

= Out of Mind (Tove Lo song) =

" Out of Mind " is a song by Swedish recording artist Tove Lo for her debut extended play , Truth Serum (2014) . It was written by Lo alongside Alx Reuterskiöld and produced by The Struts with Reuterskiöld . The song was released on 16 October 2013 as the lead single from Truth Serum by Universal Music . It was also her third single overall , after " Love Ballad " and " Habits " . Musically , " Out of Mind " is a pop song featuring synthesizers , guitars , bass and keys instrumentation . Its lyrics speak of the singer 's inability to completely forget a former boyfriend . Its lyrical content was described by Lo and music critics alike as a sequel to " Habits (Stay High) " . The song was well received by some critics , who commended its production and considered it one of the best tracks from the extended play . However , it attained little commercial success , peaking at number 39 on the Official Finnish Airplay Chart .

A music video for " Out of Mind " , directed by Andreas Öhman , was released on 16 October 2013 . Its imagery was based on Lo 's diary and was filmed in the woods and other deserted places in Stockholm , Sweden . It shows the singer having an out @-@ of @-@ body experience where she releases her " demons and dark thoughts " and runs away from them . Lo performed the song several occasions , including on Swedish radio station P3 , at the Norwegian by : Larm festival and at Notting Hill Arts Club in London .

= = Background and release = =

" Out of Mind " is a pop song written by Tove Lo alongside Alx Reuterskiöld and produced by The Struts with Reuterskiöld . It has a minimal instrumentation which incorporates " a mesh of fizzing synthesizers " . It was released as a single on 16 October 2013 , and was later featured on the singer 's debut extended play , Truth Serum (2014) . According to the artist , the songs on the EP talk about her " most intense " failed relationship . In an interview with Coup de Main Magazine , she said that " ' Out Of Mind ' for me is kind of the step after ' Habits ' ... Picked up the pieces again and now just trying to glue them back together , you know ? But it never really works " . In another interview , she told that :

In its entirety , [Truth Serum tells] a love story from beginning to end . The song ' Love Ballad ' is about the moment you decide to give everything to another person , while ' Habits ' shows what happens when everything is screwed up and you just want to freak out . ' Out of Mind ' deals with the stage after that , when your broken heart has mended , but the scars are still there .

Some critics had similar opinions about the song 's meaning . Lauren Down of The Guardian expressed that " Wrapped up in the aftermath of a relationship , ' Out Of Mind ' [...] allows the pain of an ending love affair to breath " . Mark Savage of BBC wrote that an indifferent person tells the singer that " time will heal her broken heart " . According to Andrew Hampp of Billboard , the singer " tells off " a former boyfriend for expecting her to get over quickly their former relationship . Sam Lansky of Idolator felt that the artist shows " frustrated resignation " while she sings the line " I 'll forget you , seriously " . In the pre @-@ chorus , the music vanishes and she sings " Are you kidding me ? " . Lansky felt that the " emotion " on the pre @-@ chorus was " chill @-@ inducing " , while Savage wrote that " it 's pained and bruised and thrilling and glorious . A moment where meaning and musical intent align perfectly " . In the chorus , the singer repeats the line " You 're out of your mind to think that I " and later finishes it with " could keep you out of mind " , representing the " heartbreaking resolution " of the relationship .

= = Reception = =

The song was met with positive reaction by critics . Gaffa Norway critic Tord Litleskare considered it " the most positive song from Truth Serum with its strong chorus and subdued verses " . Additionally , he called it a " must @-@ hear track " alongside " Habits " and " Not On Drugs " . Richard S. Chang of Redbull.com ranked it at number 3 on his Top 5 Best Tove Lo songs list and wrote that " ' Out Of Mind ' provides the blueprint for Tove Lo 's hits : soft and spare verse , followed by an

