



TETRIS

The games people play

PRESS
RELEASE

The Incredible True Story Behind The Most Popular Videogame of All Time

You've played the game – now you can read the book.

Created by the Russian Alexey Pajitnov, the simple but addictive videogame Tetris became a worldwide phenomenon. Like today's favourite Pokémon GO, it had players across the globe hooked, sometimes alarmingly so.

In 1984, Pajitnov created his masterpiece of tumbling geometric shapes in his spare time while developing software for the Soviet government. When the game emerged from behind the Iron Curtain it became an instant hit. Nintendo, Atari and Sega – game developers big and small all wanted to monetise this irresistible craze. A bidding war was sparked, followed by clandestine trips to Moscow, backroom deals, innumerable miscommunications and outright theft.

Tetris: The Games People Play explores the game's creation in the 1980s and its subsequent success, while also delving deep into the role games play in art, culture and commerce. Adapted for virtually every videogame console, Tetris was a computing sensation, but most will remember playing it on Nintendo's Game Boy.

New York Times bestselling author Box Brown takes us into the complex history of Tetris, reflecting on its wider impact on our culture during the time of the Cold War. Brown is the writer and illustrator of the award-winning *Andre The Giant: Life and Legend*, which tells the story of the French wrestler and actor. His latest book has all the intrigue of a classic spy thriller and is as captivating as the game itself. Perfect for fans of games, graphic novels and geek culture alike.

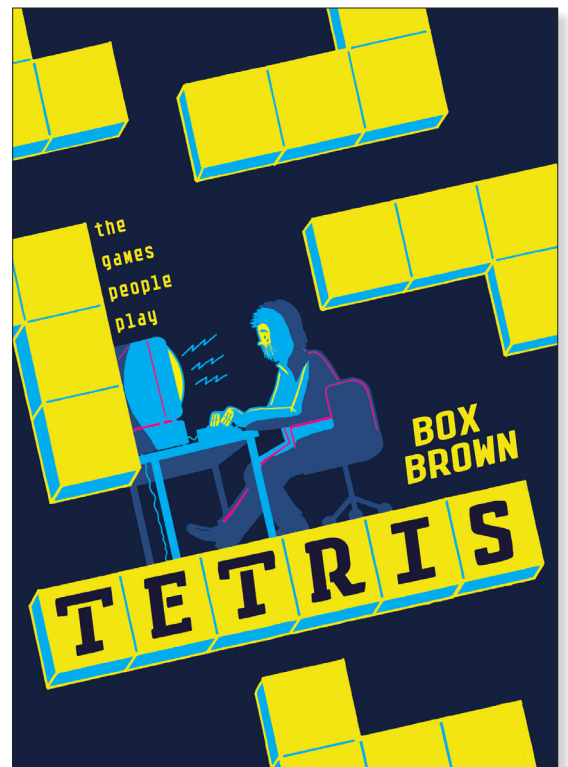
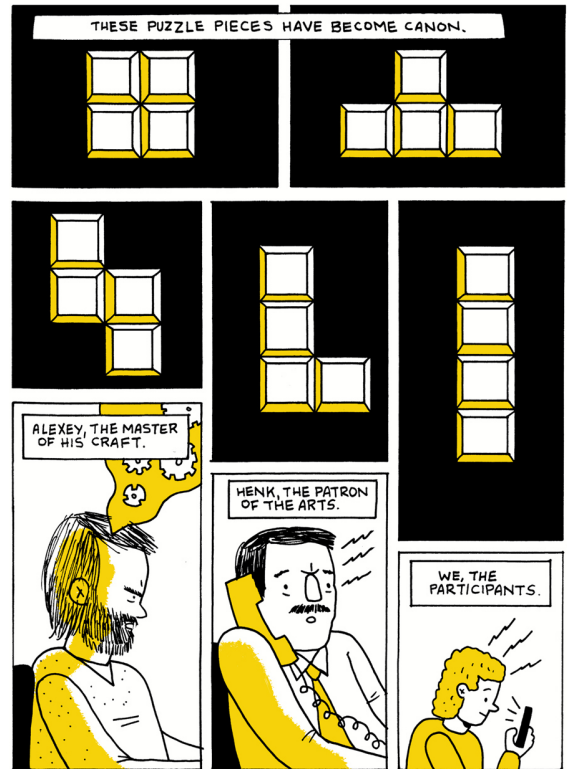
Tetris is published in the UK by SelfMadeHero.
Tetris is published in North America by First Second.

About the creator

Box Brown is an Ignatz Award-winning cartoonist, illustrator and comics publisher from Philadelphia. His book *Andre the Giant: Life and Legend* spent three weeks on the New York Times bestseller list.

Notes to editors

SelfMadeHero aims to publish works that provoke, entertain, inspire, and inform through the medium of the graphic novel. We are proud to publish groundbreaking and beautiful work by authors and artists from across the globe, from the quirky and humorous to the political and profound. Releases for Autumn 2016 include Deborah Levy & Andrzej Klimowski's *Stardust Nation*; Mike Medaglia's *One Year Wiser: A Gratitude Journal*; Fionnuala Doran's *The Trial of Roger Casement*; Edmond Baudoin's *Dali*, Aimée De Jongh's *The Return of the Honey Buzzard*; John Reppion & Leah Moore's *Ghost Stories from an Antiquary Vol 1*; and Rob Davis' *The Can Opener's Daughter*.



For more information, review copies and interview requests please contact:
Paul Smith, Press Office, SelfMadeHero
E: paul@selfmadehero.com T: (+44) 020 7383 5157 M: (+44) 07970 878 802

www.selfmadehero.com

ISBN 978-1-910593-22-6
Two-Colour, paperback w/ flaps, 256pp, RRP £12.99
Published: October 2016