

= Gorilla (Bruno Mars song) =

" Gorilla " is a song recorded by American recording artist Bruno Mars for his 2012 studio album *Unorthodox Jukebox* . The song was written by Mars , Philip Lawrence and Ari Levine , while production was handled by the former along with Emile Haynie , Jeff Bhasker and Mark Ronson , who had all previously co -@-@ produced the single " Locked Out of Heaven " for the same album . Atlantic Records serviced the track to Contemporary hit radio in the United States on September 10 , 2012 , as the fourth single from *Unorthodox Jukebox* . The official remix (G @-@ Mix) of the song features American singers Pharrell Williams and R. Kelly , and was released in Canada and US on November 12 . " Gorilla " is a midtempo rock and soft rock song with a power pop hook , epic guitars and a synth / percussion combination resembling a Phil Collins @-@ esque . Its style has drawn comparisons towards Prince 's 1984 single " Purple Rain " .

The single received mixed to positive reviews from critics , who praised its early 1980s arena rock tendencies , but was criticized for its explicit lyrical content , which addresses the subject of making love like wild animals . The song charted moderately worldwide ; it reached number 22 on the US *Billboard* Hot 100 and number 62 on the UK Singles Chart , being unable to achieve the same success of the previous singles . It was certified gold by the Recording Industry Association of America (RIAA) , denoting digital downloads of over half a million copies in the US . Mars only performed " Gorilla " live at the 2013 MTV Video Music Awards , however the song was included on the set list of the 2013 Moonshine Jungle Tour as the final act , usually performed as an encore .

= = Background = =

" Gorilla " was the first song written for the album , setting " the tone for the entire project and it kind of became the mascot " . This was the reason behind the gorilla on the cover of the album , as Mars explained in an interview with MTV News . In another interview , this time for GQ magazine , Mars revealed the song 's conception , saying that " it was just painting a picture ? some animalistic sex " . When asked about what the meaning is for " making love like a gorilla " ? , Mars replied aggressively " What does that sound like to you ? Come on ... What is this , 1933 ? We can 't talk about this ? " . Regarding the line " I got a body full of liquor with a cocaine kicker " , Mars said that his inspiration came " just because the room was dark " and he felt like Johnny Cash .

On the same interview , he was asked if his perfect idea of encounter was the same as described in the track , one in which your partner is screaming to you , " Give it to me , baby , give it to me , motherfucker " and having attracted the attention of the cops due to the violent noises you are making with your partner outside while " trying to get in " . To this question Mars said " It definitely sounds awesome . Right ? Isn 't that what matters ? It 's an awesome song ! I don 't know how to tell you that more " . In another interview , this time for Rolling Stone , he explained that the track is about " good old animalistic sex " . When the interviewer asked if Mars was concerned with the verses " Got a body full of liquor with a cocaine kicker " due to his 2010 drug bust , he replied " To take that line out would dilute my art " , since the recording " needs a sense of danger . When I was a kid , pop could be dangerous but still massive . Michael Jackson would grab his crotch . Prince would rock assless chaps " .

A demo of the song , only featuring the vocals and an acoustic guitar , was exclusively released as bonus track on the Target edition of the album , on December 11 , 2012 . Almost a year later , on November 5 , 2013 , the demo of the song was also included on the deluxe edition of the album , released worldwide . Upon the release of the remix of the song (G @-@ Mix) , on November 12 , 2013 , Mars commented that it featured " two of [his] favorite artist [s] " , Pharrell Williams and R.Kelly.

