

= No Me Ames =

" No Me Ames " (English : " Don 't Love Me ") is a Latin pop duet recorded by American singers Jennifer Lopez and Marc Anthony for Lopez 's debut studio album , On the 6 (1999) . It is a Spanish cover version of the Italian song " Non Amarmi " , written by Giancarlo Bigazzi , Marco Falagiani and Aleandro Baldi and recorded by Baldi and Francesca Alotta for Baldi 's album Il Sole (1993) . The song was translated into Spanish by Ignacio Ballesteros at Anthony 's request . Two versions of the song were produced for On the 6 ; one as a ballad and the other as a salsa . The ballad version was produced by Dan Shea , while the salsa version was arranged and produced by Juan Vicente Zambrano . The music video was directed by Kevin Bray and received a Latin Grammy nomination for Best Short Form Music Video . It served as the encore during the couple 's co @-@ headlining tour in 2007 .

" No Me Ames " speaks of a complicated relationship between two lovers . It was first released by Work Records on May 11 , 1999 , as a B @-@ side to " If You Had My Love " (1999) . The work received generally positive reviews from critics . The song peaked at number one in the Billboard Hot Latin Songs chart . It received a Latin Grammy nomination for " Best Pop Performance by a Duo / Group with Vocals " . At the Billboard Latin Music Awards of 2000 , the song received an award for Hot Latin Track of the Year by a Vocal Duo and two nominations for Tropical / Salsa Track of the Year and Hot Latin Track of the Year . It also received an award for Salsa Song of the Year at the American Society of Composers , Authors and Publishers Awards of 2000 .

= = Background = =

" No Me Ames " is a cover of the chart @-@ topping Italian song " Non Amarmi " , originally recorded by Aleandro Baldi and Francesca Alotta for Baldi 's album Il Sole (1993) . " Non Amarmi " was issued as a single in 1992 . The song speaks of a complicated relationship between two lovers . It was written by Giancarlo Bigazzi , Marco Falagiani and Baldi , and was later adapted into Spanish by Ignacio Ballesteros . The song won the " Newcomers " section of the 1992 Sanremo Music Festival . The first Spanish version of the song was released by Mexican singer Yuri and her husband Rodrigo Espinoza with different lyrics titled " Hoy Que Estamos Juntos " (" Now That We 're Together ") on her album Huellas (1997) .

One day , whilst working on On the 6 , Jennifer Lopez " happened to be " recording at the same recording studio where American recording artist Marc Anthony was recording . Anthony , who had become intrigued by Lopez after seeing her in Selena (1997) , came into her studio and asked her to appear in the music video for his song " No Me Conoces " . She agreed , but only if he recorded a song with her , to which he in turn agreed . Lopez recalled the events on her Feelin ' So Good video album by stating : " So at that time I called Tommy [Mottola] and I 'm like ' Look , so Marc Anthony said he would do a song and I really don 't want to do a duet with just anybody , I want to do a duet with him . So can you force him to sign something , so he has to do a record with me ? If I do this video ! ' " . The two first shot the video and then began working on the song .

According to Lopez , Anthony had the idea to translate " Non Amarmi " , an " old Italian song " , into Spanish . Two versions of the songs were produced for On the 6 , a ballad and a salsa production . The ballad was produced by Dan Shea , while the other was produced by Juan Vicente Zambrano . Lopez stated : " I don 't want to be straight Latin ! I want it to be more like , y 'know , dance @-@ y music @-@ y " .

= = Commercial performance = =

The song was released on May 11 , 1999 , as a b @-@ side to " If You Had My Love " . The song was promoted by Sony Discos , who released both versions of the song in their respective radio formats . " No Me Ames " debuted in the Billboard Hot Latin Songs chart at number 23 in the week of May 15 , 1999 , climbing to the top ten three weeks later . The song peaked atop the chart for the week of June 26 , 1999 , replacing " Livin ' la Vida Loca " by Ricky Martin and was succeeded by "

Bailamos " , by Spanish singer @-@ songwriter Enrique Iglesias , two weeks later . The song returned to number one on the week of July 3 , 1999 , lasting five weeks until it was displaced by Alejandro Fernández 's " Loco " . " No Me Ames " ended 1999 as the third best performing Latin single of the year in the United States .

