

= Vida (Ricardo Arjona song) =

" Vida " is a latin pop song by Guatemalan recording artist Ricardo Arjona , released on 7 December 2010 as the second single from his twelfth studio album , Poquita Ropa (2010) . The song was written by Arjona , who produced it with longtime collaborators Dan Warner and Lee Levin under their stage name Los Gringos . The song is considered to be an autobiographical song for the singer , and its lyrics are based on " matters of identity " .

An accompanying music video for " Vida " was released in November 2010 . It was directed by Joaquín Cambré and filmed in Mexico , and " represent [s] that mix of feelings crafting an ambience of hope inside of a story that inevitably has a tragic end . " The video was used as part of the feature film Poquita Ropa ? Una Historia Apasionada as well as on Arjona 's Metamorfosis World Tour . As of 28 July 2012 , the video has reached 3 @. @ 9 million views on YouTube .

= = Background = =

With Poquita Ropa , Arjona wanted to drastically change his musical style . He tried to use as few instruments as possible , resulting in a production that sounds like a capella performances . Arjona said about the album , " music and women look better with little clothes " , and that " they [the songs] are like women ; they get things up and are so concerned about this that they forget that the less clothes , more beauty . The songs are often overwhelmed by ourselves , because we saturate them with arrangements looking to exalt their qualities and we end up hiding them . "

Arjona produced the album with the assistance of Dan Warner , who has worked with Shakira , Celine Dion and Christina Aguilera . Jason Birchmeier from Allmusic commented that Poquita Ropa " finds Arjona at his most naked , backed by spare arrangements of acoustic guitar , piano , and Hammond B @- @ 3 along with occasional touches of strings , woodwinds , and chorus vocals . " Poquita Ropa was the first album that Arjona recorded without producer Tommy Torres , whose last production was 5to Piso (2008) . The album is similar in style to Arjona 's work on Galería Caribe (2000) .

= = Composition = =

" Vida " is a latin pop song written by Arjona , who produced it alongside longtime collaborators Dan Warner and Lee Levin , under their stagename Los Gringos . Doug Emery provided the piano , while Lee Levin performed the percussion and drums instruments and Briang Lang the bass . Roger Silvestre Ramírez and Wendy Pedersen provided additional background vocals on the song , while Andrés Saavedra and Isaías García served as the recording engineers . It is considered by Arjona as an autobiographical song , commenting that it " contains a good dose of the life of my old mand " , as a reference to his father , who died in 2011 . In an interview , music video director Joaquín Cambre commented that " ' Vida ' is a sweet song , exciting and bitter nonetheless . " Jason Birchmeier from Allmusic praised the song , stating that it " deal [s] with matters of identity and take a long view , concerning themselves with the past as well as the present and raising questions about the future . "

= = Promotion = =

= = = Music video = = =

The music video for " Vida " was released on 15 November 2010 . It was filmed in Mexico and directed by Argentinian filmmaker Joaquín Cambre . In an interview , Joaquín Cambre commented that he " tried to represent that mix of feelings crafting an ambience of hope inside of a story that inevitably has a tragic end . Ricardo Arjona plays the song while listening to the story playing on an old disc . " On the video , Arjona is seen on an old room , playing guitar and sitting on a couch ,

close to a bed , while singing the lyrics . In between , scenes showing a family reaching to a house , in which the father of the men is laying , close to death . As of 28 July 2012 , the video has reached 3 @. @ 9 million views on YouTube .

= = = Live performances and media appearances = = =

" Vida " was included on the film Poquita Ropa ? Una Historia Apasionada , a compilation of the music videos for all of the songs on the album which primered on February 2011 by HBO . It was directed by Joaquín Cambre , and co @-@ starred Arjona , González , Edgar Vivar , Daniel Arenas , Mimi Morales , and Kenny . Jesús Grovas , HBO 's corporate communication manager for Mexico and Central America said that it was " a pleasure to have on screen the music of a songwriter like Ricardo Arjona , which is warranty of quality " . The film was also broadcast by A & E. The song is also present on his ongoing Metamorfosis World Tour , where it is used as an introductory video for the show , showcased on an LDC screen present during the concert .

= = Trackslisting = =

Digital Download

" Vida " ? 5 : 15

= = Credits and personnel = =

The credits are taken from the iTunes exclusive digital booklet .

= = Release history = =