

= Party (Beyoncé song) =

" Party " is a song recorded by American singer Beyoncé for her fourth studio album , 4 (2011) . It features guest vocals from American rapper André 3000 and uncredited vocals from Kanye West , and was released by Columbia Records as the fourth single from 4 on August 30 , 2011 . The song was written by Kanye West , Jeff Bhasker , Beyoncé , Dexter Mills , Douglas Davis and Ricky Walters and produced by Beyoncé and West and co @-@ produced by Bhasker . A midtempo R & B song , " Party " exhibits elements of the 1980s funk and soul music , and samples the 1985 song " La Di Da Di " . It recalls the work of New Edition and Prince , among others . Built on a 808 @-@ retro beat , multi @-@ tracked harmonies , and a smooth groove , the song 's instrumentation includes slow @-@ bouncing synthesizers , keyboard tones , and drums . Lyrically , " Party " gives ode to political themes such as feminism and sexual empowerment . In his rap verses , André 3000 references milk and gets philosophical about his own career . " Party " was nominated for Best Rap / Sung Collaboration at the 54th Grammy Awards .

" Party " was acclaimed by contemporary music critics , who praised André 3000 's verses , as well as the production handled by West and Beyoncé 's emphatic , yet sensual vocals . Following the release of 4 , " Party " charted at number 19 on the South Korea Gaon International Singles Chart . It debuted on the US Hot R & B / Hip @-@ Hop Songs chart in July 2011 , and peaked at number 2 on the chart for three consecutive weeks . The song reached number 50 on the US Billboard Hot 100 chart based on radio support . " Party " was part of Beyoncé 's set list for her 4 Intimate Nights with Beyoncé and the Revel Presents : Beyoncé Live residency shows .

= = Background and development = =

" Party " was written by Kanye West , Jeff Bhasker , Beyoncé , André Lauren Benjamin , Dexter Mills , Douglas Davis and Ricky Walters . Production was handled by Beyoncé , West , and Bhasker . " Party " was the first song on which Beyoncé worked for her @-@ then upcoming album , 4 . In May 2010 , Jordan Young aka DJ Swivel started working with Beyoncé at Rock The Mic Studio in New York City . They initially recorded the beginning stages of " Party " to see what kind of a working relationship might form . Young was introduced to Beyoncé by Omar Grant , who was an A & R at Epic Records and used to work with Destiny 's Child . Beyoncé was satisfied with Young 's work and commended him for being " a fast engineer " . Beyoncé then decided to give him the opportunity to work with her through the whole production and recording processes of her album .

She later told Gabriel Alvarez of Complex magazine that she was very happy and keen to work with Kanye West who handled the production of " Party " . This was because West 's single " Runaway " (2010) drove her to the edge of tears the first time she heard . She further said : " The fact that he 's belting out his pain , his confusion , and his anger , with no pre @-@ written lyrics , was so moving . He 's singing his heart out for five minutes . He is so vulnerable . I love when an artist can be so honest . " On May 25 , 2011 , it was revealed by Rap @-@ Up that American rapper André 3000 , who had been keeping his features to a minimum in recent years , would appear as a featuring artist on fifth song featured on the track @-@ listing of Beyoncé 's then fourth upcoming studio album , 4 . This was the only collaboration present on the final track @-@ list of the record . Later on June 4 , 2011 , it was revealed that " Party " samples " La Di Da Di " (1985) as performed by Doug E. Fresh and the Get Fresh Crew featuring MC Ricky D. , and written by Douglas Davis and Ricky Walters . The original record contains the lyrics , " La di da di , we like to party " , which the songwriters included on " Party " .

On June 6 , 2011 , " Party " leaked on the internet followed by the whole album , three weeks prior to its official release date , which was scheduled for June 28 , 2011 . Speaking of his collaboration with Beyoncé , André 3000 said : " I 've always felt Beyoncé was one of the best performers of our time , so to collaborate with her was an honor and a pleasure . " " Party " was added to United States urban contemporary radio by Columbia Records on August 30 , 2011 .

