

= Rain ( Madonna song ) =

" Rain " is a song by American singer Madonna from her fifth studio album *Erotica* ( 1992 ) . The song was released on August 5 , 1993 by Maverick Records as the album 's fifth single internationally and the fourth single in North America . It was later included on her ballad compilation album *Something to Remember* ( 1995 ) . The song was written and produced by Madonna and Shep Pettibone . A pop ballad with influence from trip hop and new @-@ age music , " Rain " features a more " friendly " composition than the other singles released from the album . Lyrically the song likens rain to the empowering effect of love , and as with water 's ability to clean and wash away pain . Like the other songs on *Erotica* , sexual contact is also a possible interpretation of the song .

" Rain " received positive response from music critics , who noted it as an exceptional ballad amongst the overtly sexual content on *Erotica* . It peaked at number 14 on the Billboard Hot 100 in the United States , while becoming a top @-@ ten hit in Australia , Canada , Ireland , Italy , Japan , and the United Kingdom . The accompanying music video was shot in black and white by director Mark Romanek and colored manually with blue tones . It features Madonna singing the song against various backdrops on a set . The music video was praised by many critics for its innovation and cinematography . Madonna has only performed the song during The Girlie Show World Tour in 1993 , while a remixed version of the song was used as a video interlude during her 2008 ? 09 Sticky & Sweet Tour .

= = Background and release = =

After the completion of filming *A League of Their Own* , Madonna began working on her fifth studio album *Erotica* with Shep Pettibone . " Rain " was one of the first songs developed for the album , alongside " Deeper and Deeper " , " Erotica " , and " Thief of Hearts " , during the writing session in October and November 1991 . According to Pettibone , these songs were essentially Madonna 's stories and the things she wanted to say . " Rain " was written and produced together by Madonna and Pettibone . She had initially written the song for a musical version to be directed by Alek Keshishian based on the 1939 film , *Wuthering Heights* . Pettibone also sequenced , programmed , and played keyboards for the song . The recording process was engineered by P. Dennis Mitchell and Robin Hancock , while the mixing was engineered by Goh Hotoda . Another musician involved was Tony Shimkin , who provided the drum programming .

" Rain " was released as the fifth single from *Erotica* on August 5 , 1993 . The song served as the album 's fourth single in the United States and Canada since the previous single , " Fever " , was not commercially released there . The single release featured a previously unreleased track , " Up Down Suite " , which is a 12 @-@ minute dub version of " Goodbye to Innocence " , an omitted track recorded during the *Erotica* sessions . This version of the single also included a Danny Saber remix of the album track " Waiting " which features a rap by Everlast . In the United Kingdom , the single included the 1986 track " Open Your Heart " which was being used in a Peugeot car commercial at the time . " Rain " was later included on Madonna 's ballads compilation *Something to Remember* ( 1995 ) and has not appeared on any other compilation since .

= = Composition = =

" Rain " is a pop ballad with influence from trip hop and new @-@ age music . Styled in adult contemporary format , the song is more " friendly " in its sound than the other singles released from *Erotica* . According to the sheet music published by Alfred Music Publishing , the song is written in the key note of E ? major . The song 's tempo is set in a moderate pace , but not too fast and has a metronome of 92 beats per minute . " Rain " begins with Madonna singing " I feel it , it 's coming " , and followed by the chord progression of E ? sus2 ? A ? 6 / 9 ? B ? sus in the chorus and later A ? ? B ? ? E ? in the verse . A dark sounding C minor string and an echoing hi @-@ hat accompanies Madonna 's vocals , which are sung in her lowest register . The song 's arrangement captures

turbulent elements associated with rain ( such as thunder ) , orchestral stabs that invokes crisp lightning bolts , and a surging bridge segue driven by what sounds like electric guitar snarls . A key change happens towards the end from B ? major to C major , followed by two spoken parts and a harmony along side it . The coda has another melody with it , and the song ends in a group chorus without the harmonies .

