

= What Now (song) =

" What Now " is a song recorded by Barbadian singer Rihanna for her seventh studio album , Unapologetic (2012) . It was written by Olivia Waithe , Parker Ighile and Nathan Cassells alongside Rihanna , with production handled by Ighile and Cassells . A remix collection was released exclusively to Beatport on August 29 , 2013 and later via iTunes , Amazon , and Google Play on September 17 , 2013 . The single was serviced to US rhythmic radio on September 24 , 2013 , before impacting mainstream radio on October 1 , 2013 as the fifth international single and sixth overall from Unapologetic . Another remix collection was released to Beatport on October 29 , 2013 . The song is a mid @-@ tempo piano ballad which incorporates sounds which resemble " sonic bombs " during the chorus and " crashing " drums .

" What Now " received generally positive reviews from music critics , with many calling it an emotional , stand @-@ out song on the album and praising Rihanna 's vocals . Following the release of Unapologetic , " What Now " made appearances on various charts around the world . Following its release as a single , the song re @-@ peaked in multiple territories , having it also reach new peaks at number 25 on the US Billboard Hot 100 and number 25 on the UK Singles Chart , while topping the US Hot Dance Club Songs chart and attaining a top three peak on the UK R & B Chart .

The song 's accompanying music video was directed by Jeff Nicholas , Jonathan Craven , and Darren Craig from Uprising Creativity . It portrays Rihanna having an " emotional breakdown " and performing exorcism @-@ type dance moves . Critics complimented the video and compared it to Rihanna 's 2008 video for the song " Disturbia " . Rihanna promoted " What Now " on Alan Carr : Chatty Man and the song is included on the set list of her Diamonds World Tour (2013) . British television network ITV used the song for their " Where Drama Lives " 2014 advertisement .

= = Production and release = =

Rihanna began " working on the new sound " for her seventh studio album in March 2012 , even though she had not yet begun recording . On September 12 , 2012 , Def Jam France announced via Twitter that Rihanna would release a new single the upcoming week while her seventh studio album was scheduled to be released in November 2012 . On October 11 , 2012 , in one of her tweets revealed that the title of her new album is Unapologetic alongside with its cover .

" What Now " was written by British singer @-@ songwriter Livvi Franc together with Rihanna , Parker Ighile and Nathan Cassells , while the production of the song was done by the latter two . Ighile and Cassells recorded the music for the track in Metropolis Studios located in London , United Kingdom , and provided all of the instrumentation and programming . Kuk Harrell provided the vocal production of the song and also recorded Rihanna 's vocals together with Marcos Tovar at Westlake Recording Studios in Los Angeles , California . Blake Mares and Robert Cohen served as assistant vocal engineer of " What Now " . It was mixed by Phil Tan at Ninja Club Studios in Atlanta , Georgia with Daniela Rivera serving as assistant mixing engineer .

" What Now " was released as the sixth single from the album Unapologetic . Ten remixes of the song were digitally released via Beatport on August 28 , 2013 in the United States . The same remixes , were also added on the iTunes Store on September 17 . " What Now " was serviced to rhythmic contemporary radio in the United States on September 24 . It was later sent to contemporary hit radio on October 1 . Via her Instagram account , Rihanna revealed the official artwork for the song on October 16 . It features the singer dressed in black and " stares out with piercing eyes " while her name is written on chalkboard behind her . Jocelyn Vena of MTV News described Rihanna 's style on the artwork as goth and noted that it is reminiscent of the behind @-@ the @-@ scenes shot she posted during filming the song 's video .

= = Composition = =

" What Now " is a piano @-@ led mid tempo pop ballad which lasts four minutes and three seconds

. According to Sony / ATV Music Publishing 's digital sheet music for the song , it is composed in the key of G ? minor and set in compound duple meter (68 time) with a moderately slow groove of 60 beats per minute . Rihanna 's vocals span from the low note of A ? 3 to the high note of C ? 5 . " What Now " follows a chord progression of G ? m ? B2 ? F ? ? F ? sus4 ? F ? . The instrumental features " crashing " drums ; Dean Martin of NME described it as a ' bonkers marriage of pianos and bass @-@ pop ' . According to Mesfin Fekadu of The Huffington Post , the song " builds nicely from its calming verse to its electrified hook . "

The Urban Daily 's Smokey D. Fountaine compared " What Now " to the works by singer Pink as according to him contains " yell @-@ as @-@ long @-@ as @-@ you @-@ have @-@ a @-@ great @-@ hook style " . Its structure " flips " from verse to chorus " like they ? re from two different planets " , according to Michael Gallucci of PopCrush . Gallucci also felt that Rihanna 's over @-@ sings on the track , in contrast with Chris Younie of 4Music who said that Rihanna sounds " sweet " . During the " roaring " chorus , sounds which resemble " sonic bombs " are included in the background .

= = Critical reception = =

A Billboard reviewer praised " What Now " and called the song an " emotional highlight on an album filled with moments of resonance in its second half . " Giovanni Caquias of Culture Blues wrote that the song feels like the first " candid " and " insightful " track on Unapologetic . He continued , " Rihanna gets a little introspective on What Now , and doesn ? t resort to being overtly sexual or defiantly callous (more on that later) , which gave me the feeling that she stripped away her armor for a moment and actually allowed herself to be ' real ' . " Daily News Jim Farber wrote that the song shows a heft .