= = Composition and lyrical interpretation = =

" Party " is a mid @-@ paced R & B song that exhibits elements of funk and soul music . It is written in the key of B ? major and set in common time with the sequence of Cm7 ? Dm7 ? F7 (sus) ? G9 (sus) ? Cm7 ? Dm7 . According to David Amidon of PopMatters , the song 's music " is largely reminiscent of late 1980s diva histrionics " ; it is built on scooping and gliding multi @-@ tracked 1990 girl @-@ ground harmonies , midtempo bounces , a 808 @-@ retro beat and a 1980s @-@ style smooth hip hop groove . The instrumentation of " Party " consists of slow @-@ bouncing synthesizers , bubbly keyboard tones , and a drum machine .

Gil Kaufman of MTV News commented that the synthesizers and drum machine used in " Party " create a groove reminiscent of " a New Jack Swing seduction . " Jon Caramainca of The New York Times wrote that the production of " Party " recalls the early work of New Edition . James Reed of The Boston Globe commented that its music arrangement sounds like a parody by The Lonely Island or Flight of the Conchords . Roberts Randall of the Los Angeles Times found that " Party " sounds like a half @-@ speed remix of a Human League song , and Kevin O 'Donnell of Spin magazine found the song to be reminiscent of Prince in his 1980s prime . Priya Elan of NME commented that " Party " is the first indication that 4 was influenced by the likes of Teena Marie .

Lyrically , " Party " features Beyoncé as the female protagonist " in the mood for some loving " as she references to a get @-@ together for two persons . West rhymes about " swag sauce " and " swagu " in the introductory lines , " You a bad girl , your friends bad too / You got the swag sauce , you 're drippin ' Swagu " , before passing the torch to Beyoncé , who begins to sing the first verse slowly and steadily , " I may be young but I 'm ready / To give you all my love / I told my girls you can get it / Don 't slow it down , just let it go / So in love / I 'll give it all away / Just don 't tell nobody tomorrow " . In the chorus lines , she harmonizes over the sample from " La Di Da Di " , " Cause tonight 's the night that I give you everything / Music knocking until the morning light / ' Cause we like to party " . In the second verse , Beyoncé belts out " in a thick stack of smooth , layered vocals " . After chanting the chorus for a second time , André 3000 surfaces around the 2 : 15 mark with " some very naughty references " to milk on the verses he raps , " ... another homeboy , that nigga named Cheese / Fuck wit ' me baby , I make it milk ' til it drip down yo ' knees " , before switching gears altogether and getting philosophical about his own career , " Kiddo say he looks up to me , this just makes me feel old / Never thought that we could become someone else 's hero / Man , we were just in the food court eating our gyros " , and finally adopting a " multi @-@ syllabic tongue twister " to rap some of the finishing lines . The song runs out with Beyoncé reiterating the lines , " Cause we like to party , hey , hey , hey , hey , hey " , and West then reprises the opening lines .

= = Critical reception = =

The song received acclaim by critics . Matthew Perpetua of Rolling Stone appreciated André 3000 's performance and the song itself , writing : " André 3000 is sharp and effortlessly charismatic on his rapped verse , but the real attraction here is the track itself . " Similarly , David Amidon of PopMatters commented that the song features " one of those rare ' look how effortless rapping is for me ' . " This was echoed by Ryan Dombal of Pitchfork Media , who wrote that " [4 's] carefree retro sensibility pops up on three more highlights , including ' Party ' , which combines a pitch @-@ perfect André 3000 guest verse , a Slick Rick sample , [...] while its bounce provides prime summer barbecue background . " Rich Juzwiak of The Village Voice was also positive : " ' Party ' sounds right out of The SOS Band 's catalog (its plodding tempo is the only thing that lets you know she isn 't quoting a particularly poetic , desperately meth @-@ seeking craigslist m4m ad [...]) " . Jon Caramainca of The New York Times wrote that Beyoncé sings the song " in her best impression of naughtiness . " Chris Coplan of Consequence of Sound praised the minimal production and simplistic lyrics of " Party " further describing the song as being as " simple as a Beyoncé song gets : a low @-@ key , synth @-@ y beat paired with inspired vocals by Beyoncé and a killer , fluid verse by Mr. Benjamin [André 3000] . "