Lyrically , Madonna compares rain with feelings of love . Just as rain washes away dirt , love washes clean the sorrows of the past , leaving a person and their lover to focus on their feelings of the present moment . Richard Harrington from The Washington Post described " Rain " as " an optimistic Peter Gabriel @-@ like ballad in which water is a metaphor for love ( ' Wash away my sorrow , take away my pain ' ) . " According to Stephen Sears from music website Idolator , " the synths turbo @-@ charge at 2 : 46 into a sleek middle eight that features dueling Madonnas reciting lines of poetry out of the left and right channels [ play it on earbuds ] . ' By sheer force of will / I 'll raise you from the ground ' , she says softly , ' And without a sound , you 'll appear and surrender to me , to love ' . " Sal Cinquemani from Slant Magazine thought lyrically the ballads on Erotica to be primarily concerned with sex , saying that some might even view " Rain " as an extended metaphor for ejaculation , though he didn 't subscribe to that knee @-@ jerk interpretation .

= = Critical reception = =

Upon release , " Rain " received generally positive feedback . Stephen Thomas Erlewine from AllMusic called " Rain " among " Madonna 's best and most accomplished music . " Jose F. Promis from the same media credited the song in " paving the way for the " softer " Madonna to emerge in the mid- ' 90s . " Arion Berger from Rolling Stone described the song as a " yearning ballad " . Tony Power from Blender picked it as one of the stand @-@ out tracks from Erotica . Sal Cinquemani from Slant Magazine wrote , " Madonna 's rarely acknowledged harmonies glide atop the frosty beats , thunder @-@ claps of percussion , and skyward drone of the sonorous ' Rain ' . " Annie Zaleski from The A.V. Club stated that " Rain " established Madonna as " a sensual New Age goddess . " Stephen Holden from The New York Times described it as " one happy , open @-@ hearted love song . " While reviewing the album for Billboard , Paul Verna called the song " a lovely pop ballad . " In a separate review of the single on the magazine , Larry Flick wrote :

A gorgeous , romantic moment from [ Madonna ] 's sorely underappreciated Erotica opus . A slow and seductive rhyme base surrounded by cascading , sparkling synths inspires a sweet and charming vocal . Though not as lyrically daring as the previous " Bad Girl " , this is a wonderfully constructed , memorable tune that deserves as much attention ( and airplay ) as it can garner .

Writing for The Huffington Post , Matthew Jacobs placed the track at number 43 of his list " The Definitive Ranking Of Madonna Singles " and felt the track was a departure from the previous " carnal " releases from Erotica ; " It 's not terribly distinctive from the other ballads Madonna released in the early ' 90s , but then there 's the sultry chorus with the uplifting lilt ' Here comes the sun ' . " Stephen Sears from music website Idolator called the song as " the album 's sole expression of pure love " , which " revisits the oceanic sonic landscape of her epic 1986 ballad " Live To Tell " . Charles Aaron from Spin wrote that the song " works a timeless , wrenching scenario : Our heroine waits on a mountaintop for love to wash away her sorrow . " Scott Kearnan from website Boston.com felt that the song is an example of " what she lacks in [ singing ] technique she 's always tried to make up for with earnestness . " He also praised her phrasing , saying that " Madonna sings like she believes in every word . "

Matthew Rettenmund , author of Encyclopedia Madonnica complimented the vocals on the song , calling them " elegantly layered ... and an inventive , overlapping vocal rap that makes it a standout production " . Chris Wade , author of The Music of Madonna felt that " Rain " was placed in the perfect sequence on Erotica , " to lift the album from its arguable slight drop in quality [ with previous tracks ' Waiting ' and ' Words ' ] " . Rikky Rooksby , author of The Complete Guide to the Music of Madonna complimented the radio friendly sound of the song , but felt that the lyrics " had been used in countless songs " , rendering them incoherent . Chris Willman from Los Angeles Times criticized the song 's lyrics , saying : " Despite having crafted some of the best singles of the ' 80s , and

despite being a genuine wit , Madonna can tend toward terribly banal rhymes . " Alfred Soto from Stylus Magazine dismissed the song as a " slushy rewrite of that year 's ' This Used to Be My Playground ' , itself a slushy rewrite of Like a Prayer 's ' Promise to Try ' . "

