

= Kiss & Cry (song) =

" Kiss & Cry " is a song recorded by Japanese recording artist Hikaru Utada for her seventh studio and fifth Japanese album , Heart Station (2007) . It was written , composed , and arranged by Utada , whilst production was handled by Utada , her father Teruzane Utada , and Akira Miyake . The single premiered on May 31 , 2007 as the third single from the album in Japan . It was re @-@ released as a double A @-@ side single with " Beautiful World " , which also appeared on the parent album on August 29 in Japan , and digitally worldwide . Musically , " Kiss & Cry " is an R & B song , influenced by pop and hip @-@ hop music . Lyrically , it discusses both Utada 's upbringing and social beliefs between both Western and oriental regions .

Upon its release , the track garnered generally favorable reviews from music critics . Many critics agreed that it was one of the better singles from the album , and complimented its R & B composition . Charting as an A @-@ side single , it achieved success in Japan , peaking at number two on the Oricon Singles Chart . The single has been certified within four different categories by the Recording Industry Association of Japan (RIAJ) . An accompanying music video was shot by Toshitaka Shinoda ; it features animation in the style of Nissin 's Freedom Project , including major characters such as the protagonist Takeru Iip @-@ synching to the song . The song had been promoted through several Japanese commercials and television shows .

= = Background and release = =

On April 23 , 2007 , American website Jame World confirmed the release of a new single , entitled " Kiss & Cry " . The song 's original working title was " Dancing Leah " , which is a reference to Filipina American model Leah Dizon . It was written , composed , and arranged by Utada , whilst production was handled by Utada , her father Teruzane Utada , and Akira Miyake . For the song , Hikaru had played the keyboards and synthesizers , and provided backing vocals . It was originally recorded for her studio album Ultra Blue by Atsushi Matsui at Bunkamura Studios and EMI Music Japan Studios , Shibuya , Tokyo in 2007 , but the idea was scrapped for unknown reasons . The finished composition was then mastered by American music engineer Ted Jensen at Sterling Studios , New York City , New York . The single also included the A @-@ side track " Beautiful World " , which also appeared on Utada 's seventh studio and fifth Japanese album , Heart Station (2007) .

It premiered as a promotional single on April 20 , 2007 , and debuted on Japanese radio on May 21 . It was served as the third single from the album on May 31 . Both singles were then released as a physical single on August 29 in Japan , and digitally worldwide . The CD single contains both " Beautiful World " and " Kiss & Cry " , plus their instrumental versions . It also contains a remixed version of Utada 's 1999 cover version of the 1954 Kaye Ballard song , " Fly Me to the Moon (In Other Words) " ; its instrumental version was also included on the CD format . Utada 's 1999 cover was originally included on her single " Wait & See (Risk) " . The artwork to " Kiss & Cry " features Utada sitting on a ledge at the bottom of a concrete garage building , while motion @-@ blurred school children walk past her . The CD features an extra lyric booklet , printed on plain white paper . The song was used as the theme song for the Nissin Cup Noodles product , which was released in Japan .

= = Composition = =

Musically , " Kiss & Cry " is an R & B song , influenced by pop and electronic music . According to the sheet music published at Music.j @-@ total.net , the song is written in the key of F minor . During the first and second verse and pre @-@ chorus , the song follows a key sequence of F minor . Through the first , second and third chorus , the song has a sequence of A # m7 ? D # m7 ? E ? D # m7 . During the bridge section , the key sequence changes to A # m7 ? C7 ? F minor . It opens with a percussion section that includes a drum machine and cymbals ; it then carries on with Palm Products GmbH synthesizers and keyboards , as described by a member at Selective Hearing . In an interview with MSN Hotmail in 2008 , Utada said about the song ; " I wanted to write quite a lively

song and after writing it , I still feel that this has the most energetic feeling to it and that it ? s probably the most polished song too . " She personally enjoyed the end result of the song , as she described the arrangement and lyrical content , and cited it one of her favorite songs form the album . A reviewer from Selective Hearing said that the song " sound [s] like throw backs to her R & B days . " The editor analyzed the song 's music structure , and said that the " sample at the beginning sounds like it might be from a Godzilla movie . "

John Alroy and David Bertrand Wilson , American music editors writing from their own website , compared the production and composition to the work of Utada 's studio album Ultra Blue (2006) ; they labeled it " blissful formlessness " . Amanda Walujono from Audrey Magazine felt that , while the song had a " danceable beat " , " it ? s not exactly club material . " CD Journal staff members noted elements of hip hop music , and identified instrumentation of horns , keyboards and a drum machine . She described the lyrical content as a tie between both her " Western and oriental beliefs " , and believed that people surrounded by Western culture tend to " follow their destiny " , whilst people growing up around Asian culture believe that destiny is " pre @-@ determined " . CD Journal staff members felt the lyrical delivery expressed both " joy " and " sorrow " topics . The title also references the ice skating area of the same name , where " Kiss " expresses " joy " , and " cry " expresses " sorrow " . The second chorus of the single 's lyrics references the Nissin Noodle product (" Tonight I 'll have Nissin Cup Noodle ") .

