

= Lost in the World =

" Lost in the World " is a song by American hip hop recording artist Kanye West from his fifth studio album , My Beautiful Dark Twisted Fantasy (2010) . The song features vocals by Justin Vernon of indie folk band Bon Iver , as well as sampling his 2009 song " Woods " . It also contains portions of " Soul Makossa " written by Manu Dibango , and samples of " Comment No. 1 " , performed by Gil Scott @-@ Heron . It was produced by West and Jeff Bhasker , who wrote the track with Vernon and Malik Jones . " Lost in the World " was initially leaked on September 29 , 2010 and was 6 minutes and 4 seconds long . The version on the album was split up into two parts , with the outro becoming a new track entitled " Who Will Survive in America " .

The song received acclaim from music critics , who praised the atmospheric production , the appearance of Vernon , and West 's verse . The verse by West was described as one of the most poetic of his career , with the song being cited as one of the strongest on My Beautiful Dark Twisted Fantasy . " Lost in the World " was featured during the closing credits of Runaway , a 35 @-@ minute short film directed by West set with music from the album . The song peaked at number 104 on the South Korean Gaon Chart . A music video was directed by Ruth Hogben , featuring black and white cinematography , frantic dancing by models and a brief cameo by West . The music video received positive reviews from critics .

" Lost in the World " was sampled in a freestyle by West 's GOOD Music labelmate Pusha T , and a remix produced by DJ Tiësto . West first performed the song live at Macy 's Thanksgiving Day Parade , and subsequently performed it at several music festivals , including the Coachella Valley Music and Arts Festival and the The Big Chill . " Lost in the World " was proposed by West as the album 's fifth single , but plans to release it never surfaced .

= = Background = =

Kanye West previewed " Lost in the World " in July 2010 at the offices of Facebook . West performed production @-@ free versions of several songs at the event , standing on top of a table . Rolling Stone writer Daniel Kreps , who reported the event , wrote " in an unorthodox move , Kanye West debuted verses from three new songs , a cappella for employees at Facebook 's headquarters in Palo Alto , California . " Before launching into a performance of " Lost in the World " , West mused that " this is actually a bit more like a poem " and described it as more of a " serious rap " . A version of the song leaked online on September 29 , 2010 ; the version was unfinished , with a length of approximately 6 minutes . At this time , it was unknown whether or not the song would appear on West 's upcoming fifth studio album . Later , in October 2010 , it was confirmed that " Lost in the World " would indeed appear on My Beautiful Dark Twisted Fantasy , but that the leaked version had subsequently been split into two different songs . The first part of the track remained titled " Lost in the World " , while the end became another song , titled " Who Will Survive in America " .

= = Recording = =

Following some media controversies , West chose to record My Beautiful Dark Twisted Fantasy in a reclusive manner in Oahu , Hawaii . Like the majority of the album , " Lost in the World " was composed there . West attempted to shy away from working with artists he didn 't consider himself familiar with , however made the exception for Justin Vernon , singer of the band Bon Iver . Vernon 's involvement in the project stemmed from a phone call by West . West had gotten into contact with Vernon and described his intention of sampling the song " Woods " from Bon Iver 's Blood Bank EP . After the phone message , West invited Vernon down to his record studio in Hawaii to appear on the album .

West also cited the Bon Iver album For Emma , Forever Ago as something he was a fan of , and admitted an admiration of the unique aesthetic of Vernon 's music . The two quickly became friends through discussions of music and games of basketball . While at Hawaii , Vernon collaborated extensively , reportedly producing a total of 10 tracks together , including the album cuts " Dark

