

= Live . Love . ASAP =

Live . Love . ASAP (stylized as Live.Love.A \$ AP) is the debut mixtape by American rapper ASAP Rocky , who released it as a free digital download on October 31 , 2011 . It features production by Clams Casino , ASAP Ty Beats , DJ Burn One , and SpaceGhostPurrp , among others . The mixtape also features guest rappers Schoolboy Q and Fat Tony , as well as members of ASAP Mob , ASAP Rocky 's hip hop collective .

The mixtape 's music incorporates stylistic and production elements of hip hop scenes distinct from ASAP Rocky 's hometown New York scene , particularly Southern hip hop . Its production features woozy soundscapes , low and mid @-@ tempo beats , and chopped and screwed choruses . His lyrics deal with themes about moral decay , including promiscuity and drug use , expressed through his boastful , tempered flow .

The mixtape was promoted with two singles , " Peso " and " Purple Swag " , which garnered ASAP Rocky mainstream attention and led to his first record deal . Live . Love . ASAP received widespread acclaim from critics , who praised the production aesthetic and his charismatic style . It was included in several year @-@ end top album lists by critics and publications .

= = Background = =

In May 2011 , ASAP Rocky quit selling drugs and decided to focus on a career in rapping . He released a music video for his song " Purple Swag " in July , garnering Internet buzz and attention from record labels , despite negative feedback from his native hip hop scene in New York . He was courted by several labels , including the RCA @-@ distributed Polo Grounds Music . However , he held off from any deal with a label , instead wanting to explore other pursuits . He and Polo Grounds president Bryan Leach , also a Harlem native , subsequently spent time talking about music and lifestyles .

In August 2011 , ASAP Rocky followed with " Peso " , which first appeared on Internet blogs and eventually received radio airplay on New York City 's Hot 97 . The song also earned him respect in the New York scene , of which he later said , " It bring a tear to my eye to see native New York people give me my props because New York is stubborn and arrogant " . After a bidding war among labels , he signed a record deal with Polo Grounds and RCA on October 14 . It was worth \$ 3 million , with \$ 1 @.@ 7 million for his solo work and \$ 1 @.@ 3 million to fund his company ASAP Worldwide . He said that he sought a " bigger platform " for him and his collective with the deal . His first studio album planned to be under the deal , but it allowed him to continue releasing mixtapes through RED Distribution .

= = Recording = =

ASAP Rocky recorded Live.Love.ASAP at Ishlab Music Studio in Dumbo , a neighborhood in Brooklyn , New York . It was engineered by the studio 's primary technicians Daniel Lynas and Frans Mernick . Several producers on the mixtape were associated with ASAP Mob , a collective that was formed by ASAP Rocky in 2007 and featured rappers , record producers , and music video directors . ASAP Ty Beats , SpaceGhostPurrp , and Clams Casino , who had produced several of ASAP Rocky 's previous songs , were his principal collaborators in developing the songs ' woozy soundscapes . Casino previously produced for Lil B and Main Attrakionz , who appears on the mixtape . ASAP Rocky met him after he remixed Casino 's song " Numb " , which was later recorded as " Demons " for the mixtape , and they both tried to contact one another as respective fans . Their first recording for the mixtape was " Wassup " . In August , he rented a pied @-@ à @-@ terre in Midtown Manhattan and housed members of ASAP Mob during Hurricane Irene 's landfall in New York City .

= = Music = =

Musically , Live . Love . ASAP incorporates characteristics from hip hop scenes outside of ASAP Rocky 's hometown scene in Harlem , New York , including Midwest and Southern hip hop , particularly the hip hop production of Houston 's scene . He grew up listening to Southern hip hop artists such as Geto Boys , UGK , Swishahouse , Mike Jones , Paul Wall , and Slim Thug . He also grew up listening to artists of disparate music genres , including Hope Sandoval , Cee Lo Green , and MGMT , influences that music journalist Paul Lester attributes to the mixtape 's " languid but futuristic sonics " . The beats on Live . Love . ASAP are generally low or mid @-@ tempo and hazy @-@ sounding . The songs also have chopped and screwed choruses . Clams Casino 's moody , atmospheric production is characterized by fragmented , downbeat vocal samples , basic drum tracks , and ambient , hypnotic synths . Songs produced by DJ Burn One , Beautiful Lou , and Soufein3000 incorporate more Southern hip hop elements .

