

= Drama Queen ( Ivy Queen album ) =

Drama Queen is the seventh studio album by Puerto Rican reggaeton recording artist Ivy Queen . It was released on July 13 , 2010 by Machete Music . The album was written by Queen with help from Rafael Castillo , Marcos Masis and others , while production was handled by Luny Tunes , Tainy and Noriega . The album features collaborations with De La Ghetto , Frank Reyes , Wisin & Yandel and Franco " El Gorila " . It features a wide variety of musical styles in common with her previous album , Sentimiento , released three years earlier on a different label .

Selling 3 @, @ 000 units in its first week , Drama Queen debuted and peaked at number 163 on the US Billboard 200 chart , number three on the Billboard Top Latin Albums chart , number one on the Billboard Latin Rhythm Albums chart and number 18 on the Billboard Rap Albums chart . The recording received a Latin Grammy nomination for Best Urban Music Album at the Latin Grammy Awards of 2011 and two nominations at the Billboard Latin Music Awards of 2011 . The album garnered mainly positive reviews from critics , who praised the mixture of R & B and reggaeton .

Two singles were released from the album : " La Vida Es Así " and " Amor Puro " . The former became a commercial success ; it was supplied to Latin radio in urban and bachata versions , reaching the Top 10 in several Spanish @-@ language markets in the United States . The latter , however , failed to gain chart success . A deluxe edition of the recording was released with extra tracks and music videos on August 10 , 2010 , and marks the last studio album on Machete .

= = Background = =

After the success of her 2007 effort Sentimiento , which spawned the Top 10 hit " Que Lloren " and was later certified platinum by the United States Recording Industry Association of America ( RIAA ) , a live album ( Ivy Queen 2008 World Tour LIVE ! ) was distributed by Machete in 2008 . The album included a studio track , " Dime " , which became Queen 's first single to top the Billboard Latin Rhythm Songs chart .

Queen signed a new record deal with the label in April 2010 , as it celebrated its fifth anniversary . The signing , described as a " 360 deal " , includes profit @-@ sharing in tours , sponsorships and merchandising . Ivy Queen was previously signed to a distribution deal with Univision Records , which was acquired by Machete parent company Universal Music Latin Entertainment in 2008 . The president of Universal Music Latino and Machete , Walter Kolm , commented in a press release : " It 's a privilege to have Ivy Queen apart of our artistic roster . Ivy is an extraordinary woman with incomparable talent , and she 's number one in her genre . We 're happy to be able to work with her on her new album as well as future projects " . " I 'm very proud to be a part of Machete Music . They are a young , vibrant company that has created a name for itself in Latin music in the United States and the world . They are a strong and important company that has been recognized for nurturing their artists ? creative talents " , said Queen about the partnership . The album was originally to be released after her third compilation album , Cosa Nostra : Hip @-@ Hop ( 2006 ) , as an concept album which would have Ivy Queen performing duets with female singers from different genres on new label Filtro Musik . However , this was changed and Sentimiento was released instead . Ivy Queen told Efe that the composition process started while she was heartbroken at home , and her emotions then burst out in the recording studio . She added the album brings together 16 of 26 songs she wrote during this period . When asked by Latina Magazine about the drama between the release of Sentimiento and Drama Queen , Queen said :

I ? m single . For the first time in my life , I ? m really experiencing what that ? s like because I used to always feel the need to be in a relationship ; I didn ? t like being alone . But this time I ? m realizing that people come into your life for a season , and my last relationship served its purpose . I can ? t sit here and cry about it , because it ended right where it should have . A lot of that stuff is on the album .

= = Recording and production = =

Recording took place at Mas Flow Studios in Carolina , Puerto Rico between 2008 and mid 2010 . In October 2008 a release date of either February or March 2009 was confirmed by Queen , who had finished five songs for the album at the time ; however , she did not finished the collaborations until later . Production was handled by a roster of urban artists , including the Latin Grammy Award winning production team of Luny Tunes , Noriega , Tainy , DJ Blass , Mad Music , R.K.O and Keko Musik ( who produced over half the album ) .

Collaborations on the album include Wisin & Yandel on " Acércate " ; former Aventura band member Lenny Santos , who plays guitar on " Cosas De La Vida " with Frank Reys on vocals ; Franco " El Gorila " on " Jungle " ; De La Ghetto on " De La Calle " and Jadel on " Amor A Primera Vista " . Queen said the collaboration with Wisin & Yandel came about from her work on their album , La Revolución ( 2009 ) . When speaking about the collaboration with Jadel she said it was a decision she made with her heart : " When I collaborate with colleagues , I don 't care who is a hit on the radio and who isn 't " . The track " I Do " was to originally feature American R & B singer Beyoncé Knowles after Queen signed a contract with International Creative Management ( ICM ) .