Brad Stern of MTV Buzzworthy praised Rihanna 's vocals on the song and referred to it as a " most poignant offering on the record " . The Star @-@ Ledger 's reviewer labelled the song as " staggering power ballad that makes all her other mid @-@ tempo numbers sound featherweight by comparison . " Andy Kellman of Allmusic praised " What Now " and called it a " massive , slamming , wailing power ballad " . Jon Caramanica of The New York Times positively reviewed the song writing , " Rihanna is doing some of her most direct , ambitious singing here . It ? s the album ? s one real purge , and a sign of a pulse beneath the armor . " Genevieve Koski for The A.V. Club criticised " What Now " , writing that it (as well as " Stay ") are the types of " milquetoast ballads " which have never been Rihanna 's speciality .

= = Commercial performance = =

Upon the release of Unapologetic , " What Now " charted in France and on two charts in the United Kingdom due to strong digital download sales . It debuted on the French Singles Chart at number 144 for the week dated December 1 , 2012 , and remained on the chart for one week . On July 13 , 2013 , it re @-@ entered the chart at number 174 ; the song peaked at number 83 two weeks later . On December 2 , 2012 , it debuted at number 165 on the UK Singles Chart , and number 32 on the UK R & B Chart . On July 27 , 2013 , " What Now " debuted at number 38 on the singles chart of the Wallonia region of Belgium . " What Now " was later serviced to radio in Australia as the fourth single from the album . It debuted at number 37 on the ARIA Singles Chart on August 18 , 2013 , and peaked at number 21 . According to IFPI , the song has sold 2 million copies worldwide .

= = Music video = =

= = = Production and synopsis = = =

Rihanna shot the music video for " What Now " inside a warehouse in Phuket , Thailand on September 17 , 2013 , during a tour stop of the Diamonds World Tour . It was directed by Jeff

Nicholas , Jonathan Craven , and Darren Craig from Uprising Creativity . Nicholas and Craven previously worked on the video for Justin Timberlake 's single " Tunnel Vision " from his third studio album The 20 / 20 Experience . According to Steven Gottlieb of VideoStatic the double @-@ exposure body shots are a visible common similarity of the two videos . On November 13 , Rihanna unveiled a behind @-@ the @-@ scenes video via her official Vevo account . During it she explained the concept of the video , " It 's gonna be kind of eerie , very creepy because ' What Now ' is one of those songs that you can get really boring with the visual . You can get really almost expected . Everybody 's probably expecting narrative type of video , a love story of some sorts or something really soft and pretty " and then says , " It is pretty and kind of soft , but it 's really a little demented . " Prior to the video 's release , Rihanna posted a sneak peek of the video on YouTube . The official music video was released to VEVO on November 15 , 2013 .

Rob Newman is the producer of the video , while Craven , Nicholas and Thananath Songchaikul executively produced the visual . Sing Howe Yam performed the direction of the photography while Clark Eddy is the editor . The video opens to Rihanna appearing on a static television screen in a simple nude gown and crucifix necklace . She then begins to sing whilst being in a darkened room with a black gown on and later appearing in a brightened room with a white gown on . Throughout the video , Rihanna seems to have an " emotional breakdown " and does exorcism @-@ type dance moves . The video switches between the creepy and the pretty Rihanna as she mopes in a sparse warehouse space , possessed by her loneliness .

= = = Reception = = =

Jocelyn Vena of MTV compared the video to four of Rihanna 's past videos , with " Disturbia " being one of the four , she says " both ' What Now ' and ' Disturbia ' have a dark , supernatural vibe about them . And in addition to sharing that similarity , the visuals ' shots are layered , giving off a sort of 3 @-@ D effect . " Other comparisons included were " Diamonds " and " Stay " , which is also included on her 2012 Unapologetic , and " We Found Love " . Even Rachel Brodsky of MTV 's Buzzworthy Blog used seven comparisons of how the video relates to the 1996 film The Craft . Jason Lipshutz of Billboard says that Rihanna " dials it down " for the video after the " twerking , pole @-@ dancing and general skin @-@ showing " video she released for " Pour It Up " the month before . Other reviewers gave similar opinions , as an anonymous reviewer of The Huffington Post says " The clip shows the 25 @-@ year @-@ old singer in a spooky place , writhing in a sparse room shot in a fashion similar to many horror movies . "

= = Live performances = =

On September 27 , 2013 , Rihanna performed the song on Channel 4 's Alan Carr : Chatty Man . It is also included on the set list of her Diamonds World Tour (2013) .

= = Credits and personnel = =

Recording

Recorded at Metropolis Studios , London , United Kingdom .

Vocals recorded at Westlake Recording Studios , Los Angeles , California .

Mixed at Ninja Club Studios , Atlanta , Georgia .

Personnel

Credits adapted from the liner notes of Unapologetic , Def Jam Recordings , SRP Records .

= = Track listing = =

= = Charts = =

== Certifications ==

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== Release history ==