

## = Gravity the Seducer =

Gravity the Seducer is the fifth studio album by electronic music band Ladytron . The album was released by Nettwerk in the United Kingdom on 12 September 2011 and in the United States , a day later . Recorded in Kent , England , the album has been described as " haunted , evocative , romantic " , and having " a feminine warmth " .

Three singles have been released from the album , " White Elephant " , " Ambulances " and " Mirage " . The song " Ace of Hz " had previously been released as a single from the greatest hits album Best of 00 ? 10 before appearing on Gravity the Seducer . Release of the album coincided with a tour across Canada and the United States .

Gravity the Seducer earned generally positive reviews and reached number seventy @-@ two on the UK Albums Chart , the group 's highest @-@ peaking album in their home country as of September 2012 .

## = = Production = =

Gravity the Seducer was Ladytron 's second studio album produced for record label Nettwerk , with whom they signed in 2007 . Their first release through the Network label was the 2008 studio album Velocifero , followed in March 2011 by the greatest hits album Best of 00 ? 10 . Ladytron also self @-@ released the live album , Live at London Astoria 16 @.@ 07 @.@ 08 in 2009 .

Gravity the Seducer was recorded in Kent , England , and was co @-@ produced by Barny Barnicott , who had previously collaborated with Arctic Monkeys and Editors. as well as having worked on Ladytron 's 2005 album Witching Hour . The band felt that the production of the album was different from that of Velocifero , with band member Daniel Hunt noting that the latter record had been " made with performance in mind " , as the band had recently finished touring when it was produced . Gravity the Seducer was produced " while removed from that thinking " .

In an interview with Rolling Stone magazine , singer Helen Marnie described the album as " the warmest , most emotional , thing we 've ever done " . The vocal parts on the album have been mixed at a lower volume than previous Ladytron albums , while four tracks are entirely instrumental . The title Gravity the Seducer is taken from a line in the song " Ninety Degrees " , which Hunt has described as " expanding our creative horizons " . The cover artwork , designed by Neil Krug , has been described as an " endless vista " thematically linked the music 's " vast atmospheres " , and has been compared to the works of design group Hipgnosis .

## = = Release = =

Gravity the Seducer was released on 12 September 2011 in the United Kingdom , and the following day in the United States . The album 's release coincided with a number of tour dates in Canada and the United States throughout September and October . During the album 's active promotion in 2011 , Ladytron also toured in Mexico , Brazil , Chile , Thailand , Indonesia , and Singapore .

## = = = Singles = = =

" Ace of Hz " , the fourth song from Gravity the Seducer , also appeared on band 's greatest hits compilation Best of 00 ? 10 and on their Ace of Hz EP . " Ace of Hz " had been released as a single on 30 November 2010 . The song was also included in the video game FIFA 11 . " White Elephant " was officially released as the lead single from Gravity the Seducer on 17 May 2011 .

For further promotion , the songs " Ambulances " and " Mirage " were released as digital downloads on 21 June and 9 August , respectively . The video for " Mirage " was filmed at the Callanish Stones , a five @-@ thousand @-@ year @-@ old stone circle near the Scottish village of Callanish . The video was co @-@ directed by Michael Sherrington and Daniel Hunt .

## = = Critical reception = =

Gravity the Seducer was met with generally positive reviews from critics . At Metacritic , which assigns a normalised rating out of 100 to reviews from mainstream critics , the album received an average score of 68 , based on 20 reviews , which indicates " generally favorable reviews " .

Heather Phares , writing for Allmusic , rated the album three @-@ and @-@ half stars out of five , describing it as " an admirable artistic choice , even though it doesn't always pay off " . Phares felt that Gravity the Seducer was " more focused " than the band 's previous album Velocifero , but was " not as accessible " as that record . The A.V. Club 's Christopher Bahn gave the album a B- rating , calling it " heart @-@ on @-@ sleeve and icily detached at the same time " ; however , Bahn felt that " the lack of a propulsive single ... as well as an overabundance of instrumentals , suggests a band that 's spinning its wheels " .