Cameron Adams of the Herald Sun called " Party " the most throwaway moment on 4 . Adam Markovitz of Entertainment Weekly wrote that " the promisingly named ' Party ' [...] turns out to be a

slow @-@ jam invitation to an after @-@ work mixer with light refreshments . " Chicago Sun @-@ Times 's Thomas Conner complimented the harmonies " scooping , gliding multi @-@ tracked harmonies that almost make moot the idea of a Destiny 's reunion . " Gil Kaufman of MTV News was also positive , writing that " [...] unlike the at @-@ points frantic ' Run the World (Girls) ' [Party] takes its time , lyrically and musically , with Beyoncé luxuriating over her vocals and singing about the beauty of nice and slow . " Describing " Party " as " a proudly retro slice of R & B " , James Reed of The Boston Globe wrote that the song is " an irresistible summer jam that I haven 't been able to stop humming for a week straight . " Jim Farber of Daily News echoed Reed 's sentiments , writing that " Party " would surely be " a top @-@ down anthem for months to come . " Similarly , Joanne Dorken of MTV UK described " Party " as a " dance @-@ floor filler ... with that Sasha Fierce edge " , before adding that is bound to be a " monster hit " and is a " stand out tune on the album " . Ricky Schweitzer of One Thirty BPM also applauded " Party " , writing :

The majority of 4 consists of mid @-@ tempo pieces , but unlike the filler that might have occupied this pacing on previous albums , many of this album 's greatest strengths lie in this realm . Perhaps best exemplifying this spirit is the André 3000 and Kanye West assisted , ' Party ' in which Beyoncé relaxes into a beat that , while not be easy to grind to , still works perfectly as a party anthem . Beyoncé reminds us that a party is not only meant for dancing . It is a place where you go to enjoy the company of others and oftentimes , that involves real human conversation and interaction . Echoing this sentiment , André 's verse is tranquilized from his customarily rapid @-@ fire delivery to a drawl more reminiscent of Lil ' Wayne than his traditional work with Outkast . ' Party ' like much of 4 , is a conversation , and André 3000 wants to be heard .

However , Matthew Horton of BBC Online viewed " Party " as one of the " less successful interruptions " on 4 . Similarly , Embling of Tiny Mix Tapes gave the song a mixed review , writing : " [...] the less said about the phrase ' swag goo ' the better ; ' Party ' , the song on which those unfortunate words appear ? Kanye West providing that unfortunate pun ? is otherwise wonderful , but yet some errors are too grievous to forgive . " Andy Kellman from Allmusic stated , " [...] What 's most surprising is that a song titled ' Party ' quickly settles into a low @-@ watt groove and remains there . " Bill Lamb from About.com added , " Kanye West and Andre 3000 provide interesting vocal color for ' Party ' but the song itself is just a variant on the ' this is my night to be bad ' theme . " A negative review came from Al Shipley of The Village Voice who wrote that " Party " and " Best Thing I Never Had " were " among the album 's worst and most unrepresentative songs " .

On The Village Voice 's year @-@ end Pazz & Jop singles list , " Party " was ranked at number 177 and 439 in 2011 and 2012 respectively . The writers of Rap @-@ Up included the song at number 8 on their list of 10 Best Songs of 2011 . " Party " was nominated for Best Rap / Sung Collaboration at the 54th Grammy Awards , which was held on February 12 , 2012 , but lost to Kanye West 's " All of the Lights " . At the 2013 ASCAP Rhythm & Soul Awards " Party " was one of the songs to win in the category for Award @-@ Winning R & B / Hip @-@ Hop Songs .

= = Chart performance = =

Without being released as a single , the album version " Party " debuted at number 29 on the South Korea Gaon International Singles Chart for the week ending July 2 , 2011 , selling 17 @,@ 460 digital downloads . The following week , it sold 17 @,@ 995 downloads , which enabled it to ascend to number 19 where it peaked . The album version also debuted at number 90 on the US Hot R & B / Hip @-@ Hop Songs chart issue dated July 21 , 2011 . The following week , " Party " moved to number 72 on the chart , and one week later , it climbed to number 57 . For the week ending September 10 , 2011 , " Party " moved from number 55 to number 50 on the Hot R & B / Hip @-@ Hop Songs chart . 31 US urban radios added " Party " to the playlist for the week ending October 1 , 2011 . As a result , " Party " was the most played song on US urban radios , gaining 517 spins in seven days , as reported by the Nielsen Broadcast Data Systems (BDS) urban airplay chart issued dated October 8 , 2011 . Subsequently , the song received the airplay greatest gainer title and moved from number 33 to number 20 on the Hot R & B / Hip @-@ Hop Songs chart . The following week , " Party " debuted at number 71 on the US Radio Songs chart and subsequently moved to

number 16 on the Hot R & B / Hip @-@ Hop Songs chart .

