

= Taboo (Kumi Koda song) =

" Taboo " (capitalized as " TABOO ") is a song by Japanese recording artist Kumi Koda , taken from her seventh studio album Trick (2009) . It was written by Koda , and co @-@ written and produced by Hiro . " Taboo " is a dance @-@ pop song that lyrically discusses several taboo subjects including sex and homosexuality . It contains numerous elements including electropop and hip @-@ hop , and employs use of vocoder . It was released as the second single from the album on October 8 , 2008 by Rhythm Zone .

Critical reception towards " Taboo " has been positive , with a majority of the critics commending the catchy chorus and its production . Several critics have highlighted " Taboo " as the album 's and Koda 's career stand out track . In Japan , " Taboo " became Koda 's fifth number one single , and reached number six on the Asian ? Taiwanese Singles Chart . It has sold over 88 @,@ 000 units in Japan , and " Taboo " was certified gold by the Recording Industry Association of Japan (RIAJ) for shipments of 100 @,@ 000 units . " Taboo " has been professionally remixed twice , and included on her remix albums Koda Kumi Driving Hit 's (2009) and Beach Mix (2012) .

A music video for " Taboo " was directed by Takashi Tadokoro , and features Koda in a mansion . Based on themes and exploration of homosexuality and sexual content , the video has Koda dancing in different rooms with female and male companions . Another video version was edited with longer bathroom and dancing scenes . " Taboo " was included on the set list of the singer 's 2009 Trick tour , and the Premium Night : Love & Songs tour . " Taboo " and its music video has been widely considered an emphasis of Koda 's self @-@ described style " Ero kawaii " , and has been notified as one of her " sexiest " and most well @-@ known videos .

= = Background and composition = =

" Taboo " was written by Koda , and co @-@ written , produced , and composed by Hiro . Hiro was in charge of arranging the song , which included instrumentation of synthesizers , keyboards , and a drum machine . " Taboo " was one of two songs from Koda 's album Trick (2009) to be co @-@ written , produced , and composed by Hiro ; the other song was " Your Love " . It was selected as the second single from Trick and was released in Japan on October 8 , 2008 by Rhythm Zone , a sub @-@ label from Avex Trax . The Maxi CD version of the single contains the B @-@ side " Always " , and includes the two songs instrumental versions . A bonus DVD format was released , featuring the music video , an alternative video , and making video to " Taboo " . A third format , entitled the " Playroom Edition " , was released with the radio and instrumental version of " Taboo " on a CD single . The Playroom Edition includes a special notebook and clear file designed by Koda . The CD versions feature Koda in a black dress with Koda and the song title placed on the side of the image ; the DVD version features Koda in a mini jumpsuit .

" Taboo " is an R & B song that borrows influences from numerous genres including hip @-@ hop , Japanese pop , and dance @-@ pop . Tetsuo Hiraga from Hot Express noted elements of 80s pop and disco music . Koda 's vocals are heavily processed through vocoder pyrotechnics , and are delivered during the chorus and parts of the bridge section . The lyrics to " Taboo " emphasize the term with the same name , discussing taboo nature and exploring it . Regarding homosexuality , Koda commented to Oricon ; " Instead of trying stuff out and experiencing it , we put up a ' No ' sign , we never try to break the taboos " and " Sometimes we shouldn 't retreat into safety , we should have courage to do things . Those are the feelings kin the song . " In terms of musical depth and lyrical diversity , Koda found that " Taboo " was one of her most " widen " tracks throughout her entire music career .

= = Critical response = =

" Taboo " received favourable reviews from most music critics . Chris True , who had written her extended biography at AllMusic , highlighted the song as an album and career stand out track . Adam Greenburg from the same publication reviewed Trick , and was fairly positive ; he found the

first half was complimented by the " thumping dance track " " Taboo " , and Trick album tracks " Show Girl " and " Stay With Me " . Hiraga praised the song 's production and Koda 's delivery in the track . He complimented how Koda delivered in " full force " , and created a " masterpiece " that was " violently and comfortably danceable " and " catchy " . Hiraga then praised Koda 's and Hiro 's song writing for portraying homosexuality in a " erotic " , " cool " , and " emotional " way . A reviewer from CD Journal was very positive , commended Koda 's and Hiro 's song writing . The reviewer went on to say that " Taboo " is a " classic party song " and of Koda 's most " exhibited works " to date . The reviewer also review the B @-@ side " Always " , labelling it a " pleasant eternal love song " and noted its " feminine " and " family " traits . Paige Lim from Strait Times labelled " Taboo " as a " hard @-@ hitting dance song " .

