

= Look at Me Now (Chris Brown song) =

" Look at Me Now " is a song by American singer (and occasional rapper) Chris Brown , featuring American rappers Lil Wayne and Busta Rhymes , released as the second single from Brown 's fourth studio album F.A.M.E. on February 1 , 2011 . The artists co -@-@ wrote the song with its producers Afrojack , Diplo , and Free School , with additional writing from Ryan Buendia . Musically , " Look at Me Now " is a " Dirty south @-@ inspired " hip hop song that features " thumping bass , spacy synth and horn jam sounds . "

Critical reception towards the song was positive , where critics noted it as a standout track on the album , and praised Busta Rhymes and Lil Wayne 's rap verses . " Look at Me Now " proved to be successful in the United States , where it reached number six on the Billboard Hot 100 chart , making it Brown 's highest chart position since " Forever " (2008) . It also reached number one on the Hot Rap Songs and Hot R & B / Hip @-@ Hop Songs charts . Internationally , the song charted in Australia , Canada , France , New Zealand and the United Kingdom .

An accompanying music video was directed by Colin Tilley and filmed in Los Angeles , California . It features numerous scenes of Brown , Busta Rhymes , and Lil Wayne in a smoke @-@ filled , graffiti @-@ covered parking garage , where a Step Up @-@ type dance @-@ off is held . The video received a positive response from critics for displaying various colors and intricate routines performed by Brown and several dancers . The song won three awards at the 2011 BET Awards for Best Collaboration , Viewer 's Choice and Video of the Year . Several artists have covered the song and released their own remixes , including Karmin , Justin Bieber , Trey Songz and Da Brat .

= = Background and release = =

The artists co @-@ wrote " Look at Me Now " with its producers Afrojack , Diplo , and Free School , with additional writing from Ryan Buendia . The song was recorded and mixed by Brian Springer at The Record Plant ? a studio in Los Angeles , California . " Look at Me Now " was released for digital download on February 1 , 2011 , and was sent to rhythmic contemporary radio in the United States on February 8 . In an interview with Vibe magazine , Diplo revealed that when he was first asked to put the song together , he thought that " Look at Me Now " was not for an official release , saying : " I knew that I was working on something for a Chris Brown record , but I thought it was for a mixtape ... When I did the beat , I gave it to one of his writers . Then Busta Rhymes got on it and I was like , ' Okay , this is going to be a club record . ' And then when Wayne got on it ' Look at Me Now ' became a radio record . It just took off from there . "

= = Composition = =

" Look at Me Now " is a " dirty south @-@ inspired " hip hop song that features American rappers Lil Wayne and Busta Rhymes . According to Chad Grischow from IGN , the song features " thumping bass , spacy synth and horn jam sounds . " Electronic background mixes are also present in the song . Over a beat that evokes Cali Swag District 's 2010 single " Teach Me How to Dougie " , " Brown sings that he 's still riding high (in a yellow Lamborghini , to boot) before venturing off into a typically tasteless discussion of his manhood " , according to staff members from Idolator . Jon Caramanica from The New York Times also wrote that on the song , Brown " double @-@ time @-@ raps about stealing girlfriends . " Akshay Bhansali from MTV News wrote that " Look at Me Now " features " a fast @-@ rapping flurry of awesome self @-@ indulgence courtesy of Busta Rhymes , Lil Wayne and Chris , with an eerie downtempo beat cooked up by chefs Afrojack and Diplo . " Afrojack told MTV News that the song was the product of a beat he passed to Diplo . " Yeah , Diplo called me ... He was like , ' We are in the studio right now , and we are gonna do a track on the beat . ' And I was like , ' OK , whatever . Have fun . ' "

= = Critical reception = =

Jon Caramanica of The New York Times gave " Look at Me Now " a positive review , praising Diplo and Afrojack 's " fabulous , insidiously catchy production " and wrote that the song was the highlight on F.A.M.E .. Tom Howard of Yahoo ! Music wrote that the song was " the album 's standout track ... which benefits from some truly excellent bleepy production and a vocal savagery lacking anywhere else . " Joanne Dorken of MTV UK called it an " uptempo dance @-@ floor filler " , also writing that it was one of the standout tracks on the album " with its unforgettable beats . " Sean Fennessey of The Washington Post called the track a " space @-@ age sonic bender " and wrote that it 's " the most prominent of Brown 's surprisingly deft , if extraneous , attempts at rap . "

