

= El Amor (Ricardo Arjona song) =

" El Amor " is a latin pop song by Guatemalan recording artist Ricardo Arjona , released on 23 August 2011 as the lead single from his thirteenth studio album , Independiente (2011) . The song was written and produced by Arjona along with longtime collaborators Dan Warner and Lee Levin under their stage name Los Gringos , with additional production work from Puerto Rican singer @-@ songwriter Tommy Torres . " El Amor " is the first single Arjona releases under his new record label , Metamorfosis .

Lyrically , " El Amor " was written by Arjona in an attempt to show all sides of love , explaining that " So many good things about love has been shown , that somebody had to turn it around and tell the bad ones " . The song became Arjona 's fourth single to reach number one on the US Billboard Top Latin Songs , and the seventh to do so on the Latin Pop Songs chart . It also became his first song ever to reach number one on the Tropical Songs chart , improving his previous peak of number two almost twelve years prior . " El Amor " also topped several national charts from Latin America .

An accompanying music video for " El Amor " was released in September 2011 . It was directed by Ricardo Calderón and filmed in black and white . The clip shows Arjona singing while a wedding is being celebrated inside a chapel . " El Amor " was performed by Arjona as part of a televised show broadcast by Televisa , which included guest appearances by Gaby Moreno , Ricky Muñoz from Mexican band Intocable and Paquita la del Barrio . It was also included on the set list for his ongoing tour , the Metamorfosis World Tour .

= = Background = =

Independiente is the first album Arjona released as an independent artist , and through his own record label , Metamorfosis , a company he created to refocus his career . Presided by Arjona and some friends , Metamorfosis is based in Miami and Mexico City , and also includes the photographer and director Ricardo Calderón , Universal Music México 's executive Humberto Calderon and BMG 's Miriam Sommerz . Although the album is marketed with the new label , distribution was handled by Warner Music . Arjona commented many times , that he considered the way he decided to go independent raised more compromise than freedom , saying that " Inside the word ' Independent ' , even when it sounds like extreme freedom , there 's a big amount of compromise and the responsibility of being able to administrate , in the best way possible , such independence . "

Independiente was composed and written within one year , and marks the fourth time Arjona had collaborated with Tommy Torres , who had helped writing , composing , producing and providing backing vocals . The other three albums in which the two artists had worked together are Quién Dijo Ayer , in which Torres helped producing the singles " Quién " and " Quiero " , and offering additional work on the new versions of Arjona 's hits ; 5to Piso , and Adentro , respectively . Also , in the album , Arjona returned to his classic and trademark sound , which Torres has helped crafting it since six years now , after the drastic change he made in Poquita Ropa . On that album , the artist made use of the fewest instruments possible , simplifying his sound , and introducing what he called a " stripped @-@ down version of his music " .

Weeks before the release of Independiente , Arjona issued a letter in which he talked about his past relations with recording companies . In the letter , he revealed that he entered in his first record label as an exchange , commenting that " a producer , friend of mine , told them [the record label] that if they don 't sign me they won 't sign two artists he had [at that time] " , and that he received the " minimum royalty percentage " out from his most successful albums . Billboard notes that although other groups have decided to launch independently their works after having a contract with major record labels , Arjona is by far the most important artist in the Latin pop to follow this trend .

= = Composition = =

" El Amor " is a piano and guitar mid @-@ tempo Latin pop ballad written by Arjona and produced by himself alongside longtime collaborators Dan Warner , Lee Levin and Tommy Torres . Recording

work was held by Torres , alongside Carlos " Junior " Cabral , Isaias García , Jerald Romero and Dan Rudin . The song is the first lead single to be produced by Arjona along with Torres since 5to Piso 's " Como Duele " back in 2008 . Poquita Ropa 's lead single , " Puente " (2010) , was produced by Arjona and Dan Warner . Torres also provided background vocals on the song .

" El Amor " was written by Arjona in an attempt to show all sides of love . As said by Arjona himself , " So many good things about love has been shown , that somebody had to turn it around and tell the bad ones " . The development of " El Amor " was motivated by Arjona 's idea of showing " those big dark events within love that nobody talk about " , saying that " love 's dark sides are really fundamental to understand its great value " .