For the week ending October 1 , 2011 , the album version of " Party " debuted at number 25 on the US Bubbling Under Hot 100 Singles chart . After two weeks , it ascended from number 11 to number 4 on the chart . For the week ending October 22 , 2011 , " Party " debuted at number 95 on the US Billboard Hot 100 chart . It also moved to number 9 on the Hot R & B / Hip @-@ Hop Songs chart , receiving the airplay gainer title for the second non @-@ consecutive time . " Party " escalated to number 87 on the Hot 100 chart and to number 7 on the Hot R & B / Hip @-@ Hop Songs chart issued dated October 29 , 2011 . For the same week ending , Nielsen Broadcast Data Systems reported that " Party " was the most played song on Urban radios for the second non @-@ consecutive time , gaining 464 spins in seven days . It ascended to number 5 on the Hot R & B / Hip @-@ Hop Songs chart and to number 75 on the Hot 100 chart for the week ending November 5 , 2011 . " Party " surged to number 57 on the Hot 100 , climbing 18 places , for the week ending November 12 , 2011 . For the week ending November 19 , 2011 , it further ascended to 54 on the Hot 100 chart and moved from number 5 to number 4 on the Hot R & B / Hip @-@ Hop Songs chart .

For the week ending November 26 , 2011 , " Party " remained at number 54 on the Hot 100 chart and climbed to number 2 on the Hot R & B / Hip @-@ Hop Songs chart . The following , Nielsen Broadcast Data Systems reported that " Party " reached the top spot of the BDS Urban National airplay chart , having amassed 4862 spins , which transitioned into 31 @.@ 288 million listener impressions . It later peaked at number 50 on the Hot 100 chart and maintained its high point of number 2 on the Hot R & B / Hip @-@ Hop Songs chart for four consecutive weeks .

= = Live performances = =

Beyoncé performed the song live for first time on August 14 , 2011 during her 4 Intimate Nights with Beyoncé in Roseland Ballroom , New York City . Wearing a gold dress , she performed the song in front of 3 @,@ 500 people and she was backed by her all @-@ female band and her backing singers , called the " Mamas " . Erika Ramirez of Billboard magazine commented that " [Beyoncé] slow @-@ winded to ' Party ' as the crowd swayed their arms back and forth and stretched out the ' y ' to every other verse . " Jody Rosen of Rolling Stone said that the live performance of " Party " was " beatific and lovely . "

Jon Caramanica of The New York Times , who apparently had not received " Party " positively while reviewing 4 , however wrote that " [Beyoncé] is an outrageously nimble entertainer , enough so that it compensated for this album ? s awkward or halfhearted choices : the too @-@ goofy Kanye West hook on ' Party ' . " Yolanda Sangweni of Essence magazine stated that " on songs like ' Rather Die Young ' and ' Party ' , [Beyoncé] reminds us her vocal chops are what got her here . " Brad Wete of Entertainment Weekly stated that " Party " was among the several highlights of the show . Jocelyn Vena of MTV News concluded that " it was [Beyoncé 's] ability to throw a party during faster jams like ' Party ' , ' Countdown ' , ' End of Time ' and ' Run the World (Girls) ' that put on full display her range as a performer , dancing and singing live the entire night . " During the ITV special A Night With Beyoncé which aired on December 4 in the United Kingdom , Beyoncé performed " Party " to a selected crowd of fans .

In May 2012 , Beyoncé performed " Party " during her Revel Presents : Beyoncé Live revue in Atlantic City , New Jersey , United States ' entertainment resort , hotel , casino and spa , Revel . Rebecca Thomas of MTV News described the performance , " For one of our favorite numbers , ' Party , ' the 4 singer donned full @-@ on showgirl regalia in a heady rendition that saw confetti coming from the roof and dice @-@ shaped beach balls being tossed through the crowd as dancers in large feathered headdresses magically turned up in the aisles . " Both , Maura Johnston of The Village Voice and Tris McCall of New Jersey On @-@ Line noted that the confetti should have been dropped during the first or the last song . Dan DeLuca of The Philadelphia Inquirer wrote that " Party " was one of the " beat @-@ savvy booty @-@ shaking workouts " performed during the show .

