

= Poquita Ropa =

Poquita Ropa (English : Few Clothes) is the twelfth studio album by Guatemalan singer @-@ songwriter Ricardo Arjona . It was released on August 24 , 2010 through Warner Music . It was recorded in Mexico City , New York , and Los Angeles and was produced by Lee Levin and Dan Warner under their production name Los Gringo , with additional works from Matt Rollings and Brian Lang .

Markedly different in style from his previous albums , Poquita Ropa was produced using as few musical instruments as possible . Arjona 's goal was to produce the songs " almost as they were born " ; he achieved this by using nonexistent sounds to make the songs sound more acoustic . Arjona achieved a production style that made the songs sound like a capella performances , and he said that " music and women look better with little clothes . "

The album was critically and commercially successful , became his third number one album on the Billboard Top Latin Albums and Latin Pop Albums chart , and also topped the charts in Argentina and Mexico . It was certified Platinum in Argentina and Mexico , and was certified Gold in Chile , Colombia and the United States . The album was nominated at the 53rd Grammy Awards for Best Latin Pop Album . Poquita Ropa was given generally positive reviews ; Jason Birchmeier of Allmusic considered the album a " stripped @-@ down acoustic effort " and said that it was " impressive " .

Poquita Ropa spawned three singles . " Puente " , a song with Cuban influences , was released as the lead single from the album and peaked at number 36 on the Billboard Latin Pop Songs chart . The other two singles released were " Vida " and " Marta " , both of which failed to appear on the charts . Instead of promoting the album with a worldwide tour , Arjona produced an eponymous film which was broadcast on HBO and A & E. It was directed by Joaquín Cambre , and features Mexican telenovela actress Edith González .

= = Composition = =

With Poquita Ropa , Arjona wanted to drastically change his musical style . He tried to use as few instruments as possible , resulting in a production that sounds like a capella performances . Arjona said about the album , " music and women look better with little clothes " , and that " they [the songs] are like women ; they get things up and are so concerned about this that they forget that the less clothes , more beauty . The songs are often overwhelmed by ourselves , because we saturate them with arrangements looking to exalt their qualities and we end up hiding them . "

Arjona produced the album with the assistance of Dan Warner , who has worked with Shakira , Celine Dion and Christina Aguilera . Jason Birchmeier from Allmusic commented that Poquita Ropa " finds Arjona at his most naked , backed by spare arrangements of acoustic guitar , piano , and Hammond B @-@ 3 along with occasional touches of strings , woodwinds , and chorus vocals . " Poquita Ropa was the first album that Arjona recorded without producer Tommy Torres , whose last production was 5to Piso (2008) . The album is similar in style to Arjona 's work on Galería Caribe (2000) .

" Puente " , the lead single , is eight minutes and thirty seconds long and is divided into three parts . The first part is an a cappella song with a piano accompaniment . The second part is a ballad with Caribbean and Latin sounds , with some salsa and Cuban influences . The third is a mixture of salsa and merengue , with Cuban influences . Mónica Maristain from newspaper La Nación compared it with " Habana " , a 1999 song by Fito Páez .

= = Lyrical content = =

When asked about " Puente " ' s main theme , Arjona commented , " Although many believe is a threshed topic , it isn 't for a Cuban , be it on the island or Florida . The status of this dispute hasn 't changed since 1959 and I 've never seen something as disgusting as a rivalry between people occasioned from politics . Chávez can fight with Uribe , Fidel with Obama , but what has this to do with two third @-@ generation cousins that inherit an enmity for a politic matter [?] " . In the song ,

Arjona sings : " Habana / siempre en las mitades , tan mitad española , tan mitad africana / saben bien las olas que en cada ventana siempre hay un testigo / Habana . " He also said that " Puente " was the only song that was " not allowed to undress " .

" Vida " , the second single , is considered by Arjona to be an autobiographical song . He said that it " contains a good dose of the life of my old man " , as a reference to his father , Don Ricardo Arjona , who died in 2010 . In an interview , music video director Joaquín Cambre said that , " ' Vida ' is a sweet song , exciting and bitter nonetheless . I tried to represent that mix of feelings crafting an ambience of hope inside of a story that inevitably has a tragic end . Ricardo Arjona plays the song while listening to the story playing on an old disc . " Arjona said that " Marta " is " one of those songs with brushworks related to something that happened , put on the magnifying glass of the author . " When asked if " Escribir Una Canción " could be considered a guide for songwriters , he stated that " there are no guides to write songs . If any , songwriters would stop writing songs and start writing guides . "

Arjona also said that " Mi País " was " the story of anybody who left their land and searched for life in another place , with all that huge dose of nostalgia and memory those moments carries . " , and that he wrote the song when he left Guatemala . " Que Voy A Hacer Conmigo " was originally included as a rock song on his 1991 album *Del Otro Lado del Sol* , but the lyrics were slightly changed on the new version . Arjona stated that it was a difficult process to leave the songs " almost as they were born " , and that he had to convince the people who worked on the album that " it was the way the songs were to be " , without adding any sounds .

