Ryan McGinley . For the deluxe edition , 300 @, @ 000 copies with an iridescent digipak package were printed , and came with the album 's logo printed onto seed paper .

Perry began The Prismatic World Tour on May 7 , 2014 , at the Odyssey Arena in Belfast , Northern

Ireland . The first leg of the tour also featured performances in Scotland and England that month . The second leg was announced on January 15 , 2014 , consisting of concerts in Canada , Mexico , and the United States . The leg ran from June to October 2014 .

= = Singles = =

" Roar " was serviced to mainstream radio stations on August 10 , 2013 as the album 's lead single , and its digital release followed two days later . It received mixed @-@ to @-@ positive commentary from music critics , who commended its " easy " and " poppy " beat , while some were ambivalent towards its clichéd lyrics . Commercially , it was a success , topping the Billboard Hot 100 and charts in Australia , Canada , New Zealand , and the United Kingdom . The song was nominated for the Song of the Year and the Best Pop Solo Performance awards at the 56th Grammy Awards .

" Unconditionally " was released as the album 's second single on October 16 , 2013 . It received generally favorable reviews from critics , who praised it for being " soaring " and " effortless " . A lyric video for the song was released two days after its debut , and its official music video was released on November 19 , 2013 . To promote the single , Perry has performed on various occasions , including a geisha @-@ themed performance of it on the American Music Awards of 2013 , which attracted negative press , controversy and accusations of racism . " Unconditionally " has peaked at number 14 on the Billboard Hot 100 and has charted moderately worldwide , reaching the top 30 in the single charts of Canada and Germany and the Top 10 in Italy .

" Dark Horse " was released on December 17 , 2013 as the album 's third official single . It had previously been released as the album 's first promotional single exactly three months prior to its single release . The following week , the song leaped to number four due to topping the Hot Digital Songs , selling 243 @,@ 000 copies . With " Dark Horse " topping the Hot Digital Songs chart , it became Perry 's 10th digital number @-@ one single . The song topped the Billboard Hot 100 chart on January 29 , 2014 , becoming Perry 's 9th number one single in the United States .

On April 3 , 2014 , " Birthday " was announced as the album 's fourth official single . It debuted at number 91 on the Billboard Hot 100 and impacted Top 40 / Mainstream radio in the U.S. on April 21 , 2014 . This single has peaked at number 17 on the Billboard Hot 100 and become her fifteenth top @-@ twenty hit in United States , although it was her third single not to reach the top 10 on the chart .

" This Is How We Do " served as the fifth official single from the album . A lyric video of the song was released on July 24 , 2014 , meanwhile the official music video was released a week later . The song was later sent to radio on August 12 , 2014 . The song debuted at number 88 on the Billboard Hot 100 on August 9 , 2014 and has since peaked at number 24 .

= = Critical reception = =

Upon release , Prism received generally positive reviews from music critics . Jon Dolan from Rolling Stone gave the album three out of five stars , writing that " Perry and her longtime collaborators Dr. Luke and Max Martin often go for a darker , moodier intimacy à la high @-@ end Swedish divas Robyn and Lykke Li . Perry has always done a great job of letting us know she 's in on the joke of pop stardom . Sadly , she doesn 't always bring that same sense of humor and self @-@ awareness to the joke of pop @-@ star introspection . The album 's raft of ripe @-@ lotus ballads is larded with Alanis @-@ ian poesy she can 't pull off " . Nick Catucci from Entertainment Weekly gave the album a B + and stated that " Katy 's superpower , now more than ever , is minting songs so relatable that their insights quickly scale up to inspirational Now she grasps that she 's making the mainstream , not just swimming in it " .

Helen Brown from The Daily Telegraph gave the album five out of five stars , stating Perry " sounds like a woman , and an artist , who 's finally found herself " and praised the " vulnerability " of the album . Stephen Thomas Erlewine from AllMusic , Alexis Petridis from The Guardian , and Sal Cinquemani from Slant Magazine all also gave the album three out of five stars . Erlewine dubbed

Prism " a tighter , cleaner record than its predecessors " . Petridis called it " Katy Perry 's most spiritual album to date " . Mesfin Fekadu from ABC News deemed the tracks " likable " , but felt the album lacked " some of the fiery fierceness and excitement that dominated Teenage Dream " . James Reed from The Boston Globe felt Perry " always seemed like the pop star who knows precisely what she does best " and called the album " an unabashedly fun listen " . Chris Bosman from Consequence of Sound gave the album three and a half out of five stars , calling Perry " a champion of choruses " . Greg Kot from Chicago Tribune gave the album 2 out of 4 stars , commenting " Though not exactly spiritual , Prism does come off as a more serious ? if no less formulaic ? album than its predecessor " . Marah Eakin from The A.V. Club gave the album a C + , commenting " A lot of Prism is simply forgettable " , though praised the tracks " Roar " , " Birthday " , and " This Is How We Do " . Rob Harvilla from Spin gave the album a 5 / 10 rating , and felt some of the material was not " all that desirable " .