= = Composition = =

= = = Music and themes = = =

Drama Queen has been described as " R & B meets reggaeton " ; it was the first time Ivy Queen experimented with R & B. Queen explained that the album was half hip hop and half reggaeton but that she had to include extra styles such as R & B and bachata . Musical textures on the album vary from R & B to tropical bachata , pop , rap and reggaeton , a more diverse set of musical styles than on Sentimiento . Themes include " cool & cocky , pool party , TGIF , partying and driving . " According to Frances Tirado of Primera Hora , the album demonstrates Queen 's vocal maturity and rhythmic evolution . The album 's lyrics explore heartbreak , love and the value of women in relationships . It contains original songs with sentimental lyrics , demonstrating Queen 's incorporation of musical fusion and sonic evolution ( in contrast to her previous studio albums ) .

= = = Song structure and lyrics = = =

" Intro ( Listen To My Drama ) " is in a minor key and features a string ensemble and synthesizers . In the rap , Ivy Queen sings : " 1 2 3 4 5 6 7 8 9 10 11 12 was the year that I started , Many have seen my rise and fall I 've seen many . Vigilant , I have an angel on my back , I have a throne flanked by holy souls . " Lyrically , Ivy Queen highlights her position as the queen of reggaeton . " Te Voy A Recordar " ( I 'm Going To Make You Remember ) , also in a minor key , also employs a string ensemble and synthesizers . Lyrically , the song describes when the passion in a relationship has been lost . " Me Quiere " ( They Like Me ) is an R & B power ballad built on a snapping rhythm . Also in a minor key , it features synthesizers and percussion . In the song , Queen says that people listen to her because they like her . The lyrics reveal that when she wants it smooth she puts on R. Kelly , and when she is discontented she plays Mary J. Blige ( both of whom Queen has said she would like to work with in the future ) . The song highlights her hip hop status . " De La Calle " ( From the Street ) is an R & B power ballad exploring the love between two people ( " love from the street " ) , with Queen and De La Ghetto reprising their 2006 collaboration on a remix of Luny Tunes ' " Noche de Entierro ( Nuestro Amor ) " .

" Amor Puro " ( Pure Love ) is in a minor key with romantic lyrics , a string ensemble and techno synthesizers . Its lyrics focus on the meaning of true love . Queen sings : " Pure love does not fight , it does not hurt you , love that is pure does not cause you to fall " , and described the song as " an honest statement of what love is " . " I Do " is a minor key , mid tempo pop and R & B power ballad built on a handclapped rhythm and piano . Lyrically , the song is a message to men and women ; Queen sings : " My ladies , if you know better , if he loves you , let him come back . My fellas , if you love her , don 't let nothing hold you back , run out and look for her " . Queen recorded

the song in English because she felt the language worked well with the beat . According to an editor for iTunes , the song " puts her message of female empowerment into a glossy pop ballad , complete with English lyrics and Auto @-@ Tuned vocal . " The minor @-@ key " Acércate " ( Get Closer ) features vocals by Wisin & Yandel and synthesizers ; it has been described as " pure reggaeton " . The song was praised for the presence of Wisin & Yandel and its hook . Queen previously collaborated with Wisin & Yandel on their seventh studio album , La Revolución ( 2009 ) , with " Perfecto " ( which also featured Yaviah ) .

The minor @-@ key " La Vida es Así " ( Life Is Like That ) features vocal effects and synthesizers . The urban version " attacks " with a modern and aggressive beat ; the bachata version is slower , with Luny Tunes ' tropical rhythms . In the lyrics , Ivy Queen declares to a rival : " The guy you 're dating is mine , and you know it , but here 's the detail : He 's worthless in bed . That 's why I 'm here to congratulate you for setting me free , I have to confess " . The reggaeton rhymes tell a story of revenge and lovesickness . Angie Romero of Latina Magazine describes the song as a " powerful and pulsating break @-@ up anthem . "

" Cuando " ( When ) , also in a minor key , is a pop R & B ballad featuring synthesizers and percussion with Caribbean roots and Afro @-@ Latin influences . It uses electric @-@ guitar riffs , an acoustic guitar , a string orchestra and a piano . In the song , Queen explores what happens when a relationship ends : " Adam sinned because he loved Eve , the love of Celia and Pedro touched the stars , but only when you learn to value women , can you be happy " . An editor for iTunes claimed the song 's lyrics to be sultry . She stated that of the 16 tracks , " Cuando " means the most to her because it is an R & B @-@ bolero track which would remind men to value women . " Cosas De La Vida " ( Things of Life ) is a romantic tropical bachata ballad , infused with R & B rhythms : " They are the things of life , don 't ask me for an explanation , our love is first , and you know my heart is yours . For the sake of us two , fight for our love against temptation " . The track features Queen and Dominican bachata singer Frank Reyes ; she expressed her love for the song ( and bachata in general ) , calling it a genre where " men express themselves with women " . The minor @-@ key " Cansada " ( Tired ) showcases Queen 's rapping skills , featuring techno synthesizers . Frances Tirado of Primera Hora described it as " pegajosa " ( " addictive " ) .