= = Critical response = =

" Kiss & Cry " received positive reviews from music critics . A reviewer from Selective Hearing was positive in their review , labeling it a " very catchy track " . They also selected it as one of the best track on the album . CD Journal reviewers noted the song 's " surprising introduction " , and described the song as an " impressive R & B tune with a heavy beat " . Tomoyuki Mori from Amazon was positive in his review , complimenting Utada 's songwriting and production . He also praised the " gorgeous atmospheric " composition , and labelled it " charming " . Tetsuo Hiraga from Hot Express described the song as " fun " , and highlighted its composition as a strong factor to its overall delivery . However , Daniel Robson , who wrote for The Japan Times , felt its inclusion into Heart Station was disappointing as he quoted , " [After opening track " Fight the Blues "] it ? s followed by a run of five previous singles and a short , dull interlude track , which just feels so lazy . " He felt the inclusion , alongside other singles , made him question the value of the overall album .

" Kiss & Cry " has achieved several accolades from several different publications and organisations . Amanda Walujono from Audrey Magazine ranked the song at number four on her " Top 5 Hikaru Utada Songs " , praising the composition and " danceable beat " . In December 2015 , in honor of Utada 's comeback into the music business , Japanese website Goo.ne.jp hosted a poll for fans to rank their favorite songs by Utada out of 25 positions ; the poll was held in only twenty @-@ four hours , and thousands submitted their votes . As a result , " Kiss & Cry " was ranked at number 24 . In October 2007 , Utada became the highest selling digital artist in Japan , based on the sales of " Kiss & Cry " , and two other album singles " Flavor of Life " and " Beautiful World " ; she sold over 10 million digital units according to Listen Japan .

= = Commercial performance = =

Charting together as an A @-@ side single , " Beautiful World " and " Kiss & Cry " debuted at number three on Japan 's Oricon Singles Chart on the chart week of September 10 , 2007 ; it sold 93 @,@ 518 units in its first week of sales . The following week , it rose to its peak position of number two ; it sold 51 @,@ 637 units . It stayed in the top ten for two more weeks , until it fell to number 12 on June 1 . It stayed in the top 40 for eight weeks , and charted at number 100 during the two week New Years entries ; it sold 1 @,@ 689 for its two week accumulation of sales . In total , the A @-@ side singles stayed in the Top 200 chart for 26 weeks , one of her longest charting singles according to Oricon . By the end of 2007 , the single was ranked at number 20 on Oricon 's Annual 2007 chart ; it sold 230 @,@ 287 units by the end of the year . This became Utada 's second

highest entry in that annual chart , behind " Flavor of Life " at number two , and both entries made her the highest selling female artist . As of April 2016 , the A @-@ side single has sold 245 @,@ 050 units in Japan , and is her 18th best selling single according to Oricon Database .

The single was certified platinum in September 2007 by the Recording Industry Association of Japan (RIAJ) for physical shipments of 250 @,@ 000 units in Japan . Although it failed to chart on any digital charts in Japan , or on Billboard 's Japan Hot 100 and competent charts , the song was certified gold by the RIAJ for digital sales of 100 @,@ 000 units . " Kiss & Cry " charted at number 11 on the RIAJ Reco @-@ ky? Singles Chart , during the chart week of October 20 , 2007 . It then received a double platinum certification in November 2007 by the RIAJ for ringtone downloads from Chaku @-@ Uta stores , exceeding sales of 500 @,@ 000 units . The song received a gold certification by the RIAJ for full ringtone purchases of 100 @,@ 000 units , and tallied the overall sales of the single to 935 @,@ 000 units in Japan .

= = Music video and promotion = =

An animated music video was produced for the song , directed by Toshitaka Shinoda . It was unveiled on August 2 , 2007 , when it was uploaded to Utada 's EMI Music Japan website . The video featured animation in the style of Nissin 's Freedom OVA and commercials , including major characters such as the protagonist Takeru lip @-@ synching to the song . The project was a joint collaboration for the Freedom project and Nissin Cup Noodle as a celebration of their 35th year anniversary . The music video received negative reviews from critics . A review from Halcyin Realms criticized the production of the video , stating " The so called ' rough cut ' was a grotesquely put together , random collection of footages lifted from the Freedom series , with lip movement from the characters eerily synched to Utada ? s vocals ... " For promotional activities , Utada performed the song live on Japanese music television series Music Station on August 31 , 2007 .

= = Track listings and formats = =

= = Credits and personnel = =

Credits adapted from the liner notes of the Heart Station album .

Recording and management

Recorded by Atsushi Matsui at Bunkamura Studios and EMI Music Japan Studios , Shibuya , Tokyo , 2007 .

Credits

Hikaru Utada ? arrangement , keyboards , programming , production , songwriting , vocals

Goetz B. for 365 Artists ? mixing

Atsushi Matsui ? recording

Akira Miyake ? production

Yuzuru Tomita ? additional programming

Ted Jensen ? engineer

Teruzane Utada ? production

= = Charts and certifications = =

= = Certifications = =

= = Release history = =