

= Flatline (song) =

" Flatline " is a song by English girl group Mutya Keisha Siobhan , which consists of the original line @-@ up of the group Sugababes . Written by the trio alongside British artist Dev Hynes , who also produced it , it was released via digital retailers on 6 September 2013 by Polydor Records , who signed the band in 2012 . It is a synthpop song in which the drums and the male backing vocals get gradually stronger until a climactic part . Lyrically , it addresses the deterioration of a relationship .

Upon its release , " Flatline " received acclaim from music journalists , who favoured its production and the singers ' vocal harmonies . Commercially , the song charted at number 50 on the UK Singles Chart , however , it reached number 14 in Ireland . To promote the song , the group released a music video , directed by Auleta and filmed at Venice Beach . They have also performed " Flatline " at their Sacred Three Tour , and other headlining sets including Scala and G @-@ A @-@ Y.

= = Conception and release = =

In April 2012 , it was reported that the original line @-@ up of the Sugababes had signed a £ 1 million record deal with Polydor Records . In July 2012 , it was officially confirmed that the group had reformed under the name Mutya Keisha Siobhan and were writing songs for a new album under Polydor . The name was officially registered through the European Union on 27 June 2012 .

" Flatline " was written by Keisha Buchanan , Mutya Buena and Siobhán Donaghy , alongside British musician Dev Hynes . It was entirely developed and recorded in Los Angeles in February 2013 , after composing most of the material for their debut as Mutya Keisha Siobhan . The group specifically went to the city to record a " killer " lead single for their album . Travelling to Los Angeles resulted in the trio composing the song entirely in their first day in the city . Hynes started randomly playing the keyboard and bass , and invited the trio to " vibe with him " . The group pursued a Coldplay @-@ influenced sound for the song 's chorus , however after realizing that their voices were not " manly enough " , Hynes contacted band Spector member Fred Macpherson to sing backing vocals for the track ,

On 4 June 2013 , Mutya Keisha Siobhan announced the title of the song . They later uploaded a one @-@ minute , eleven @-@ second preview of the track to their official SoundCloud page on 13 June . The track was originally scheduled for release in the UK and Ireland on 1 September 2013 , but was then delayed until 15 September for unknown reasons . The release date was then changed a second time , being brought forward to 6 September . The release of the actual song was preceded by Polydor sending an EP to digital retailers , including 4 remixes of the song .

= = Composition = =

Having a length of three minutes and fifty @-@ one seconds (3 : 51) , " Flatline " is styled in the genres of pop and R & B , and was produced by Dev Hynes . It is composed in the key of G major , and contains a metronome of 128 beats per minute . Musically , it carries out a chord progression of D ? Em ? Bm ? C , while the group members ' vocal ranges go from the notes of G3 to E5 . Lyrically , the song addresses the deterioration of a relationship , which is more visible on the song 's chorus , where the trio sings " I can feel a flatline , that ought to be a wave " .

It commences with a " noodly " guitar riff , set against a 90s @-@ inspired piano @-@ driven R & B melodies and " bubbling " 80s pop beats , which is reminiscent of the production found in American recording artist Solange Knowles ' extended play True ? which , much like " Flatline " , was produced entirely by Hynes . Siobhán Donaghy sings the first verse of the track , being followed by Keisha Buchanan , who gives her vocals during the pre @-@ chorus , in which she references the playing cards King and Queen . After the chorus , the second verse is sung by Mutya Buena , and the song eventually enters a crescendo , as the backing vocals get louder and the drums stronger . This section of the song was described by Michael Cragg of The Guardian as being " Florence @-@ esque " , in which the group sings the chorus repeatedly along with several ad @-@ libs . A writer

from Fact wrote that the song " build [s] from Robyn @-@ style melodrama into fist @-@ pumping stadium fare " .

= = Response = =

= = = Critical reception = = =

Since its release , the song has received widespread critical acclaim . Eve Barlow from NME claimed that it was " worth the 12 @-@ year wait " and dismissed the current Sugababes line @-@ up . Robert Copsey of Digital Spy was extremely positive about the song , awarding it five stars out of five , and commented : " [It] isn 't the sort of smack around the face you 'd normally expect but rather one that draws you in slowly but surely before swallowing you whole . " Writing for The Guardian , Michael Cragg said there was " something indescribably captivating " about the song , and likened it to the group 's debut single " Overload " ? as the Sugababes . Laura Snapes from Pitchfork Media was enthusiastic about Hynes ' production , classifying it as " immaculate " , and highlighted the group 's vocal harmonies .

