

= West Coast (song) =

" West Coast " is a song recorded by American singer and songwriter Lana Del Rey for her third studio album , Ultraviolence (2014) . Written by Del Rey and Rick Nowels , it is a melancholy love song that depicts a woman torn between love and ambition , while also serving as a dedication to the United States ' West Coast . A psychedelic rock , desert rock and surf rock ballad , " West Coast " was noted to be an evolution and more guitar @-@ orientated in sound for Del Rey and was produced by Dan Auerbach of The Black Keys . Described as a two @-@ in @-@ one song , its shifting tempo transitions downward by nearly 60 beats per minute at the chorus , in a rhythmical shift reminiscent of The Beatles ' " We Can Work It Out " (1965) , introduced by the guitar lick that begins the Beatles ' " And I Love Her " (1964) . In the song , Del Rey 's vocal comprises a more sensual and demented tone than in her previous discography , and are often sung in an anxious " breathy " style .

Released as the lead single from the album on April 14 , 2014 , " West Coast " received positive reviews from music critics who commended its unconventional composition and Del Rey 's uncharacteristic vocal delivery . Several news media sources went on to list it as one of the best songs of 2014 , including Consequence of Sound , NME and Spin . " West Coast " debuted at number 17 on the Billboard Hot 100 , making this Del Rey 's highest debut and second highest @-@ charting single of her career , while also being her first single to enter the Rock Airplay chart where it reached number 26 . The song marked Del Rey 's eighth top 40 hit on the UK Singles Chart where it peaked at number 21 .

An accompanying black @-@ and @-@ white music video , directed by Vincent Haycock , was released on May 7 , 2014 . Shot at Marina del Rey , California and Venice , Los Angeles , it uses a minimalist and melancholy approach to depict Del Rey torn between two love interests , one of which is portrayed by Hollywood tattoo artist Mark Mahoney . The clip was well received by critics and was nominated for a 2014 MTV Video Music Award for Best Cinematography . Del Rey promoted " West Coast " with live performances at the Coachella Valley Music and Arts Festival , Austin City Limits Music Festival and Glastonbury Festival 2014 . The song has also been covered by James Vincent McMorrow , Royal Blood and Max Jury .

= = Background = =

" West Coast " was written by Del Rey and her frequent collaborator Rick Nowels in California , with Del Rey composing its lyrics and melody , and Nowels its chords . In November 2013 , Del Rey traveled to Electric Lady Studios in New York City , which she occupied for five weeks alone , and produced the track by herself from a guitar before later hiring session drummer Maximilian Weissenfeldt , while Nowels would come by " every now and then " . Together , they produced the initial recording of " West Coast " as a classic rock @-@ inspired song . Del Rey developed the track as a dedication to the United States ' West Coast , but with the intention of it being more psychological , which resulted in the track becoming distant from that of the verse ? chorus form . She felt the song 's slow , shifting tempo was important because it reflected her mental state during its writing . Del Rey initially completed her third studio album Ultraviolence in December 2013 , but at the time was dissatisfied with a demo she had recorded for " West Coast " . She then met Dan Auerbach of The Black Keys by chance at Electric Lady Studios and then again on a night out in Queens , New York , and realized she needed to re @-@ record the track to incorporate his looser production techniques . That night Del Rey explained to Auerbach her interest to develop a song containing jazz undertones , " West Coast fusion " influenced by The Beach Boys and Eagles , and a 1970s Laurel Canyon @-@ type revival .

Subsequently , Del Rey traveled to Nashville , Tennessee to re @-@ record " West Coast " and tracks from its parent album with Auerbach in a 3 @-@ week session at his studio , Easy Eye Sound . She invited him to add a more casual , California vibe to the song by recording in single takes , with a blues @-@ like Shure SM58 microphone . According to Auerbach , the recording of " West Coast " was sung " 99 % live " by Del Rey in a room adjacent to one where a seven @-@

piece band were recording the track 's instrumentation . Auerbach produced the song 's electric guitar , shaker , 12 @-@ string acoustic guitar and synthesizer instrumentation . While Nick Movshon was credited as a bassist and drummer on " West Coast " . The track 's strings were recorded separately from the main recording at a studio in Glendale , California called The Bridge .

