

= Electric (Robyn song) =

" Electric " is a song by Swedish recording artist Robyn from her second studio album My Truth (1999) . It was released as the album 's lead single on 29 April 1999 by BMG Sweden . Robyn wrote the track in collaboration with its producers Ulf Lindström and Johan Ekhé . The single artwork features the singer wearing a feather headpiece designed by Sebastian Wahl . Musically , " Electric " is an electronic funk song , and the lyrics address unexpected life events that make one feel alive .

" Electric " was hailed by music critics as a highlight on My Truth . It achieved commercial success in Sweden , with a peak position of number six on the Sverigetopplistan chart and a gold certification by the Swedish Recording Industry Association (GLF) . Though it was initially planned to be serviced internationally , " Electric " and its parent album were never released outside of Sweden due to a dispute between Robyn and her overseas label RCA Records .

= = Background = =

" Electric " was written by Robyn , Ulf Lindström and Johan Ekhé . Lindström and Ekhé recorded Robyn 's vocals and produced the track at Lifeline Studios in Stockholm , Sweden . Lindström and Patrik Berger played the guitar , while all other instruments as well as mixing were handled by Lindström and Ekhé . Hernan " Boogie " Donoso served as an assistant engineer and Björn Engelman mastered the song at Cutting Room Studios in Stockholm . " Electric " is an electronic funk song with elements of R & B and reggae music . In a chat room provided by Swedish tabloid newspaper Aftonbladet , Robyn elaborated on the lyrical matter of the song when asked by a fan ; she stated that it is about unexpected events in life , both good and bad , that are " fantastic " and make one feel alive .

= = Release = =

" Electric " was released on 29 April 1999 in CD format by BMG Sweden , as the lead single for the singer 's second studio effort My Truth (1999) . Eric Broms photographed the single cover art which features Robyn wearing a feather headpiece designed by Sebastian Wahl . The single release contains both the radio edit and the extended album version , which includes a 90 @-@ second intro . The maxi single includes the radio edit and remixes by Mad Professor , Internal Dread and Berger . RCA Records , Robyn 's international label at the time , planned to release " Electric " in the United States in September 1999 , followed by the album in January 2000 . The label wanted Robyn to re @-@ record portions of the album as certain aspects reflected on the singer 's abortion , a topic deemed unsuitable for the American market and pop radio . When she refused to make alterations , the two parties were unable to reach a compromise and My Truth and its singles were left unreleased outside of Sweden .

= = Reception and promotion = =

" Electric " received favorable reviews from music critics . While reviewing My Truth , a writer for Nöjesguiden particularly commended the single and " Main Thing " . The writer praised the extended intro of " Electric " , calling the first 90 seconds " magical " . John Lucas of AllMusic deemed the single a stand @-@ out and described it as " distinctive " and " minimal " . Aftonbladet 's Per Bjurman praised the electronic funk sound . " Electric " made its debut on the Sverigetopplistan singles chart at number eight on 22 April 1999 . The next week , it ascended to acquire a peak position at number six . It became Robyn 's third top @-@ ten single on the chart , following " Do You Really Want Me (Show Respect) " and " Do You Know (What It Takes) " . " Electric " stayed in the top @-@ ten for four weeks , and remained on the chart for fourteen weeks in total . On 18 May 1999 , it received a gold certification by the Swedish Recording Industry Association (GLF) for sales of 15 @,@ 000 units . The single was placed at number 53 on the chart 's year @-@ end list of 1999 . A music video was made to promote the single . The video is set in a club where Robyn ,

wearing all @-@ white clothing , is dancing and singing in the centre .

= = Track listings = =

CD single

" Electric " (radio edit) ? 3 : 46

" Electric " (extended) ? 5 : 09

Maxi CD single

" Electric " (radio edit) ? 3 : 46

" Electric " (Mad Professor Shocking mix) ? 5 : 14

" Electric " (Mad Professor High Voltage dub) ? 5 : 18

" Electric " (Rub @-@ A @-@ Dub Roots dub) ? 4 : 41

" Electric " (Patric Berger Alchemist remix) ? 5 : 52

= = Credits and personnel = =

Credits adapted from the liner notes of " Electric " .

Recording

Produced , arranged , recorded and mixed at Lifeline Studios (Stockholm , Sweden)

Mastered at Cutting Room Studios (Stockholm , Sweden)

Personnel

Robyn ? songwriting

Ulf Lindström ? arrangement , guitar , instruments , mixing , production , recording

Johan Ekhé ? arrangement , instruments , mixing , production , recording

Patrik Berger ? guitar

Hernan " Boogie " Donoso ? assistant engineering

Björn Engelmann ? mastering

= = Charts and certifications = =

= = Release history = =