

= Rough Landing , Holly =

" Rough Landing , Holly " is a song by the American pop punk band Yellowcard . The song was written collaboratively by all the band members for their fifth album , Lights and Sounds (2006) . The track is built around an introductory guitar sound , followed by a soaring chorus , and heavy beating drums . " Rough Landing , Holly " is one of the songs from the album that is based on a character , Holly Wood , that Yellowcard had developed while working on Lights and Sounds .

The song was released on May 6 , 2006 , as the second single from Lights and Sounds and reached number 27 on Billboard 's Hot Modern Rock Tracks chart . Internationally , the track appeared for one week in the Australian and New Zealand charts at number 49 . " Rough Landing , Holly " was well received by music critics , who noted the track 's general sound . After its release , it was featured in the soundtrack of the 2006 video game , FlatOut 2 .

The music video was directed by Marc Webb , who had previously collaborated with the band on their previous music videos . In an interview , Webb revealed the video was the sequel to the band 's 2004 video " Ocean Avenue " . Webb also revealed that unlike " Ocean Avenue " , in which Key is running away from bad guys , this video shows Key running away from his " own personal demons " .

= = Background = =

While Yellowcard was working on their upcoming album , Lights and Sounds , they developed a character , Holly Wood , who served as a narrator and protagonist for the album 's storyline . The character also came about when the band began writing about their hatred for life in Los Angeles . Vocalist Ryan Key , in discussion of the character , said , " Holly became this person on the record who appears in a lot of the songs , and at times you love her and at times you hate her . At times she 's good to you and sometimes she 's bad . " Violinist Sean Mackin , also in discussion of the character , said : " ... Ryan didn ' t have a romantic interest in his life and he didn ' t want to write ' Only One ' again , and he wanted to create something new . A lot of songwriters narrate and create fictional characters ... and Holly was a character where sometimes you love her and sometimes you hate her , and she was someone he could get all his emotions out through . " Key revealed that the song " Rough Landing , Holly " , which features the Holly character , was his " favorite song " from Lights and Sounds .

Written in the key of E major , the beat is set in common time and moves at a moderate 175 beats per minute . The song 's musical structure features an introductory guitar sound , followed by a soaring chorus , and heavy beating drums . Sean Mackin plays the violin in " Rough Landing , Holly " . During discussion of the track listing in Lights and Sounds , Yellowcard revealed that " Rough Landing , Holly " spoke about the " difficulty of giving up its allure " . The band explained the lyrics , " And I still can ' t get out / She 's all I think about / Can ' t let her go / ... She moves fast , takes control / And like a heart attack I know I can ' t turn back " , were written because of that particular reason .

= = Release and promotion = =

Yellowcard released " Rough Landing , Holly " in the United States on May 6 , 2006 , as the second single from Lights and Sounds . The song peaked at number 27 on Billboard 's Hot Modern Rock Tracks chart . Internationally , the track appeared on both the Australian Recording Industry Association (ARIA) and New Zealand charts at the number 49 position , and individually spent one week on the charts . " Rough Landing , Holly " was featured in the soundtrack of the 2006 video game , FlatOut 2 .

The song received positive reception from critics . Jenny Eliscu of Rolling Stone wrote that " Rough Landing , Holly " and " Lights and Sounds " , the latter being the title track , " boast seismic alt @-@ rock riffs and mosh @-@ worthy refrains . " Tom Beaujor of Entertainment Weekly reported that the song was a " blustery tale of puppy love gone to the dogs that will surely make for a great ringtone . " Sputnikmusic wrote : " So how typical to have the next song , ' Rough Landing , Holly ' , slap you

right on the mouth with a face @-@ melting violin solo . Yeah , a violin solo . And its pretty damn good . The beat follows right along with impossible @-@ sounding drum rolls while the guitar distortion is the backbone of the song . " In the Allmusic review , critic Heather Phares wrote , " ... Yellowcard expands on its expected sound . Songs like the title track , ' Rough Landing , Holly , ' and ' Down on My Head ' are tightly crafted , state @-@ of @-@ the @-@ art examples of shiny , earnest punk @-@ pop that sounds sunny even when it 's sad " . Tony Pascarella of AbsolutePunk.net noted that " we see flashes of the ' old ' band on ' Rough Landing , Holly ' , but it ? s not nearly widespread enough for my liking (although the song is possibly the best one on the new album) . " Bart Gottula of The Clarion commented that the song " is probably one of the best songs " off Lights and Sounds and concluded that it was because of its " effective use of every instrument , a soulful blend of guitar , and excellent lyrics . "

= = Music video = =

The video for " Rough Landing , Holly " was shot in Los Angeles in February 2006 . The music video was directed by Marc Webb , who had previously worked with Yellowcard on their earlier videos , " Ocean Avenue " (2004) and " Lights and Sounds " (2005) . The video took three days to film in and around Los Angeles County .

In an interview with MTV News , Webb revealed that the video was a sequel of the music video " Ocean Avenue " ; " The ' Holly ' video expands on some of the elements of the ' Ocean Avenue ' clip . There are references to it , particularly some scenes involving a suitcase . It refers to that world , and I liked the idea of paralleling the band 's experiences over the past two years with some of the things [frontman] Ryan [Key] is going through in this video . " Webb went on to add that the reason Key is sprinting through Los Angeles , once again , is not bad guys that are after him , it is his " own personal demons " . Webb concluded that before filming began for the video , he had wanted to learn the experience that Key and bassist Peter Dinklage were going through in New York , as they moved there to begin working on Lights and Sounds , and about the things they saw while they were there .

The video begins with Ryan Key lying on his bed in an apartment . Suddenly , he gets swallowed by the bedsheets (this is where the track starts to play) . The scene then shifts to Key in another dimension , ending up next to the wife of another man . The man notices Key , and he runs away from the man . Hiding in the bathroom , Key escapes through a window , where he ends up on a neighborhood street . Someone dressed in dark clothing gestures to offer him a drink , when Key notices he is in a bar filled with Asian people . During part of the video , it features the band performing in front of a crowd wearing suits . The chase continues through a hallway , underwater , to a hospital bed , and back . The video is based in a scene of the 1999 film Being John Malkovich , where Cameron Diaz chases Catherine Keener within the subconscious of Malkovich .

= = Track listing = =

AU Single :

" Rough Landing , Holly " ? 3 : 33

" Holly Wood Died " (live) ? 3 : 55

" Cigarette " (live) ? 4 : 56

= = Chart positions = =