= = Production and release = =

" Gorilla " was written by Bruno Mars , Philip Lawrence and Ari Levine , and produced by The Smeezingtons , Mark Ronson , Jeff Bhasker and Emile Haynie . The same producers have

contributed to Mars 2012 hit single " Locked out of Heaven " for his second album Unorthodox Jukebox . " Gorilla " was recorded at at Levcon Studios in Los Angeles , California and Avatar Studios in New York , New York . ALALAL , Levine and Ronson served as the song 's recording engineers , assisted by Bob Mallory and Tyler Hartman . The track 's engineering was done by Levine and assistant Charles Moniz at Levcon Studios . " Gorilla " was mixed by Manny Marroquin at Larrabee Sound Studios in North Hollywood . David Kutch mastered the song . Steve Jordan played the drums , while Sharrod Barnes was responsible for the guitar and Bhasker handled the keyboards . Ronson was the performer of beats and Artie Smith was the technician of gear and served as a performer of vibes .

On August 25 , 2013 at the 2013 MTV Video Music Awards , Mars unveiled the fourth single taken from Unorthodox Jukebox , " Gorilla " during the performance of the same . On September 10 , Atlantic Records serviced " Gorilla " to Contemporary hit radio stations in the United States . The song received airplay from Top 40 station , WHTF . It also impacted US rhythmic radios on September 17 . On September 24 , " Gorilla " impacted Contemporary hit radio in Italy . In the United Kingdom the song was sent to Contemporary hit radio on October 21 . Later , on November 12 , the official remix of the song was made available for purchase in the United States and Canada . It features American singers Pharrell Williams and R. Kelly . In both countries , two versions were made available ; a clean and an explicit one being released in the same day in both countries . Capital FM radio considered the single artwork one of the best of 2013 .

= = Composition and lyrical interpretation = =

" Gorilla " has a length of four minutes and five seconds . The Observer magazine 's Kitty Empire characterized it as a soft rock , while Gail Mitchell , from Billboard 's magazine , called it a rock song . The track opens with a stark , insinuating beat and Mars ' bleating vocals . As it progresses , monstrous drums burst . A guitar , a piano , keyboards and a backbeat are also part of the instrumentation . The song features jungle noises in the background along with a pop hook . According to the digital sheet music published by Alfred Music Publishing , the song was composed in common time and in the key of B minor with a tempo of 70 beats per minute . Mars ' vocals range spans from the low note of Bb3 to the high note of A5 .

Billboard 's magazine reviewer , Jason Lipshutz , called the track " an ambitious arena @-@ rock sex jam " . It is often noted that " Gorilla " is a song rich of instruments that create a 1980s sound similar to Prince 's , with the drums and keyboards overwhelming the instrumental backbeat . About.com 's Bill Lamb and Slant Magazine 's Chan noticed the multiple high @-@ range falsettos performed by Mars during the whole song . Matt DiIeri for Rolling Stone said that the recording features a " thundering , Def Leppard @-@ huge thump and risqué subject matter " .

The song has gained attention due to its explicit lyrics . The song begins with the lyrics " I got a body full of liquor and a cocaine kicker " , during the song " a slew of f @-@ bombs " can be heard , and varied graphic descriptions such as : " You got your legs up in the sky with the devil in your eyes / Let me hear you say you want it all " and the chorus " You and me , baby , making love like gorillas ! " . Overall , the lyrics portray the subject of having a " romantic evening " of making love like wild animals (gorillas) , despite being high from cocaine and drunk from liquor . On September 11 , 2013 , The Daily Telegraph reported that Dannielle Miller , co @-@ founder of Enlighten Education , decided to appeal to mainstream radio in order to ban " Gorilla " , due to its sexual and violent lyrics towards women .

= = Critical reception = =

" Gorilla " received mixed reviews by most music critics . Some of them praised its musical structure , while others complained for its lack for lyrical depth . In a review of Unorthodox Jukebox , Slant Magazine 's Andrew Chan wrote that it is the album 's highlight being the most energetic track on the album and found it " most infectious bedroom anthem of the year . Likewise , Lauren Kreisler from the Official Charts Company , described the song as an apparent bedroom antics . About.com

critic Bill Lamb rated the song 3 out of 5 stars , praising the musicality , since the singer recaptures " the musical spirit of Prince 's arena sized ballad " Purple Rain " and " the pounding keyboards and crunchy guitar will invite a live audience to sway along in time to the music " . On the other hand , the " erotic connection " is misguided because " the words about alcohol and cocaine fueled rough sex , it is difficult to see the song as truly erotic " , making the lyrics " tasteless " and lacking concept . Official Charts Company 's Lauren Kreisler found that the lyrics ' concept simply " baffled " anyone , while ultimately described the song as " intriguing (and anthemic) enough to make us listen again , and again , and again , to work it out . "