Party is on the setlist of Beyoncé 's Formation World Tour (As of May 30th)

= = Cover versions = =

On October 11 , 2011 , English singer & songwriter Eliza Doolittle posted a video of herself covering " Party " , on her official website and other online media . In January 2012 , American rapper Common sang a freestyle rap over the instrumental of Beyoncé 's " Party " adding the lyrics , " We can put it all together / You know the weather / Me and Jasmine we can find forever " . In February 2012 , American band Chairlift and Kool A.D. covered the song on Triple J 's Like a Version series .

= = Credits and personnel = =

Credits for the album version of " Party " are adapted from 4 liner notes .

= = Charts = =

= = Remix featuring J. Cole = =

" Party " was officially remixed with vocals from American rapper J. Cole , replacing those of André 3000 . The verses of André 3000 were supplanted by those from Cole ; all other elements of the remix are identical to the original . His rap is much shorter than that of André 3000 . In his verse , Cole thanks God and Ice Cube for Friday , references Sade and Petey Pablo and name @-@ drops the Bugatti brand . Cole revealed that he was originally supposed to appear on the album version and that Beyoncé later enlisted him to appear on the official " Party " remix . It was released worldwide as a digital download on October 24 , 2011 as a single .

Critics complimented the remix , stating that anyone could sound good over the beat of the mid @-@ tempo R & B song . An accompanying music video for " Party " was shot in New Jersey and was directed by Beyoncé . Cole replaced André 3000 in the clip , which takes viewers back to an old @-@ school backyard celebration full of colorful bikinis , freestyle dancing and a few cameo appearances , including sister Solange Knowles and former Destiny 's Child bandmate Kelly Rowland . Music critics generally praised the retro @-@ themed visuals , further commending the fact that she proves she can " bring a party " without elaborate choreography , high fashion or cinematic elements .

= = = Development and release = = =

It was reported on October 8 , 2011 that Cole would feature on the official remix of " Party " . It premiered online on October 21 , 2011 and its cover art was unveiled the same day . The remix of " Party " was released as a digital download on October 24 , 2011 ; as a single it was released in the United States and several other European countries . It was not made available for purchase in Oceania and Germany , among others . Cole 's verse , which replaces André 3000 's from the original , is much shorter ; all other elements of the remix are identical to the original . In his verse , Cole thanks God and Ice Cube for Friday , references Sade and Petey Pablo and name @-@ drops the Bugatti brand .

During an interview with WWKX (106 @.@ 3 MHz FM " Hot 106 ") Rise & Grind Morning Show , Cole revealed that he was originally supposed to appear on the album version and that Beyoncé later enlisted him when she was ready to release " Party " as a single . He also explained why his verse was cut short and recalled his " unforgettable " experience of working with Beyoncé :

You know how many verses I did for that song . I did a version of that before her album [4] even came out . I did two verses . I love these verses too , but they ended up going with André 's verse and André killed it . [...] Then [Beyoncé] reached out to me and she wanted me to get on the remix . I did two more verses . Out of the second set that I did , she picked the first verse . But my second verse , I just gotta say for the record ? It was just too long , I think she was looking for something shorter and more to the point . [...] It 's just a blessing to even be able to work with [

Beyoncé] . I 'm on my defensive rapper , like yo man . When you follow in André 's 3000 's shoes , you 're expected to really go in . Just the fact to even be on the song with her and shoot the video with her and just be in her presence . She 's such a hard working , incredible artist . I ? Il never forget that day we shot the video , I 'll never forget being able to be on that song , and hopefully we got more as time goes on . [...] .

= = = Reception = = =

Andrew Martin of Prefix Magazine complimented the remix stating : " [The remix] might replace André 3000 's typically great guest feature with one from J. Cole , but hey , anyone can sound good over this beat . And not only that , but Cole 's vocals , however brief , are a welcome complement . " Making reference to its music video , Entertainment Weekly 's Erin Strecker commented : " I 'm assuming it was shot mid @-@ summer , which is when this really should have been put out . Releasing this track at the end of October seems like an odd choice , as the video involves a grillout and trailer @-@ park pool party that would have sparkled mid @-@ July . " The remix was nominated in the category for Best Collaboration at the 2012 BET Awards . For the week ending November 5 , 2011 , " Party " debuted at number two on the South Korean International Singles Chart , selling 85 @,@ 143 digital downloads . It became the seventy third best @-@ selling single in South Korea in 2011 .