" Jungle " is another minor @-@ key track featuring techno synthesizers , angry lyrics and a sociopolitical theme . Queen raps : " And in this jungle I 'm the boss , undoubtedly I run this , you 're thirsty , all I want is an adventure . " The singer collaborates with Franco " El Gorila " on this track . " Aya Aya " is " an conventional dembow beat , flanked by a sitar . " It also combines the sounds of hip hop and Bollywood music . Its Arabic rhythm has been described as inviting to dancers by Primera Hora 's Frances Tirado . " Amor A Primera Vista " ( Love At First Sight ) is a tropical bachata ballad featuring smooth vocals , electric guitar riffs , piano , synthesizers and hand drums . Its roots are Caribbean , with Afro @-@ Latin influences . Jadiel surfaces around the 1 : 17 mark ; the two explore love 's power and how love can be good and bad at the same time . " Dime " ( Tell Me ) is a blend of reggaeton and bachata ( known as bachaton or bachateo ) , a musical genre in the Dominican Republic and Puerto Rico combining bachata melodies and reggaeton @-@ style beats , lyrics , rapping and disc @-@ jockeying . Queen described the song as combining feelings with bachata and urban beats , later claiming the song to be a " sentimental subject where we fused bachata and urban rhythms " .

= = Release and promotion = =

Ivy Queen headlined the Machete Music Tour 2010 , which performed in cities such as New York and Los Angeles and featured " the hottest stars in reggaeton and Latin urban music " , including Chino & Nacho , Flex , Jowell & Randy , Tego Calderon , Don Omar , Cosculluela , Angel & Khriz , J @-@ King & Maximan and R.K.M & Ken @-@ Y. Ivy Queen would usually be the last to perform closing each show . Dressed in a pink miniskirt sporting blonde hair with white boots which reached past her knees , Queen 's setlist included . Songs she performed included " Que Lloren " , " Dime " , " La Vida Es Así " and " Cosa De La Vida " . Drama Queen was first promoted in the liner notes of Queen 's seventh studio album , Sentimiento ( 2007 ) , with a picture of Queen with hands bent

upward and the words " Drama " and " Queen " on the right and left sides of her body ; underneath are the words " Coming Soon " in bold letters . In an effort by Universal Music Latin Entertainment to expand their promotional efforts on the social network MySpace , the album was offered exclusively in full , before its official release , garnering over 100 @, @ 000 streams . It was released on July 13 , 2010 ; on August 10 a deluxe edition was released , with three new tracks ( " Aya Aya " ; " Amor A Primera Vista " , featuring Jadel and the hit " Dime " ) and a DVD with three music videos . " Dime " was originally included on her first live album , Ivy Queen 2008 World Tour LIVE ! ( 2008 ) , with a bachata version of the song . On the album 's cover Queen appears on a gargoyle dressed in black , representing a villain . On the inside of the album jacket she is seen with superpowers , dressed in bold colors ( such as yellow and pink ) and representing a superhero . The singer was inspired by action figures she use to collect and Wonder Woman , of whom she is a fan . Following the album 's release , she created the " Drama Line " , in which fans could call and leave messages and " publicly humiliate their former partner or anyone who has betrayed them in the past " .

= = Singles = =

The lead single , " La Vida es Así " , was released on May 11 ; the music video ( directed by Marlon Pena ) was shot on May 17 in Miami and premiered on mun2 on June 22 and VEVO on June 28 . Queen said that the genre of bachata is meaningful , since it reveals more feelings . The a cappella version of " La Vida es Así " was sent to Tainy and Keko Musik for production , allowing Queen to pick the version she preferred . The Keko Musik version was later released as a pre @-@ order bonus track for Drama Queen on iTunes . The second single , " Amor Puro " was released for Puerto Rican radio on September 24 . The music video ( also directed by Marlon Pena ) was shot on September 28 , and premiered on VEVO November 30 . The video was also filmed in Miami , at the Spanish monastery of St. Bernard of Clairvaux ( a historic building dating to 1133 in Sacramenia , Segovia , Spain , later reconstructed in Miami ) . " Acércate " was leaked online before the album was released , the first time Queen experienced copyright infringement in her 15 @-@ year career . Originally titled " No Te Equivoques " , it was re @-@ recorded in response to the copyright violation and retitled " Acércate " . She said , " Sometimes they try to hurt you are when you do well . I 'm proud and grateful that Wisin & Yandel have gone with me to the studio to record the song . We have good chemistry and friendship . We tried to change the song and lyrics , but with their agenda , which is tight , and mine too , we could not do it again . We have no idea who hacked , all the music was in a studio and to mobilize it to another was what someone did " . The singer appeared on the television program ? Don Francisco Presenta ? , where she performed " La Vida es Así " .

