

= Shame (Robbie Williams and Gary Barlow song) =

" Shame " is a song written and recorded by English singers Robbie Williams and Gary Barlow for Williams 's second greatest hits compilation album , In and Out of Consciousness : Greatest Hits 1990 ? 2010 (2010) . Produced by Trevor Horn , it was released as the lead single from the album on 27 August 2010 in most countries worldwide and on 1 October in the United Kingdom . " Shame " marks the first time Williams and Barlow collaborated on a song together solely and the first time they worked together since Williams left Take That in 1995 . It is a pop song with country and electro music influences ; two reviewers noted that it contains an acoustic guitar part similar to the one of The Beatles ' 1968 song , " Blackbird " . The lyrical content of the single revolves around singers 's broken relationship and fixing things up .

" Shame " received generally favourable reviews from music critics who praised the song 's sound and the melodic and lyrical skills of the performers . It reached the top @-@ ten in seven countries worldwide including Hungary , Netherlands , Italy and Denmark . In the singers 's native United Kingdom , it peaked at number two on the singles chart and was certified silver by the British Phonographic Industry (BPI) , denoting shipments of over 200 @,@ 000 copies in the country alone . The accompanying music video for the song was directed by Vaughan Arnell in Los Angeles and premiered on 26 August 2010 . It features Williams and Barlow dancing and singing the song in a bar and fishing on a pond . Multiple critics linked the storyline and the pair 's chemistry in the video to the 2005 film , Brokeback Mountain . To further promote " Shame " , the pair performed it on multiple occasions including on the Help for Heroes concert and Strictly Come Dancing .

= = Development and release = =

In July 1995 , Williams announced that he was leaving Take That , a boy band in which both he and Barlow took part . Following his departure , the group disbanded until 2005 when they made their reunion . After 13 years , in 2008 , during the band 's work on their fifth studio album , The Circus , Barlow and Williams met for the first time since the latter left the band . In 2010 , in an interview on BBC Radio 1 , Williams elaborated , " ' It is one of those situations in life that could be very explosive and could go completely wrong . We had that big chat and the most amazing thing happened at the end of it . We both said sorry to each other and we both meant it and that was all we needed . " Barlow added " I spent the last 15 years thinking about what I was going to say . "

" Shame " was written by Barlow and Williams for Williams 's second greatest hits album , In and Out of Consciousness : Greatest Hits 1990 ? 2010 (2010) . The single was conceived in February 2010 and written in a time span of an hour , in an empty recording studio located in Los Angeles ; it was inspired by their past trouble relationship . English musician Trevor Horn produced " Shame " while Tim Weidner and Graham Archer did the engineering of the track , whilst Dave Miles served as an additional engineer . Weidner also provided the mixing of the song . All of its mastering was done at the Metropolis Studios in London and the Gateway Mastering in Portland , Maine .

" Shame " was released as the lead and only single from In and Out of Consciousness : Greatest Hits 1990 ? 2010 . It was made available for digital download via the iTunes Store on 27 August 2010 in some countries , including Australia , Denmark , Germany and Italy . In singers 's native United Kingdom it was placed for digital purchase over a month later on 1 October . On 4 October , Virgin Records released a CD single of " Shame " in the UK ; apart from the title track , the single featured another song performed by Williams , titled " The Queen " .

= = Composition and lyrical interpretation = =

" Shame " is a pop song with a length of three minutes fifty @-@ nine seconds . According to Faber Music 's digital sheet music for the song , " Shame " is composed in the key of Bb major and set in common time signature , and has a moderately slow groove of 96 beats per minute . The singers 's vocals span from the low note of B3 to the high note of B5 . Michael Cragg of The Guardian noted that the single features country music influences and an " electro @-@ tinged " chorus , reminiscent

of the works of British producer Stuart Price . Jody Thompson of The Daily Mail and Digital Spy 's Mayer Nissim noted that " Shame " contains an acoustic guitar part which is similar to the one of " Blackbird " , a 1968 song written by Paul McCartney and performed by The Beatles .

The lyrical content of " Shame " revolves around " the breakdown in the relationship " that Williams and Barlow experienced after the former left Take That . Williams starts the song with the line , " Well there 's three versions of this story / Mine and yours and then the truth " , whilst Barlow responds channeling his original attempt for reconciliation , " I read your mind and tried to call / My tears could fill the Albert Hall . " Stuff.co.nz described the lyrics as " happy ending " and " patch things up " , when specifically singing the lines , " I don 't recall the reasons why , I must have meant them at the time , is this the sound of sweet surrender ? "

= = Critical reception = =

" Shame " received generally favourable reviews from contemporary music critics . Nissim gave the song three out of five stars and wrote that although it is not good as Take That 's previous singles , " Patience " , " Back for Good " and " Pray " , " it sounds awfully sweet and , more importantly , absolutely genuine . " Sean Egan of BBC Music stated that the single , " is as good as it sounds on paper , Barlow 's sumptuous melodic skills allied to a lyrical prowess we never suspected Williams had in the Take That days as the two engage in a sweetly regretful dialogue with each other about their past feuds . " A reviewer for CBBC described it as a " really sweet " and " meaningful " song that has " cheeky " sense of humour and words that can make the listener happy . USA Today 's Jerry Shriver noted that " Shame " confirms Williams as a " former boy wonder " who " is in no danger of losing his mojo " . Katie Boucher of The National called the single " a bouncy reconciliatory duet " with a sound more similar to Take That , rather than Williams 's solo material .

