

= Bass Down Low =

" Bass Down Low " is the debut single by American recording artist Dev , written and performed by Dev and The Cataracs . Produced by The Cataracs , the song was released on November 16 , 2010 , through Universal Republic as the lead single for Dev 's debut studio album , The Night the Sun Came Up (2011) . Initially , the song was made for The Cataracs with Dev as the featured act , but she was made the main artist as they believed it would be a suitable follow @-@ up to Far East Movement 's " Like a G6 " , which Dev and The Cataracs appeared on . British rapper Tinie Tempah was featured on an official remix of " Bass Down Low " that was made for the song 's release in the United Kingdom . Musically , " Bass Down Low " is an electro song with skittering synths and the lyrics speak of different forms of debauchery .

The song was met with positive reviews from critics . Commercially , " Bass Down Low " performed moderately in the United States , peaking at number sixty one on the Billboard Hot 100 and number two on the Top Heatseekers chart . Internationally , the song peaked within the top ten of the charts in the United Kingdom and the top forty of the charts in Canada and the Republic of Ireland . The accompanying music video for " Bass Down Low " takes place in an underground club . The clip was directed by Ethan Lader who took inspiration from fashion and the film Fight Club .

= = Background = =

In 2008 , Dev recorded two songs using the software GarageBand on her MacBook that a friend posted onto her Myspace page . Production duo The Cataracs , consisting of Niles Hollowell @-@ Dhar and David Singer @-@ Vine , came across the songs and asked Dev to come to Berkeley , California to produce music with them . Six months later , the first song they made together , " 2night " , gained exposure on the television channel MTVU and local radio channels , which resulted in a debut on the Billboard Hot Dance Airplay chart . In 2009 , Dev signed with Indie @-@ Pop Records and moved to a loft in Los Angeles , California to begin working on her debut album . The Cataracs eventually made the beat for a song called " Booty Bounce " . Afterwards , a hook was written for the song and The Cataracs suggested to interpolate it into a track they were making for Far East Movement . Dev agreed to what would become " Like a G6 " , and later said , " It ended up being a massive song and gave me so much experience and opportunity and it was absolutely beautiful . Thank god I agreed to that ! " The song was released in April 2010 and reached the top ten on several charts worldwide , including the United States , where it reached the top position and sold over three million copies . In August 2010 , Dev issued a viral music video for " Booty Bounce " and subsequently signed a record deal with Universal Republic two months later .

= = Writing and release = =

" Bass Down Low " was written by Dev alongside the production duo The Cataracs . The duo also produced the song , and recorded it at The Indie @-@ Pop Sweat Shop . It was later mixed by Manny Marroquin at Larrabee Studios and mastered by Tom Coyne at Sterling Sound in New York City . The song was originally conceived with Dev as a featured act , but she was later made the main artist as they believed it represented her . Dev described " Bass Down Low " as " sassy and fun " and considered it a great follow @-@ up to " Like a G6 " . In an interview with teen magazine Seventeen , she spoke of the song 's conception , stating : " We 'd been in the studio writing some really bossy , fun stuff . We 've got a studio in the loft that we live in together , so it was made in there . We were just kind of kickin ' it and it came . There 's one version where The Cataracs are just rapping on it , which I love as well . "

" Bass Down Low " was sent for rhythmic airplay in the United States on November 16 , 2010 , one month after Dev signed her record deal with Universal Republic . It was later released digitally on December 6 , 2010 , and sent for mainstream airplay on January 11 , 2011 . An alternate version with The Cataracs as the main artists was released in a remix extended play (EP) on March 29 , 2011 . For the single 's UK release , the track was remixed with guest vocals from British rapper

Tinie Tempah . The remix was released as part of a digital EP on April 23 , 2011 . In an interview with Digital Spy in July 2011 , Dev spoke about collaborating with Tempah , stating , " We actually did the duet over the internet as we 're both really busy and it was through the management that I was introduced to him , but he buffed up my track pretty good ! I haven 't caught him live yet , but I 've managed to see him on a couple of late night chatshows and he 's doing an amazing job out there . " The remix was released outside the UK on May 23 , 2011 , labeled " The U.K. Mix " .