Elysa Gardner from USA Today gave the album a 3 / 4 rating and found the album to be " genuine and endearing " . Trent Wolbe from The Verge gave an overall 4 / 4 rating and praised Perry 's ability to " wrapping hyper @-@ specific emotions into a new format that everyone can relate to " . He particularly praised the tracks " International Smile " and " Birthday " , declaring the chorus of " Birthday " to be " fucking perfect " . Jody Rosen from Vulture was disappointed with every track on the album except for " Roar " . Randall Roberts of Los Angeles Times gave the album a 3 / 4 rating , calling it " a shimmering , dynamic , heavy @-@ duty modern pop album " . At the 57th Annual Grammy Awards , Prism was nominated for Best Pop Vocal Album , but lost against Sam Smith 's In the Lonely Hour .

= = Commercial performance = =

Prism made its official debut in Ireland , where it charted atop the charts . In the United States , the album opened at the top spot on the US Billboard 200 , becoming her second consecutive number one album in the country . The album sold 286 @,@ 000 copies in its first week . Prism acquired the largest first week sum by a female artist for 2013 , surpassing Miley Cyrus ' Bangerz (270 @,@ 000 copies) . However , this feat was surpassed by Beyoncé 's self @-@ titled fifth album , Beyoncé (617 @,@ 213 digital copies) , released in December 2013 . At the time of its release Prism had the fourth highest first week sales of the year for a pop record , trailing behind Daft Punk 's May 2013 album Random Access Memories , which sold 339 @,@ 000 copies and Justin Timberlake 's The 20 / 20 Experience which debuted to 968 @,@ 000 copies and its follow @-@ up The 20 / 20 Experience ? 2 of 2 which debuted to just 350 @,@ 000 copies . The first week sales also marks Perry 's highest weekly sales , with her previous album Teenage Dream selling 192 @,@ 000 copies in its first week in August 2010 . Prism has the highest first week sales for a female pop artist since Madonna 's twelfth studio album , MDNA . Prism sold 92 @,@ 000 copies during its second week of availability , falling to number two on the Billboard 200 . This represented the smallest sales dip for a number one album in the United States since the August 2013 release of The Civil Wars . Prism has spent 17 weeks so far in the top @-@ ten on the chart . The album has been certified double platinum by the Recording Industry Association of America (RIAA) , and as of August 2015 , it has sold 1 @.@ 65 million copies in the United States . In June 2014 , Billboard announced its Mid Year Top 20 Best @-@ selling albums with Prism coming in at number 9 with sales of 453 @,@ 000 in 2014 alone . Pharrell Williams and Perry were the only two people in to have an album and a single in the Mid Year Top 10 charts . Due to the album 's success throughout 2014 , Perry topped eight of Billboard 's 2014 Year @-@ End charts : Top Female Artist , Hot 100 Artist , Radio Songs Artist , Streaming Songs , Streaming Songs Artist , Pop Songs , Pop Songs Artist , and Dance Club Songs Artist . Perry also topped the list of Canadian Hot 100 Artists . In February 2015 , following Perry 's performance at the Super Bowl XLIX halftime show , sales for the album increased by 85 % and the album rebounded back into the Top 50 .

In New Zealand , the album became Perry 's second consecutive number one album , and was certified gold by Recorded Music NZ , selling over 7 @,@ 500 copies in its first week sales . Prism was certified platinum in Australia during its second week of release . The album has sold a total of

179 @, @ 000 copies in Australia as of December 2013 .

In Europe , the album was a moderate success . In Switzerland , the album debuted at two , just behind James Blunt 's Moon Landing and was certified Gold shortly after . In Austria , the album debuted at number three and was certified Gold in its first week , achieving Platinum certification a month later . In France , Prism debuted in the Top 10 , spending a dozen weeks in the Top 40 , and has sold over 130 @, @ 000 copies according to SNEP . In The Netherlands , it debuted inside the top ten and spent seven weeks in the Top 40 , later rebounding back into the Top 40 with the success of " Dark Horse " . In Denmark , the album became her highest charting album since One of the Boys , debuting at number four . As of August 2015 , Prism has sold over 4 million copies worldwide .

= = Track listing = =

Credits adapted from the liner notes of Prism .

= = Credits and personnel = =

The following people contributed to Prism :

= = Charts = =

= = Certifications = =