Chris Todd of Clash magazine scored Gravity the Seducer nine out of ten , describing the album as having " a feminine warmth " compared to the band 's earlier work . Todd felt that the album added " a new found spaciousness to [ the band 's ] sound " , and described the tracks " Mirage " , " Ritual " and " White Gold " as being " three of Ladytron 's finest songs " .

The Independent 's Simon Price described the album as " faultless " , noting that it represented the band " at their most electronically pure " . Price found the song " Transparent Days " to be a highlight , and added that the album makes " the world feel a more haunted , evocative , romantic place " . NME 's Jamie Crossan rated Gravity the Seducer seven out of ten , finding it to be " nothing new " , but feeling that the album 's content is more of what " the band have always excelled " at . Crossan also singled out the song " Moon Palace " as a highlight of the album .

Larry Fitzmaurice of Pitchfork Media gave the album a score of six out of ten , describing it as " upsettingly uneven " . Fitzmaurice felt that Gravity the Seducer represented a transition away from the sound of band 's earlier work , which he felt was still evident in " Ace of Hz " and " Mirage " , towards a " floatier , airy feel " . Drowned in Sound 's John Calvert gave the album a rating of five out of ten , finding it to be " slightly bland " and " nondescript in its understated sophistication " . Calvert felt that the album 's overall direction was " well realised " , but ultimately found that " Gravity the Seducer never manages to get under your skin the way the band intended " .

Slant Magazine 's Eric Henderson rated the album three stars out of five , describing it as " uniformly sleek [ and ] polished like a summer skyline " . Henderson also compared Gravity the Seducer to the soundtrack to the 2011 film Drive , and praised singer Helen Marnie 's " lightly lilting " vocals . However , he felt that the similarity between several songs ? including " Mirage " , " Ace of Hz " and " Ritual " , all written in the key of D minor ? left the album feeling " almost barren " .

Michael Hann , writing for The Guardian , rated the album three stars out of five , finding it did not measure up to the band 's earlier work , picking out their earlier single " Destroy Everything You Touch " as a yardstick " that subsequent work will always be judged against " . Hann found that some of Gravity the Seducer 's tracks , particularly " Ritual " , seemed " unfinished and unsatisfactory " . Spin magazine 's Barry Walters rated the album six out of ten , finding that it " lacks the infectious , dark @-@ disco rumble " of Ladytron 's earlier work , noting that it " withhold [ s ] the hooks that previously put the sweet in their bitter " .

= = Commercial performance = =

In the band 's home country , the United Kingdom , Gravity the Seducer peaked at number 72 on the UK Albums Chart , spending one week on the chart . This was the band 's highest position on the chart , as their only other charting album was Velocifero , which reached number 75 .

The album 's highest chart position was on the United States ' Heatseekers Albums chart , where it peaked at number two . The album reached 112 on the Billboard 200 , as well as number 27 on the Billboard Independent Albums chart and number six on the Dance / Electronic Albums chart .

Gravity the Seducer reached number 50 on the Finnish Albums Chart , spending one week on the chart ; number 90 in the Canadian Albums Chart ; and number four on the Belgian Heatseekers Albums Chart , spending a week on that chart .

= = Track listing = =

All songs written and composed by Ladytron .

= = Gravity the Seducer ( Remixed ) = =

On 29 November 2013 , Ladytron released the remix album Gravity the Seducer ( Remixed ) , a collection of remixes of Gravity the Seducer songs . They also will release an exclusive limited @-@ edition blue vinyl of this remix album on Record Store Day special Black Friday .

= = Personnel = =

Credits adapted from Gravity the Seducer album liner notes .

Ladytron ? production

Daniel Hunt ? production

Barry Barnicott ? additional production , engineering , mixing

Alessandro Cortini ? additional production

Neil Krug ? artwork

Trevor Tarczynski ? design

Tim Husom ? management

= = Charts = =