

= Take It Off (Kesha song) =

" Take It Off " is a song by American recording artist and songwriter Kesha , from her debut album , *Animal* . It was written by Kesha Sebert , Lukasz Gottwald and Claude Kelly and it was produced by Dr. Luke with vocal editing done by Emily Wright . It was released as the fourth and final single from the album on July 13 , 2010 . " Take It Off " ' s initial writing consisted of Kesha attending a drag show and becoming turned on by drag queens taking their clothing off . The song is an upbeat song that uses heavy amounts of auto tune and utilizes an electro infused beat .

Due to strong digital sales from the release of *Animal* , the song charted in the United States , the United Kingdom and Canada before being announced as a single . After being released as a single the song reached the top ten in Canada , Australia and the United States . With the song reaching the top @-@ ten in the United States , Kesha became only the eleventh artist in history to amass four top @-@ tens from a debut album . As of February 2011 , " Take It Off " has sold over two million copies in the United States .

Two music videos for the single were released . The first video features Kesha and her friends on a distant planet , dancing around in a mosh pit while slowly turning into stardust as the video progresses . The inspiration for the video , according to Kesha , was about shedding your inhibitions and being " raw and real . " The second video released for the song features Jeffree Star and incorporates a more dominant animal theme , while drawing from 80s themed inspiration such as : *Tron* , David Bowie in *Labyrinth* , and *Revenge of the Nerds* . To promote the single Kesha performed " Take It Off " alongside earlier singles " Your Love Is My Drug " and " Tik Tok " on NBC 's *The Today Show* .

= = Writing and inspiration = =

" Take It Off " was written by Kesha , alongside Dr. Luke and Claude Kelly . It was recorded at Conway Recording Studios in Los Angeles , California , and at Dr. Luke 's studio in that city . The song was produced by Luke with vocal editing done by Emily Wright . During an interview with *Esquire* magazine Kesha was asked about her song writing process and used " Take It Off " as an example of how her songs come to fruition . She explained that the song came about when she was out one night and was visiting a transsexual bar , stating , " I have a song [...] called ' Take It Off ' about when I went to a drag show , and how really turned on I was by these transvestite men taking clothes off . I was like , What does that even make me ? " .

= = Composition = =

" Take It Off " is an upbeat dominant song that utilizes a " thumping , electro @-@ infused beat with furious crescendos . " Dr. Luke 's production has been described as a " bubblegummy electro " number that uses a nursery rhyme hook in its delivery . Kesha 's vocals on the song were noted for their heavy amounts of auto @-@ tune . Daniel Brockman from *The Phoenix* described the song as " a heavily Auto @-@ Tuned reworking " of " There 's a Place in France " . Monica Herrera from *Billboard* however , felt that the song " lifted heavily from Robert Miles ' 1995 trance @-@ lite hit , " *Children* . " Lyrically , " Take It Off " discusses opposite @-@ sex objectification and its theme is literal to the title .

According to sheet music published at *Musicnotes.com* by Kobalt Music Publishing , the song is written in common time with a moderate beat rate of 125 beats per minute . The song is written in the key of F minor and has the sequence of D ? ? E ? ? Fm as the chord progression . Kesha 's vocal range in the song spans from the note of F3 to the note of C5 . Music reviewer Bill Lamb commented on the lyrical writing of the song noting that the lyrics were symbolic , stating , " [the song] manages to expand out into an anthem about free expression [...] [a] celebration of the power of the night , and a bit of alcohol , to help shed inhibitions of the daytime . " Lamb further commented that the lyrics drew similar reference to that of Lady Gaga 's commenting , " followers of Lady Gaga 's *Monster Ball Tour* will be familiar with this point of view [about free expression] . "

= = Critical reception = =

Amar Toor from AOL Radio gave the song a positive review saying , " Much like the rest of the album , this new song is simply made for the dance floor . And , much like Kesha herself , the track seems to embody relentless , carefree hedonism at its best . " He also noted , " And when Kesha talks about a ' place I know ' , where ' they go hardcore and there 's glitter on the floor ' in the style of a six @-@ grade camp ditty , it 's hard for anyone to not feel the urge to just take it off . " Bill Lamb of About.com gave the single four out of five stars . He was concerned with the overall lyrical depth and over @-@ use of auto @-@ tune but he complimented the song for its " irresistibly catchy beat and chorus " with a " celebratory mood of dropping inhibitions . " He noted that " with the volume turned up and the chorus encouraging you to ' take it off , ' you may just feel inspired to follow the commands . The ultimate effect by the end of the song is very cathartic as it hints strongly that there is more to " take off " than simply clothing . " Andrew Burgess from musicOMH wrote that on the song the singer " oozes swagger . " Melinda Newman of HitFix used " Take It Off " as an example of Kesha 's songwriting , noting that tracks which weren 't over @-@ thought were " fine " . Newman wrote that " thinking too much is what gets Kesha , who co @-@ wrote the songs here , in trouble . She ? s fine wading in the shallow end with bouncy tunes like the literal ' Take It Off ' . "

