

= Love Profusion =

" Love Profusion " is a song by American singer and songwriter Madonna for her ninth studio album American Life (2003) . Written and produced by Madonna and Mirwais Ahmadzaï , it was released as the fourth and final single from the album on December 8 , 2003 , by Maverick Records . " Love Profusion " was first premiered during the release of the album on AOL website . It later received a number of remixes , which were also released alongside the single . The song contains rhythm from a four piece bass drum , with guitar riffs of the acoustic guitar and Madonna 's voice backed by a male vocal during the chorus . Ahmadzaï used the stutter edit to create a new groove . Dedicated to director , and Madonna 's then @-@ husband , Guy Ritchie , the song 's lyrics deals with questions , solutions , resurrections and confusions of Madonna about the American culture .

After its release , " Love Profusion " received generally favorable reviews from music critics . Reviewers called it as the highlight of American Life , complimenting the dance beats and the acoustic guitar fusion in its composition , although some thought that the tune was repetitive in lieu of the other songs from the album . " Love Profusion " failed to chart in the US Billboard Hot 100 as its predecessors from American Life , but it reached number one on the dance charts and the singles sales chart . The song achieved moderate success internationally , reaching the top five in Canada , Italy , while topping the charts in Spain .

The accompanying music video of the song was directed by Luc Besson and was shot at Warner Bros. Studios in Burbank , California . It featured Madonna in front of a greenscreen effect with her walking through a city , until walking into a surreal background , filled with red flowers , sea and fairies . " Love Profusion " also appeared on Estée Lauder " Beyond Paradise " fragrance television commercial , which was similar to the music video and was directed by Besson , but featured supermodel Carolyn Murphy . The advertisement debuted in more than 10 @,@ 000 cinemas across the country . Madonna has not performed the song during any promotional appearances or on any of her tours . She rehearsed it for the Re @-@ Invention World Tour (2004) , but it was dropped from the setlist .

= = Background and remixes = =

According to biographer Lucy O 'Brien , nothingness is the main theme of American Life ; it appears in the titles of songs like " Nobody Knows Me " and " Nothing Fails " and in the repetition of the word " no " in " Love Profusion " . Madonna 's negative tone in this song and throughout the album allowed her to be sarcastic about people 's assumptions about her and to emphasize her knowledge of romantic love . The tracks from American Life were released to AOL for digital download . Since Madonna was the " Artist of the Month " at AOL website , " Love Profusion " was premiered there on April 14 , 2003 , as part of AOL 's First Listen program . Several remixes of the song , done by DJs such as The Passengerz , Craig J. , Blow @-@ Up and Ralphie Rosario , were included on physical releases of the single around the world , released on December 8 , 2003 , in the United Kingdom and March 16 , 2004 in the United States .

The remixes were premiered by Warner Bros. Records at the 2003 Winter Music Conference in Miami , where Peter Rauhofer , Rosario and Blow @-@ Up played their remixes of " Love Profusion " . Blow @-@ Up also debuted their own version of " Good Boys " (2003) by Blondie , and remixes of Madonna 's previous single , " Hollywood " . An extended version of the " Love Profusion " remix , titled " Headcleanr Rock Mix " , was also included on Madonna 's remix album Remixed & Revisited (2003) . Michael Paoletta of Billboard named the remix (along with the " Mount Sims Old School Mix " of " Nobody Knows Me ") as the highlight of Remixed and Revisited , calling it " a new @-@ wave @-@ styled @-@ rock tune " , a " blast of fresh air " and an " essential listening experience " . John Payne from LA Weekly compares the lyrics of the song (" Only you make me feel good ") with the cautionary lyrics of " X @-@ Static Process " , in which the protagonist loses herself in her lover 's ego . The " Headcleanr Rock Mix " was included on the setlist during the rehearsals of Madonna 's 2004 Re @-@ Invention World Tour , but it was ultimately not included in the show .

= = Recording and composition = =

" Love Profusion " was composed and produced by Madonna and Mirwais Ahmadzaï . The song is dedicated to Madonna 's then @-@ husband , director Guy Ritchie . The recording sessions for American Life started in late 2001 , but was put on hold as Madonna filmed Swept Away in Malta and starred in the West End play Up for Grabs . She returned to the Olympic Recording Studios in late 2002 and finished the sessions .

