

= In the Dark (Dev song) =

" In the Dark " is a song performed by American recording artist Dev . It was written by Dev alongside The Cataracs , who produced it for Dev 's debut studio album , The Night the Sun Came Up (2011) . The song was released as the album 's second single on April 25 , 2011 , through Universal Republic . " In the Dark " came about when Dev wanted to make a sexy song to show that she is a grown woman . She collaborated with American rapper Flo Rida on an official remix as she believed she would enjoy the remix when hearing it on the radio . " In the Dark " is a dance @-@ pop song with a saxophone hook and influences of Eurodance , Latin and jazz music . The lyrics emphasize sex drives and letting the sensation of touch fully take over from sight .

The song received generally positive reviews from music critics , who highlighted its production and the saxophone line . However , critics were divided regarding the song 's lyrical content ; some referred it to as sexy , while others dismissed its metaphors . " In the Dark " enjoyed commercial success in the United States , peaking at number 11 on the Billboard Hot 100 chart and the summit of Hot Dance Club Songs . The song achieved its highest national peak in Slovakia , where it reached number one . Elsewhere , the song peaked in the top forty in Canada , Australia , Denmark , Ireland , Scotland and the United Kingdom . The song 's music video features shots of black @-@ painted hands that touch Dev while she is standing naked . According to Dev , the inspiration behind the video was to reflect the sexy and dark aspects of the song , and the initial idea was to create a Tim Burton @-@ inspired feel .

= = Background = =

" In the Dark " was written by Dev alongside The Cataracs , a group that consists of Niles Hollowell @-@ Dhar and David Singer @-@ Vine , who also produced the track . Dev described the song as " very flavorful " and " hot " . In an interview with music blog Idolator , she talked in @-@ depth about the conception of the song , stating , " The idea behind ' In The Dark ' was for me to make a sexy song . I 'm a grown woman now . I 've been working with The Cataracs for the past three years and I met them when I was kind of young and from a small town . I was like , dammit , I 'm gonna make a sexy song ! So that 's what I did . " She explained that she wanted the song to be " tasteful , yet sexual " and described it as " very sexy , but very musical at the same time " . She said , " The songs I had before , even though they were explicit to an extent , they were just fun . It was time when we just wanted to make that sort of record , and we did . It 's probably one of the sexier songs on the record , but I think it needed that ! " " In the Dark " was recorded during a session in January 2011 ; it was one of the first songs to be recorded for Dev 's debut album and it was eventually also recorded by Demi Lovato . It was later mixed by Manny Marroquin at Larrabee Studios in Los Angeles , California and mastered by Tom Coyne at Sterling Sound in New York City .

The song was released on April 25 , 2011 via digital download as the second single from Dev 's debut studio album , The Night the Sun Came Up . It was later sent for rhythmic airplay in the United States on May 24 , 2011 , followed by an add on mainstream radio stations on June 21 , 2011 . In the United Kingdom , " In the Dark " was released in a digital extended play (EP) alongside three remixes of the track as well as its music video . Rapper Flo Rida is featured on an official remix of the song , and Dev stated that she wanted to make a remix as it would be refreshing and " great for radio " . She explained that a rapper would suit the song well and that she would enjoy the remix when hearing it on the radio . She elaborated on choosing Flo Rida , saying : " We went in thinking about who would be cool on the radio and who would fit the fact that it 's kind of a flavorful song and not really a hood rap song . Flo Rida fit , and he completely killed it . " 50 Cent is featured on another remix of the track , which he recorded at Sonic Vista Studios Ibiza (Spain) in August 2011 , while Kanye West appears on an unofficial remix , of which Dev said : " That was just kind of something that floated onto the Internet and the airwaves , which I don 't mind at all because it sounds absolutely amazing and it 's one of my favorite remixes too . "