explosive chorus ? all fitting in nicely at just over three minutes " . Under the Gun Review 's Tarynn Law called it a " powerful shadow pop track " that " shows off [Tove 's] outstanding vocals and just how much promise she has " . Mark Savage of BBC wrote that the pre @-@ chorus of the song was " a moment on [Truth Serum] that will take your breath away " . Idolator critic Sam Lansky called it " a cinematic anthem , perfectly suited for some big heartbreak montage , with a big , gorgeous stampeding chorus that crashes in out of nowhere " . He also noted that , with the song , the singer positions as " the next great Swedish pop act " . " Out of Mind " entered the Official Finnish Airplay Chart at number 39 on the last week of 2013 . In doing so , it became the first charting song by Tove Lo on that chart . The following week , it fell to number 52 . It spent a total of six weeks on the chart .

= = Music video = =

On 10 August 2013 , Lo announced that she had started filming the music video for her new single . The music video for " Out of Mind " was directed by Andreas Öhman , a member of Swedish production company Naive . It was filmed in the woods and in different deserted places in Stockholm . The imagery was based on Lo 's diary ; in an interview with Swedish website PSL , she explained that :

It started with the idea that all of my " demons and dark thoughts " would literally fly out of my head in the video . I 'm trying to get rid of them , but I can 't . I got help from a friend of mine to develop the idea , and when I said I was willing to lend the excerpts of my diary as inspiration for the illustrations he simply said , ' I have the perfect artist for this ' . Then , the artist , Anton Ingvarsson , got a letter from me ? which he later promised to burn ? with excerpts I plucked out of my diary . It was incredibly scary and a little embarrassing at the same time . Then , Anton sent me some really cool graphics that he painted that set the whole tone for the video . The whole video gives me a lot of disclosure , both on the inside and on the outside but I like it . It gives me so much anxiety and pride at the same time ! .

On 11 October 2013 , Universal Music Sweden posted a 16 seconds teaser of the video on its YouTube channel . On 16 October 2013 , it was released on Lo 's VEVO channel on YouTube . The video begins with Lo lying in bed next to her boyfriend . When she starts to sing , she has an out @-@ of @-@ body experience . In the next scene , Lo appears in a room where she cuts her head open and releases her " demons and dark thoughts " . In an interview with Artistdirect , she explained that the demons represent " those thoughts about this other person [that] will always haunt you a bit " and " always stick with you " . Then , she is walking on the city streets when the demons start to follow her . She runs barefoot through the woods , where she stops and sings around the entities . At the end of the video , they flow back inside of her and Lo returns to her bedroom .

= = Live performances = =

Tove Lo performed " Out of Mind " and " Not Made For This World " for the first time alongside " Habits " and " Love Ballad " at Swedish radio station P3 on 10 April 2013 . She performed it later at Swedish radio station NRJ Sverige on 27 November 2013 . The following year , she performed the song at Finnish radio station Radio Xtremellä on 25 February 2014 . Two days later , she performed it at the Norwegian by : Larm festival . She performed it later at Swedish TV show Nyhetsmorgon on 22 March 2014 . Three days later , the artist performed the track at Tavastia Club in Helsinki , Finland .

Lo performed " Out of Mind " alongside the other songs from Truth Serum and " Run On Love " at Notting Hill Arts Club on 2 April 2014 . This was her first UK show . For the performance , she was accompanied by two drummers . A reviewer from Discopop stated that he was " blown away " and that it was " so refreshing to be at a pop show that engages the heart as well as the senses " . Also , Michael Cragg of The Guardian rated the show with 4 stars out of 5 and deemed it as " a punchy UK debut " . She performed the same set list at her Hoxton Square Bar & Kitchen show on 6 May 2014 .

Two months later , she performed the song on US music TV show JBTv . On 1 October , the singer performed the song among others at Webster Hall in Manhattan , New York City . " Out of Mind " was included on the set list of Lo 's first tour , the Queen of the Clouds Tour (2015) .

= = Credits and personnel = =

Credits are adapted from the Truth Serum liner notes .

= = Charts = =

= = Release history = =