Writing for The Washington Post , Allison Stewart opined that the track describes an eccentric night of romance , beginning with " a body full of liquor with a cocaine kicker " and ending with " you and me / Making love like gorillas " . She concluded , " for all its awfulness " the song is the " image shifter Mars needs " . Idolator 's Emily Tan commented " the libidinous lyrics are disguised with epic guitars and Phil Collins @-@ esque heavy drum combinations ... strong enough to soundtrack a scene in a drama series " . Jason Lipshutz of Billboard magazine similarly felt that the " drums and keyboards are nicely overwhelming , but the overall concept floats too far away to make a dent on the listener " . Day Hyman of Spin thought that the lyrics on the album " desperately needed kick in the pants " mainly noticed on " Gorilla " . He also drew comparisons on the " Prince @-@ channeling " vibe . On the critical side , Amy Dawson of Metro described it as a " Phil Collins @-@ esque low point " in the album , " in which the button @-@ eyed singer makes plans to go at it in the same way as said giant ape , all over a Phil Collins @-@ esque synth / percussion combo backing ? but by the time the jungle noises kick in , you think he surely must be in on the joke . "

Kory Grow of Rolling Stone 's magazine reviewed the remix of the song , in the song " Pharrell opens the track with a salacious rap " , setting " the thematic pace for track " , in the end of his verse the original " steamy " verses of Mars begin . He further added that R. Kelly 's appearance makes the song a " sort of sex jam " and only him has " the hubris and swagger to shout " : " I 'm like an anaconda in your garden / Baby girl , I 'm explorin ' " in the song . Reviewing for Billboard 's column , Kevin Rutherford described the track as " raunchy " and if the original version was " dirty enough " , then " Mars and company have a treat in store for you " . Los Angeles Times 's Mikael Wood shared a similar opinion as the other reviewers , calling it a " little naughtier " than the original version thanks to Williams and Kelly . For Idolator , Mike Wass called the remix " X @-@ rated " , thanking the feature guests for that .

= = Chart performance = =

In the week ending of August 25 , 2013 , after the performance on the VMAs , the song was downloaded 20 @,@ 000 times , a jump of 1 @,@ 003 % from the previous week when it sold 2 @,@ 000 copies . In the following week , the song debuted at number 60 on the US Billboard Hot 100 , selling 55 @,@ 000 to 60 @,@ 000 copies , as most of the songs performed at the show were still earning from the performances , including " Gorilla " . The song eventually peaked at number 22 on the Hot 100 . On the Pop Songs chart , the single debuted at number 30 in the week of September 17 , 2013 and in the week of November 9 , 2013 , the song reached its peak at number 11 . The song ended two top 10 streaks , one on the Billboard Hot 100 and the other at the Pop Songs chart . It was certified gold by the Recording Industry Association of America (RIAA) , denoting digital downloads of 500 @,@ 000 copies in the United States . " Gorilla " reached the high position of 23 , on November 2 , 2013 , on the Canadian Hot 100 chart . The song has been certified Gold by Music Canada (MC) , denoting digital downloads of 40 @,@ 000 copies in Canada .

In the United Kingdom , it debuted at number 97 on the Singles Chart . On the week of November 23 , 2013 the song peaked at number 62 , becoming his first single in the country to miss the Top 40 . It also made appearances in the Republic of Ireland , France and Austria , debuting and peaking at 74 in the latter . Its highest chart position in European countries was in Netherlands , where it reached a peak of 31 . The track was able to chart in the Belgium region , on their respective Tipparade , Ultratip Flanders reaching the peak of 11 and in the Ultratip Wallonia sitting at number 9 . After its release as a single , " Gorilla " entered the Australian Singles Chart at number 68 and

peaked at number 41 on September 29 , 2013 . It was certified gold by the Australian Recording Industry Association (ARIA) for selling 35 @, @ 000 digital copies .