Del Rey opined that the track 's demo sounded very different to Auerbach 's reproduction . When Del Rey first played " West Coast " to her record label , Interscope Records , they were dissatisfied with its chorus being slower in beats per minute than its verses . They responded to her , stating , " None of these songs are good for radio and now you 're slowing them down when they should be speeded up " . In an interview with The Guardian , Del Rey explained that she felt " murky " with her life during the song 's writing , and it was that feeling which influenced it to sound disconnected from mainstream pop .

= = Composition = =

A psychedelic rock , soft rock , and surf rock ballad , " West Coast " also contains elements of reggae , indie rock , Latin rock , 1960s music , 1980s " drive time , " and " narcotized " swing . The track 's subversive sound is the result of its comprising jagged instrumentation and laid @-@ back groove , similar to that of Classics IV 's " Spooky " (1967) . The opening riff solicits a " wavy " sound reminiscent of The Black Keys ' Turn Blue (2014) , and is continued throughout the rest of the song . Described as a two @-@ in @-@ one track , its shifting tempo transcends downward during the chorus mark , following into a rhythmical shift reminiscent of The Beatles ' " We Can Work It Out " (1965) , Being more guitar @-@ orientated than the singer 's previous output , it is based around minimal , country @-@ tinged , surf guitar , and " twangy " drum instrumentation . The track 's slower second section opens with a descending blues riff reminiscent of The Beatles ' " And I Love Her " (1964) , in which the production switches between a half @-@ mumbled baritone and layered choral symphony , among neo @-@ noir motif . Its chorus scythes across juddering bass and off @-@ kilter percussion instrumentation . Towards the end of the track 's duration , a stray burst of G @-@ funk shrill synth is solicited .

Incorporating an ease to her vocal delivery , Del Rey eased her vocal delivery by crooning the hook " Move baby , move baby / Ooh baby , ooh baby " throughout the chorus shift , in a style that recalls Stevie Nicks ' " Edge of Seventeen " (1982) . Del Rey uses an inexpressive , ventriloquizing tone in the song , with her voice being layered into the track 's production by means of reverberation . In addition , her vocals use a more sensual and sinister tone than in her previous discography , and are often sung in an anxious and " breathy " style , and in an octave just above a whisper . She also sings the track 's backing vocals which in part contribute to the song 's ethereal feel , through distant , faraway moans . MuuMuse 's Bradley Stern observed that Del Rey 's voice skipped between " breathy franticness and slurred , drugged @-@ out ecstasy " . Throughout the song , she restrains her delivery during its verses , but sings in a sweeping , cinematic style in its chorus .

" West Coast " was noted to be a cross between the works of bands Portishead and Beach House . It was also highlighted that the track deviated from Del Rey 's formula in Born to Die and Paradise (2012) , as an evolution of their sound , though without doing so in its entirety . Harriet Gibsone of The Guardian described it as " side @-@ stepping slowly from the Twin Peaks melodrama of Born to Die , " while Tim Jonze of the same publication said the song " ditched the hip @-@ hop trappings of Born to Die " . Its eeriness , omnipresent in previous Del Rey tracks , takes on a full @-@ on psychedelia sound , recalling The Turtles ' " You Showed Me " (1969) . " West Coast " is set in the simple time signature of 4 / 4 , with a moderately fast tempo of 123 beats per minute in its verses , and a slow tempo of 65 beats per minute in its chorus . It is composed in the key of F ? minor , with Del Rey 's vocals spanning the range from F ? 2 to C ? 5 . The track has basic a chord progression of F ? m @-@ F ? m @-@ E @-@ D @-@ F ? m @-@ E @-@ D in its first verse , and Bm @-@ D @-@ F ? m @-@ F ? m @-@ C ? m @-@ D @-@ D @-@ E in its chorus .