= = Release and promotion = =

Poquita Ropa was released first in Spain on 6 August 2010 , and was made available in the United States , Latin America , and the rest of Europe on 15 August 2010 . The compact disc version of the album was released in the United States , the United Kingdom , and Latin America on 24 August 2010 . A deluxe edition was released on iTunes , and contained the track " Estas Ganas de Llorar " .

= = = Singles = = =

" Puente " , the lead single from the album , was released on 9 August 2010 . The song is a political @-@ charged anthem to Havana , the relationship between Cuba and the United States , the international economic blockade against Cuba , and Cuban emigration to Florida . The song reached number 36 on the Billboard Latin Pop Songs chart . " Puente " is one of Arjona 's least successful lead singles . The music video was filmed in Mexico and Argentina . The second single , " Vida " , was released on 7 December 2010 . Its music video was filmed in Mexico and was directed by Argentinian filmmaker Joaquín Cambre . The third and last single from the album was " Marta " , released on 29 March 2011 . It became the second consecutive single from *Poquita Ropa* to fail to chart in the United States . The accompanying music video featured Mexican telenovela actress Edith González .

= = = Film = = =

On 12 February 2011 , HBO premiered the film *Poquita Ropa ? Una Historia Apasionada* , a compilation of the music videos for all of the songs on the album , interlaced into one story and with a duration of 67 minutes . It was directed by Joaquín Cambre , and co @-@ starred Arjona , González , Edgar Vivar , Daniel Arenas , Mimi Morales , and Kenny . *Poquita Ropa ? Una Historia Apasionada* was produced in Argentina and Mexico . Jesús Grovas , HBO 's corporate communication manager for Mexico and Central America said that it was " a pleasure to have on screen the music of a songwriter like Ricardo Arjona , which is warranty of quality " . The film was later broadcast by A & E.

== Reception ==

=== Commercial performance ===

In the United States , Poquita Ropa sold over nine thousand copies in its first week , debuting at number one the Billboard Top Latin Albums chart , on the week ending 11 September 2010 , becoming Arjona 's third studio album to reach number one on that chart , following Galería Caribe (2000) and 5to Piso (2008) . The following week , it fell to number two as Enrique Iglesias ' Euphoria regained the top position . Poquita Ropa also debuted at number one on the Latin Pop Albums chart on the week ending 11 September 2010 . It became Arjona 's fourth album to reach number one , after Galería Caribe , 5to Piso and Quién Dijo Ayer (2007) . Poquita Ropa also debuted at number 43 on the Billboard 200 , becoming his highest entry on that chart . The album was also commercially successful outside the United States . In Mexico , Poquita Ropa debuted at number 29 , and jumped to number one in its second week . It remained at number one for two consecutive weeks , before dropping to number five . The album was the 31st best @-@ selling album of 2010 in Mexico . Poquita Ropa also peaked at number one in Argentina , and at number two in Chile . On the 2010 year @-@ end chart , Poquita Ropa was the 43rd best @-@ selling album on the Latin Albums chart , and the 12th best @-@ selling album on the Latin Pop Albums chart .

Poquita Ropa was certified Platinum by the Argentine Chamber of Phonograms and Videograms Producers (CAPIF) , denoting 40 @,@ 000 copies sold . It was also certified Platinum by the Mexican Association of Producers of Phonograms and Videograms (AMPROFON) , denoting 60 @,@ 000 copies sold . In the United States , Poquita Ropa was certified Gold (Latin) by the Recording Industry Association of America (RIAA) , denoting 50 @,@ 000 copies shipped . It was certified Gold in Chile , denoting sales of 5 @,@ 000 copies , and in Colombia , denoting sales of 10 @,@ 000 copies .

=== Critical response ===

Jason Birchmeier of Allmusic gave the album a positive review , and wrote that it was a " stripped @-@ down acoustic effort " , and considered it " impressive " . An editor from El Carabobeño said that Poquita Ropa was " an album of ghetto and concept , with flawless production and carried out with the right amount of instruments . "

== Track listing ==

Following , the track list of Poquita Ropa as is shown in Allmusic .

All songs written and composed by Ricardo Arjona .

iTunes Bonus Track

== Personnel ==

The credits are taken from the iTunes exclusive digital booklet .

=== Technical credits ===

== Chart performance ==

== Release history ==

