

= Landcruisin ' =

" Landcruisin ' " is a song by English musician Anup Paul , professionally known as A.K. Paul . It was released as his debut solo single on 24 March 2016 . Written and produced by Paul , it is an R & B track backed by synths , guitars and percussion , whose sonority was likened to that of various artists .

It is the first release of Paul Institute , a platform founded by A.K. Paul and his brother Jai Paul . The song premiered on Zane Lowe 's Beats 1 radio show before receiving digital , streaming , and 7 @-@ inch vinyl releases . Most music critics gave the song favorable reviews , comparing it to the works of Prince , D 'Angelo , and Miguel , saying it matched expectations . However , a minority of reviewers dismissed it as inferior to the works of Jai Paul . It managed to enter the Billboard Twitter Emerging Artists chart .

= = Background = =

A.K. Paul 's first single as a main performer was a 2014 collaboration with English singer Nao on the title track of her So Good EP . Until then , he had written and produced songs for other artists , including " Next to Me " by Emeli Sandé and " Flesh " by Miguel . He was also involved in the recording of his brother Jai Paul 's two singles " BTSTU ( Demo ) " and " Jasmine " . Journalists have characterised A.K. Paul as " elusive " and observed that until the release of " Landcruisin ' " , he has preferred " hanging out in the shadows " . " Landcruisin ' " was recorded at the Spicy Benefit Studio and The Doogh in London . A.K. Paul produced , engineered , mixed , and mastered the song , which features his songwriting , instrumentation , and programming . He is also responsible for the song 's sound design and effects .

= = Composition = =

" Landcruisin ' " was categorized by critics as an R & B song . The song opens with the sound of horns and a motorbike engine , described by Connick as " the perfect opening salvo " , progressing into an ever @-@ changing " sexy and slightly abrasive groove " . Instrumentation is provided by synthesisers reminiscent of science fiction and Hong Kong action cinema , glam rock @-@ influenced guitars , and " curiously evolving shuffle @-@ percussion " , which includes what Aurora Mitchell of Spin described as a : " clacking pinball lever drum " . Mitchell felt that " Landcruisin ' " sounded like : " the soundtrack to the opening scene of an action film " . Tom Connick , writing for DIY , elaborated :

( ... ) it ? s top speed , glitching electronics that drag everything along . Backed by skyscraping swells of bass , it comes off like Hans Zimmer chucking his Inception soundtrack through a blender , A.K. lending his yearning vocal to give a human edge to all the razor @-@ edged sound .

Critics have suggested affinities between " Landcruisin ' " and the works of other artists . Marc Hogan of Pitchfork considered D 'Angelo 's third studio album Black Messiah ( 2014 ) as an inspiration for the song ; Chris Kelly wrote in Fact that it reminds him of " Miguel circa Art Dealer Chic " . Additionally , Prince was frequently cited by journalists reviewing the track , as exemplified by ShortList contributor David Cornish analysing " Landcruisin ' " as " a blockbuster soundscape " characterised by " overdrive riffs " and " lyrical tones " resemblant of the aforementioned artist .

= = Release and reception = =

On 21 March 2016 , Pitchfork Media reported that Jai and A.K. Paul had created the Paul Institute . Although the nature of this project was not disclosed at the time , a press release revealed that it is a collaboration between the brothers , and artist Muz Azar , with the intent of also potentially introducing other artists . Devoid of information , its website prompted visitors to provide their country and telephone number in order to receive a passcode which granted access to updates . DIY writer Tom Connick commented on the attention the project captured saying : " With little effort

and even less output , Jai and A.K. Paul quickly built up the kind of mystique thousands of bedroom producers and their pricey publicists would kill for . Zane Lowe premiered " Landcruisin ' " three days later on his Beats 1 radio programme , where it was played three consecutive times ; he described it as " Blade Runner pop " . The song was made available that day for Paul Institute members through digital download and streaming , while public SoundCloud and iTunes releases were enabled on 25 March . A limited @-@ edition , autographed 7 " vinyl record , exclusive to registered users of the Paul Institute , was also released .

" Landcruisin ' " garnered mostly positive reviews from music critics . Pitchfork Media 's Marc Hogan opined that the song " both lives up to the expectations and sidesteps them " , writing : " With a sound like this , why stay on land ? " Similarly , Collin Brennan , of Consequence of Sound , said it was " totally worth all the buzz " , and Stereogum writer James Rettig dubbed the track : " more than good enough on its own , an enticing and theatrical piece of futuristic pop music " . Fact published a review of " Landcruisin ' " , to which five journalists contributed with commentary , and their score out of 10 points . Daniel Montesinos @-@ Donaghy and Tayyab Amin awarded it a rating of 9 ? the latter deemed it " wonderfully complete " , whereas Montesinos @-@ Donaghy stated : " [ it ] has a Technicolour ambition held within its blog @-@ cycle frame , and Paul sounds as eager as possible to outgrow his frame as soon as possible . " Aurora Mitchell of the same publication explained her score of 8 by saying she was " definitely here for it " . With respective ratings of 5 and 6 , Chris Kelly and Son Raw were more critical of the song ? both negatively compared A.K. Paul 's artistry to that of Jai , as Kelly called the single " fun but forgettable " and Raw quipped : " this is not the Paul you are looking for , move along . " It entered the Billboard Twitter Emerging Artists chart on the week ending 9 April 2016 , at number 12 .

= = Release history = =