A melancholy love song , its lyrics depict a woman torn between love and ambition . " West Coast " also serves as a dedication to Del Rey 's California hometown , and elicits imagery from its titular location . In the song , she sings about leaving a lover for the Californian promise of fame , and

emphasizes on a gulf between a sweetly uncomplicated romance and a boozily dysfunctional relationship . Similarly to her previous works , the lyrics are both specific and vague , and complement the track 's " dreamlike " sonics . " West Coast " sets up a disunity between form and content , and though a love song , its sound is more reminiscent to that of a breakup song . It was also noted that the lyrics depict a vivid picture of teenage summer memories and forgotten romance . Comparing the track 's lyrical content to that of Sonic Youth 's " Superstar " (1994) , Grantland 's Molly Lambert analyzed : " While Born to Die ? era Lana often displayed a preening ' please notice me , Mr. Producer ! ' energy , the Lana of ' West Coast ' sounds like a starlet struggling not to become disaffected with show business after feeling her way through a few too many casting @-@ couch sessions , still hoping that big break might be on the horizon . "

= = Release = =

" West Coast " served as the lead single from Ultraviolence . The song 's title was first announced by the singer on April 3 , 2014 , on Facebook and Twitter . On April 10 , 2014 , Del Rey posted the track 's single art on Twitter with the lyric , " Down on the West Coast , they got a sayin ' ... " , as its caption . The same caption was used in a promotional billboard which was put up in Los Angeles the same day . The heavily yellow artwork , which makes use of an Instagram filter camera lens , features Del Rey donning soft makeup while standing on a Californian coastline afront crashing waves . She has a forlorn facial expression in the cover , and is depicted with a subtle frown with her eyes staring straight into the camera . Del Rey sports a beach @-@ inspired look with a wave @-@ like hair style , denim jacket and white shirt . Some critics speculated that the artwork hinted that the sound of " West Coast " would continue in the laid @-@ back style of Born to Die . " West Coast " was premiered by BBC Radio 1 's Fearne Cotton on April 14 , 2014 , and the track 's audio was uploaded to the singer 's Vevo page later that day . The song was first solicited to contemporary hit radio in Italy also on April 14 , 2014 . It was later released as a digital download in Canada and the United States on April 22 , 2014 , and then in most international territories a day later . However , the digital release of " West Coast " was slated to May 25 , 2014 in the United Kingdom , and May 30 , 2014 in Germany . The song impacted modern rock radio in the United States on June 3 , 2014 .

A remix by Dan Heath ? who produced Del Rey 's " Blue Jeans " (2012) ? was premiered by Vice on May 19 , 2014 . A shorter mix by Auerbach which featured stronger , clearer emphasis on Del Rey 's vocals was designated as the radio edit of the song . Auerbach 's new version solicited a significantly lighter sound than the original , and incorporates elements of Caribbean and tropical music . Several other remixes were commissioned for the release of " West Coast " , including remixes by Alle Farben , Camo & Krooked , Four Tet , Jabberwocky , MK , Solomun , The Young Professionals and Zhu .

= = Critical reception = =

" West Coast " received critical acclaim from contemporary music critics . Michael Nelson of Stereogum commented , " This is just a haunting , hypnotic piece of music that sends chills up and down my entire skeleton , especially when the tempo shifts downward on the chorus " . Nylon writer Liza Darwin deemed the track " silky @-@ smooth " and " total ear candy " . Lauren Valenti of Marie Claire lauded the song as " a slice of retro heaven " . The track was noted by Stern to be " revolutionary " in the sense that it sounded " entirely different from anything being offered in pop music at the moment " and deemed it " the very antithesis of everything radio in 2014 " . Kyle Fowle of The A.V. Club named " West Coast " as the album 's most accomplished track and " the one song on Ultraviolence that gets the formula of Lana Del Rey right " . AltSounds deemed the track as one of Del Rey 's best works and one of the best singles released in 2014 . The publication went on to opine , " when songs defy descriptions , and artists defy expectation , they tend to stick around long after the ' pop hits ' and divas have suck back into obscurity " . Oyster journalist Jerico Mandybur commented , " there 's no denying that the song has excellent aural pulling power , especially if you

like your odes to LA mysterious , darkly surfy and dripping in femme fatale " .

Carolyn Menyes of the Music Times named " West Coast " as one of her favorite Del Rey songs to @-@ date , highlighting Auerbach 's influence as what benefited it most . In her review , she went on to opine , " Her voice plays off it well , too , and she actually feels passionate on this song , as opposed to her typical bored thing " . While Caitlyn Carter , Joey DeGroot and Kyle Dowling of the same publication named it a stand @-@ out on Ultraviolence . Kate Hutchinson of The Guardian called it " one of the finest pop songs of the last five years " . While Kitty Empire of the same publication wrote , " The engaging West Coast improves on every hearing , a clever two @-@ in @-@ one track rich with detail , rhythm , atmospherics and class " . Drowned in Sound 's Robert Leedham said that with " West Coast " , Del Rey developed a song to " trump " " Video Games " (2011) , and a " new found guttural swagger " . Leedham also commended Del Rey 's key changes , " masterful " sway from tension , and reverberation in the song . Scott T. Sterling of the CBS Corporation opined that the track expanded the dimensions of Del Rey 's sound , and that it was " one of the most distinctive hits of 2014 " . The Boston Globe writer James Reed commented , " ' West Coast ' has a noirish sensuality , which opens into a chorus that mimicks the heady rush of a first token " .