= = Composition = =

" In the Dark " is a dance @-@ pop song that features a house rhythm and a prominent saxophone riff that serves as the song 's instrumentation . Critics compared the riff to " Mr. Saxobeat " (2011) by Romanian singer Alexandra Stan . " In the Dark " opens with Dev 's sing @-@ talk vocal style as she sings " On my waist , through my hair / Think about it when you touch me there / Close my eyes , here you are dance @-@ dance @-@ dancing in the dark . " According to Nadine Cheung of AOL Radio , the line borrows the melody from Reel 2 Real 's " I Like to Move It " (1994) . " In the Dark " sees Dev using her singing voice more than her distinctive sing @-@ talk style . Lyrically , the song speaks of sex drives and letting sensation of touch fully taking over from sight , as Dev repeats the line , " I got a sex drive that 's push to start " . According to sheet music published at Musicnotes.com by Hal Leonard Corporation , " In the Dark " is written in the time signature of common time and set in a moderately fast tempo of 120 beats per minute . It is written in the key of C minor and Dev 's vocals span from the note of A ² 4 to the note of B⁵ . It has a basic sequence of Cm ² E ² 6 ² A ² 5 ² G⁵ as its chord progression .

= = Critical reception = =

" In the Dark " received generally positive reviews from music critics . Lewis Corner of British music website Digital Spy rated it four stars out of five , particularly praising the saxophone hook . Corner commented , " [Dev] purrs in her sensual and sultry tones , accompanied by that saxophone hook spicier than an extra @-@ hot peri peri chicken from Nandos ? and , we should add , just as lip @-@ lickingly addictive . " Garyn Ganz of Rolling Stone graded the song three stars out of five and briefly commented : " Dev speak @-@ sings about her sex drive over a Nineties Latin house beat like a top @-@ shelf version of Kesha ? seductive , not sleazy . "

While reviewing The Night the Sun Came Up , Slant Magazine critic Sal Cinquemani named the song the album 's best track . He pointed out that , unlike the rest of the album , " In the Dark " avoids " too @-@ aggressive beats and chintzy synths " and instead relies on Dev 's " ooh la la " hook and the " sleek " saxophone line . Cinquemani concluded by writing that the song is " almost enough to forgive [The Cataracs] for ' Like a G6 ' . " Tris McCall of The Star @-@ Ledger named " In the Dark " the " Song of the Week " and compared its saxophone line to Alexandra Stan 's " Mr. Saxobeat " , and said that while the latter is " total Euroschlock " , " In the Dark " preserves " some of the mechanized detachment " of Dev 's song " Booty Bounce " (2010) . McCall was mixed regarding " In the Dark " ' s lyrical content and called the line " do your work on me / Open up my body and do some surgery " the " grossest pillow talk " since The Black Eyed Peas ' " My Humps " . Writing for the Dallas Observer , Shahryar Rizvi was negative in his review of the song and criticized the " cheesy " saxophone sound , saying that it " serves well to show just how mediocre this song is " . LA Weekly writer Shea Serrano regarded the song as " predictable " and dismissed the metaphors , labeling them " confusing " .

= = Recognition = =

Music magazine Spin included " In the Dark " at number 15 on its " Favorite Pop Tracks of 2011 " list , naming it " radio gold " . The Hollywood Reporter 's music editor Shirley Halperin put it at number four on her " Top 10 Singles of 2011 " list and called it " irresistible " . Halperin went on to comment : " Spotighting the sexiest sax solo this side of Duran Duran 's ' Rio ' and a sultry , almost Latin @-@ flavored vibe , it may or may not be an ode to masturbation , but it definitely satisfies in all the right places . "

= = Chart performance = =

In the United States , " In the Dark " made its debut at number 92 on the Billboard Hot 100 chart in the issue dated August 20 , 2011 , almost three months after the song 's release in April . The song steadily ascended on the chart for eight weeks before reaching its peak position of number 11 in the

issue dated October 22 , 2011 . The song proved to be a bigger commercial success than Dev 's debut single , " Bass Down Low " (2010) , which reached number 61 . Additionally , " In the Dark " reached number one on two of Billboard 's component charts , Heatseekers Songs and Hot Dance Club Songs . The song also peaked at number eight on both Pop Songs and Radio Songs . On March 8 , 2012 , the single was certified platinum by the Recording Industry Association of America (RIAA) for sales of over one million units .

