

= Number 1 (Goldfrapp song) =

" Number 1 " is an electronic ? dance song performed by British group Goldfrapp . The song was written and produced by Alison Goldfrapp and Will Gregory for the duo 's third album Supernature (2005) . The song features a synthesizer and bass arrangement and was written about the importance and meaningfulness that somebody shares with another , despite that it might not necessarily last .

The song was released as the album 's second single in October 2005 to positive reviews from music critics . It was a commercial success , reaching the top forty on the majority of the charts it entered , and topped the U.S. dance chart . The song has been remixed a number of times and was featured in advertising campaigns for the U.S. retail company Target .

= = Background and writing = =

" Number 1 " is a mid @-@ tempo electronic love song about the importance and meaningfulness that somebody shares with another , despite that it might not necessarily last . The song was composed as a collaborative effort between Alison Goldfrapp and Will Gregory in late 2004 in the countryside of Bath , England . The song was written and recorded while Goldfrapp and Gregory were jamming in the recording studio , bouncing song ideas off each other . According to Goldfrapp , the song 's lyrics are " a little bit more reflective and sensual " than those she had composed on Felt Mountain (2000) and Black Cherry (2003) .

" Number 1 " is written in the common verse @-@ chorus form and features instrumentation from synthesizers and a bass guitar . It contains a synth and bass arrangement that the duo would use frequently on the rest of Supernature . Most of the song was composed on an old Roland String synth keyboard because Goldfrapp enjoyed the sounds that it exudes .

= = Music video = =

The music video for " Number 1 " was directed by Dawn Shadforth and filmed in London , England in 2005 . The video is set in a plastic surgery clinic where the staff and the patients , except Alison Goldfrapp , have a dog 's head and a human body . The video 's theme is a reference to the song 's lyrics in which Goldfrapp sings " I 'm like a dog to get you " . The video depicts the story of a white poodle who is being operated on by Great Dane and Yorkshire Terrier surgeons (the receptionist and attendant nurses are saluki) . Scenes of Alison Goldfrapp acting like a dog and dancing with the clinic 's staff are intercut throughout the video .

The video premiered in the UK in early October 2005 . The complete version of " Number 1 " featured in the music video has been released commercially through CD singles and digital downloads , and some include remixes by Alan Braxe and Fred Falke .

= = Marketing and release = =

In October 2005 , Goldfrapp performed " Number 1 " on British television shows and toured Europe , playing the single and other new songs . The duo performed only one concert in North America at the Nokia Theatre in New York City on 5 December 2005 . The U.S. concert sold out rapidly , which overwhelmed Goldfrapp who did not expect the large turnout . In late 2006 , " Number 1 " was featured in Christmas advertising campaigns for the U.S. retail company Target . The song , along with " Fly Me Away " , was featured in six winter @-@ themed television commercials .

" Number 1 " was released as a various formats throughout the world . While most territories received a CD single and digital download release , the single was released as a vinyl single in November 2005 in the UK . A DVD single was also issued and included the " Postcards from the Summer " music video and a special performance film for " Satin Chic " .

= = Critical reception = =

" Number 1 " received positive reviews from music critics . MusicOMH.com 's Michael Hubbard described it as a " warmer , calmer and cosier " song than previous single " Ooh La La " , and wrote that " it maintains those Numanoid synth riffs that Goldfrapp now do so well " . Allmusic gave the song a strong review , indicating it as a track pick from the album , commenting that " Number 1 " " nails the laid @-@ back sexiness that many of the other slower songs [on Supernature] attempt " . Stylus Magazine gave Supernature a C + rating but called the song " refreshing and effective " , while About.com wrote that the track was " a stunning profession of love served up over electronic burbles and bouncy bass . "

= = Chart performance = =

" Number 1 " entered the UK Singles Chart on 7 November 2005 at number nine , remaining on the chart for four weeks . Outside of the UK , the song was also successful . It reached number twenty @-@ nine in Ireland and became Goldfrapp 's second top fifty single on the singles chart . The song reached the top forty in Italy and the top one @-@ hundred in Germany .

In Canada , the song was released on 1 November 2005 , and debuted at number twelve on the singles chart before rising to number seven eighteen weeks later . Although the single sold considerably , " Number 1 " did not chart on the Canadian BDS Airplay chart , receiving most of its sales from its fans in the dance clubs . Due to favourable reception , " Number 1 " was released in the United States . Goldfrapp had previously found success in the dance clubs with " Strict Machine " (2003) , and " Number 1 " became their second consecutive release to reach the top of the Billboard Dance Chart . The song also reached number one on the Hot Dance Airplay and Hot Dance Singles Sales charts .

= = Alternate versions = =

Alan Braxe and Fred Falke made the most well @-@ known remix of the song , titled the " Alan Braxe and Fred Falke Main Mix " , which was included on the CD single . The track , over seven minutes long , uses Goldfrapp 's original vocals and features more prominent beats and synthesizers . The remix received mixed reviews from music critics . Stylus Magazine labeled it one of the " best club mixes " , while Pop Journalism Magazine called the remix " dismal " and a poor choice . Braxe and Falk also created two other remixes , " Alan Braxe and Fred Falke Club Remix " and " Alan Braxe and Fred Falke Instrumental Remix " , which appeared on the UK vinyl single . Icelandic electronic group Múm created the " Múm Remix " , which provided the song with a minimalist ambient sound . The remix was included on Goldfrapp 's remix album We Are Glitter in 2006 , and the home console version of the dancing video game Dance Dance Revolution SuperNOVA 2 in 2007 . A cover version by Jont appears on the 2007 compilation album , The Saturday Sessions : The Dermot O 'Leary Show .

= = Formats and track listings = =

These are the formats and track listings of major single releases of " Number 1 " .

= = Credits and personnel = =

The following people contributed to " Number 1 " :

Alison Goldfrapp ? lead vocals , backing vocals , synthesizer

Will Gregory ? synthesizer

Nick Batt ? synthesizer , programming

Dave Bascombe - vocal arrangement

Mark " Spike " Stent ? mixing

Ted Jensen ? mastering

== Charts ==