



## Phone Story

Production: Molleindustria, 2011  
Platform: Android



### GAME REVIEW

by Costantino Oliva

**WHAT IS THE STORY** behind our smart phones? *Phone Story* retraces the production stages of our favorite products, showing us the dramatic working conditions behind their assembly. It seems like Apple didn't like it: the game is now banned from the App Store.

Mass riots and frequent suicides shed a dark light on *Foxconn*, the company that assembles product for the likes of Apple, Microsoft, and Amazon. Afterwards, it became impossible to ignore the conditions of the workers that mass-produce contemporary tech gadgets.

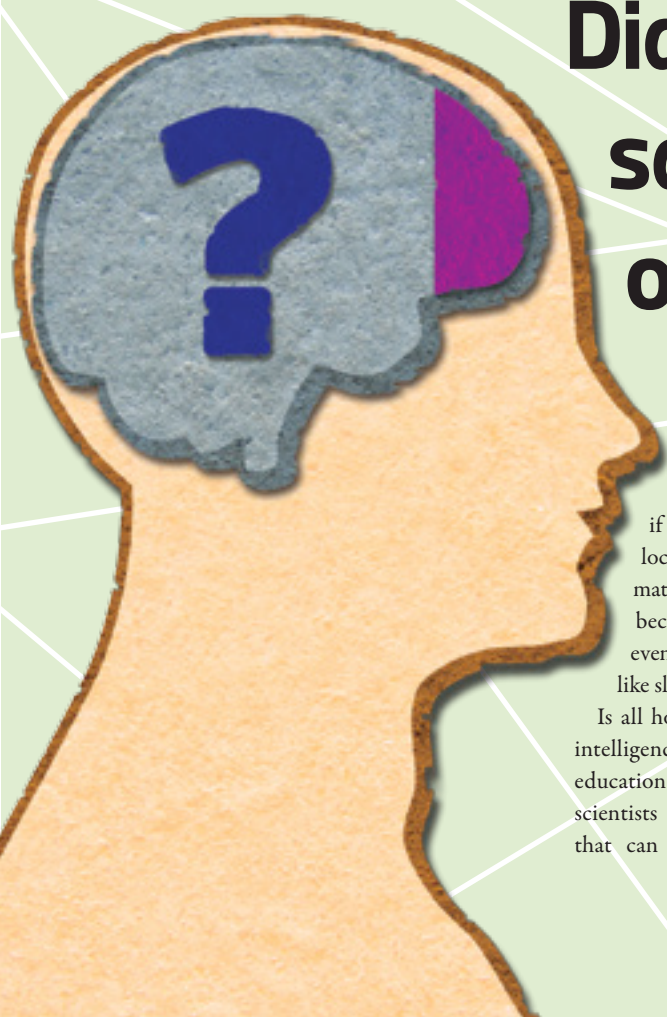
Enter *Molleindustria*, the software house funded by Paolo Pedercini, responsible for

a remarkable series of ferociously satirical, "serious" games (check [molleindustria.org](http://molleindustria.org) for more — it's worth it). *Phone Story* takes us through an uncomfortable ride of funny minigames with classic, familiar mechanics juxtaposed to harsh vignettes: underage miners extracting silicon, suicidal workers jumping from the roof of the factory, and an army of Apple — pardon, "Pear" — fans taking a flagship store by storm.

Don't expect a radical new gaming experience with *Phone Story*, but pick it up if you'd like to reflect on the process that brought you your mobile, while you're actually holding it in the palm of your hand. ●

## FACT or FICTION?

# Did Albert Einstein say we only use 10% of our brain?



«» Probably not. It has been misattributed to Einstein to explain his great intelligence. The idea being that if only we used more, we would unlock the powers of our mind, become mathematical geniuses, perhaps even become telekinetic. Unfortunately, even when we think we are being lazy, like sleeping, our minds are quite busy.

Is all hope lost? Are we stuck with the intelligence we have? Probably a good education does not hurt and cognitive scientists have identified two methods that can push our brains further. The

first involves focus. By concentrating on a single task, you can use more of your brain and tackle those complex mathematical formulae. The brain is usually very distracted.

The second strategy is optimisation. It involves letting your brain find the optimal solution by stopping to think and considering many alternatives before jumping on one answer.

Creativity can use a totally different ball game. Sometimes it is best to let your brain wander and simply consider all alternatives. Our brain is too complex for a few basic strategies to apply to all situations.