= = Live performances and reception = =

The first and only time Mars performed the song , aside from the tour , was on 2013 MTV Video Music Awards , where Mars recreated his provocative music video with Nicole ? The Pole ? Williams . In his performance there was a green color scheme with a neon sign pulsating in the background with the same color . The singer was standing high up on a platform , using aviator sunglasses . Whilst there was a screen with a giant gorilla face behind him and lasers firing through the stage . He kicked his mic stand over and over , while his band was jamming along . Meanwhile , some pyrotechnics " shooting off at the climax " and " blasts of fire erupted during the chorus " . His face was " superimposed " over Nicole Williams dancing around a stripper pole with " acrobatic ease " and " breathtaking moves in time to the song " , during the performance . The song was the final act on both set lists of his second worldwide tour , The Moonshine Jungle Tour (2013 @-@ 2015) .

Billboard 's Brad Wete said : " There ? s something to be said about simplicity when whatever ? s simply being done is awesome . Bruno Mars never moved more than three steps in any direction during his performance . His voice soared and his passion was palpable as he performed " . He concluded , " when his time came , Mars left his mark " . Mathew Jacobs of The Huffington Post believes that " the jazzy new song marked one of the night 's tamer moments " . He praised Mars performance by saying he " offered a brand of artistry unmatched by the bulk of the telecast . " Grading the performances of the show , the staff from Entertainment Weekly gave Mars ' performance an A- , describing it as " The most elegantly designed and executed performance of the evening " . MTV News ' Brenna Ehrlich classified the performance as a " show that rivaled anything you 'd find in the city 's famous ? and infamous ? Red Light District " . The UK edition of The Huffington Post commented that despite Mars ' voice being on top form , it was the pole @-@ dancer performance who stole the show . Other performers , such as Ed Sheeran and Adam Lambert praised the interpretation by calling it an amazing performance and noticing Mars ' vocals , respectively . Hilary Duff called " Gorilla " a " straight baby making music " . Writing for Billboard magazine , Jason Lipshutz , while reviewing the tour felt that Gorilla was " an odd selection for a set closer " . He further added , that Mars " lost his mind while perched upon an elevated platform with pyrotechnics blasting off behind him " .

= = Music video = =

= = = Background and concept = = =

Mars had been filming the music video for " Gorilla " as he announced on his Twitter account , on October 2 , 2013 . He said " Sorry i 've been M.I.A , I was shooting a music video . # WinkWink # FRIKIKIKIKI # BangBang Wait till you see this " . It was directed by Mars ' himself and regular collaborator Cameron Duddy . On October 10 , 2013 it was announced on Bruno Mars ' official website , leading up to the release of the video , the unveil of teasers every day via Mars ' Instagram account . The teasers included a car parked in front of a strip club , a reptile , and an angry boss played by Luis Guzmán . Duddy along with Mars sought to create " more than a standard strip @-@ club video " by researching and going into strip clubs to appreciate the architecture of the local . Nevertheless , the search for the ideal strip club was fruitless , so Mars and Duddy decided to build one : " a joint that seemed like it was lifted straight out of Havana , dark and sweaty and seemingly untouched by time . They painted the walls themselves , and went back and forth on just what color neon they should use " . When the time came to cast someone to play a stripper , the only name was Freida Pinto 's one . However , Duddy had some doubts her choice , since he considered her " safe " . To this , Mars replied " it 's important to use someone who hasn 't been seen in this light

before " . All in all , Duddy confessed that he trusted Mars instincts regarding Pinto 's choice for the role . Duddy explained that some scenes recorded for the video were dangerous . Pinto could have harmed herself in the scene where " she sheds her clothes among a sea of sparks " , as well as Mars ' guitar player " He got dangerously close to having his head burned " . Muriel Villera starts as one of the jealous strippers . The official music video was set to premiere on October 14 , 2015 . Nevertheless , its release was delayed one day by Mars himself stating " I want it to be the best it can be . With that being said , I need one more day " . The video , finally arrived on October 15 , 2015 exclusively via Facebook .