Caryn Ganz of Rolling Stone called the track a " striking departure " in sound for Del Rey , and said its groove transformed her " from chanteuse into frontwoman for a few glorious moments " . In a review of Ultraviolence , Mike Diver of Clash said that in the context of the album , " West Coast " took on greater significance by serving as a fulcrum which balances the record into " leaving a better impression than it otherwise might " . Consequence of Sound 's Sasha Geffen described the song as " a counterintuitive gem " and " the sort of thing that rings beautifully from old car windows on hot summer evenings , " while Marissa G. Muller of Vice called the track " one of the Golden State 's best @-@ ever anthems " .

= = = Recognition = = =

" West Coast " was listed as one of the best songs of 2014 by several news media sources . On The Village Voice 's Pazz and Jop critics ' year @-@ end list in 2014 , " West Coast " was ranked at number 49 . Cosmopolitan placed " West Coast " at number 3 on its list of the 50 Best Songs of 2014 . The staff of the Music Times also placed " West Coast " at number 3 on their list of the 25 Best Songs of 2014 , with De Groot writing , " With the release of ' West Coast , ' Lana Del Rey 's music finally converged with the complexity and intensity of her persona , and it was glorious " . Idolator ranked the song at number 5 on its list of 2014 's Best Pop Singles . Bianca Gracie of the website stated that " nothing else on the album sounded quite like ' West Coast ' " and described the song as the " soundtrack for endless summers to come " . The single was named one of the 50 best songs of 2014 by NME (number 11) , Consequence of Sound (number 25) , and Stereogum (number 31) . Spin ranked the track at number 29 on their list of the 101 Best Songs of 2014 , while also deeming it " the lushest and most narcoleptic Top 40 hit of 2014 " . Joshua Ostroff of The Huffington Post placed " West Coast " at number 12 on his list of the Best Songs of 2014 , calling it " perhaps too dark to win the song of the summer title it deserved " .

= = Commercial performance = =

Despite not being heavily promoted to radio in the United States at the time , " West Coast " debuted at number 17 on the Billboard Hot 100 for the week ending May 3 , 2014 . It marked Del Rey 's highest debut and her second @-@ highest charting single on the chart , behind " Summertime Sadness " which peaked at number 6 in September 2013 . 68 % of the single 's chart points in its opening week were attributed by digital sales of 118 @,@ 000 copies , while the remaining 32 % were attributed by 2 @.@ 7 million streams . " West Coast " consequently debuted at number 6 and number 16 on the Digital Songs and Streaming Songs charts respectively . The song fell off the Billboard Hot 100 in its second week , but re @-@ entered the chart at number 100 on July 5 , 2014 , following the release of Ultraviolence . " West Coast " became Del Rey 's first

single to chart on the Rock Airplay chart where it peaked at number 26 and spent a total of 9 weeks on the chart .

In Canada , " West Coast " bowed at number 26 on the Canadian Hot 100 issued for May 3 , 2014 . It marked Del Rey 's second highest @-@ peaking single in the country , after " Summertime Sadness " which peaked at number 7 . In Oceania , " West Coast " entered the Australian Singles Chart at its peak of number 44 on May 4 , 2014 , and spent two weeks on the chart in total . While the song also debuted at number 31 on the New Zealand Singles Chart where it became Del Rey 's third single to chart in New Zealand after " Summertime Sadness " and " Young and Beautiful " .