Greg from Selective @-@ Hearing was favourable towards the quality and use of synthesizers , but criticized the House of Nation remix for being " crappy " and " disposable " . A staff reviewer from Amazon.co.jp was positive , comparing Koda 's " sexy and cool " single " But " and the " R & B dance tune " of " Freaky " to " Taboo " . The reviewer went on to commended Koda 's courage in writing a song about " forbidden acts " . Connie from Jame @-@ World.com was positive in her review , stating " The singles (from Trick) took her onto a new path in her niche in the Japanese music industry , particularly TABOO : it is sleek and edgy , while still maintaining her usual coy showmanship . " She concluded by stating that " Taboo " alongside " This Is Not a Love Song " and ' Driving " on Trick " bring Koda Kumi into the new territory previously mentioned . "

= = Commercial performance = =

In Japan , " Taboo " debuted at number one on the Japanese Oricon Daily Chart with an estimated 24 @,@ 000 units sold on its first day ; it then reached number one on the weekly Oricon Singles Chart with over 65 @,@ 569 units sold . " Taboo " became Koda 's fifth number single , and her first number single since her 2007 single " Freaky " . " Taboo " also became Koda 's lowest @-@ selling number one single , but was surpassed by her following single " Stay with Me " with 66 @,@ 000 units . " Taboo " lasted thirteen weeks in the chart , and sold nearly 90 @,@ 000 units . " Taboo " was certified gold by the Recording Industry Association of Japan (RIAJ) for physical shipments of 100 @,@ 000 units . " Taboo " charted at number seven on the Billboard Japan Hot 100 chart , and peaked at number two . " Taboo " was certified platinum by the Recording Industry Association of Japan (RIAJ) for digital shipments of 250 @,@ 000 units .

= = Music video = =

The accompanying music video for " Taboo " was directed by Takashi Tadokoro . The video opens with Koda 's name and the song title superimposed on a dining table . It shows several guests inside a mansion dancing and drinking at the table , and then shows Koda singing in a maid outfit . Small inter cut scenes features Koda kissing two woman ; one on the cheek , and one on the lips . This emphasizes the homosexual themes that Koda explained to World Journal and Oricon . Koda starts to sing in a living room , surrounded by several guests . She walks into a bathroom , and her maid outfit transforms into a small black jumpsuit , similar to the look from the CD cover sleeve of " Taboo " . Several guests appear in the bathroom dancing and grinding each other , occasionally touching Koda until she runs away .

The second chorus has Koda walking into a small room , transforming her black jumpsuit into a cadet uniform . Koda becomes seduced by two women on the couch , and inter cut scenes feature Koda and the women dance to the song . As Koda is about to kiss one of the woman , a man see her and walks out of the room . Koda goes to find him , only to see him seducing a man in a small room . Smiling , Koda returns to the dining room in her maids outfit and accompanies the guests . The final chorus features Koda dancing in the dining room with the guests . The final scenes feature guests in the bathroom dancing , and Koda sitting down on a toilet .

An alternative version , under the title " Another Video " , was directed by Tadokoro . This version features longer scenes of Koda in the bathroom and her dancing . This version was included on the

DVD version of " Taboo " . The original video has been included on the DVD version of Trick , released in Japan and China . The music video was also included on the DVD version of Koda 's greatest hits album , Best : Third Universe .

= = Impact and legacy = =

Several critics and publications online believed the music video and lyrics to " Taboo " was the reason for Koda 's transition to a more sexual image , respectively . Tony Sokol from KpopStarz.com listed " Taboo " alongside " Juicy " , " V.I.P. " , " Shake It Up " , and " Lollipop " as her sexiest videos to date . Regarding " Taboo " , Sokol felt that the music video emphasized Koda 's self @-@ described style " Ero kawaii " . Ero Kawaii was first established by Koda in her music video for " Cutie Honey " where she became the first Japanese musician to wear lingerie in a music video . J.R. Taylor from Coed said that " Freaky " and " Taboo " were " important contributions " to Koda 's sexual image and Japanese music . Regarding Japanese music , Taylor felt " Freaky " and " Taboo " help regain sexual imagery in music videos and the Japanese scene , and that " many would believe that Koda 's image is more important than her Urban tunes " .