In Canada , " In the Dark " debuted at number 83 on the Canadian Hot 100 chart in the issue dated September 17 , 2011 and peaked at number 15 six weeks later on October 22 , 2011 . In Australia , the song debuted at number 64 on the singles chart , and eventually peaked at number 41 . Across Europe , " In the Dark " made its first appearance on the Tracklisten chart in Denmark on July 29 , 2011 , entering at number 36 . The following week , the song reached its peak of number 22 and was listed on the chart for five weeks before falling off . In Slovakia , " In the Dark " debuted at number 30 and peaked at the top position seven weeks later . In the United Kingdom , the song debuted and peaked at number 37 on the UK Singles Chart in the issue dated August 27 , 2011 . Although failing to match " Bass Down Low " ' s peak of number ten , it did give Dev her second top 40 single in the UK . In Ireland , " In the Dark " fared similarly to the UK on the Irish Singles Chart , entering and peaking at number 33 .

= = Music video = =

The music video for " In the Dark " was directed by Ethan Lader . Dev enlisted Lader to make the video as he regularly makes videos for her and The Cataracs . Lader originally contacted her with ideas for the clip , and she soon replied with what she would want in the video . She said , " So we did that back and forth , which he always does with me until I get my point across and then we met up and we got both of our ideas and feelings across . I wanted to be sexy and dark like the song is , in a really interesting way , and we pulled it off , I think . " The video was filmed in Los Angeles , California in late @-@ April 2011 , just before Dev joined Usher as the opening act for his OMG Tour . Dev took more control over the " In the Dark " video than previous video shoots as she used to let the director " take a little bit of control " when she was inexperienced in the process . In an interview with Idolator , Dev elaborated on the video 's concept , stating that she wanted a dark feel similar to Tim Burton 's Alice in Wonderland : " I wanted the video to be sexy as well . I wanted it to reflect all the dark aspects of the song , and initially we went in thinking that we 'd have an Alice in Wonderland / Tim Burton type of feel . "

In the video , Dev is seen in a club scene with intense dancing . The main focus is black @-@ painted hands and arms , which are prominent in several shots of Dev as she is standing naked while the hands are touching her body . Some of the hands were digitally added , but the majority of them were real , including the ones touching Dev . She explained , " The extras were amazing , they let me paint their hands and bodies , and they stacked on top of each other and did that for hours . For takes and takes and takes . " The video also includes shots of an albino ball python and a tarantula . Cory Lamz of Westword wrote a positive review of the video : " Watching ' In the Dark ' is like dancing under a strobe light on ecstasy . In a sea of hands , literally , Dev manages to tease you , seduce you and entice you . She makes you want to touch her , just like every other hand in the video . " Contessa Gayles of AOL Music referred the video to as " freaky " and " funky " , writing " Forget ' dancing in the dark , ' Dev works it in a sea of dismembered , black @-@ painted hands and arms in this freaky , funky new vid . " In contrast , Becky Bain of Idolator called it " somewhat unsettling " .

In September 2015 the video reached 60 million views on YouTube .

= = Track listings = =

= = Credits and personnel = =

Recording

Recorded at The Indie @-@ Pop Sweat Shop

Personnel

Songwriting ? Devin Tailes , Niles Hollowell @-@ Dhar , David Singer @-@ Vine

Production ? Niles Hollowell @-@ Dhar

Recording ? The Cataracs

Mixing ? Manny Marroquin

Mastering ? Tom Coyne

Credits adapted from The Night the Sun Came Up liner notes .

= = Charts and certifications = =

= = Radio add dates and release history = =