" West Coast " entered the French Singles Chart at number 34 for the week ending April 26 , 2014 ; it consequently became Del Rey 's seventh top 40 hit in France , and spent 26 weeks on the chart in total . On the German Singles Chart , " West Coast " peaked at number 22 , charting for a total of 14 weeks , while also marking the singer 's fourth top 40 hit in Germany . In Ireland , " West Coast " bowed at number 31 on the Irish Singles Chart issued for April 17 , 2014 , becoming Del Rey 's fifth top 40 hit in the country and spending 7 weeks on the chart in total . " West Coast " initially placed at number 14 in the midweek UK Singles Chart , but later debuted at number 21 on the chart issued for June 7 , 2014 , with first @-@ week sales of 15 @,@ 649 copies . Following the release of Ultraviolence in the United Kingdom , " West Coast " rebounded to number 36 with sales of 5 @,@ 517 units . The song became Del Rey 's eighth top 40 hit in the country and went on to accumulate a total of 6 weeks on the chart . Elsewhere , " West Coast " peaked within the top 10 in Greece and Israel , and the top 20 in Hungary , Italy , Scotland , Spain and Switzerland .

= = Music video = =

= = Development and release = = =

The accompanying music video for " West Coast " was directed by Vincent Haycock , and shot at Marina del Rey , California and in Venice , Los Angeles , in early April 2014 . Aside from Del Rey , the clip also features Hollywood tattoo artist Mark Mahoney who plays the singer 's love interest in the clip 's chorus segment , and American model Bradley Soileau who plays the same role in another scene . Del Rey described Mahoney as her confidante , lover and procurer in the video . In an interview with Clash , the singer mentioned , " Like the record , [the music video is] atmospheric , and you catch a directional vibe , but it 's not that pointed , and it 's hard to tell what is going on " . She attained inspiration for the clip from the Chet Baker documentary Let 's Get Lost (1988) , and her love of the red dress effect . The singer also wanted the video to be mood @-@ driven , and for its final scene , to transcend from black @-@ and @-@ white imagery to a " HD color dream scene " .

Images from the music video first emerged online on April 7 , 2014 . The audio release of " West Coast " on April 14 , 2014 , was accompanied by a looped , black @-@ and @-@ white snippet from the music video of the singer embracing a leather jacket @-@ clad man at the beach . On April 24 , 2014 , following the single 's debut on the Billboard Hot 100 , it was announced that the video would premiere " in the next few days " . Del Rey later released a teaser of the visual on Instagram on May 2 , 2014 . The footage featured the same shots obtained for the audio loop , and Del Rey smoking and lighting a cigarette , Sunset Strip billboards and incomplete couplets . On May 6 , 2014 , Interscope prematurely uploaded an unfinished version of the clip , before promptly removing it and then premiering the finished version a day later . It was digitally released on the iTunes Store on May 12 , 2014 . The music video has since drawn in more than 40 million views on YouTube .

= = Synopsis = = =

The black @-@ and @-@ white music video was noted to have predominantly dark , brooding , hazy , mysterious and sun @-@ stroked imagery , and portrays Del Rey evoking her distinguished personality . Using a minimalist and melancholy approach , it features several artistic shots of

California scenery and cameo appearances by two men portrayed as bad boy archetypes . Del Rey engages in 1960s apparition , numerous swaying and twirling actions , and sings with her eyes closed throughout the music video . CBS Corporation writer Courtney E. Smith described the clip as " the yin and yang of youthful hope , the kind Hollywood lives by attracting , and cynical industry , the kind Hollywood thrives on but hides " .

The video begins with rolling waves and shots of palm tree @-@ lined roads , and gulls . A posse of skateboarders are also pictured in this scene . At first , the clip appears to function in small , romantic gestures , reminiscent to that of a fashion magazine advertisement . The singer is pictured in two visually different love affairs . In the first , Del Rey is shown clinging to a younger , long @-@ haired blond , leather @-@ clad man on a beach , where she narcotically flits around the Pacific Ocean shorefront , and splashes in its waves with him . At the 1 : 20 mark , the song and its visuals simultaneously switch up , with the singer being pictured donning diamond jewelry , sitting alongside a more mature and svengali @-@ type man who wears sunglasses , as a chauffeured convertible barrels forward in slow motion . Del Rey 's love interest in this segment recalls age disparity in sexual relationships , producer Robert Evans , and Scott Weiland . In another scene , the two are depicted nuzzling and smoking in the back seat of the car . Del Rey depicts a woozy and solemn persona in these segments , while the pair caress each other under passing streetlights . The clip then returns to the scene of Del Rey and her younger love interest on the beach . The aforementioned segments are intercut with scenes that appear to be shot on a low @-@ quality camcorder .

