

= Marta (Ricardo Arjona song) =

" Marta " is a Latin pop song recorded by Guatemalan recording artist Ricardo Arjona . It was released on 29 March 2011 as the third and final single from his twelfth studio album , Poquita Ropa (2010) . It was written by Arjona , who produced it with longtime collaborators Dan Warner and Lee Levin under their stage name , Los Gringos . An accompanying music video for " Marta " was released in March 2011 and features Mexican actress Edith Gonzalez . It was directed by Joaquín Cambre . The video was used as part of the feature film Poquita Ropa ? Una Historia Apasionada .

= = Background = =

Poquita Ropa is similar in style to Arjona 's work on Galería Caribe (2000) . With the album , Arjona wanted to drastically change his musical style . He tried to use as few instruments as possible , resulting in a production that sounds like a capella performances . Arjona talking about the album , stated that " music and women look better with little clothes " , and that " they [the songs] are like women ; they get things up and are so concerned about this that they forget that the less clothes , more beauty . The songs are often overwhelmed by ourselves , because we saturate them with arrangements looking to exalt their qualities and we end up hiding them . "

Arjona produced the album with the assistance of Dan Warner , who has worked with Shakira , Celine Dion and Christina Aguilera . Jason Birchmeier from Allmusic commented that Poquita Ropa " finds Arjona at his most naked , backed by spare arrangements of acoustic guitar , piano , and Hammond B @-@ 3 along with occasional touches of strings , woodwinds , and chorus vocals . " Poquita Ropa was the first album that Arjona recorded without producer Tommy Torres , whose last production was 5to Piso (2008) .

= = Composition = =

" Marta " is a latin pop song that is " anchored by percussion , " and was written by Arjona , who produced it alongside longtime collaborators Dan Warner and Lee Levin , under their stagename Los Gringos . Roger Silvestre Ramírez and Wendy Pedersen provided additional background vocals on the song , while Andrés Saavedra and Isaías García served as the recording engineers . Matt Rollings provided both the piano and its arrangements , as well as playing the Hammond B @-@ 3 ; Lee Levin performed the drums and percussion instruments while Briang Lang provided the bass . Jason Birchmeier from Allmusic praised the song , stating that it " pack [s] a punch . " Arjona said that " Marta " is " one of those songs with brushworks related to something that happened , put on the magnifying glass of the author . "

= = Promotion = =

= = = Music video = = =

In the beginning of March 2011 , Arjona released a teaser for the video of " Marta " . > On 29 March 2011 , the entire music video was released on the iTunes Store , alongside the single release of the song . Mexican telenovela actress Edith González is featured on the music video . She commented that " what I had to do was heavy , more than daring , strong , I accepted because Arjona is of the stars on the musical market , whoever likes it or not . " Joaquín Cambre , who also directed the music videos for " Puente " and " Vida " , directed the music video for " Marta " .

The video starts showing Arjona watching through a window while Edith Gonzalez walks over the street to which the window is fronting . Then , the singer is shown singing while playing the song on a piano , interpolated with images of Gonzalez on a small flat . Moments after , a man is shown inside the flat alongside Gonzalez , as she is about to dance and have sex with him . After they had sex , the man puts some bills on the table and leaves the room . Then , Gonzalez is shown drinking

wine before committing suicide inside the bathtub . As of 16 August 2012 , the video has reached 4 @. @ 1 million views on YouTube .

= = = Live performances and media appearances = = =

" Marta " was included on the film Poquita Ropa ? Una Historia Apasionada , a compilation of the music videos for all of the songs on the album which premiered on February 2011 by HBO . It was directed by Joaquín Cambre , and co @-@ starred Arjona , González , Edgar Vivar , Daniel Arenas , Mimi Morales , and Kenny . Jesús Grovas , HBO 's corporate communication manager for Mexico and Central America said that it was " a pleasure to have on screen the music of a songwriter like Ricardo Arjona , which is warranty of quality " . The film was also broadcast by A & E.

= = Trackslisting = =

Digital Download

" Marta " ? 5 : 51

" Marta " (music video) ? 5 : 51

= = Credits and personnel = =

The credits are taken from the iTunes exclusive digital booklet .

= = Release history = =