Fantasy " and " Monster " . Vernon told Pitchfork Media about the composition of the song , stating :
" So I head out there and he plays me the track and it sounds exactly like how you want it to sound : forward moving , interesting , light @-@ hearted , heavy @-@ hearted , fucking incredible sounding jam . It was kind of bare so I added some choir @-@ sounding stuff and then thicked out the samples with my voice . That whole first week I was there we worked on the ' Woods ' song , which is called ' Lost in the World ' . We were just eating breakfast and listening to the song on the speakers and he 's like , ' Fuck , this is going to be the festival closer . ' I was like , ' Yeah , cool . ' It kind of freaked me out . "

Vernon recorded his lines in a separate recording studio than most of the album . Vernon described the studio as a " tiny black room " . He would record a line in the room , and then shortly later West would come in and play back what was recorded , and then discuss what needed to be changed . They repeated that process a few times until the song was finished . Vernon expressed a positive opinion of working with West , and though he called West demanding in some ways , he appreciated West 's enthusiasm for music and the creativity produced by the recording sessions . The song was recorded around the death of Michael Jackson and the event had an effect of the recording crew of the song , and certain aspects of the song are influences by personal events that affected West throughout the years . In an interview with MTV , West said that the song was going to be last featured on the album , and commented that " emotionally it just fit the crescendo of everything that I was saying and what I wanted to say to this girl . And it 's also my favorite eight bars that I 've ever written in my life . I think it 's one of the greatest pieces of writing . "

= = Composition = =

" Lost in the World " is 4 minutes and 16 seconds long and has been described as a " moody meditation " . It features tribal drums and samples Bon Iver 's " Woods " , a song originally written about alienation , applied by West " as the centerpiece of a catchy , communal reverie " on the album . The song manipulates the original Bon Iver sample and incorporates influences from both house music and dance music , adding tribal chants and percussion . During the duration of the song , there are several distinct production changes . The song begins with faint vocals delivered by Vernon , which are reinforced by drums , gospel @-@ styled chorus , an increased tempo , and a final measured tempo . The song continues to build at a slow pace , until a choir explodes into a bombastic roar , boasting the line " run from the lights . "

West delivers a short , 40 second verse , which appears over two and a half minutes into the song . West 's verse contains an interpolation of the " Mama @-@ say mama @-@ sah ma @-@ ma @-@ coo @-@ sah " hook from Michael Jackson 's song " Wanna Be Startin ' Somethin ' " . The song features West 's comment on his fans and his fame , with additional references to Jackson . Embling of Tiny Mix Tapes viewed that the track points out a paralleled with West and Jackson , commenting :

" Life in the spotlight is perilous , and West knows that what happened to the King of Pop could just as easily happen to him . [...] A disembodied chorus urges West to ' run from the lights / run for your life ' on ' Lost in the World , ' the record 's frenzied penultimate track ; but even as we listen , we know there 's little chance that he 'll leave the spotlight behind . West is telling us , over the course of 11 songs , that he 's willing to die for our amusement , our respect . "

The song ends with a very long sample of Gil Scott Heron 's " Comment No. 1 " , a speech which served as a comment on the 1960s Revolutionary Youth Movement for failing to recognize the more basic needs of the African @-@ American community . " Lost in the World " transitions into the closing track " Who Will Survive in America " . It is edited to a smaller version on the track that , according to Chicago Tribune writer Greg Kot , " retains its essence , that of an African @-@ American male who feels cut off from his country and culture " . Ann Powers of Los Angeles Times described " Woods " as a " Wisconsin death trip that becomes a testimonial to rebirth through isolation " and noted a significant difference from " Lost in the World " , commenting that the song was more about West 's " exhausted cry of one who 's always new in town , chasing whatever goal or girl is in the room , fueled by consumer culture 's relentless buzz , but finally left unsatisfied . "