= = Composition = =

" Bass Down Low " is a electro song with skittering synths and a pulsating electropop groove . Dev utilizes her sing @-@ talk vocal style throughout the song , but also uses her singing voice near the end . In the song 's hook , she sing @-@ talks in a " deadpan " delivery while remarking that " If you wanna get with me , there 's some things you gotta know / I like my beats fast and my bass down low . " According to Scott Shetler of AOL Radio , Dev entices listeners with lines such as , " Straight buzzin ' Robotussin / Wanna get ya mitts in my oven ? / Wanna get a lick of this lovin ' ? " The song includes a shout @-@ out to The Black Eyed Peas while The Cataracs sing about a sexual promise : " giving you that Black Eyed Peas ? you know , that ' Boom Boom Pow ' " . Lyrically , the song speaks of various forms of debauchery , such as taking shots .

= = Critical reception = =

Ed Masley of The Arizona Republic recognized " Bass Down Low " as one of December 2010 's best singles , placing it as number four on his " December 's 10 best singles " list . He wrote , " The Black Eyed Peas may be the ones who earn the shout @-@ out here . But every other element of ' Bass Down Low ' feels custom @-@ made for squeezing 15 extra minutes off that ' Tik Tok ' clock . " Masley praised the spoken @-@ word intro , the song 's electropop groove and Dev 's " Valley Girl swagger " vocals . Masley concluded his review by writing that the song sounds " a whole lot " like Far East Movement 's " Like a G6 " . About.com critic Ron Slomowicz wrote a positive review of the song and called it a " slinky , sleazy , sexy affair " . Slomowicz wrote , " Dev proves she 's got the cahones to challenge anyone on the scene with vulgar and seductive lyrics and a crazy hot beat provided by The Cataracs ... With any justice , this track will dominate in 2011 . " While reviewing The Night the Sun Came Up , Jamie Horne of The Border Mail said that " Bass Down Low " and " In My Trunk " are " certainly Black Eyed Peas @-@ esque but Dev ... is no clone . "

= = Chart performance = =

In the United States , " Bass Down Low " debuted at number 94 on the Billboard Hot 100 chart on the issue dated December 25 , 2010 . The following week , it rose to number 74 but fell off the chart afterwards . On the issue dated January 15 , 2011 , the song re @-@ entered the chart at number 99 . It ascended for the next four weeks and reached its peak of number 61 on the issue dated February 12 , 2011 . The song also spent three non @-@ consecutive weeks at number two on the Top Heatseekers chart . To date , the song has sold 443 @,@ 000 downloads in the US , according to Nielsen SoundScan .

In Canada , " Bass Down Low " debuted at number 49 on the Canadian Hot 100 on the issue dated January 1 , 2011 and was the week 's highest new entry . The song later acquired its peak of number 35 on the issue dated February 12 , 2011 and spent a total of 16 weeks on the chart .

In the United Kingdom , the song debuted at number sixty six on the UK Singles Chart on the issue dated May 7 , 2011 . On June 12 , 2011 , after having ascended on the chart for five weeks , the song peaked at number ten for the week ending date June 18 , 2011 , becoming Dev 's second top ten hit in Britain following " Like a G6 " , her 2010 collaboration with Far East Movement . The song also peaked at number 28 in Ireland .

= = Music video = =

The music video for " Bass Down Low " was directed by Ethan Lader and shot in a warehouse in downtown Los Angeles , California . Lader had previously directed the video for Dev 's promotional single " Booty Bounce " (2010) . The inspiration behind the " Bass Down Low " clip was " Fight Club meets high fashion " , with Lader describing the approach as " sexiness , but it 's effortless " . The shoot marked the first time Dev worked with extras . She explained that she wanted the video to have an organic party energy . The video had its premiere on the music video site Vevo on December 2 , 2010 , and was later made available for digital download on the iTunes Store on December 7 .

The video takes place at a party in an underground club where Dev gives out signals to the crowd when to dance . It also includes scenes of Dev and several other women standing against a wall while thrusting their chests out . The scenes are interspersed with shots of things being broken and a scrolling shot of people standing still like statues . Ron Slomowicz of About.com positively reviewed the video , calling it " pretty simple but fun " .

= = Track listings = =

= = Credits and personnel = =

Recording

Recorded at The Indie @-@ Pop Sweat Shop

Personnel

Songwriting ? Devin Tailes , Niles Hollowell @-@ Dhar , David Singer @-@ Vine

Production ? Niles Hollowell @-@ Dhar

Recording ? The Cataracs

Mixing ? Manny Marroquin

Mastering ? Tom Coyne

Credits adapted from The Night the Sun Came Up liner notes .

= = Charts = =

= = = Certifications = = =

= = Radio add dates and release history = =