

= Ghost (Sky Ferreira EP) =

Ghost is the second extended play (EP) by American recording artist Sky Ferreira , released on October 16 , 2012 by Capitol Records . It was made available in place of her frequently delayed debut studio album , which eventually became Night Time , My Time (2013) . Ghost represents a musical departure from Ferreira 's earlier work , which explored more prominent elements of dance @-@ pop . She collaborated with producers including Jon Brion , Dev Hynes , Greg Kurstin , Cass McCombs , and Ariel Rechtshaid to achieve her desired sound . Their efforts resulted in a primarily synthpop record , although it differs from her earlier work in that it sees additional influences from acoustic , indie pop and new wave music .

Ghost received mixed to positive reviews from music critics , who appreciated its diversity , but were ambivalent towards its overall cohesiveness . It peaked at numbers eight and 71 on the US Billboard Top Heatseekers and Alternative Albums record charts . Along with three other tracks , the extended play included prior single " Red Lips " and Ferreira 's critically acclaimed " Everything Is Embarrassing " .

= = Background = =

After releasing the tracks " 17 " , " One " , and " Obsession " , Ferreira announced that her debut studio album would be released on January 11 , 2011 . However , it was instead replaced by her first extended play (EP) As If ! , which was made available on March 22 of that year . That November , Ferreira announced that her debut studio album would be released in 2012 , with a lead single planned to precede its release that February . She was later revealed to have been working with Jon Brion , Greg Kurstin , and Shirley Manson on the project . Plans to release an extended play titled Ghost were revealed by Pitchfork on August 30 , 2012 . The extended play 's cover artwork was photographed by Hedi Slimane and revealed by Ferreira through her Twitter account on September 17 ; the black @-@ and @-@ white close @-@ up image depicts a blonde Ferreira holding her hair while dressed in a denim jacket . Although the extended play was initially slated for an October 2 release , it was ultimately released on October 16 in the United States and Canada .

= = Composition = =

Ghost incorporates styles from several musical genres , whereas her earlier works more prominently incorporated electropop styles . Writing for Now , Kevin Ritchie felt that the project " suggests a much broader range of intriguing possibilities [...] for her dusky voice " than her previous music allowed , further suggesting that her earlier tracks " One " and " Obsession " saw Ferreira " succumbing " to the requests of her record label . Its opening track " Sad Dream " integrates acoustic guitar instrumentation ; Joe Marvilli from No Ripcord stated that Ferreira 's vocals " almost [cracked] out of sadness " during the chorus , adding that the lyrics " Hope the guilt will dim and fade / A fire baptism engulfs my shame " emphasize her discouragement . Jon Caramanica from The New York Times shared a similar sentiment , stating that its lyrics " are darker than Ms. Ferreira 's usual mood . " " Lost in My Bedroom " is an uptempo electropop song that was deemed largely reminiscent of her earlier material . Caramanica felt that it sounded like an " outtake " from the soundtrack for the 1984 film Sixteen Candles .

The title track " Ghost " presents similar lyrical content and production as the opening track , although it is differentiated by its subtle use of background electric guitars ; Marvilli opined that " synths sparkle against Ferreira 's sly vocals and the pulsing beat pounds away in the background . " " Red Lips " was co @-@ written by Shirley Manson , and was compared to material recorded by her band Garbage ; Ferreira delivers " breathy " vocals with a " no @-@ BS attitude " against a " distorted electric guitar gliding over battering drums " . The fifth and final track " Everything Is Embarrassing " was described as " moving firmly into New Wave territory " Ferreira 's vocals were noted as being " crisp and smooth " , while the inclusion of " propelling percussion [and] deep @-@ tuned piano chords " generated comparisons to music from the 1980s . Caramanica described its

production as " sly , lush postdisco seduction " .

= = Singles = =

" Red Lips " was released as the lead single from the EP in the United States and Canada on July 17 , 2012 . It received generally favorable reviews from music critics , who appreciated its incorporation of grunge music elements . An accompanying music video for the track was directed by Terry Richardson , and had premiered through Richardson 's YouTube channel the previous month on June 12 , 2012 ; the music video was later uploaded to Ferreira 's Vevo channel on July 13 . The clip sees Ferreira , dressed in underwear , applying lipstick on her entire face , and is interspersed with footage of its co @-@ star , the spider " Toby the Tarantula " , crawling across her body . Tara Aquino suggested that the visuals developed an increasingly risqué image for Ferreira , who responded by stating that her wardrobe was intended to complement the simplistic nature of the music video rather than an attempt to create sex appeal .

" Everything Is Embarrassing " premiered via Pitchfork on August 30 , 2012 along with the announcement of Ghost 's release ; it would later be issued as a single on April 14 of the following year in the UK and Ireland , where Ghost had not been released . It received critical acclaim from music critics , and was largely recognized as the standout track from the extended play . Katherine St. Asaph felt that the track was Ferreira 's " breakout moment " , while Jon Caramanica from The New York Times described it as " one of the year 's unlikely pop gems " . A writer for Tiny Mix Tapes stated that it " transcends the present moment [...] in the way that it will soundtrack , for many people , memories of 2012 . " As of July 2013 , the track had sold 19 @ , @ 000 digital downloads in the United States .

Capitol Records requested that an accompanying music video for " Everything Is Embarrassing " with no budget be filmed following the track 's online premiere ; it was directed by Grant Singer , who had previously directed the clips for " Sad Dream " and " Lost in My Bedroom " , and was filmed in one day in Los Angeles since Ferreira was scheduled to depart for New York City shortly after . It was premiered through Pitchfork on October 1 , 2012 ; the black @-@ and @-@ white clip sees Ferreira singing in various locations throughout the city , including a playground and the roof of the Capitol Records Building . In her debut television performance , she performed the track on Late Night with Jimmy Fallon on January 7 , 2013 .

= = Reception = =

= = = Critical response = = =

Ghost received mixed to positive reviews from music critics . At Metacritic , which assigns a normalized rating out of 100 to reviews from mainstream critics , the album received an average score of 62 , which indicates " generally favorable reviews " , based on six reviews . Writing for Pitchfork Media , Katherine St. Asaph provided a favorable review , placing particular praise on the " versatility " and " empathy " expressed in the tracks ' lyrics . Kevin Ritchie from Now appreciated the " diverse " nature of the record , commenting that the " lightness and unobtrusiveness " incorporated throughout suggested that Ferreira had yet to display " even more untapped potential " .

In a more mixed review , Jon Caramanica from The New York Times implied that Ghost lacked artistic cohesion . Despite remaining indifferent to the tracks individually , he opined that they were underwhelming when accompanied by " Everything Is Embarrassing " , and elaborated that the record was " just another round of throwing ideas at the wall . " A writer from No Ripcord shared a similar sentiment , stating that the " identity crisis " seemingly displayed in As If ! and Ghost overshadowed the " significant improvement " seen in the later project . Writing for Consequence of Sound , Tony Hardy was also critical of the significant musical diversity incorporated throughout the extended play , sarcastically referring to it as being " interesting " . A writer for Tiny Mix Tapes criticized the first four tracks on Ghost for sounding " dated on arrival " .

== Commercial performance ==

Ghost peaked at numbers eight and 71 on the US Billboard Top Heatseekers and Alternative Albums charts , respectively .

== Track listing ==

Credits adapted from the liner notes of Ghost .

== Charts ==

== Release history ==