

= Kanye Zone =

Kanye Zone is a browser game developed by Otter Spice Productions . It was released on March 9 , 2012 , and involves the player controlling a bumper in order to prevent an image of American musician Kanye West 's head from entering a circle of increasing size , referred to as his " zone " . The game incorporates sound clips from West 's song " Niggas in Paris " , and its premise is a parody of the song 's lyrics .

Created by roommates Michael Frederickson and Stephen Barlow and inspired by 1980s video games , Kanye Zone reached the front page of Reddit and received considerable media attention ? Frederickson was interviewed by MTV , and several other news outlets reported on the game , some praising its simplicity and addictiveness . In May 2013 , a follow @-@ up game , titled Pitbull Party and based on the rapper Pitbull , was released .

= = Gameplay = =

The player 's left and right arrow keys and space bar control a bumper that moves around a purple circle . Kanye West , represented by his head , attempts to enter the circle while repeatedly rapping " Don 't let me into my zone " , and the player must hit him with the bumper ? this causes him to disappear in a burst of dollar signs , and the player is rewarded with cash , added to a total displayed on the webpage . A silhouette of Kanye 's head shows where he will next spawn , and an arrow inside it indicates what direction he will travel in . Play continues this way , with Kanye getting faster and the zone getting bigger , until the player fails to prevent Kanye from entering the zone , when they are presented with a message declaring they have lost ; an image of rapper Jay @-@ Z 's head joins that of West , and the lyric " I 'm definitely in my zone " is heard . If the player 's cash score is high enough , it is added to a leaderboard on the right of the page .

= = Development = =

The game was created by roommates Michael Frederickson ? a technical director at Pixar ? and Stephen Barlow using HTML5 . The two heard Kanye West 's song " Niggas in Paris " and became " obsessed " with the lyric " Don 't let me into my zone " (which is probably a reference to West 's " artistic zone ") , and what it would mean to do so . It was inspired by 1980s games such as Pac @-@ Man , as well as the 1972 game Pong . They noted that although they tried to make the rest of the game " flashy " , the zone had to be " this unremarkable geometric form " so as not to be distracting .

Frederickson mused that the nature of Kanye 's zone is " the whole question of the game " , and agreed that it was " almost a philosophical question " . Frederickson called West , the inspiration for the game , an " arrogant man who purports to know everything " , and said that in the game he " [admits] some ignorance " as he " doesn 't know exactly what 'll happen if he gets in the zone . " The fact that the player begins the game with \$ 50 @,@ 000 is a reference to the " Niggas in Paris " lyric " What 's 50 grand to a mothafucka like me , can you please remind me " ? the amount represents nothing .

= = Release = =

Kanye Zone was released on March 9 , 2012 by Otter Spice Productions , and Michael Frederickson promoted it at the Game Developers Conference . Following its release , Kanye Zone reached the front page of the social news website Reddit , causing its creators to lose approximately US \$ 700 after lots of traffic was driven to the website , and necessitating the compression of its contents ; the next day , advertisements were added to the page . Although two million games had been played in under a month , the game was not very profitable , as the creators made only eight dollars off the game . The developers have since created a store selling various items adorned with a picture of the " zone " , which Frederickson describes as " purple circles on everything " .

Although Kanye West has not contacted him , Frederickson was interviewed about the game by MTV 's Hive , which said it is " the best video game ever created based on a pop song and / or artist " and compared it to other games based on the song " Margaritaville " and the band Grateful Dead ? he described the interview " unthinkably disproportionate to the interest of Kanye Zone " ; it even verged into the discussion of a film adaptation . He was also a guest on the British video gaming radio show One Life Left . Luke Plunkett of Kotaku called the game a " perversely addictive thing " , and Complex 's Jacob Moore said it is " as basic as it can get , but that won 't stop you from wasting hours of your day . " Metro dubbed Kanye Zone " the dumbest game you will spend 20 minutes playing " and " a hilarious low impact game in the tradition of early Atari " .

In March 2012 , Frederickson stated that he was not yet working on a sequel to the game ; however , on May 31 , 2013 , Pitbull Party , a follow @-@ up to Kanye Zone , was released . Based on Pitbull 's song " Don 't Stop the Party " and released by Otter Spice Productions , it involves maneuvering Pitbull 's head between scratches on turntable records .