Ed Easton Jr. of radio station WNOW @-@ FM called the song a " cocky and hip hop based song " and commented that Brown 's ability to rap on " Look at Me Now " was not close to Lil Wayne and Busta Rhymes ' level . Eric Henderson of Slant Magazine could not imagine why Brown would want to share the song with Lil Wayne and Busta Rhymes , stating " One alone would 've been enough to point up just how little personality he exudes on his own tracks , but putting both on ' Look at Me Now ' ironically renders him invisible . " Bri LaPelusa of UR Chicago called the song " the most gangsta " track on F.A.M.E. , and wrote " the abruptly homophobic / misogynistic lyrics and elementary rhyming from Busta Rhymes and Lil Wayne dampen the song 's appeal . " Chad Grischow of IGN wrote , " Brown tries his hand at rapping on the out @-@ of @-@ place ' Look at Me Now ' , and is left in the dust by Lil Wayne and , suddenly resurgent , Busta Rhymes . " Staff members of Idolator criticized Brown for trying to sound like a second @-@ class Soulja Boy Tell ' Em and praised Busta Rhymes ' " razor sharp verse " as the song 's highlight .

= = = Recognition and accolades = = =

In December 2011 , Jon Caramanica of The New York Times placed " Look at Me Now " on his list of the Top Songs of 2011 , while staff members of NPR Music placed the song on their list of 100 Favorite Songs of 2011 . Staff members of Rap @-@ Up magazine placed " Look at Me Now " at number four on their list of the 10 Best Songs of 2011 . At the 2011 BET Awards , " Look at Me Now " won Best Collaboration and Viewer 's Choice . It also won the People 's Champ Award and Reese 's Perfect Combo Award at the 2011 BET Hip Hop Awards . At the 2011 Soul Train Music Awards , the song was nominated for Best Hip @-@ Hop Song of the Year . " Look at Me Now " was nominated for Best Rap Performance and Best Rap Song at the 54th Grammy Awards .

= = Chart performance = =

In the United States , " Look at Me Now " debuted at number 62 on the Hot R & B / Hip @-@ Hop Songs chart dated January 29 , 2011 . After spending nine weeks on the chart , the song peaked at number one in the issue dated April 2 , 2011 , where it remained for eight consecutive weeks . It also reached number one on the US Hot Rap Songs chart , and became Brown 's first number @-@ one single on the chart as a lead artist . He previously topped the chart in 2006 as a featured artist on Bow Wow 's " Shortie Like Mine " . On the US Billboard Hot 100 chart , " Look at Me Now " debuted at number 11 in the issue dated February 19 , 2011 . It later peaked at number six and became Brown 's highest charting effort on the Hot 100 since " Forever " , which had peaked at number two in 2008 . The song also became Busta Rhymes ' seventh top @-@ ten Hot 100 hit and Lil Wayne 's thirteenth . As of April 2014 , " Look at Me Now " has sold over four million digital copies in the US .

In Australia , " Look at Me Now " debuted at number 75 on the ARIA Singles Chart dated March 7 , 2011 , and peaked at number 46 on May 9 , 2011 . The song was certified gold by the Australian Recording Industry Association (ARIA) , denoting sales of 35 @,@ 000 copies . In New Zealand , the song entered the New Zealand Singles Chart at number 39 on May 2 , 2011 and peaked at number 37 the following week , and spent four weeks on the chart . In the United Kingdom , " Look at Me Now " debuted at number 57 on the UK Singles Chart and peaked at number 44 , and spent a total of nine weeks on the chart . It also charted on the UK R & B Chart at number 13 . In France , the song debuted at number 85 on the French Singles Chart and spent three consecutive weeks on

the chart .

= = Music video = =

= = = Background = = =

The accompanying music video for " Look at Me Now " was directed by Colin Tilley and filmed in Los Angeles , California on February 16 , 2011 . Images from the shoot were released online the next day , as one of the images showed Chris Brown , Lil Wayne and Busta Rhymes standing on top of an ambulance car in front of an industrial building , while another image showed the DeLorean DMC @-@ 12 sports car from the 1985 film , Back to the Future . The video premiered online on March 9 , 2011 . Brown spoke about the video in an interview with MTV News , saying , With the concept of " Look at Me Now " you know this video is kind of like my first rap kind of video , but I wanted to do old school ; [well] not really old school , but like back in the day , when I was just growing up as a kid . [I wanted the video to have a] ' 90s type feel [and] big , baggy clothes . [It 's] abstract , a lot of art and graffiti . I tried to blend all those components into one [and] make it fun and exciting .