== Reception ==

The song received universal acclaim from critics . Alex Denney NME called the song the " heart @-@ rending highlight " of My Beautiful Dark Twisted Fantasy and cited the vocal performance by Vernon as a " quite brilliant effect . " Denney commented " it frames Kanye ' s inner demons in a universal way , recasting Vernon ' s semi @-@ mythical woodland retreat as his own cipher for spiritual replenishment " . Los Angeles Times writer Ann Powers called the song an important piece of the album , saying that the sampling of Bon Iver was both surprising and inspired , and noted the differences from " Woods " and " Lost in the World " . David Amidon of PopMatters viewed that the track contained " glass @-@ shattering bass " , and viewed that the track " storms out of all this dreariness with a thunderous , plodding house bass and Kanye taking Bon Iver in every which direction as the song exudes nothing but triumph . " Chris Martins of Spin stated that West managed to transform Iver ' s " melancholic ' Woods ' into a perversely bright experimental dance track . " Sasha Frere @-@ Jones of The New Yorker commented that the song was difficult to classify as purely a rap song , noting that " West ' s music is born of hip @-@ hop , but it now includes so many varieties that it feels most accurate to call it simply Kanye . " Jones noted that in less than the six minutes of the song ' s running time , West " moves from a loner in the woods to his own isolation and on to the entire African @-@ American experience . "

Andy Gill of The Independent stated that he was impressed that the song was West ' s only use of autotune on the album , describing the song as both " lovely " and " poignant " in nature . David Browne of Time stated that the song , much like " Runaway " , feature " shimmering soundscapes that pinpoint a common ground between the hardness of hip @-@ hop and the sweetness of indie rock . " AbsolutePunk ' s Drew Beringer cited the song as an example of West ' s growth as a producer , noting that he was sampling unexpected songs to unique results , including the " haunting " song " Woods " . Beringer felt that the most interest take of this on the album was " Lost in the World " , describing it as a " as an auto @-@ tuned medley of Vernon and West that soars over pounding drums and a frantic backing choir " . HipHopDX writer Jake Paine felt that the track utilized " pounding drums " , and commented that it was " an intense tapestry of ever @-@ changing sound that includes several genres and decades of inspiration . "

Channing Freeman of Sputnikmusic viewed that track , along with " All of the Lights " and " Power " have " a certain zest of life " to them , adding that all three tracks were " beautiful " . He also commented that " it is great to see that Kanye is still able to have plenty of fun without losing any of his creativity . " Dan Vidal of URB commented " sonically , the joy comes from the triumphant , painstaking arrangement that undoubtedly went into the production " . The Washington Post ' s Chris Richards mused that " the drums come avalanching on Lost in the World " , calling it " the grand finale this album deserves . " He continued that " West serves up high drama at a breakneck tempo , with pining melodies crying out for a redemptive moment . But there ' s no final act of contrition . West is too ' lost in this plastic life . ' " Cole Mathew of Slant Magazine described the track as " Kanye ' s much @-@ anticipated reworking of Bon Iver ' s " Woods " from his classic EP " , and wrote that " it ' s astounding how he takes the strangest sample on the album and crafts it into a defiantly giddy dance number , complete with tribal drumming in the verses and group choruses that sound massive . It ' s a mad stroke of brilliance to take Justin Vernon ' s solitary ode to alienation and use it as the centerpiece of a catchy , communal reverie . It ' s experimental , to be sure , but it ' s also the closest the album comes to pure pop indulgence . " The song peaked on the South Korea Gaon Chart at position 104 .

== Marketing ==

== Live performances ==

To promote My Beautiful Dark Twisted Fantasy , West performed the song at Macy ' s Thanksgiving

Day Parade . During the performance , West wore black peacoat , fur vest , shiny gold shirt , gold chains , and a headband . According to a reviewer from Rap @-@ Up , he was lip syncing the song during the performance . Due to the controversy stemming from the MTV Video Music Awards , it was reported that West was booed during the performance . The booing garnered press coverage and was reported by several publications . During his set at the Coachella Valley Music and Arts Festival , West performed " Lost in the World " towards the end of his performance . Justin Vernon joined Kanye during the performance , and it was described as " one of the most memorable performances in Coachella history . " The track was featured during West 's set at the The Big Chill music festival . At the festival , West announced plans for the song to be the fifth single from the album , however plans to do never surfaced .