Monica Herrera from Billboard magazine criticized the song for its demonstration of overly processed vocals noting how easily an artist can " get lost in a sea of auto @-@ tone " . She went on to state that it " make [s] it hard to tell whether the California party girl can actually sing " . Robert Copsey of Digital Spy met the song with a mixed review . He commented on the choice of the single , noting " the glimpses of emotion shown on her last offering , ' Your Love Is My Drug ' , are as long gone as her sobriety . " Although he was not completely convinced he wrote , " [though] the vocals are more processed than a cheese string [...] the combination of a playful nursery rhyme hook and Dr Luke 's bubblegummy electro production make this a pretty irresistible little dancefloor ditty . " He went on to give the single three out of five stars . Fraser McAlpine of BBC met the song with a mixed review giving the song three out of five stars . Fraser criticized the choice of the song commenting , " there 's a fear that if Kesha reveals that she 's a sensitive young flower after all , with real feelings and a good , pure heart , her appeal with disappear like a soap bubble on a cactus , can it ? " . Nate Adams of No Ripcord was negative in his review of the song , calling it " outright stupid " and noted it would be something commonly heard on a playground . Adams wrote that the song touched on opposite @-@ sex objectification , but wrote that the theme became wearisome on the album , using the song as one of the examples where the theme was overused .

= = Chart performance = =

In January 2010 , due to strong digital sales , the song charted in the United States , Canada , and the United Kingdom , debuting at numbers 85 , 45 , and 112 respectively . In the United States , the song re @-@ entered the Billboard Hot 100 at number 92 on the issue date of August 7 , 2010 . The song steadily ascended the charts for six weeks before eventually reaching a peak of eight on its eighth week on the chart . With the song charting in the top @-@ ten it became Kesha 's fourth consecutive top @-@ ten single and she became the 11th female artist in history to attain four top @-@ ten singles off of a debut album . In September 2010 , the song received platinum certification by the Recording Industry Association of America (RIAA) for sales of 1 @,@ 000 @,@ 000 units . With this feat Kesha became the second lead artist , following Lady Gaga , to achieve four million selling songs in 2010 . The song later crossed the two million paid downloads mark in February 2011 , becoming her fifth song to do so . As of June 2011 , the song has sold 2 @,@ 134 @,@ 000 copies in the United States .

In Canada , following its debut on the chart from Animal 's release , the song ascended and descended the chart for 12 weeks before eventually dropping off the chart . On July 13 , 2010 , the song re @-@ entered the chart at 86 . After ascending the chart for seven weeks the single reached an eventual peak of eight . In the United Kingdom , the song was listed on the UK Singles Chart for

one week , dropping off the following week . On the issue date of August 28 , 2010 the single re @-@ entered the chart at 44 . After steadily ascending the charts , the song eventually reached a peak of 15 . In New Zealand , " Take It Off " entered the chart at 32 on the issue date of July 12 , 2010 . In the succeeding week the single rose ten spots to attain position 22 . The song has since been certified gold by the Recording Industry Association of New Zealand (RIANZ) . After eight more weeks of steadily ascending the charts the single reached a peak of 11 on its tenth total week on the chart . On August 22 , 2010 the single entered the Australian Singles Chart at 29 . The song ascended the chart for three weeks eventually reaching a peak of five . It has since been certified two times Platinum by the Australian Recording Industry Association (ARIA) for sales of 140 @,@ 000 units .

= = Music videos = =

= = = First version = = =

The original video for " Take It Off " premiered on Vevo on August 3 , 2010 . It was directed by Paul Hunter and Dori Oskowitz . Kesha revealed the main idea behind the video in an interview explaining that " [the video was] about [her] and all [her] hot vampire babe friends breaking into a hotel on another planet , and at the end we all turn into this beautiful stardust . Once you take it all off , all your inhibitions , your clothes , we 're all made up of the same thing . " She explained that she did not want the video to just be about " Taking it off " , that the message behind the video and the theme wasn 't " just about taking off your clothes and rolling in glitter . It 's also about taking off your inhibitions and being raw and real " .