A plot twist then occurs towards the clip 's ending with the use of fire and technicolored imagery , where Del Rey gently brushes her hair off her shoulders in the middle of superimposed flames . The singer sports a red dress in the Sunset Boulevard @-@ styled scene and sings " I 'm in love " continuously while up in flames , until the music video fades out . The final scene was noted to symbolize the song 's lyric , " fire in the sands of love " .

= = = Analysis and reception = = =

The music video for " West Coast " was noted to share several similarities with Del Rey 's previous videography . Its black @-@ and @-@ white , old @-@ school imagery recall her video for " Blue Jeans " and the introduction to " National Anthem " . While the home @-@ recorded footage scenes were a technique previously used in " Video Games " and " Summertime Sadness " , and its tattooed hand close @-@ ups recall those of " National Anthem " . One of Del Rey 's love interests in the clip , Soileau , previously appeared in the same role in " Blue Jeans " and " Born to Die " , while another shares appearance similarities to her love interest in " Ride " . Del Rey 's characteristic cat eye @-@ make up and swaying actions were also highlighted . Speculation arose that her mature love interest in the visual was inspired by the " old man " character she sung of in " Off to the Races " and her then @-@ fiancé , Barrie @-@ James O 'Neill . The clip also garnered comparisons to dark comedy film Weekend at Bernie 's (1989) , Pearl Jam 's clip for " Jeremy " (1992) , and Chris Isaak 's music video for " Wicked Game " (1990) .

The visual was well received by music critics and was nominated for a 2014 MTV Video Music Award for Best Cinematography , but lost to Beyoncé 's music video " Pretty Hurts " . Chad Saville of the Greenspun Media Group called the clip a " mysterious , yet artful celebration of all things California " . Opining that the music video was " Lana Being Lana , " Billboard journalist Jason Lipshutz commented : " Will she burn her past and head towards the west coast in search of stardom ? In many respects , she 's already there . " Lipshutz 's view was echoed by John Boone of E ! who deemed " West Coast " Del Rey 's " most Lana Del Rey @-@ y video yet " and noted that it contained " the most glamorous smoking you 've ever seen " . Refinery29 's Hayden Manders said the clip contained the three elements of a " perfect Del Rey video " ; " cigarettes , a tragic Hollywood starlet and Bradley Soileau " . Manders went on to write that " West Coast " contained " enough melancholy to give ' Summertime Sadness ' a run for its moody money " . Rolling Stone writer Killian Young felt that the clip evoked the style of old @-@ fashioned Hollywood film noir . While HitFix 's Melinda Newman felt the visual was a " time @-@ told tale in Hollywood , " but " so well @-@

realized , [...] It could play out in Double Indemnity and The Postman Always Rings Twice fashion "

Writing for Slant Magazine , Alexa Camp said the music video faithfully mirrored the song 's lyrics and was understated by Del Rey 's usual standards . Darwin who opined that the clip recalled Del Rey 's short film Tropico (2013) , deemed it " a total cinematic gem , " and " a gorgeous mashup of retro glamour and modern independence " . The visual was also lauded by Complex writer Lauren Nostro who called it a " stunning , cinematic " and " beautiful " video , and Anna Moslein of Glamour who deemed it " summer @-@ perfect " . Zumic 's Bradley Bershad described the clip as " a slightly bizarre , very dramatic trip through time and space " and said its noir influences matched the track well , adding that its " old school meets new school " feel continued the musical persona Del Rey had crafted for herself . Bershad 's view was shared by Smith who wrote , " It pretty well marries together her continuing play with female sexuality , Hollywood stereotypes and insistence that she is her own creation " . While DeGroot commended the video 's black @-@ and @-@ white photography and flame imagery which he opined were less pretentious than that of " Jeremy " , which " West Coast " was compared to . Matthew Bramlett of TheWrap opined that Del Rey " perfectly encapsulates her ' vintage California rich kid ' look " in the video and described the clip as " very chic , with just a twinge of the old Hollywood flair " the singer had embraced in her previous visuals . In a mixed review , Patrick D. McDermott of The Fader called the visual " classic , kind of sad [Del Rey] in romantic black and white " , but felt it was confusing and " on @-@ brand ... a meticulous homage to nothing in particular " . While Nelson wrote that the clip failed to enhance the song , but was understated enough not to detract from the music .