Despite this , " Taboo " left a controversial legacy towards Koda 's sexual image and use of homosexual themes in future years . Her single " Ko @-@ So @-@ Ko @-@ So " , which featured Koda in bed with a woman was banned in several Asian countries . In a review for Koda 's third greatest hits Best : Third Universe , which " Taboo " was included on , Ian Martin from AllMusic said in retrospect of the included tracks ; " Kumi Koda is a performer who divides opinion in her homeland , mocked and hated openly by many in Japan , and with many of her fans reluctant to admit to liking her . " The feat of Koda in lingerie and her sexual imagery in " Cutie Honey " , " Freaky " , and " Taboo " was inspired in other Japanese musicians ; in 2011 , Japanese band AKB48 released their single " Heavy Rotation " , which caused local and global controversy for its use of lingerie and other sexual content . In July 2015 , after Koda publicly announced that she had low self @-@ esteem , Tan Kee Yun from The New Paper stated that while " Taboo " and " Loaded " , from her 2014 album Bon Voyage , focus on a sexual image , many of her songs focus on inner beauty . In March ? April 2012 , an online poll was hosted on Popjustice by fans ranking their favourite single by Koda . With over 70 singles from her back @-@ catalogue listed , " Taboo " topped the list with thirteen people rating it ten points , and two people rating it the lowest score at eight .

= = Live performances and promotion = =

On September 22 , 2008 , Koda performed " Taboo " for the first time at a special event called " Let 's Party " . The song has been included on several concert tours by Koda ; it was first performed on her 2009 Trick Tour , where it appeared in the opening segment of the concert . Since then , " Taboo " has been included in the medley sections for her 2009 Taiwan concert tour , the 2010 Universe tour , and Koda 's 10th Anniversary Tokyo concert . A remix version was included on Koda 's Premium Night : Love & Songs concert tour . The song was then included on Koda 's two concert tours ; her 2014 Bon Voyage tour , and her recent 2015 Walk of My Life concert tour . " Taboo " has been included on two of Koda 's remix albums : the KOZMR Lucas Valentine remix on Beach Mix (2012) , and the House Nation Sunset in Ibiza remix on the bonus track edition of Koda Kumi Driving Hit 's 5 (2013) . The song has appeared on one of Koda 's greatest hits , this being Best : Third Universe (2010) .

" Taboo " was used as the theme song for the Nintendo DS Japanese video game , Saihai Yo Yukue . The video game was released on 23 October 2008 . The song was used as the theme song for the NTV broadcast of the 2008 FILA Wrestling World Championships . The use of the song was to celebrate the 2008 championships which includes only the female freestyle event . It was used as the theme song to Avex Trax 's Myu umo , MTI 's Music.jp website commercial , and Koei 's Future of Helm commercial .

= = Track listings = =

= = = Playroom Edition = = =

Digital music video

" Taboo " (Music video)

= = Credits and personnel = =

Kumi Koda ? vocals , background vocals , song writing

Hiro ? composer , producer , arranger , song writing , programmer , engineer

Daisuke " D.I " Imai ? composer , producer , arranger , song writing , programmer , engineer

Yuka Koizumi ? mastering

Sunset In Ibiza ? remixing , arrangement , composing

Takashi Tadokoro ? director

Rhythm Zone - management , label

Avex Trax - parent label , management

Source :

= = Charts = =

= = Certifications = =

= = Alternate Versions = =

TABOO

TABOO : Found on the single (2008) and corresponding album , TRICK (2009)

TABOO [HOUSE NATION Sunset In Ibiza Remix] : Found on the single (2008) and Koda Kumi
Driving Hit 's (2009)

TABOO [Instrumental] : Found on the single (2008)

TABOO [KOZMR Remix ??? ? ???? ?] : Found on Beach Mix (2012)