" La Vida Es Así " has two versions : reggaeton and bachata . The reggaeton version became a hit on Latin radio , but the bachata alternative did not chart . On Hot Latin Songs , the song debuted at number 49 on June 6 and peaked at number 11 on August 21 . On Latin Pop Airplay , the song debuted at number 33 on July 3 and peaked at number 10 on August 28 . On Latin Rhythm Airplay , the song debuted at number 29 on May 22 . It reached number one on July 10 ( Queen 's second number @-@ one single on the chart , replacing " Cuando Me Enamoro " by Enrique Iglesias ) , and was dislodged by " Cuando Me Enamoro " a week later . " Amor Puro " failed to chart . On Hot Latin Songs , " Dime " debuted at number 43 on September 20 , 2008 and peaked at number 8 on December 6 . On Latin Pop Airplay , the song debuted at number 38 on November 15 and peaked at number 33 on December 13 . On Latin Tropical Airplay , the song debuted at number 33 on October 4 and peaked at number 4 on December 6 . On Latin Rhythm Airplay , the song debuted at number 22 on August 30 . It reached number 1 on October 11 ( becoming her first number @-@ one single , replacing " Síguelo " by Wisin & Yandel ) , and was dethroned by R.K.M & Ken @-@ Y for " Te Regalo Amores " eight weeks later . " Acércate " was not released as a single , although it peaked at number 16 on the Latin Rhythm Digital Songs chart on July 31 , 2010 .

= = Reception = =

Drama Queen sold over 3 @, @ 000 units in its first week of release , dominating urban album sales

for ten consecutive weeks . The album sold 6 @, @ 000 less copies than Sentimiento , and 2 @, @ 000 less than 2005 's Flashback , in its first week . It debuted ( and peaked ) at number 163 on the US Billboard 200 chart , number three on Top Latin Albums and number 18 on Rap Albums .

Drama Queen received a Latin Grammy nomination for Best Urban Music Album at the 2011 Latin Grammy Awards ( which was won by Calle 13 for Entren Los Que Quieran ) . It earned Queen two nominations at the 2011 Latin Billboard Music Awards for Hot Latin Songs Artist of the Year , Female and Top Latin Albums Artist of the Year , Female ( both won by Shakira ) .

The album received generally positive reviews . David Jefferies of Allmusic gave the album a score of 3 @. @ 5 of 5 stars , commenting that the album keeps its sci @- @ fi elements on its cover artwork as Queen keeps her reggaeton strong by sticking with her original formula ; he later claimed it was a standard @- @ issue effort . Ayala Ben @- @ Yehuda of Billboard noted that the album features a set filled with a more @- @ honest longing than most of what is heard on commercial Latin radio . Frances Tirado of Primera Hora gave the album a positive review , stating that " Ivy Queen shows vocal maturity and evolution of rhythms " . Sarah Bardeen of Rhapsody felt " each track could have been a single . "

Jefferies commented on the musical style as well : " The beats are familiar as reggaeton drum machines meet R & B keyboards and the Queen , commanding attention on every track with a stern yet sexy delivery . Bardeen said , " Her authoritative flow is matched only by the evolving landscape of beats that back her -- and Ivy , unlike some of her peers , has not been seduced by the European club scene " . Ben @- @ Yehuda also noted , " The set presents a more diverse range of musical styles , from bachata to R & B to even a poppy ballad ( " Cuando " ) " . The iTunes Notes for the album say , " True to its title , her seventh album is rich in melodrama , boasting grand synthesizer runs and heart @- @ wrenching themes of love and betrayal . That 's her strength . She 's her own yin and yang @- @ strong yet soft , swaggering yet tender . " The Editor Notes for the album claimed Drama Queen to be an " adventurous set " and " full of sonic surprises " .

= = Track listing = =

Standard Edition :

= = Personnel = =

Standard edition

Deluxe edition

= = Charts = =

= = Release history = =