

= Run @-@ Away ( Super Furry Animals song ) =

" Run @-@ Away " is a song by Super Furry Animals and the second single taken from their 2007 album , Hey Venus ! . The song is an homage to the ' Wall of Sound ' production made famous by Phil Spector , particularly in his work with 1960 's girl groups .

" Run @-@ Away " received many positive reviews from critics who variously described it as " absolutely timeless stuff " , " outstanding " and " up there with the most finely polished weapons in the SFA armoury " . The track 's Phil Spector @-@ leanings were also commented on by numerous journalists . A " spooky " , " tongue @-@ in @-@ cheek " video was produced for the song directed by Richard Ayoade and starring his Garth Marengi 's Darkplace and The Mighty Boosh co @-@ star Matt Berry .

= = Origins and recording = =

In an interview with Tiny Mix Tapes in January 2008 Gruff Rhys admitted that " Run @-@ Away " owed much to Phil Spector @-@ type ' Wall of Sound ' production : " The drumbeat is definitely a nod to that . We started collecting a lot of old 7 @-@ inch singles recently . Cian got heavy into doo @-@ wop music and I was getting into late 60s girl groups . " Run @-@ Away " came out of listening to " Be My Baby " too many times " . Guto Pryce echoed this sentiment in an interview with Washington , D.C. website DCist stating that " on " Run Away " that was exactly what we were after , a fuzzy Phil Spector type thing . A dirty , grimy ' 60s pop song " . The track was recorded at Miraval Studios , France along with the rest of Hey Venus !

= = Musical structure = =

" Run @-@ Away " is 2 minutes 53 seconds long and is in the key of B major . The " hook laden " song begins with a spoken word introduction from Gruff ( " This song is based on a true story ... which would be fine if it wasn 't autobiographical " ) over a B chord playing on the " familiar " dum @-@ de @-@ dum @-@ dum " Phil Spector drum beat " provided by drummer Dafydd Ieuan .

Lead guitar embellishments accompany the first verse before the track builds up to its first " falsetto laden " chorus at 34 seconds . Another verse follows , with additional percussion backing , during which Rhys mourns " we may have fought with teeth and nails , I still recall your banking details " . A short breakdown middle 8 leads to a double chorus ( the second of which features a key change to C @-@ sharp major ) before the song breaks down again and ends with Rhys singing " There 's nothing that I could have said but cry , a little , lie , a little , die , just a little " over sparse musical backing .

= = Critical response = =

" Run @-@ Away " received much praise from reviewers with the Manchester Evening News claiming the track to be " absolutely timeless stuff " , likening it to Gruff Rhys " swaggering up to the karaoke and picking out his favourite Roy Orbison ballad " and the NME stating that , " with a chorus as big as guitarist Huw Bunford 's new serial @-@ killer beard , it 's up there with the most finely polished weapons in the SFA armoury " . Website Culture Deluxe claimed the track showed the band at " their pop @-@ best " and proved they " could do no wrong " while the Independent on Sunday called " Run @-@ Away " " outstanding " .

The Spector @-@ like nature of the track was commented on in several reviews with British television station Channel 4 describing " Run @-@ Away " as " Spector pop " , BBC Wales describing the song as " a homage to gun @-@ wielding production oddball Phil Spector " , and Yahoo ! Music in the UK and Ireland stating that the single " welds a killer falsetto chorus to a latterday incarnation of the ' Wall of Sound ' " .

Tiny Mix Tapes thought the " rousing and pleasant " song could have " found a home anywhere in or between Fuzzy Logic and 2005 's Love Kraft " while Pitchfork Media thought the track 's "

ostensible real @-@ life origins " would " render " Run @-@ Away " one of the most heart @-@ on @-@ sleeve entries in a catalogue better known for left field classics like " Ice Hockey Hair " and " The Man Don 't Give a Fuck " . B @-@ sides , the " Beach Boys @-@ influenced " " These Bones " and the " pulsating " " That 's What I 'm Talking About " , were also singled out for praise by the Manchester Evening News . The Chronicle however , criticised " Run @-@ Away " and previous single " Show Your Hand " for sounding " more like the generic pop songs one would find on the radio than those of a historically experimental band " .

= = = Accolades = = =

= = Music video = =

The " tongue @-@ in @-@ cheek " , video for " Run @-@ Away " was directed by Richard Ayoade and features his Garth Marengi 's Darkplace and The Mighty Boosh co @-@ star Matt Berry . The video begins with close @-@ ups of Berry driving a vintage car on a moonlit night intercut with shots of a woman in a white dress running through sparse woodland . After 54 seconds Berry abruptly stops his car and the shot changes to show the woman in white laid on the road in front of his vehicle . Berry leaves his car and walks over to the woman who appears dazed . The next shot features the woman resting her head on Berry 's shoulder while he drives .

Towards the middle of the video we find the pair sat together at a house party while Berry discusses the woman with his friends . Part of this conversation features subtitles , with Berry stating " She can 't remember a thing " . Immediately afterwards a man in a brown suit and bow tie enters , rubbing the back of his head and looking confused . He focuses on the woman in the white dress and says " Maria ? " to which Berry counters " Who the heck are you ? " while ' Maria ' bites her lip and looks on guiltily . When the man in the suit states " That 's my wife ! " Berry gets to his feet and the man promptly punches him in the face . We then cut to shots of Berry running through the same woodland as ' Maria ' earlier in the video . After around 20 seconds he looks to his left and is blinded by a light . The next shot shows him laid on the road in front of a car as its driver , a woman in a red coat , rushes to check on him . As the song comes to an end we see the women in red driving her car with Berry resting his head on her shoulder .

Music website Stereogum described the video as a " cheeky , soft @-@ focused bit of ' 80s fun " , while British alternative music radio station Xfm included it in their top ten videos of 2007 , calling it " spooky , very tongue @-@ in @-@ cheek and utterly hilarious " .

= = Track listing = =

All songs by Super Furry Animals .

CD ( RTRADSCD419 )

" Run @-@ Away " ? 2 : 53

" These Bones " ? 3 : 23

" That 's What I 'm Talking About " ? 5 : 41

7 " picture disc ( RTRADS419 )

" Run @-@ Away " ? 2 : 53

" These Bones " ? 3 : 23

= = Personnel = =

Gruff Rhys : Vocals

Huw Bunford : Guitar

Guto Pryce : Bass guitar

Cian Ciaran : keyboards

Dafydd Ieuan : Drums

Kris Jenkins : Percussion

= = Singles chart positions = =