= = = Synopsis = = =

The music video opens with a pair of jealous strippers applying lipstick and caddying back @-@ and @-@ forth between backstage , in a South of the Border strip zoo named " La Jungla " . Meanwhile , Mars ' " Money Make Her Smile " can be heard from the room , the two of them are talking about a new girl who has been " fooling around " with someone else 's man (Mr. Mars) . The scene ends with one of the two women saying , " Wait ' til I tell the boss what she 's sleeping with " . It is shown that the new girl , Isabella , has been listening to the conversation and it 's her time to dance as soon as the boss says so . The role of Isabella is portrayed by Indian actress Freida Pinto , who after an introduction by Guzmán , the zoo owner , starts to pull off " gravity @-@ defying spins on the pole " as Mars and his mates , who serve as the house band , perform the song . On the following scene , Isabella sheds her clothes with such rage that sparks fall from the ceiling while Mars stares at her intensely singing " You and me baby making love like gorillas " . As the second verse starts , intermittent shots of Mars and Isabella " heating up the backseat of a car " along with shots of her " grinding on customers " and banging on Mars ' chest as he sings the line " Bang Bang , Gorilla " . The former shots are shown throughout the video . As the video continues , Isabella is shown " to drop on her knees and lick " Mars ' guitar . She grabs it and pours tequila over the same , before using a lighter to set it on fire . Afterwards , the roof sprinklers come on and Isabella lets the water shower her while she stands on her underwear . The video ends in a chase scene in which Mars runs down through a dimly lit aisle , and suddenly transforms into a giant gorilla , while Isabella is seen at the end of the pathway waiting for him . The video doesn 't contain any of the teasers Mars released days before the video , including the iguana shot , the outer car scene and the one with Luis Guzman listening to the intro for Isabella .

= = = Reception = = =

Upon its release , the video received positive response from critics . James Montgomery of MTV News said that the video " is undoubtedly indebted to the past few decades of pop @-@ cultural history ... yet , once again , he 's managed to create something entirely new , too " . He added that , " thanks to Pinto 's wattage , " Gorilla " goes to heights ? and depths ? Mars has never visited before " . Billboard 's Jason Lipshutz found Mars supporting " a more R @-@ rated side " in the video , calling the cameos by Freida Pinto and Luis Guzman unforgettable . Carl Williot of the website 's Idolator thought that the new video maintained the " sweaty nightclub vibe " style from the previous video " Locked Out of Heaven " . Additionally , she felt there is a story centered on Isabella , the new dancer , and Mars , which obviously upset " the club ? s veteran strippers " . The Times of India newspaper considered the video one of the most controversial of 2013 because of " Freida Pinto strip act " . Ray Rahman of Entertainment Weekly opined that " Bruno Mars is getting real " since the video was set on a strip club and featured Freida Pinto striping , licking guitars and getting intimate with Mars . Lauren Kreisler of Official Charts Company praised the video concept and concluded that it was " racy as you might have expected " . The video for " Gorilla " broke the 1 million views mark in just over an hour in 2013 on the exclusive Facebook program premiere , " # NowPlaying " .

= = Track listing = =

Digital single

" Gorilla " (feat . R. Kelly and Pharrell) [G @-@ Mix] ? 4 : 25

= = Credits and personnel = =

Recording

Recorded at Levcon Studios in Los Angeles , California and Avatar Studios in New York , New York
; mixed at Larrabee Sound Studios in North Hollywood , California .

Personnel

Credits adapted from the liner notes of Unorthodox Jukebox

= = Charts and certifications = =

= = Release history = =