

= Mediocre (album) =

Mediocre (Spanish pronunciation : [meˈðjokɐ]) is the Grammy Award and Latin Grammy nominated debut album of Mexican singer and actress Ximena Sariñana , released in the United States on July 15 , 2008 (2008 @-@ 07 @-@ 15) . Mediocre reached # 10 on Billboard 's Latin Pop Albums , and spawned the hit single " Vidas Paralelas " (" Parallel Lives ") . The album gained additional attention when the iTunes Store featured Sariñana 's song " Normal " as the canción de la semana ? iTunes ' free Latino song of the week ? during the week of July 8 , 2008 (2008 @-@ 07 @-@ 08) .

Mediocre garnered good reviews from many critics , receiving five stars from SoMinty , four stars from Time Out , and four stars from Rolling Stone magazine . Many critics praise Mediocre for being an eclectic album with a diverse style of songs featuring pop , rock , alternative , and nueva canción styles .

= = Theme = =

Sariñana clarified that her title choice , " Mediocre " , means to denounce mediocrity and conformity . She explained in an interview , " This whole idea of the perfect woman of the ? 50s is what the title song is about ... There was no possibility of being something different , and that , in turn , created a prototype of a woman who was mediocre . "

The album artwork for Mediocre meant to emulate the theme of mediocrity . Sariñana elaborated , " The cover is a take on the idea that women in the ? 40s and ? 50s had to be ? perfect . ? Perfect hair , perfect clothes , sitting quietly and making perfect meals and embroidering perfectly . And , ironically , they were all perfect in the same , uninteresting way so that ended up making them all mediocre . That was the idea . " Sariñana stressed that she did not intend to produce mediocre content for the album : " It ? s not to say that the material is mediocre , but rather that it ? s a message of irony , and I think the public gets that , but there are some people out there who like to poke fun at the title . "

= = Recording and production = =

Recording commenced in Buenos Aires , Argentina , on May 2007 and finished in August 2007 . Various studio musicians were brought in for the recording of Mediocre . Bruno Bressa , the drummer of Volován , helped in the production process of the album , and also played the keyboard and tabla for its tracks . Argentine producer Tweety González and Uruguayan producer Juan Campodónico produced the album in 2008 .

= = Musical style = =

Mediocre showcases rock , pop , and hip @-@ hop influences . Jimmy Draper of Time Out New York describes the musical style as " full of buoyant , jazz @-@ inflected pop with occasional electronic underpinnings and outbursts of rock " . The album opens with " Mediocre " , a heavily rock @-@ influenced track , leading to the pop single " Vidas Paralelas " . Sariñana relies heavily upon the piano in the pop track " Normal " , which also features brass and vocal harmonies . " La Tina " displays a hip @-@ hop influence through its use of electronic beats . " No Vuelvo Más " features Sariñana 's use of additional vocal harmonies , as well as acoustic guitars . Ron Bronson of SoMinty points out that " Un Error " and " Sintiendo Rara " are slower songs reminiscent of Sariñana 's interest in jazz .

Lisette Corsa of Orlando Weekly points out that Mediocre follows a unique contemporary jazz style . Corsa praises Mediocre , calling it a " deftly crafted alt @-@ pop record " , but notes that " it ? s the electronic embellishments , dub effects and jazz trimmings ? in the form of loose piano lines , subtle tempo changes and vocal improvisations ? that make it unique . " Corsa also praises Sariñana , whose " lyrics exhibit a remarkable depth for someone her age " , saying Sariñana has " a keen

understanding of composition and melodic structure " .

== Genres ==

Since Mediocre incorporates many different styles of music , the exact genre of the album is disputed . Allmusic classifies Mediocre as a pop / rock album with adult alternative pop / rock stylings . However , the iTunes Store classifies Mediocre as an alternativo album to accentuate its Latin American style as well as its alternative style . SoMinty classifies Mediocre as an indie pop album , and Rhapsody categorizes Mediocre as nueva canción , or " new song " .

== Critical reception ==

Criticism of Mediocre has been mostly positive , and many critics highly acclaim the album . The Rolling Stone staff rated Mediocre four stars , and Rolling Stone 's average viewer rating is four and a half stars . Mark Kemp , a music journalist from Rolling Stone , called Mediocre one of the strongest debuts from a female singer @-@ songwriter since Norah Jones ' Come Away with Me , exclaiming " There 's sultry torch songs , folky ballads , smart rock ? and not a bum track among them . " Ron Bronson , a music journalist from the website SoMinty , awarded Mediocre five stars . He describes Sariñana 's voice on Mediocre as being " something along the lines of Nellie McKay meets countryman Julieta Venegas meets Sia . [Her voice is] original , in other words . Very original If you have any real desire to listen to music en español , you 'll be hard pressed to find a better singer on the indie scene these days . Ximena has got chops , folks . " Ernesto Sánchez of People en Español labeled Mediocre " one of the most promising Latin Music albums of [2008] " . Eric Danton of The Hartford Courant pointed out that " her prospects in the United States are less predictable thanks to a fragmented radio landscape and what for many English @-@ speaking listeners is a language barrier . "

== Awards and nominations ==

Sariñana was nominated for two awards at the Latin Grammy Awards of 2008 for Mejor Nuevo Artista (Best New Artist) and Mejor Canción Alternativa (Best Alternative Song) for her single " Normal " . Sariñana won an award at the MTV Latin America Awards 2008 for Artista Revelación (Discovery Artist) .

On December 4 , 2008 this album received a Grammy Award nomination for Best Latin Rock / Alternative Album .

== Track listing ==

== Direct notes ==

^ a " La Tina " was remixed by Metronomy in 2008 and released as a single .

^ b Originally performed by Erik Coutts

^ c Originally performed by the Uruguayan band , Loop Lascano

^ d Performed with Volován .

^ e The second version of " Reforma " is only available through the iTunes Store .

== Singles ==

" Vidas Paralelas " (" Parallel Lives ") , the first single from Mediocre , was released on January 24 , 2008 (2008 @-@ 01 @-@ 24) . The remix of " La Tina " (" The Bathtub ") by Metronomy was released in 2008 , and an official music video on YouTube was released by Warner Music Mexico in July 2008 (2008 @-@ 07) . " Normal " was promoted on iTunes to the public in the United States in

July 8 , 2008 (2008 @-@ 07 @-@ 08) , when it became the iTunes Latino Free Single of the Week . Los 40 Principales has announced that a music video for the title song will be released in the near future .

= = Credits = =

The information below is provided by Allmusic , and the personnel are listed in alphabetical order . Clicking the arrows changes the sort order .

= = Chart performance = =