In a less enthusiastic review , Scott Causer of Contactmusic.com stated , " the song is a cheesy paean to their past . To their credit they don 't pretend it 's anything other than that . " MusicOMH 's Nic Oliver called the collaboration " wooden musically " , but noted that Williams succeeds to " turn in wry , self @-@ deprecating lyric that bodes well for his mature years " .

= = Chart performance = =

On 10 October 2010 , " Shame " debuted and peaked at number two on the UK Singles Chart and the Scottish Singles Chart with over 107 @,@ 000 copies sold for the week . Two weeks prior it , the song peaked at number one on the UK Airplay Chart . It was certified silver by the British Phonographic Industry (BPI) , denoting shipments of over 200 @,@ 000 copies in the country alone . On the Irish Singles Chart , the single debuted and peaked at number eight on 7 October . In Italy , the song debuted and peaked at number seven on singles chart ; the next week it fell to number eight . The Italian Music Industry Federation (FIMI) certified the song gold for sales of over 15 @,@ 000 copies in the country . " Shame " was most successful in Hungary where it peaked at number one on the Rádío Top 100 chart . In Netherlands , the song debuted at number 17 on the Dutch Singles 100 on 4 September ; after seven weeks fluctuating the chart it peaked at number four on 16 October . It debuted at number 15 on the Danish Singles Chart on 10 September , before peaking at number nine the next week . It also peaked at number nine in Israel .

On 15 October , " Shame " debuted and peaked at number 11 on the German Singles Chart . On the Belgian Charts the single peaked at number 19 on the Wallonia chart and number 21 on the Flanders chart . On the Swiss Singles Chart , the song debuted at number 23 on 19 September . After three weeks , it peaked at number 19 . The performance of the song was also similar in Austria , where it debuted and peaked at number 20 . It failed to make a significant impact on the Australian Singles Chart and only peaked at number 62 for one week . " Shame " was least successful in Slovakia and Japan where it peaked at number 65 and number 91 respectively .

= = Music video = =

The music video for " Shame " was directed by Vaughan Arnell . It was shot on 21 and 22 February , 2010 in Los Angeles , whilst the scenes in the mountains were done in Malibu . It premiered on 26 August 2010 on Williams 's official website and on YouTube . On 1 October 2010 , it was made available for digital download via the iTunes Store .

The video begins with Williams waiting for his laundry to be done in a store , before getting out for a walk . Meanwhile , Barlow is standing on the other side of the street . As the song starts the two of them start walking towards their cars whilst looking at each other . When they get inside , the scenes are intercut with the two of them dancing with their female partners . Later in the video , they are shown sitting at the bar having a drink whilst singing the song 's words . As the second chorus starts , Williams and Barlow are at a pond , fishing and laughing . Scenes of them looking each other secretly are also shown . In the middle of " Shame " ' s bridge they start taking their shirts off . Shortly , they are shown climbing up a cliffs . After they get on the top they want to jump , however , they release it 's too high . Instead they hug each other and walk away as the video finishes .

Critics heavily compared the storyline of the music video to that of the 2005 film , Brokeback Mountain . Birmingham Mail 's Luke Beardsworth described it as a " lighthearted parody " of the film and according to him the visual depicts Williams and Barlow as young cowboys who are in love secretly . Cragg noted that the video features " the two men gaze lovingly into each other 's eyes , strip to the waist and fall in love all over again . " Thompson thought that it is " a tongue @-@ in cheek nod " to Brokeback Mountain , and wrote that " they are seen stealing admiring glances at each other " just like actors Jake Gyllenhaal and Heath Ledger in the film . According to The Sun the video likens the love @-@ hate relationship that Williams and Barlow experienced to the film 's " tormented " gay cowboys .

= = Live performances = =

Williams and Barlow performed " Shame " for the first time on 12 September 2010 at the Help for Heroes concert held in London . On 2 October the pair sang the song at the series eight of the Strictly Come Dancing . A reviewer of newspaper Metro reviewed the performance and wrote , " the pair , wearing matching black suits , spent much of the early stages of their performance sitting on stools and gazing into each other ' s eyes as they sung the duet . " On 7 October , Williams and Barlow were chatting at the BBC Radio 1 where they gave a performance of the song . The singers were guests at the Paul O 'Grady Live chat show and also performed the single on 8 October . Three days after , on 11 October , they gave a rendition of the track on the morning television programme , Daybreak . On 18 November the pair performed the song on the German reality TV programme , Popstars : Girls forever . Barlow included " Shame " on the set list of his 2014 tour , Since I Saw You Last , where he performed a solo acoustic version of the song .

= = Formats and track listing = =

= = Credits and personnel = =

Credits adapted from the liner notes of In and Out of Consciousness : Greatest Hits 1990 ? 2010 .

Locations

Mastering at Metropolis Studios , London ; Gateway Mastering , Portland , Maine

Personnel

= = Charts = =

= = Certifications = =

= = Release history = =