= = = Music video = = =

= = = = Filming and release = = = =

The music video for " Party " was directed by Beyoncé and Alan Ferguson . As reported by Rap @-@ Up , Beyoncé filmed the clip in the Oakdale Mobile Home Park in South Brunswick Township , New Jersey , on August 2 , 2011 . The video shoot called for multiple flashy fashions , a red muscle car , and colorfully dressed dancers . Solange Knowles , Beyoncé 's younger sister , and Kelly Rowland , former Destiny 's Child member , both made cameos . Rowland elaborated a bit about her role in the video in an interview with NeonLimelight : " I 'm just doing a cameo . We just had a really good time [...] While filming the video , we noticed that we were doing certain stuff that we used to do as kids . We kinda felt a little goofy for a second , so we stopped . But we just had a good time . " . Model Shaun Ross also makes a cameo in the video .

As the video utilizes the remix featuring Cole , André 3000 did not appear in the clip ; Cole , who replaced him , shot his cameo on October 7 , 2011 ; Beyoncé also came to the set that day to film extra scenes with Cole . A 32 @-@ second preview of the music video was shown on BET 's 106 & Park on October 24 , 2011 . The retro @-@ themed visuals showed Beyoncé throwing a backyard bash with her friends . Sporting bikinis , girls , including rapper Dai Burger , were basking in the sun and splashing in the pool as Beyoncé 's sister Solange was working the turntables . Cole swept through in his blue Bugatti to join the old school festivities . Although it was reported that the full music video would premiere on October 25 , 2011 , it premiered on October 26 during an episode of 106 & Park and on Beyoncé 's Vevo account . " Party " is the sixth video released from 4 .

On November 22 , 2011 , the behind @-@ the @-@ scenes footage of the video was posted online . In the footage , her stylist said that the inspiration for the video was " trailer @-@ trash , ghetto fabulous , out @-@ there , [and] edgy . " During the footage Beyoncé said " I like this video . It 's no choreography , no pressure . All I have to do is party and have a good time . " She also revealed that the video is supposed to reflect her simplistic childhood , adding : " Growing up , I had really amazing parents and I had a great childhood . We went from nicer homes to being in apartments with our lights cutting off . It didn 't matter where we were ' cause we had love and we had so much fun . It 's great when you don 't have as much how you improvise and you have more fun . "

= = = = Synopsis = = = =

Summed up by James Dinh of MTV News , " [The music video for] ' Party ' takes viewers back to an old @-@ school backyard celebration full of colorful bikinis , freestyle dancing and a few familiar faces . Throughout the video , [Beyoncé] lets loose , playing a sort of party host . If she is not lounging in beach chairs , she is dancing among her friends or mowing the lawn . " The clip is centered around a trailer park hood and a subsequent soiree . It starts with a dog barking behind a fencing , followed by multiple intercut scenery , which includes two men engaged in a conversation , a woman leaning against a car , a little girl riding a bicycle and a saucepan caught in fire . Then , Beyoncé appears , dressed in bright colored as well as flashy garments , sporting neon @-@ colored oval shaped nails , and bright @-@ colored lipstick . She is cooking in a skillet while one of her neighbors drinks from a hose . As she sings , looking into the camera , she highlights and plays with her hair . The action shifts from the double wide to a sunny summer backyard barbecue , where Beyoncé and her friends dance as Solange is deejaying . This is followed by scenes of Beyoncé , floating in an above ground pool while singing and entertaining her guests . She is wearing a pink one @-@ piece swimsuit , dropping earrings and her hair looks crimped . Other girls bask in the sun and splash in the pool as Solange works the turntables .