Allmusic editor Andre Barnes views the mixtape 's music as distinct from East Coast hip hop , calling it " sonically out of place , recasting the feel of East Coast hip @-@ hop into a quintessential , albeit progressive southern aesthetic with its country funk and cosmic , syrupy backdrops . " Jon Caramanica calls Live . Love . ASAP " placeless and universal , an album that sounds as if it has ingested the last 20 years of hip @-@ hop ? s travels and would be comfortable anywhere . " Caramanica notes characteristics of various hip hop scenes other than that of New York 's scene , including " chewy , slowed @-@ down homages to Houston " and " nods to New Orleans and Atlanta and the Bay Area and everywhere else hip @-@ hop is made . " Alvin Aqua Blanco of HipHopDX writes that the music 's grooves " generally stay on the DJ Screw side of the BPMs " . Consequence of Sound editor Mike Madden notes its musical dynamic as " Southern flavors crossbreed [ing] with plenty of cloudy ambient @-@ rap moments " and views that the cadences of the beats consequently " dictate " ASAP Rocky 's rapping style .

The epic @-@ sounding , Clams Casino @-@ produced opening track , " Palace " , has Rocky acknowledging Southern hip hop 's influence on his sound : " Influenced by Houston / you can hear it in my music " . " Wassup " has an ethereal , Houston @-@ inspired soundscape . However , Chase McMullen of Beats Per Minute observes from the mixtape 's sound the " threatening vibe " of Raekwon 's 1995 album Only Built 4 Cuban Linx ... and a grime influence , commenting that " while southern influences currently dominate much of current hip hop , Rocky places as much importance on the Wu as he does Three 6 . " Paul Lester of The Guardian compares " Peso " to the stylings of The Jet Age of Tomorrow . " Trilla " has a funk and boom bap influence in its production .

= = Lyrics = =

The mixtape 's subject matter of moral decay incorporates controversial thematic elements of mainstream hip hop , including misogyny , glorified male promiscuity , and excessive drug use . Songs such as " Leaf " , " Get Lit " , and " Roll One Up " are odes to cannabis smoking . Music writers note the mixtape 's perspective as that of a self @-@ assured youth concerned with simple pleasures and " keeping it trill (true and real) " . Evan Rytlewski of The A.V. Club comments that ASAP Rocky mostly " riffs on his four great loves : syrup , weed , women , and fashion " . Calling it a " guilty pleasure " for hip hop purists , Allmusic 's Andre Barnes characterizes the mixtape 's subject matter as " the antithesis of conscious rap " and his lyricism as " sedate charisma and mannerisms leaning toward UGK @-@ inspired bravado " , adding that it displaces " the intricate lyrical concepts that evoke intense listening and the undeniable slang definitive of traditional East Coast rap music " .

" Purple Swag " , a woozy @-@ sounding homage to Houston 's hip hop scene , references the purple drank popularized by the scene 's community and used recreationally by ASAP Rocky and his collective . His lyrics on " Peso " depict a charismatic , attractive persona , with him referring to himself as a " pretty motherfucker " . The song also features lyrics about his eccentric and flamboyant fashion sense : " Raf Simons , Rick Owens / usually what I ? m dressed in " . He also name @-@ drops fashion designer Jeremy Scott throughout the mixtape .