= = Live performances = =

Del Rey first previewed a verse of " West Coast " in a live performance at a show in Las Vegas on April 11 , 2014 . She then premiered the song live in a performance at the Coachella Valley Music and Arts Festival on April 13 , 2014 . She performed the song afront a natural backdrop of palm trees while donning a sundress , and during the rendition descended from the stage to kiss audience members . The performance resulted in Del Rey becoming the most @-@ mentioned artist at Coachella on Twitter during the festival 's first weekend . According to Keith Caulfield of Billboard , the song 's reception at Coachella largely contributed to its debut of number 17 on the Billboard Hot 100 . VH1 's Meghan O 'Keeffe said the rendition was met with rave reviews and that " the crowd ate it up " . Lipshutz commented , " Del Rey 's Coachella performance was so strong that [she] would have been forgiven if ' West Coast ' proved to be a dud , but thankfully , the new single sounded like a winner when played live for the first time " . On April 15 , 2014 , she performed the track as part of a once @-@ off show at the Comerica Theatre in Phoenix , Arizona . According to Jim Louvau of the Phoenix New Times , Del Rey 's rendition received a " great reception , " while Ed Masley of The Arizona Republic called it " a sultry majesty " .

" West Coast " also featured in Del Rey 's set list for her 2014 worldwide concert tour . At the tour 's stop in Nashville on May 2 , 2014 , her performance of the track was viewed by the Nashville Scene as a " fitting rendition that hinted at the good things possibly to come from her forthcoming album " . Del Rey 's performance of the track at a date at the House of Blues in Boston on May 6 , 2014 , was viewed by Reed as " loose , freewheeling sensuality as sun @-@ kissed as the California lifestyle [the song] evokes " . Her rendition of " West Coast " at a date in Aragon , Georgia on May 17 , 2014 , was deemed " a sensual declaration " by Bob Gendron of the Chicago Tribune . Her performance of the song at the PNE Amphitheatre in Toronto on May 25 , 2014 , was criticized by Francois Merchand of the Toronto Sun who wrote , " ' West Coast ' lacked tonal control , and this is where the weakness of Del Rey 's movements (limited to hand gestures and soft hip sways) couldn 't mask the singer 's lacklustre delivery " .

Del Rey performed " West Coast " wearing kohl @-@ smudged eye makeup , a tie @-@ dye sundress and hoop earrings , as part of her debut set list for the Glastonbury Festival 2014 on June 28 . The rendition was accompanied by visuals from the song 's music video as Del Rey 's backdrop . Hutchinson described the performance as " actionless loveliness " and commended its " burbling

guitars , hazy atmospherics , perfect cooing , [and] epic drums " . Mark Savage of BBC News said the rendition was " suitably dramatic " . At a date of her promotional tour , in Cork on July 15 , 2014 , Del Rey draped herself in the flag of Ireland during her performance of " West Coast " . Del Rey also sang " West Coast " at the Austin City Limits Music Festival on October 4 , 2014 . The track was later reprised during her two @-@ date gig at the Hollywood Forever Cemetery , beginning on October 17 , 2014 .

= = Cover versions = =

Irish singer James Vincent McMorrow performed a " dreamy , " high @-@ pitched rendition of the track for Triple J on June 6 , 2014 . A remixed rendition of the track was released by American singer Travis Garland on July 10 , 2014 . Garland 's version incorporated more sleek production with elements of trap . British band Royal Blood covered " West Coast " during their session for NPO 3FM on September 15 , 2014 .

= = Formats and track listings = =

= = Credits and personnel = =

Recording locations

Recorded at Easy Eye Sound , Nashville , Tennessee

Strings recorded at The Bridge , Glendale , California

Personnel

Lana Del Rey ? songwriter , vocals , background vocals

Dan Auerbach ? electric guitar , production , shaker , 12 @-@ string acoustic guitar , synthesizer

Collin Dupuis ? engineering

Nick Movshon ? bass guitar , drums

Rick Nowels ? songwriter

Maximilian Weissenfeldt ? drums

Credits and personnel adapted from the Ultraviolence album liner notes .

= = Charts = =

= = Release history = =