= = = Synopsis = = =

The video begins with scenes of Brown wearing a mirrored mask inside a giant birdcage , before switching to a dance routine in a smoke @-@ filled , graffiti @-@ covered parking garage . In between these scenes , the video shows a Step Up @-@ type dance @-@ off in the parking garage . When Brown raps his verse , he is seen standing next to Rhymes , wearing horn @-@ rimmed glasses , a red Brooklyn cap , and a white baseball jersey , which was the signature look of Mars Blackmon from the 1986 film , She 's Gotta Have It . Rhymes then raps his verse after Brown 's , standing beside him and later on the stairs in the parking garage . Wayne 's verse soon follows after , with scenes of him rapping in front of the DeLorean DMC @-@ 12 sports car , and also on top of an ambulance car . The video also features cameo appearance from Kevin McCall , Diplo , Birdman and Mack Maine . Birdman and Maine appear when Lil Wayne is performing his verse .

= = = Reception = = =

Brad Wete from Entertainment Weekly wrote that in the video , " Busta 's rapid fire flow and Weezy 's frenetic verse pretty much blow Chris ' off the track . " He also added that what Brown " lacks lyrically he more than makes up for with his dance skills . " Ed Easton Jr. from WXRK wrote that the video was " cool and fun to watch " , and added that " the random array of colors displayed by Breezy and company definitely keeps you locked in as a viewer . " Amanda Hensel from PopCrush called Brown 's dance moves , in the video , " game @-@ changing " , and wrote , " the video lays a solid ground for Brown 's potential big comeback to the scene . " Becky Bain from Idolator criticized the video for having the same concept as many other music videos in the past . In December 2011 , Latifah Muhammad of The Boombox placed the video at number seven on her list of the Best Videos of 2011 , writing that " The music video was an ode to old school rap , with Chris tapping into his inner @-@ Fresh Prince by way of his colorful wardrobe . " The video won Video of the Year at the 2011 BET Awards , and Best Hip Hop Video at the 2011 BET Hip Hop Awards . At the 2011 MTV Video Music Awards , it was nominated for Best Hip @-@ Hop Video and Best Collaboration . At the 38th People 's Choice Awards , the video was nominated for Favorite Music Video .

= = Live performances = =

During Brown 's visit to Australia for his F.A.M.E. Tour , he made a guest appearance at Canadian recording artist Justin Bieber 's concert at the Acer Arena in Sydney on April 28 , 2011 , where they

performed " Look at Me Now " together . For the performance , Bieber covered Busta Rhyme 's verse . On June 26 , 2011 , Brown performed the song at the 2011 BET Awards , where he opened his performance with his single " She Ain 't You " , while wearing a gray suit with voluminous pant legs and a cape fashioned out of a jacket . He then performed " Look at Me Now " , as a group of dancers in similarly street black hoodies joined him on stage . For the performance , Brown switched his outfit to a black jumpsuit . Rhymes later appeared from a brightly lit cube flanked by dancers in eerie , transparent masks illuminated by blinking lights . Wearing a black jacket with enormous , ridged sleeves , Rhymes dropped the microphone after performing his verse and walked off the stage . Brown ended the performance with " Paper , Scissors , Rock " , a song from F.A.M.E ..

= = Remixes and cover versions = =

American R & B singer Trey Songz released a remix of " Look at Me Now " via Twitter on February 4 , 2011 . In his version , Songz asks Brown why he didn 't call him to be part of the song . A So So Def remix of the song , featuring American female rapper Da Brat , was released online via Rap @-@ Up on April 13 , 2011 . In April 2011 , pop duo Karmin uploaded a video of them performing a cover version of " Look at Me Now " onto YouTube . Within three days of its release , the video had been viewed over 560 @,@ 000 times . In their version , member Amy Heidemann recreates verses rapped by Brown , Busta Rhymes and Lil Wayne , while member Nick Noonan backs her up on the keyboard . Justin Bieber performed " Look at Me Now " during his My World Tour in Tel Aviv , Israel on April 14 , 2011 , where he covered Brown and Rhymes ' verses . On November 30 , 2011 , American rapper Mac Lethal released a cover video of the song onto YouTube , in which he performs a version with his own lyrics while simultaneously cooking pancakes .

= = Track listing = =

Digital download

" Look at Me Now " (Explicit version) (featuring Busta Rhymes and Lil Wayne) ? 3 : 43

" Look at Me Now " (Edited version) (featuring Busta Rhymes and Lil Wayne) ? 3 : 43

= = Credits and personnel = =

Credits adapted from the liner notes for F.A.M.E.

= = Charts and certifications = =

= = Radio and release history = =