On the Billboard Latin Pop Songs chart , the song debuted at number seven for the week of June 5 , 1999 . The song peaked at number two four weeks later for the week of June 26 , 1999 where it remained for seven weeks . On the year @-@ end charts , the song was the eighth best @-@ performing Latin pop single of the year . On the Billboard Tropical Songs , " No Me Ames " entered the top ten on the week of May 29 , 1999 . The song peaked at the top of the chart , replacing " Pintame " by Elvis Crespo for the week of July 3 , 1999 and remained on atop the chart for five weeks until it was succeeded by Gilberto Santa Rosa 's " Dejate Querer " for the week of August 14 , 1999 . On the year @-@ end charts , " No Me Ames " was the second best @-@ performing Tropical Song of 1999 after " El Niágara en Bicicleta " , by Juan Luis Guerra .

The salsa version of the song was featured as a bonus track on the European edition of Lopez 's remix album J to tha L ? O ! The Remixes (2002) and on Anthony 's 1999 compilation Desde un Principio : From the Beginning . The ballad version was featured on Anthony 's 2006 compilation album Sigo Siendo Yo : Grandes Exitos .

= = Reception and accolades = =

In her review of On the 6 , Heather Phares of Allmusic commented that the tropical version of " No Me Ames " was one of the two songs that " emphasize Lopez 's distinctive heritage " . In his review of Desde un Principio : From the Beginning , Jose Promis also from Allmusic praised the song as " surprisingly good " . Mario Tarradell of the Dallas Morning News remarked " No Me Ames " as an " island flavored " song . Lauri Mascia of the Sun @-@ Sentinel expressed disappointment over the song and felt that the tropical version did not fit the album . NME listed the ballad version as one of the " potentially offensive slushy ballads " on the album . Baldi cited Lopez and Anthony 's cover as one of the two that encouraged him to come out of retirement to record another album .

At the 2000 Billboard Latin Music Awards , " No Me Ames " received an award for Hot Latin Track of the Year by a Vocal Duo and two nominations for Tropical / Salsa Track of the Year and Hot Latin Track of the Year . In the same year , the song led to the duo receiving a nomination for Pop Group or Duo of the Year at the 12th Lo Nuestro Awards . At the 1st Latin Grammy Awards , the song received a nomination for " Best Pop Performance by a Duo / Group with Vocals " . In 2000 , the song received an award for Salsa Song of the Year at the American Society of Composers , Authors and Publishers Awards of 2000 . At the inaugural Juventud Awards in 2004 , " No Me Ames " was nominated in the category for " La Más Pegajosa " (" Catchiest Tune ") .

= = Promotion = =

While Lopez and Anthony were recording the song , Lopez came up with the video concept . Lopez recalled the events by stating : " And I asked him [Anthony] if he liked it . And I actually explained it to Tommy and him at the same time another day in the studio after the song was recorded and they both loved it . " The music video for " No Me Ames " was directed by Kevin Bray in Los Angeles , California , the day after she shot the music video for " If You Had My Love " . The video features Lopez and Anthony as two lovers . Anthony dies of an unnamed illness . His spirit watches over a grieving Lopez . Of the video , Lopez stated that it is " like a foreign movie , like ' Life Is Beautiful ' " . The music video received a Latin Grammy nomination for Best Short Form Music Video . The music video was included on the DVD set for Lopez 's compilation album , The Reel Me (2003) .

The song was scheduled to be performed at the first annual Latin Grammy Awards , but Anthony was unable to attend due to complications with his wife 's pregnancy . As part of their 2007 co @-@ headlining concert tour , the song was performed as an encore along with " Por Arriesgarnos " after each show . Lopez and Anthony performed the song at the final show of Lopez 's Dance Again World Tour .

= = Formats and track listings = =

= = Charts = =

= = Credits and personnel = =

The credits are adapted from the On the 6 liner notes .

Giancarlo Bigazzi ? songwriter

Aleandro Baldi ? songwriter

Marco Falagiani ? songwriter

Ignacio Ballesteros ? songwriter (Spanish adaption)

Jennifer Lopez ? lead vocals

Marc Anthony ? lead vocals