ASAP Rocky 's flow throughout the mixtape is tempered , and his delivery ranges from nonchalant rhymes to forceful double time . Jon Caramanica writes that the subject matter , including " straight

@-@ talking boasts " and " heavy intake of drugs and women " , is revealed by his " bursts of short phrases , rhymed in their entirety . " On " Palace " , ASAP Rocky demonstrates alliterative lyricism and singsong cadence and flow . His flow patterns have been compared by writers to those of Cleveland @-@ based hip hop group Bone Thugs @-@ N @-@ Harmony . August Brown of the Los Angeles Times writes that " his reserved , steely delivery owes equal debts to Houston 's syrup daze and Dipset 's uptown intensity " . He addresses his rapping style on " Purple Swag " : " I 'm Texas trill , Texas trill , but in NY we spit it slow " . On " Leaf " , he addresses hip @-@ hoppers ' criticism of his style : " They say I sound like André / mixed with Kanye / a little bit of Max / a little bit of Wiz / a little bit of that / a little bit of this / get off my dick " .

= = Release and promotion = =

An anticipated release among Internet tastemakers , Live . Love . ASAP was released as a free digital download on October 31 , 2011 . Two days after its release , he proclaimed it to be " better than a lot of people 's albums " . The mixtape did not chart after its release .

The mixtape 's lead single " Peso " was officially released on November 16 . It charted for nine weeks and peaked at number 81 on the US Billboard Hot R & B / Hip @-@ Hop Songs in February 2012 . The second single " Purple Swag " was released on December 5 . Previously released as a YouTube video , the mixtape version features guest verses by SpaceGhostPurrp and ASAP Nast . A music video for " Wassup " was directed by ASAP Rocky with magazine editor and journalist Andy Capper . His videos depicted a glamorous and dissolute lifestyle led by him and his crew , with images of excess and fashion , including gold fronts , liquor containers , and designer clothing .

In the months leading up to the mixtape 's release , ASAP Rocky performed several low @-@ key venues in New York , including the Alife Rivington Club , a party for Fool 's Gold Records , a Diplomats concert , and Santos Party House . He also played CMJ 's music festival in October . In 2012 , he toured on Drake 's Club Paradise Tour and performed at several music festivals , including South by Southwest , Summer Jam , Pitchfork Music Festival , and Rock the Bells . The touring experience allowed ASAP Rocky to work on his live performance and stage presence . Reportedly , as a part of his record deal in October , there were plans for Live . Love . ASAP to be re @-@ released for retail by Polo Grounds , RCA , and ASAP Worldwide in 2012 . He had said that it would have been a " deluxe version " .

= = Critical reception = =

Live . Love . ASAP received widespread acclaim from critics . At Metacritic , which assigns a normalized rating out of 100 to reviews from mainstream publications , the mixtape received an average score of 83 , based on 12 reviews . Jim Carroll of The Irish Times dubbed it " a dashing statement of intent . " Allmusic 's Andre Barnes wrote of its appeal to hip hop purists and listeners , " For the saints , Live Love ASAP is nothing short of a guilty pleasure ... But for the aesthetically inclined , Live Love ASAP is a marvel of contemporary rap music , despite its abounding moral decay . " Pitchfork Media 's Jeff Weiss dubbed the mixtape a " triumph of immaculate taste " and wrote that throughout , " Rocky embodies the sweat @-@ free cool of someone who has stolen the test and memorized the answers ahead of time . " Colin McGowan of Cokemachineglow cited his ability to " command a variety of sounds " as the reason it sounds " unified without drifting into monochrome territory " . McGowan viewed that , although his " Wayne @-@ ian pattern " is not as " fluid " nor " dotted with exuberant metaphors " , his sensibilities make up for technical shortcomings :