Billboard 's Jason Lipshutz called it an " immediately affecting " 2013 song and favoured the use of the word " miscellaneous " on its lyrics . Robbie Daw from the music website Idolator was in sync with the aforementioned comments , calling it a " synthy , handclappy , glorious pop gem that comes just in time for the summer " . Carl Smith of Sugarscape.com deemed " Flatline " " a bit amazing " and believed that the artists ' harmonies could rival the group Little Mix , while noting that the song did not follow any current musical trend . Bradley Stern from MuuMuse opined that the song had " revitalized the very essence " of the Sugababes , named it one of the best of 2013 and commented that it sounded like a newly recorded version of One Touch . Much like previous critics , Michelle Kambasha of DIY highlighted the singers ' harmonies and noted that Hynes had " inject [ed] his solid @-@ gold formula " to the song 's production .

Drowned in Sound 's writing staff picked " Flatline " included it in their list of 2013 's best songs on number sixteenth , as did Edge on the Net , that put it on seventh place .

= = = Chart performance = = =

Only entering two European charts , " Flatline " reached number 14 on the Irish Singles Chart , however it peaked at number 50 on the UK Singles Chart . The group denied allegations of it being a " flop " : " I don 't think our song got lost on the radio . I think there were certain things that happened behind the scenes that couldn 't be helped . Our goal was to put a song out that people liked and we think we 've done that " . They also expressed preference in going on tour and releasing an album than having a " throw @-@ away hit " on the charts . " To NME , Buchanan reiterated those sentiments and denied rumours floating at the time that speculated that the group had been dropped by Polydor .

= = Promotion = =

The official lyric video for " Flatline " was released online on 19 July 2013 . It was created by a fan named Jonas , who sent the visual to the group 's Twitter account . One week after , the singers announced that they would make it their official lyric video , and thanked him for the submission . The clip sees the group adopting " mod @-@ style " graphics , as the lyrics are spelled out in the screen in a colourful , 3D way . During their headline set at Scala , a nightclub in London , held on 1 August 2013 , Mutya Keisha Siobhan played various Sugababes @-@ era hits alongside new album songs , and closed the performance with a medley that mixed " Flatline " with select verses of " Push the Button " . On 19 August , it was announced that their first televised performance of " Flatline " would be on Alan Carr : Chatty Man . They eventually performed the single on 6 September episode of the show . Eleven days after , the trio performed the track during their set at

gay nightclub G @-@ A @-@ Y. The trio also performed it during their tour , entitled The Sacred Three Tour .

= = Music video = =

The official music video for " Flatline " was shot by fashion photographer KT Auleta at the Venice Beach in Venice , Los Angeles , during the week of 8 ? 14 July 2013 . The trio revealed that they had seen her work on the Italian edition of Vogue and thought it was " amazing " , therefore , they picked her to film the visual . The group described the video treatment which Auleta wrote as having " summed up how [they] felt about the song " , and further revealed that they opted to film the video in Los Angeles as it was the city in which they wrote " Flatline " with Hynes . The singers teased the music video with pictures of them at the set . The video was ultimately released on 19 August 2013 .

The visual begins with a shot of the three singers walking down a street in Venice Beach , followed by them getting ice cream and being on top of a motorcycle . As the singers lip @-@ sync their verses , the camera zooms in each singer . These are interspersed with clips of the trio standing in front of a wall with several graffitis . Later on , they are seen sitting on chairs on a beach , with " coquettish " sunglasses ; walking near the sea . As the song builds to its last compass , they run to an orange convertible , in which they drive to a desert . They reach the desert and are joined by a marching band , who play the drums heard in the song . The group exits the car and start dancing to the sound of the drums . The very last scene of the music video sees Siobhan driving them away as they have their hands in the air , and the screen fades to black .

For Popjustice , Michael Cragg said that the video did not " help the song " , and negatively regarded that it resembled a behind @-@ the @-@ scenes video of a photoshoot .

= = Track listing = =

= = Charts = =

= = Release history = =