

= Who Really Cares (Featuring the Sound of Insanity) =

" Who Really Cares (Featuring the Sound of Insanity) " is a song by Powderfinger from their sixth album Dream Days at the Hotel Existence . It is the fourth single from the album and was released in Australia in March 2008 . The band 's publicist , Ms. Fanclub , announced on 27 February that the single would be released to radioplay in the following week , without specifying a date . In her announcement , she also noted that a music video will be released at about the same time . The music video was then released in mid @-@ March ; however , the single 's release was then announced as 31 March .

A music video was released for the song ; however , it features the live version of the song taken from the DVD for the Across the Great Divide tour , whereas the radio single for the song is a radio edit of the studio album version . The music video is directly taken from the DVD ; however , it is altered optically with filters and converted into black and white .

= = Background = =

" Who Really Cares (Featuring the Sound of Insanity) " was recorded by Powderfinger for their 2007 album Dream Days at the Hotel Existence at Sunset Sound Studio , Los Angeles , California , in early 2007 with producer Rob Schnapf . The part of the title " Featuring the Sound of Insanity " refers to a sound just after the bridge in which a sitar is played with synthesised effects overlaid . Prior to its release as a single , a live version of " Who Really Cares " appeared on the earlier Dream Days at the Hotel Existence single , " I Don 't Remember " . Another live version also appears on the group 's 2007 DVD Across the Great Divide tour .

= = Release = =

= = = Cover art = = =

Though the single was never a physical CD release , artwork was created for it . The artwork featured the headless man who is otherwise seen throughout the releases for other singles from Dream Days at the Hotel Existence , however on this cover , the area where his head would be is a fireball , and he appears to be holding a briefcase while walking down the hallway of a hotel , another common theme throughout the artwork for the album . Unlike the last two singles from Dream Days at the Hotel Existence , the artwork doesn 't follow the picture @-@ in @-@ picture theme .

= = = Music video = = =

The music video for " Who Really Cares " is a live performance of the song by Powderfinger for their Across the Great Divide tour in 2007 . The music video contains the performance featured on the DVD for the Across the Great Divide tour , filmed in Melbourne in 2007 . The performance features a piano solo by the pianist Lachlan Doley , who performed keyboards and piano throughout the tour . The music video , produced by PVC as part of the tour DVD , is completely in black and white and throughout features optical filters that warp and alter the visual display . These filters intensify from the bridge and continue until the end of the clip . The music is performed differently from the original studio recording , with improvised solos , including Ian Haug playing the sitar part on a double necked guitar with synthesised effects to emulate the sitar sound , and the performance of the song ends with a ritardando , where the tempo slows to an end .

= = Critical response = =

Prior to being released as a single , " Who Really Cares " received a mixed response by reviewers

when commenting on Dream Days at the Hotel Existence . Melbourne based webzine TheScene.com.au reviewer Andrew Weaver comments on the song 's musical layering , coupling the song with " Wishing on the Same Moon " and comments that the layering in the two songs gives the music " genuine depth of sound and taking the veteran group to new places " . CitySearch Sydney also made reference to the likeness to " Wishing on the Same Moon " , but notes that what sets the two songs apart is " a serviceable fade @-@ out cacophony of keys and guitar " . Music journalist Chris Leonard of UK magazine Rock Louder praises the live performance of the song while Powderfinger performed in Glasgow on 11 December 2007 . J. Watson of Fasterlouder.com.au comments that the song , when performed live at The Sydney Opera House Forecourt for charity on 31 October 2007 , was " another highlight of the evening " . Fellow reviewer from Fasterlouder , ShahXerxes , comments on the song 's " sparse Pink Floyd @-@ esque sound which echoes through " Who Really Cares " , as clever a rock ballad as the band have ever written . " Andrew Ramadge of Mess + Noise echoed the comments of similarities to Pink Floyd , and also Neil Young , stating " where psych @-@ gospel organ and wailing guitar billow around Fanning ? s vocals like a lost track from Dark Side of the Moon " . Though most of the critical response has been positive , the song has also received criticism from UK reviewer Matthias Scherer of Noize Makes Enemies . Scherer notes that the song 's title " Who Really Cares " is a question that " should have been asked before recording , not during " , though this comment refers both to the song itself , and the whole album of Dream Days at the Hotel Existence .

= = = Charts = = =

The song 's critical response has been mostly positive , though so too were the two prior singles from Dream Days at the Hotel Existence , which both performed poorly in the charts . Like these two , " Who Really Cares " was released to radioplay and music video stations , but with little inclusion in circulation , leading speculators to believe the single will follow " I Don 't Remember " and " Nobody Sees " with poor charting performance . This speculation proved to be accurate , leading to " Who Really Cares " to be the first single by Powderfinger since their 2004 release " Bless My Soul " to fail to achieve a position on the ARIA Charts . Although B @-@ side " One More Kiss As You Fly Away " was the number 81 on the ARIA Charts .

= = Track listing = =

" Who Really Cares (Featuring the Sound of Insanity) "
" One More Kiss as You Fly Away "

= = Personnel = =