In an interview in February 2012 , the singer stated that " El Amor " was the " most tawdry " song he has released throughout his career . He further added that the fact that they chose the song was a " contradiction " because it was not " the song which could better represent the entire album . " He also added that the song was " very strong " and " a bit dark " . The song marks the return of the signature and more mainstream sound of Arjona on a music basis , after the multi @-@ genre and politically charged Poquita Ropa 's lead single , " Puente " , which failed to make impact on the United States and only managed to reach # 36 on the Latin Pop Songs chart .

= = Chart performance = =

In the United States , " El Amor " became Arjona 's first top ten single in the Billboard Top Latin Songs since " Sin Ti ... Sin Mi " in 2008 and the first to chart there since " Tocando Fondo " in 2009 . The song also restored Arjona 's chart success , after the Poquita Ropa era , on which none of the three singles released off the album managed to attain chart success , and eventually only one appeared on any chart . The song finally reached number one position on the list , becoming his fourth chart @-@ topper , and the first to do so since " El Problema " , ten years prior . On the Latin Pop Songs chart , " El Amor " became Arjona 's seventh song to reach the top spot of the chart , and the first to do so since " Como Duele " in 2008 . Also , " El Amor " became his first song ever to reach number one on the Tropical Songs chart , breaking his previous record held by " Cuando " , which reached number two twelve years prior , in 2000 . In Venezuela , " El Amor " reached a peak of number five . It also reached number six on Mexico . The song also became a hit in the rest Latin America , reaching number one in Argentina , Colombia , Chile , Costa Rica , Panama and Guatemala . On the Billboard year @-@ end charts for 2011 , " El Amor " finished at number 73 on the Top Latin Songs chart . The song also finished within the top fifty songs on the Latin Pop Songs and Tropical Songs charts , appearing at number 41 and number 44 , respectively .

= = Release and promotion = =

" El Amor " was released as the first single from Independiente on 23 August 2011 in Canada , United States and Mexico as a digital download through the iTunes Store . The single was later made available on the rest of Latin America and some European countries such as the United Kingdom , Spain , Germany and France on 6 September 2011 . " El Amor " is the first single Arjona released under his recently founded record label , Metamorfosis .

= = = Music video = = =

Ricardo Arjona released on 8 September 2011 the music video for " El Amor " . It debuted on Arjona 's official website , and then was sent to music channels around United States and Latin America . The clip was shot in Mexico City and was filmed entirely in black @-@ and @-@ white . The music video was directed by Ricardo Calderón , who has also directed the music video for Arjona 's 2008 single " Como Duele " . Calderón also produced the video , as well as developing the story and design . Before releasing the video , the singer launched a contest on his website that consisted on uploading to his official YouTube account videos related to the song , and the winner received a trip to Argentina to meet him .

The clip starts with a bride reaching , on a limousine , the chapel on which she 's about to get married . As she is shown walking inside the chapel 's doors , Arjona starts to sing while sit on the chairs in the empty chapel . Then , the bride is shown again alongside the groom in the altar , ready to make the vows , while the chapel is filled with the invitees . Then , scenes of Arjona playing the piano and singing , and scenes of the ceremony are interpolated , showing the behaviour of the invitees . Later , the invitees are shown involved in discussions and fights while Arjona keeps singing the chorus and verses of the song . As the fights between the invitees increase , the groom rejects the bride and she , stunned , escapes from the chapel . Then , it is shown that all was an illusion from the bride , and they are shown exiting the chapel , married . As of 11 July 2012 , the video has reached 14 million views on YouTube .

= = = Live performances = = =

" El Amor " was in the set list for a televised program in 2011 . The special included guest singers such as Gaby Moreno , Ricky Muñoz (from Mexican band Intocable) and Paquita la del Barrio . Broadcast by Televisa , the program was made to showcase the new fourteen songs included on Independiente . Ricky Muñoz commented that he was " happy to do things for Ricardo [Arjona] " and elaborated that the met each other " some time ago " and that it was " a very special situation . " The show was later bordcasted on 5 November 2011 by Canal de las Estrellas . The song is also present on his ongoing Metamorfosis World Tour . It is performed while on the first of the four ambiances on the concert , alongside " Lo Que Está Bien Está Mal " , " Animal Nocturno " , " Hay Amores " and " Desnuda " .

= = Credits and personnel = =

Credits are taken from Independiente liner notes .

= = Trackslisting = =

Digital Download

" El Amor " ? 4 : 47

Remix featuring O 'Neill

" El Amor " (featuring O 'Neill) ? 4 : 02

= = Charts = =

= = Release history = =