= = Chart performance = =

In the United States , " Rain " peaked at number 14 on the Billboard Hot 100 and spent a total of 20 weeks on the chart . On its component chart , the song reached number 11 on the Hot 100 Airplay and number 31 on the Hot Singles Sales . " Rain " was a considerable hit on Top 40 and adult contemporary radio stations , reaching number seven on both the Mainstream Top 40 and the Adult Contemporary charts . Additionally , the single also peaked at number 38 on the Rhythmic Top 40 and number 13 on the Hot Dance Music / Maxi @-@ Singles Sales . The song was eventually allocated the number 67 position on the Billboard Hot 100 year @-@ end chart for 1993 . In 2013 , Billboard ranked it as the 40th Madonna 's biggest hit in the United States . In Canada , " Rain " achieved its highest chart placement , peaking at number two on the weekly Top Singles chart compiled by RPM magazine on September 18 , 1993 . It also became a top @-@ ten hit on the RPM 's Adult Contemporary chart , reaching number seven on October 23 , 1993 . It became the 15th best @-@ selling single of 1993 in Canada .

" Rain " also found commercial success on several countries outside North America . In Australia , the song debuted at number 21 on the charts before rising and peaking at number five . The song remained her longest @-@ charting single , staying in the charts for 20 weeks , until " Hung Up " ( 2005 ) remained on the charts for a total of 23 weeks . It was certified gold by the Australian Recording Industry Association ( ARIA ) for shipments of 35 @,@ 000 copies . In the United Kingdom , the song was also a success , peaking at number seven on the UK Singles Chart . According to the Official Charts Company , " Rain " has sold 130 @,@ 771 copies in the United Kingdom as of August 2008 . " Rain " also reached the top ten in Ireland and Italy , as well as the top twenty in New Zealand , Sweden and Switzerland .

= = Music video = =

The music video for " Rain " was filmed by director Mark Romanek during May 16 ? 19 , 1993 at a Santa Monica Airport hangar in Santa Monica , California . Other production crews include Krista Montagna as the producer , Harris Savides as the director of photography , Jon Peter Flack as the production designer , Robert Duffy as the editor , and David Bradshaw as the wardrobe stylist . The video was entirely shot in black and white and then hand @-@ painted with blue tones . It displays Madonna during a filming process with Ryuichi Sakamoto as a director and a group of Japanese technicians . Romanek and Madonna initially wanted to get Jean @-@ Luc Godard or Federico Fellini to play the director in the video . Romanek commented : " I came up with the basic idea of setting it in Tokyo and showing the film crew . It was very Zen , very stripped away . She was this accessible , vulnerable creature surrounded by the high @-@ tech and the global . " The director 's primary inspiration came from watching a commercial by Jean @-@ Baptiste Mondino , starring actress Catherine Deneuve . Madonna was also seen reclining on a riveted aluminium chaise lounge known as the Lockheed Lounge , designed by then unknown Marc Newson .

The video begins with Madonna in a studio , lying on a sofa with headphones on her ears composing a song , following a sequence in which she sings in front of a microphone , which alternates with those of her receiving instructions from the director . She then appears in front of a background of bright lights , representing the sun @-@ lit sky , and also in a scene of her kissing a man behind glass on which water falls . The video ends with an air view of open umbrellas covering the entire floor . Madonna introduced another completely new persona for the video . She wore a wig which provides " a waif @-@ like cap of short black hair with spiky bangs . " She also removed her trademark mole and got her eyebrows back , which had been virtually invisible in her previous videos . The look took inspirations from Paris in the 1940s , cabaret singer Édith Piaf and ingenues in general . Rei Kawakubo of Comme des Garçons provided the minimalist black clothes in the

video , while the ethereal white clothes was designed by Vivienne Westwood .

