

= Until It Beats No More =

" Until It Beats No More " is a song recorded by American entertainer Jennifer Lopez for her seventh studio album , Love ? ( 2011 ) . It was written by Evan Bogart and Jörgen Elofsson , with its producer Troy " Radio " Johnson . The song is a soft rock ballad that speaks of a love that never dies . Music critics made note of " Until It Beats No More " being an ode to Lopez 's then @-@ husband Marc Anthony . The song received generally positive acclaim from music critics , who cited it as a stand @-@ out track on Love ? . Upon the release of Love ? , the song debuted at number nine on the South Korea Gaon International Chart .

" Until It Beats No More " has been performed live on numerous occasions , most notably at an anniversary concert for the Mohegan Sun casino in Uncasville , Connecticut , where Lopez broke down in tears after the performance . The song was used as background music during Lopez 's " My World " commercial for the Fiat 500 . The commercial depicts Lopez leaving Manhattan and making her way to hometown of The Bronx , New York . Controversy arose when it was revealed that Lopez had not filmed the commercial in The Bronx , but instead filmed the close @-@ up shots in Los Angeles , while a body double was used for the driving scenes in The Bronx .

= = Music and lyrics = =

" Until It Beats No More " is a soft rock ballad , with a length of three minutes and fifty @-@ two seconds ( 3 : 22 ) . It was written by Evan Bogart , Jörgen Elofsson and Troy " Radio " Johnson , with the latter also producing and audio engineering the track . Kuk Harrell recorded , engineered and edited Lopez 's vocals for the song at Pulse Recording in Los Angeles , California , with additional editing from Chris " Tek " O 'Ryan . The song was later mixed by Trevor Muzzy .

" Until It Beats No More " speaks of a love that never dies . According to Lopez , it is about when you are at a bad bad point in your life and somebody comes in and makes you believe in love again . She cited her then @-@ husband Marc Anthony as being that person for her . Monica Herrera of Billboard picked up on this , with the lyrics : " I feel the beat again , stronger than before " . Scott Shetler of PopCrush pointed out the song 's optimistic viewpoint , with the lyrics : " I 'm alive , I can breathe , I can feel , I believe . "

The song received a positive review from Monica Herrera of Billboard , who called the song " honest and adult " . Jody Rosen of Rolling Stone cited " Until It Beats No More " as being one of two stand @-@ outs songs on Love ? ; the other being " On the Floor " . Shane Phoenix of Hot Spots gave a positive review of the song , stating that the lyrics are " spot on " and the " winds are fabo , the keys and key breaks in this one really allow her vocal sense to come out and shine " . He concluded by stating that : " If you have been looking for a new love song , this could be your pick " .

= = Live performances = =

Lopez debuted " Until It Beats No More " live on February 27 , 2010 , during her hosting gig on Saturday Night Live . Lopez introduced the song as " Pieces " . She performed the song on October 22 , 2011 at an anniversary concert for the Mohegan Sun casino in Uncasville , Connecticut . Lopez introduced the song by saying : " I 'm going to sing you the last song I wrote about love ... a lot has changed since then . " Following the performance of the song , Lopez began crying .

" Until It Beats No More " was used as an introduction to Lopez 's performance at the American Music Awards on November 20 , 2011 . She wore a golden gown , with the words : " Love ... It 's a journey and I still have questions " appearing in a screen behind her . Lopez began to break down , appearing as though she was about to cry . She then paused , looked up and shed most of her clothes for a performance of " Papi " . Critics noted the " fake breakdown " to be poking fun at her breakdown during her performance of the song at the Mohegan Sun casino a month earlier . The performance was compared to Britney Spears 's music video for " Toxic " and Lopez 's performance during the 2001 American Music Awards .

" Until It Beats No More " was included on the set list of Lopez 's debut concert tour , the Dance Again World Tour , in 2012 . Reviewing her concert in Dubai , Natalie Long of Tabloid ! said that although a large portion of her performance was uptempo , " When she did take a seat to sing , giving her full voice to songs like ' Until It Beats No More ' , she proved she was the perfect American Idol judge ? she ? s got great pipes . What can ? t this woman do ? "

= = Usage in media = =

" Until It Beats No More " is featured as background music in Lopez 's commercial for the Fiat 500 . The commercial , entitled " My World " , depicts Lopez leaving Manhattan and making her way to The Bronx , her hometown . Lopez is seen behind the steering wheel of the car , gazing out at the scenery of The Bronx passing by . A voice @-@ over says the words : " Here , this is my world . This place inspires me to be tougher , to stay sharper , to think faster . They may be just streets to you but to me , they 're a playground . "

Controversy arose for the commercial when it was reported that Lopez did not return to The Bronx to shoot the commercial . Instead , Lopez filmed her close @-@ up shots in Los Angeles , while a body double was used for the car scenes through The Bronx . Fiat and Lopez were slammed for false advertising Lopez 's return to The Bronx . Fiat released a statement stating : " Both commercials featuring Jennifer Lopez were indeed filmed in the Bronx as well as outside locations . As you may know , in today 's world , people are increasingly mobile and their work takes them to a variety of locations . As a result , we took the opportunity to film wherever Ms. Lopez was working at the time to accommodate her schedule . The commercial tells the story of how the simple elements of our upbringing can help explain who we are , where we 're going and serve as a source of inspiration to achieve our goals in life . One does not need to be in a specific location to be inspired or continue to be inspired . "

= = Credits and personnel = =

Credits adapted from the liner notes of Love ? .

= = Charts = =