The mixing for the track was done by Mark " Spike " Stent at the Westlake Recording Studios at West Hollywood , California , and Tim Young did the mastering of the song at Metropolis Studios in London . Tom Hannen and Simon Changer served as assistant engineers during the recording . Ahmadzaï played the guitars and provided its backing vocals . According to the sheet music published at Sheetmusicplus.com , " Love Profusion " is written in common time with a moderately fast tempo of 120 beats per minute . According to a writer from The Arizona Republic , it is an electronica @-@ meets @-@ folk song and is composed in the key of B minor with Madonna 's voice spanning from B3 to F ? 5 .

Ahmadzaï used the technique of making the music freeze midrhythm throughout American Life , including " Love Profusion " . One technique was the stutter edit , which Ahmadzaï clarified was not characteristic of his production and recording . " People get upset because they think it is not natural to skip and stutter the music . But I do it because it is natural . The stuttering can help you create a new groove " , he said . The track starts with a " strummy " acoustic guitar introduction , as described by Michael Paoletta from Billboard , on the four @-@ chord progression of Bm ? F ? m ? A ? E sequence . The folk rock inspired song has elements of electronica and folk at its core . Its rhythm is produced by a four piece bass drum ? which fades in and out abruptly ? and atmospheric synth @-@ strings , which are added later in the song .

Madonna sings in the first verse : " There are too many options / There is no consolation / I have lost my illusions / What I want is an explanation . " According to Rolling Stone , although not explicitly stated , the lines confirm Madonna 's belief that American culture will not " give her an explanation " , so she had rejected American values , and along with them her own values . She repeats the line " I got you under my skin " while a male voice acts as the backing for the track . The song ends with Madonna singing the final words , " feel good " , performed without any backing instrumental . The lyrics of the song deals with questions , solutions , resurrections , confusions and other broad topics of a neo @-@ philosophical nature . Edna Gundersen of USA Today compared its composition and Madonna 's performance with a love letter . The Advocate called it " a plaintive love letter to her husband " .

= = Critical reception = =

" Love Profusion " received generally positive reviews from music critics . Michael Paoletta from Billboard described the song as a " sparse number " and said that it was a " good fit " for the radio . Ken Tucker from Entertainment Weekly called it " lovely " . Ian Youngs of BBC News commented that " Love Profusion " is one of the highlights from the album , with layers of dance beats and acoustic guitar that made it a more complete song . A writer for Daily Record described it as a " stunningly beautiful ballad " and considered it as one of the many highlights from American Life . Sal Cinquemani from Slant Magazine called it " dull " and wrote that " it was reinvented into a vibrant piece of guitar @-@ driven pop @-@ rock by Ray Carroll . " Ben Ratliff from Rolling Stone deduced that with lyrics like " I got you under my skin " , Madonna conveyed the theme of gaining transcendence through detachment , " but finally American Life comes across as defeatist more than anything else " . Dan Aquilante from New York Post was dismissive of the track , saying that although there was nothing wrong with the guitar @-@ driven composition of the track , it was not different from the strings and orchestration of other tracks from American Life , like " Nothing Fails " or " Easy Ride " . Robert Hilburn , while reviewing American Life for The Press of Atlantic City , listed the track as one of the songs that could " save " the album from being a " profound fail " . Ross Raihala , writing for The Olympian listed the track as a standout on American Life , in contrast to the

" dreary , directionless dance numbers and plodding ballads " on the album .

Caroline Bansal from musicOMH gave a mixed review for the song , feeling that the singer 's vocals over the Spanish guitar was monotonous . She felt that the chorus was more melodic but it was the lyrics and the dance beats which did not complete the track . Bansal said that " Love Profusion " could have been composed better . Ed Howard from Stylus Magazine wrote that " Love Profusion " , along with the song " Intervention " , " address Madonna 's marriage to director Guy Ritchie " , and " find the once @-@ cynical pop star surprisingly open and emotional , which prompts her to spit out cliché after cliché as she tells us how happy she is " . Alan Braidwood from BBC Music felt that the song was the most straight forward dance track on the album . He added that " this is one of those [songs] which could become a favorite and it feels like a classic upbeat Madonna song . It fuses the message behind the song American Life with Mirwais ' beats and acoustic elements really well " . Sean O 'Brien from The People complimented the song for its " great melody and acoustic guitar flavor to it " , and deduced that it would be a hit in the night clubs . Dan Gennoe from Dotmusic website gave a positive review of the track , calling " Love Profusion " , along with " Intervention " and " X @-@ Static Process " from American Life , " gracious " and " beautiful " songs . In 2012 , website AfterElton.com listed " Love Profusion " at number 91 on their list of " The 100 Greatest Madonna Songs " .