The video starts off with Kesha seen on a motorcycle . She proceeds to walk as her friends follow behind her as they enter a motel area . As the chorus of the song starts , Kesha and her friends start to run around the motel dancing and jumping off railings . The friends gather around an empty pool and start tearing at each other 's clothing ; While this is happening it is revealed they that are on a different planet and Kesha is seen rolling around in sand . Slowly as some of the friends start taking off their clothing , they begin to turn into star dust . The group starts to dance in the pool with some of the party goers exploding into dust . The remainder of the friends continue to dance in the dust that is now covering the bottom of the pool . As this is happening they all begin to lose different parts of their bodies as they explode into multicolored star dust . The video ends with everyone as dust with Kesha beginning to " unzip " herself as she turns into yellow dust .

Jocelyn Vena of MTV News met the video with a positive review . She noted that Kesha " manages to embrace her inner party animal and throw a neon @-@ colored party at an abandoned motel in the middle of nowhere . " She stated that " While the concept of " a lot of pretty people dancing at dusk " is pretty simple , the neon colors manage to amp up the video , as does the colored sand that 's thrown around in the air and mixed with glitter . " Her conclusion of the video and of Kesha was that as simple as it may be , " she manages to be both sexy and fun while rolling around in the desert . " Melinda Newman of HitFix criticized the video 's first half , calling it " predictable . " The video 's second half , however , was met with praise with Newman commenting that the ' special effects at the end almost redeem it . "

= = = Second version = = =

The song 's second video was released via Kesha 's YouTube account . She revealed the video 's completion , release and inspiration through a video description quote saying , " heyy to all my fans ! so me [and] my friends were bored and we were really channeling some 80 's [inspiration] (Tron , David Bowie in Labyrinth , and Revenge of the Nerds .) and we made this new video for take it off. it was really fun to make. i hope you guys like it " . The video was directed by Skinny . This version of the video is known as " Take it Off (K \$ N ' Friends Version) " .

The video begins with a scene of a leopard with glowing blue eyes (later revealed to be Kesha)

walking down an alleyway . The song 's title flashes on the screen and the video pans to Kesha . She walks down the alleyway with two men who grab another man . Kesha spray @-@ paints a dollar sign on his chest . They come to a party where she and her friends flash their tattooed dollar signs on their wrists and forearms in order to enter . As they enter , everyone starts dancing and the party @-@ goes ' faces are shown changing into different animals ' . In the following scene , Kesha is seen sitting on a chair with two men by her side . Jeffree Star then approaches Kesha . Kesha and Star engage in a choreographed dance battle ; Star then shoots Kesha with a laser chain saw which she deflects with her bracelet , Kesha responds by shooting lasers out of her hands , killing Star . After the battle the party @-@ goes crawl around Kesha and she is seen holding a gold cup with a blue foaming liquid spilling over the top of the glass . As Kesha gives the party goes a drink , their faces turn into different kinds of animals . The video ends with everyone dancing and turning into half animal humans , Kesha however , drinks from the cup and turns back into a leopard .

= = Live performances = =

On August 13 , 2010 , Kesha performed " Take It Off " alongside earlier singles " Your Love Is My Drug " and " Tik Tok " on NBC 's The Today Show . In the performance , she is seen wearing boots , fishnets , glitter shorts and a loose tank top . By the second verse , her dancers , that are dressed in black start to undress as the chorus starts , revealing gold shirts and tank @-@ tops . The performance featured smoke machines with Kesha playing notes on an electric keyboard while crawling on the floor . She has also performed the song in a set for BBC Radio 1 's Big Weekend . " Take It Off " was performed on November 21 , 2010 , at the 2010 American Music Awards . The performance started off with Kesha opening with " Take It Off " while playing on the keyboard wearing a glowing robot helmet ; she soon transitioned into " We R Who We R " . Kesha also performed the song during her first concert tour , titled Get Sleazy Tour . The song were performed just next to the opening track , " Sleazy " .

= = Track listing = =

Digital download

" Take It Off " ? 3 : 35

= = Credits and personnel = =

Recording

Conway Recording Studios , Los Angeles , California , and at Dr. Luke 's studio , Los Angeles , California .

Personnel

Songwriting ? Kesha Sebert , Lukasz Gottwald , Claude Kelly

Production ? Dr. Luke

Production coordination ? Vanessa Sikberman , Megan Dennis , Becky Scott

Instruments and programming ? Dr. Luke

Vocal Editing ? Emily Wright

Background Vocals ? Claude Kelly , Aniela Gottwald , Tatiana Gottwald , Lukasz Gottwald , Graham Bryce

Engineering ? Emily Wright , Sam Holland

Credits adapted from the liner notes of Animal , Kemosabe Recordings , RCA Records .

= = Charts and certifications = =

= = = Chart procession and succession = = =

= = Radio add dates = =