Once outside the pool , Beyoncé , now in a ruffled blue and white bikini , is sitting on a chaise longue and eating a lollipop . Beyoncé then shifts to another chaise longue where she relaxes with a bowl of snack food in her hand . Now wearing sunglasses , a black butterfly turban , and a furry green vest , Beyoncé lounges on a plastic chair around an inflatable pool toys next to lawn flamingos and beer bottle @-@ filled kiddie pools . As she sings , she throws some snack food towards the camera . Cole arrives in a blue Bugatti to rap his verse in the parking lot . In a different scene , he sits on the bumper of a truck with Beyoncé on his left hand @-@ side . They swing by the festivities once they hit the hotel room for a little after @-@ hours . Later , Beyoncé is seen doing a retouch of her make up , sitting on the toilet . Kelly Rowland and Beyoncé are then shown , propped up against a red muscle car . Beyoncé sports a big bird style , yellow feather coat while Rowland wears a short dark @-@ red dress , and they are both seen smiling and dancing . Beyoncé then mows the lawn and the video ends when Rowland and Beyoncé smiling into the camera .

= = = Reception = = =

Marc Hogan of Spin magazine wrote that the video for " Party " , isn 't " Beyoncé 's best video recently " adding that it had a lot of competition . A writer of Daily Mirror compared the set in the video with American series Baywatch and described Beyoncé 's look as " sexy " . Laura Schreffler of Daily Mail concluded that " one very big thing is noticeably missing " in the video , referring to Beyoncé 's pregnancy . However , Schreffler praised her look and outfits which were getting " racier and racier " . Amanda Dobbins of New York magazine wrote that Beyoncé " host [s] a trailer @-@ park fiesta in crazy technicolor fur getups and still look [s] amazing . " Matt Donnelly of Los Angeles Times concluded : " In a glorious mess of fanny packs , headpieces , blender drinks , dice @-@ throwing and dance circles , Beyonce reminds us that even without elaborate choreography , high fashion or cinematic elements she brings one heck of a party . " That was somehow echoed by Entertainment Weekly 's Erin Strecker who wrote that " Beyoncé isn 't dancing this time around . Instead , she 's strutting her stuff with neon makeup and costumes straight out of the Day @-@ Glo ' 90s . " Nakisha Williams of BET praised the " flashy looks Beyoncé chose to get her ' Party ' on " . Sarah Anne Hughes of The Washington Post praised the " pretty glamorous trailer park affair " and the party in the video saying that it 's a " party you wish you were invited to . " A writer of VH1 found a " delectable , candy @-@ colored , bling @-@ adorned party scene " with " retro @-@ ghetto fab outfits " and a very simple throughline .

Marina Galperina of AOL 's The Boombox said " from her neon nails , scintillating bathing suits , sequined mini @-@ dresses , big hair , bright make @-@ up to the sexy shimmying of her still slim physique , all eyes are on Beyonce as she serenades a promise to ' give it all away , just don 't tell nobody tomorrow . ' " Jenna Gregory of Marie Claire wrote that Beyoncé shows an " amazing bod in barely @-@ there clothes which you definitely wouldn 't find in the maternity section . " Chris Coplan

of Consequence of Sound found a 1980s vibe similar to the song 's sound , adding that the only thing the " family affair is missing is Jay @-@ Z wearing sunscreen on his nose and a shirt from Tommy Bahama . " Ted Maider of the same publication , noted that Beyoncé " adds some luster to the rusty surroundings , shining through as the beautiful pop icon that she has become . It just goes to show it doesn 't matter where Beyonce is , or where her music is playing , she can turn any spot into a rager . " A writer of OK ! said that Beyoncé " don [s] an unbelievable amount of cool oufits , all of which we need in our lives . " Rap @-@ Up commented " Summer may be over , but Beyoncé gives us another reason to celebrate with the vibrant video " adding " This is one party you won 't want to miss . " Andrew Martin of Prefix Magazine described " Party " ' s video as a " fittingly shindig @-@ centric affair . " Jessica Misener of The Huffington Post praised the fashion used in the video saying that Beyoncé had a lot of " chic looks " . Another writer of the same publication praised the decision to make a simple party set . He further described the video as " a gorgeous boast of her beauty as well as a helpful reminder that , even in these down economic times , one can party like a rock star . " At the 2012 BET Awards , Beyoncé and Alan Ferguson won in the category for Video Director of the Year after they collaborated on the music video for " Party " .

= = = Charts = = =

= = = Release history = = =