= = Chart performance = =

" Love Profusion " did not chart on the US Billboard Hot 100 or the Bubbling Under Hot 100 Singles , making it the third consecutive single from American Life to fail to chart in the US . However , the song peaked at number 41 and " The Passengers Mix " topped on the Hot Dance Club Play chart . The song has also topped the Hot Singles Sales and appeared on the Hot Dance Singles Sales charts for five weeks . At the year @-@ end Hot Dance Singles Sales recap , " Love Profusion " was at number three position , while " Me Against the Music " was at number one and " Nothing Fails " was at number two . Billboard reported that Madonna was the first artist in its chart history to have the top three Dance Sales songs . The song also ranked at number 24 on the year @-@ end Dance Club Play tally . In Canada , the song peaked at number three on the Canadian Singles Chart .

In the United Kingdom , the song debuted at its peak of number eleven on December 20 , 2003 , with sales of 15 @,@ 361 copies , becoming Madonna 's first song to miss the top ten since " One More Chance " (1996) . The following week , it dropped to number 33 on the chart , ultimately remaining there for six weeks . " Love Profusion " reached a peak of number 33 on the UK Airplay Chart in five weeks , but quickly descended . As of August 2008 , the song had sold 41 @,@ 025 copies according to the Official Charts Company . In Australia , the song debuted at its peak of number 25 on December 28 , 2003 . It remained on the chart for another seven weeks . " Love Profusion " debuted at number 27 on the French Singles Chart on November 30 , 2003 . In its second week , it reached its peak of number 25 . The song was popular in Italy , peaking at number six on the Italian Singles Chart , staying on the chart for a total of sixteen weeks . The song also achieved commercial success in Spain , debuting at number one on its singles chart . On the Swiss Singles Chart , the song peaked at number 31 , falling out of the chart after a total of eleven weeks .

= = Music video = =

A few weeks before the official music video 's release in November 2003 , Madonna 's manager Caresse Henry confirmed video plans for " Love Profusion " . It was directed by Luc Besson and shot on September 2003 , at Warner Bros. Studios in Burbank , California . Besson later directed Madonna in the 2007 animated film Arthur and the Invisibles . " There are a lot of special effects . I talked to things that weren 't there ? which is what you do when you 're doing green @-@ screen or blue @-@ screen stuff . There 's going to be a lot of fairies dancing around me . Isn 't that exciting ? I always have a lot of fairies dancing around me " , Madonna commented about the music video . The video premiered in the US on February 11 , 2004 on AOL 's First View . After the premiere , it was streamed on Yahoo ! , MSN , Windows Media , Apple , MTV , VH1 , iFilm and Madonna.com.

The video begins with Madonna walking at night in the middle of the street of an American city surrounded by skyscrapers and wind . Then she finds herself in another dimension , as moving flowers surround her . As the video advances , Madonna walks on other different kinds of roads . She walks on a path of red flowers in the sky , and then walks on her knees on a deep , blue colored sea , as she is followed by little white fairies . At the end of the video , when there is destruction in the real dimension , Madonna finds peace and is surrounded by the fairies . When they go away , Madonna disappears altogether .

= = Usage in media = =

" Love Profusion " was used on the Estée Lauder " Beyond Paradise " fragrance television advertisement . It was also directed by Luc Besson and shot the same day than the official music video . The Estée Lauder advertisement featured supermodel Carolyn Murphy wandering through a world full of water , and surrounded by flowers and fairies while " Love Profusion " played in the background . The 30 second commercial debuted in more than 10 @, @ 000 cinemas in September , while the television version of the advertisement aired on MTV , VH1 , E ! and Style Network . Estée Lauder group president Patrick Bousquet @-@ Chauvanne explained that they " wanted the advertising to be groundbreaking for Estée Lauder ... The association of Luc Besson , Madonna and Carolyn Murphy will make for an exceptional visual and acoustic experience for movie and television audiences around the world . " The Olympian 's Ross Raihala wrote that it made sense that " Love Profusion " was used as the soundtrack for the commercial , and felt like it was another attempt by Madonna to " salvage her career " following the commercial disappointment of American Life .

= = Track listings and formats = =

= = Credits and personnel = =

Madonna ? vocals , songwriter , producer
Mirwais Ahmadzaï ? backing vocals , producer , programming , guitar
Mike " Spike " Stent ? mixing
Tim Young ? mastering
Tom Hannen ? assistant engineer
Simon Changer ? assistant engineer
Credits and personnel adapted from American Life album liner notes .

= = Charts = =