BBC Music 's Ele Beattie advised listeners , " If you 've come looking for tight flows and witty wordplay , Rocky ain 't your man . But attitude and production will win you over . " Evan Rytlewski of The A.V. Club felt that " he 's a magnetic rapper , and his delivery is reliably sharp , but he rarely uses it to say anything " , and instead commended him for " curating exceptional beats and knowing when to get out of their way . " He added that , " by enlisting some of the Internet 's most forward @-@ thinking young producers ... [Rocky] 's crafted the year 's most stylish mix @-@ tape , a

melting pot of nearly every major underground rap trend of the last 16 months , all pitched to the intoxicating slow crawl of Houston screw music . " Although he noted a " lack of so @-@ called substance " , David Amidon of PopMatters viewed that the mixtape 's release helped materialize " the positive influence of the internet on the next generation of hip @-@ hop " . Jon Caramanica of The New York Times cited its two singles as " among the year 's best hip @-@ hop songs . "

= = = Accolades = = =

The mixtape was included in several year @-@ end top album lists by critics and publications . It was named the ninth @-@ best album of 2011 by Stereogum in the publication 's year @-@ end list . It was ranked number 10 on Filter 's top albums list . Gorilla vs. Bear ranked the mixtape number five and stated , " Sometimes good instincts , an effortless flow , off @-@ the @-@ charts charisma , and just sounding a lot cooler than everyone else goes a long way . " In ranking it number nine , Complex commended ASAP Rocky 's " defined sound and unique aesthetic " , calling him " electric and precise on the microphone " and writing that the mixtape 's beats " bang so hard they bring Houston to Harlem . " Los Angeles Times staff writer August Brown ranked the mixtape number two on her top albums list and wrote that it " cemented " his reputation , while citing Clams Casino 's beats as " some of the year 's most imaginative , evocative hip @-@ hop productions . " Jonah Weiner of Slate ranked it number five on his list and , although he cited him as part of " hip @-@ hop 's abiding misogynist " in 2011 , saying that he and his contemporaries " trash so many other genre orthodoxies . "

Live . Love . ASAP also earned ASAP Rocky a nomination for BBC 's Sound of 2012 poll . In October 2013 , Complex named the mixtape the tenth best hip hop album of the last five years .

= = Track listing = =

Sample credits

Information adapted from WhoSampled .

" Palace " contains a sample of " Adiemus " by Adiemus .

" Peso " contains a sample of " No One 's Gonna Love You " by The S.O.S. Band .

" Bass " contains a sample of " Guy on Subway Flipping Out ? the ORIGINAL Bloody Loco " by Nmboito .

" Brand New Guy " contains a sample of " John " by Lil Wayne featuring Rick Ross .

" Purple Swag " contains samples of " Still Tippin ' " by Mike Jones featuring Slim Thug and Paul Wall , and " Stay with Me " by Clint Mansell featuring Kronos Quartet and Mogwai .

" Trilla " contains samples of " Friendship Train " by The Undisputed Truth and " They Want EFX " by Das EFX .

" Keep It G " contains a sample of " Soft Shell " by Motherlode .

" Kissin ' Pink " contains a sample of " All for You " by Kissing the Pink .

" Houston Old Head " contains a sample of " B.M.F. (Blowin ' Money Fast) " by Rick Ross featuring Styles P .

" Out of This World " contains a sample of " The Big Beat " by Billy Squier .

" Demons " contains a sample of " Just for Now " by Imogen Heap .

= = Personnel = =

Credits for Live . Love . ASAP adapted from Allmusic .

ASAP Ferg - performer

ASAP Nast ? performer

ASAP Rocky ? performer , producer

ASAP Twelvy ? performer

ASAP Ty Beats ? producer

Beautiful Lou ? producer

Chace Infinite ? performer
Clams Casino ? producer
Daniel Lynas ? engineer , mixing
DJ Burn One ? producer
Fat Tony ? performer
Frans Mernick ? assistant engineer
Lyle ? producer
Main Attrakionz ? performer
The Olympicks ? producer
Schoolboy Q ? performer
Soufien3000 ? producer
SpaceGhostPurrp ? performer , producer