

= Reflektor (song) =

" Reflektor " is a song by Canadian indie rock band Arcade Fire . It was released on September 9 , 2013 , as the first single from the band 's fourth studio album , Reflektor (2013) . Produced by James Murphy , Markus Dravs and the band itself , the song features a guest vocal appearance by David Bowie and was released on a limited edition 12 " vinyl credited to the fictional band , The Reflektors . Two music videos were made for the song , one regular and one interactive , both being released on the day of the song 's release . " Reflektor " was met with positive reviews , with critics often complimenting its musical approach . It also came second in NME 's list of best singles of 2013 . The song had a positive commercial performance , charting in several countries .

= = Background and composition = =

The band began working on the track in 2011 , with vocalist and guitarist Win Butler noting , " We recorded a little bit in Louisiana with the Haitian percussionists [Willinson Duprate and Verrieux Zile] and we kind of lived with that . It 's an incredibly long process . " Regular Arcade Fire collaborators Owen Pallett and Colin Stetson provided instrumental parts , alongside English musician David Bowie who provided vocals for the song . Regarding Bowie 's guest appearance on the track , multi @-@ instrumentalist Richard Reed Parry noted , " It was just after The Next Day had come out . He basically just came by the studio in New York while we were mixing , just to have a listen to the stuff we were doing . He offered to lend us his services because he really liked the song . In fact , he basically threatened us ? he was like , ' If you don 't hurry up and mix this song , I might just steal it from you ! ' So we thought , well why don 't we go one better , why don 't you sing on our version ? Thankfully he obliged , and we were really happy about that . "

" Reflektor " is a dance @-@ rock , indie rock , and disco song . The track 's lyrical content is , in part , influenced by the differences between Haitian life and that of the Western world , with vocalist and guitarist Win Butler noting , " I think that life [in Haiti] is incredibly difficult and it 's more amazing to see people that don 't have access to food or clean water throw a party . It 's not like I 'm trying to sing about their experiences . I was more learning from what I saw and applying it to my own life , lyrically . I 'm not trying to tell other people 's stories . We 're just trying to allow an experience to change you . "

= = Critical reception = =

" Reflektor " received critical acclaim from critics . Paste awarded the song a 9 @.@ 1 / 10 rating , commenting that the song " pretty much kicks ass " . Pitchfork awarded the song the " Best New Track " tag , labeling the song a " sleek , dark disco epic that doesn 't belong to the 1970s , ' 80s , ' 90s-- or any decade " . Rolling Stone praised it , saying " Arcade Fire are the most important band of the last decade , and the music lives up to their universe @-@ affirming mandate . " Reflektor " turns a shared sense of isolation into communion with a sleek , surging track that seamlessly integrates arty rock and diagonal funk , breaking down [Arcade Fire] ' s epic sound without scrimping on its essential cathartic thrust . " American Songwriter also praised the song saying " All seven @-@ plus minutes of the song feel absolutely vital , even if the arrangement suggests something more hedonistic . It 's a neat trick they pulled there . " NME placed the song at number two on their " 50 Best Tracks of 2013 " list , with only Daft Punk 's " Get Lucky " finishing above it .

= = Music video = =

A music video for " Reflektor " was released on September 9 , 2013 through YouTube . It was directed by Anton Corbijn , with art direction done by Anastasia Masaro . The video won the Best Art Direction award at the 2014 MTV Video Music Awards . Katie Hasty of HitFix summarized the video , stating that " Corbijn 's black @-@ and @-@ white version of the " Reflektor " experience has its own quirks , too , as the band dons oversized papier mache heads like puppet versions of

themselves , hunting down the Disco Ball Man and putting the doll versions of themselves in a shiny coffin . " An interactive music video was also made available to the public , which was directed by Vincent Morisset . However , it was made only accessible through the web browser Google Chrome . For this video , the user oversees dancer Axelle Munezero 's journey through the streets of Haiti .

= = Packaging = =

= = = Artwork = = =

The single 's cover artwork makes no mention of the band 's name , and is instead credited to the fictional band , The Reflektors . The front cover features a silhouette image band 's core members . The album 's back cover features a woman touching one of the band 's Haitian veve images , used previously in a guerrilla marketing to promote Reflektor 's forthcoming release .

= = = Fictional track listing = = =

The remainder of the 12 " vinyl 's artwork suggests that it is a full @-@ length album by The Reflektors . A fictional album track listing , inspired by the song 's lyrical content , is featured on its back cover .

= = Track listing = =

Merge / Sonovox ? MRG484

= = Credits and personnel = =

Personnel adapted from the single 's liner notes .

= = Charts = =

= = = Chart performance = = =

" Reflektor " charted in several countries , peaking within the top 20 in Canada and Ireland . The song was the band 's highest @-@ charting song in Canada , their home country , and their first song in the U.S. Billboard Hot 100 chart (excluding " Ready to Start " which peaked while in the Bubbling Under Hot 100 chart) , where it peaked at number 99 .