The video premiered on June 21 , 1993 on MTV , and later won two categories for Best Art Direction and Best Cinematography at the 1993 MTV Video Music Awards . It was ranked number 70 on Slant Magazine 's " 100 Greatest Music Videos " list . Sal Cinquemani from the publication called it as one of Madonna 's most beautiful music video and said , " The waterlogged clip was a simple and refreshing break from the singer 's visually sex @-@ drenched Erotica period . " He also pointed out that despite its innocent look , " it 's difficult to separate the images from the song 's double entendres . " Jef Rouner from Houston Press called the video " one of Romanek 's more light @-@ hearted and definitely the most ... purple of his work , " as well as " a fascinating treatise on the act of creating a music video itself . " Bryant Frazer from Studio Daily described it as a futuristic , overexposed look influenced by Japanese fashion imagery . " He noted that the video " pushed the boundaries of telecine work at the time . " Rettenmund called the video a " masterpiece about art and artifice " . He noted that although Romanek expressed to create a video " devoid of nostalgia " , instead the " Rain " clip " created a modern enigma [ out of Madonna ] who herself was no stranger to overexposure " . The video was later commercially available on Madonna 's video albums The Video Collection 93 : 99 ( 1999 ) and Celebration : The Video Collection ( 2009 ) .

= = Live performances and covers = =

Madonna has only performed the song during The Girlie Show World Tour in 1993 . For the performance , Madonna and her back up singers , Niki Haris and Donna De Lory , appeared onstage wearing long black see @-@ through robes . Haris recalled in Lucy O 'Brien 's book Madonna : Like an Icon , " that was the first time [ on stage ] we sat down together and felt our harmonies . Madonna 's voice was starting to get strong and she was into trying new things . " During the bridge , a fragment of Motown group The Temptations ' 1971 hit " Just My Imagination ( Running Away with Me ) " , was included . In his review of the concert in New York City , The New York Times 's Jon Pareles felt that during the performance the music was reminiscent of " Motown , girl groups and James Brown . " After the song was finished , an interlude , featuring a pierrot and several dancers dressed in black outfits and holding umbrellas began . Set to an instrumental version of the song , the interlude featured a choreography partially inspired in the classic Gene Kelly musical Singin ' in the Rain . According to author Michelle Morgan , Kelly himself advised Madonna on some of the choreography . The performance on the November 19 , 1993 show at Sydney Cricket Ground was recorded and released on VHS and Laserdisc on April 26 , 1994 , as The Girlie Show : Live Down Under .

Fifteen years later , " Rain " was used as a video interlude for Madonna 's Sticky & Sweet Tour . The song was remixed using elements of Eurythmics ' 1984 hit " Here Comes the Rain Again " and featured the Japanese dancing duo Hamutsun Serve . The video featured a pixie finding shade under a petal during a rainstorm and witnessing the transformation of a caterpillar into a butterfly . This performance was included on the Sticky & Sweet Tour live CD and DVD release , recorded during Madonna 's shows in Buenos Aires , Argentina , in December 2008 . In 2000 , British gothic rock band Rosetta Stone covered " Rain " for Madonna 's tribute album , Virgin Voices : A Tribute to Madonna , Vol . 2 . The following year , a hi @-@ NRG / Eurodance cover by Who 's That Girl ! was released through Almighty Records . In 2016 , Madonna 's former backup singers Niki Haris and Donna De Lory covered " Rain " and released it as a digital single . Their single release consists of the acoustic version and the Willie Ray Lewis remix version .

= = Track listings and formats = =

= = Credits and personnel = =

Madonna ? songwriter , producer , vocals

Shep Pettibone ? songwriter , producer , sequencing , programming , keyboards

Robin Hancock ? recording engineer  
P. Dennis Mitchell ? recording engineer  
Tony Shimkin ? drum programming  
Goh Hotoda ? mixing engineer  
Credits adapted from the album 's liner notes .

= = Charts = =

= = Certifications = =