= = = Miscellaneous = = =

The song appears in West 's short film Runaway , an extended 35 minute long music video which features a majority of the tracks featured on My Beautiful Dark Twisted Fantasy . The song during the video 's climax , and features West frantically running through the forest . Rapper Pusha T released a promotional remix of the track with verses provided by him . A dance remix by Grammy nominated DJ Tiësto was produced in 2011 , that was " apparently been sitting around Tiësto 's hard drive for the past year " , and was finally put up to download as part of a podcast in April 2012 . The remix took over a year to be released , but was finally allowed to be released for undisclosed reasons . Consequence of Sound writer Chris Coplan reported that the remix had a duration of around eight minutes , commenting that " the formerly artsy number is chopped and screwed into a bass @-@ heavy club anthem , with the emotionally @-@ frozen vibe melting to the sheer heat produced by random samples and various chunky synth lines . "

= = Music video = =

A music video was made by fashion film director Ruth Hogben in collaboration with West , who appears in a cameo in the video . The video was shot during the summer of 2011 during a two @-@ day shoot . Hogben and West had brainstorming sessions deciding what the video was going to be conceptually , finally deciding something that would aesthetically fit the song the best . About collaborating with West , Hogben commented that the process was very organic and creative in nature , musing that the two went back and forth with ideas for visuals . The dancers in the video were not instructed to dance in any particular way by Yemi A.D. who was in charge of the dance choreography ; and according to Ruth Hogben , they " wanted an interpretation of how they felt about the song to be portrayed instead . " The video was eventually released May 4 , 2012 . The video was described as " belated " because it was premiered nearly a year and a half after the initial release of the album " Lost in the World " accompanies .

The black @-@ and @-@ white clip opens with a warning that " strobe effects are used in this video " and features a group of models dressed in sheer fabric dancing while West poses during his verse . West 's face is actually not shown anywhere in the video , which mostly showcases " tortured and slick mirrors and skylines , with a well @-@ placed dancer depicting the heaven and hell in which the rapper wallows . " According to Belinda White of The Daily Telegraph , it features designers Gareth Pugh and Rick Owens , stylists Katie Grand and Katie Shillingford and " brands such as Louis Vuitton , Barneys , Mac Cosmetics and Selfridges . " Director Hogben mused that ultimately people " are supposed to come up with their individual interpretations of the clip . " Kia Makarechi of The Huffington Post offered her interpretation of the video , writing :

" In the black and white video -- which West made with filmmaker Ruth Hogben -- post @-@ rocker Bon Iver 's haunting intro plays over images of a model in sheer fabric . When the rapper appears , he 's standing on a mirrored platform -- seeing only himself when he looks down . He 's ' lost in the world , ' grounded by a reality that 's isolated and clouded (via wind and fog machines) . "

HitFix 's Katie Hasty viewed that video played out more like a fashion clip than an actual music video , but mused that it was a probable result considering the past of the director . Hasty

commented that it was a " gorgeous way to sell the song . " Robbie Daw of website Idolator compared the Nick Knight cinematography to the style featured in the music video for Lady Gaga 's single " Born This Way " (which was directed by Nick Knight) and wrote that " the black @-@ and @-@ white extravaganza is a rap video unlike any others released in recent memory ? well , unless you count Kanye 's last off @-@ the @-@ wall clip . " Luis Tovar of Pretty Much Amazing compared the video to the trailer of The Dark Knight Rises , and called it " totally Kanye " . Popdust writer Katherine St Asaph described the video as an artistic " black @-@ and @-@ white cut that disorients you with lots of falling and flailing and flailing @-@ called @-@ interpretive @-@ dance , with billowing smoke and sudden shifts in art direction " , commenting that the video was a welcome change of pace .

= = Chart position = =