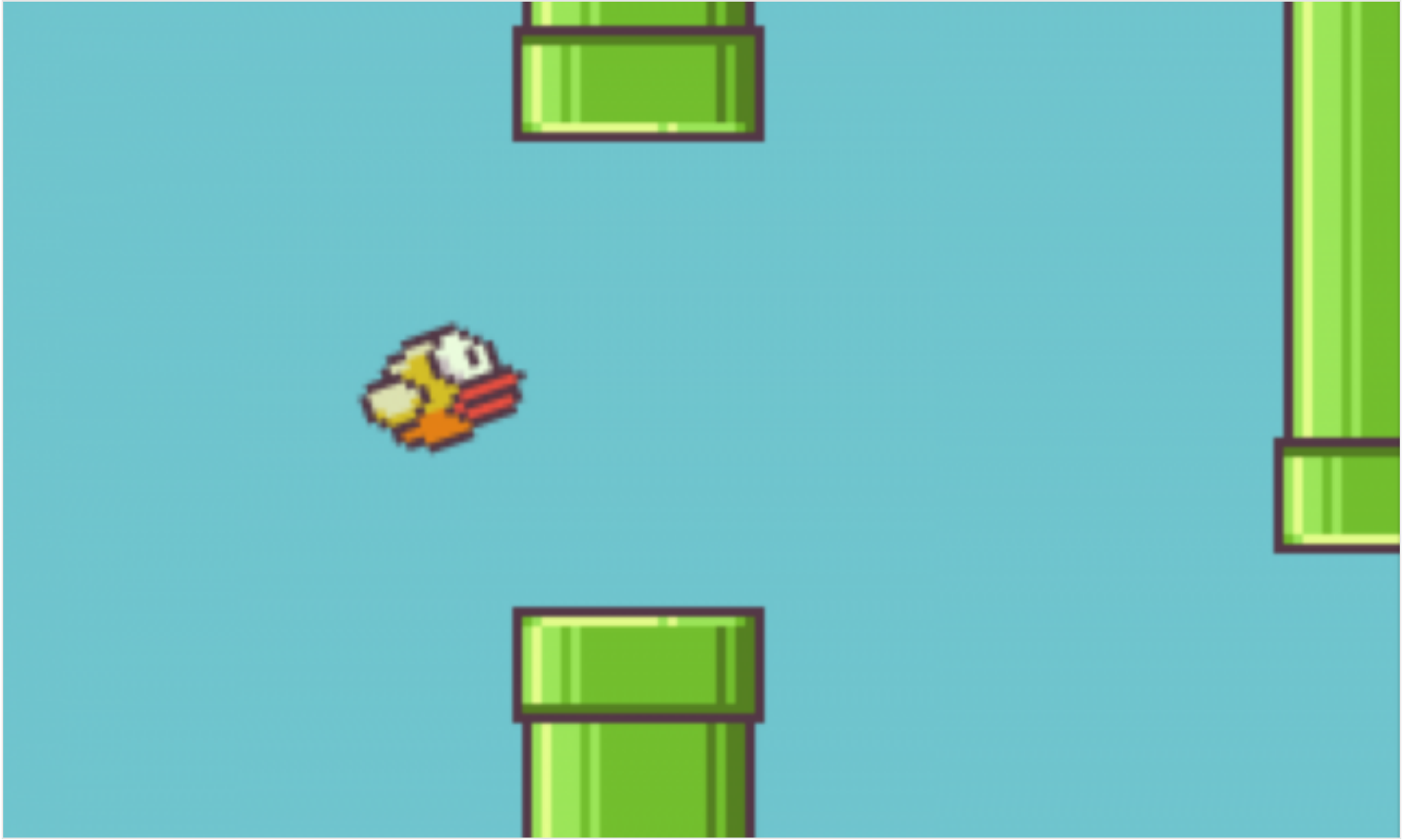


Creator cites addictiveness, discomfort in pulling down Flappy Bird



In a rare interview, *Flappy Bird* creator Dong Nguyen has elaborated on his [surprise decision](#) to take down the No. 1 app on both the iOS and Google Play app stores over the weekend, saying he worried about the effect the game was having on his life and the life of its players.

"*Flappy Bird* was designed to play in a few minutes when you are relaxed," Nguyen [told Forbes](#) in his first interview since the app came down. "But it happened to become an addictive product. I think it has become a problem. To solve that problem, it's best to take down *Flappy Bird*. It's gone forever."

That sentiment echoes some tweets Nguyen made as the game went from unknown app store also-ran to worldwide phenomenon in the space of a month. "They are overusing [the game]" Nguyen [said](#) about obsessive players at one point. "People are overusing my app :-(" he worried in [another tweet](#).

But the decision to pull the game down wasn't purely an intervention on behalf of its players. The attention his success had brought, both negative and positive, seemed to be taking its toll. "My life has not been as comfortable as I was before," he said. "I couldn't sleep."

Nguyen has turned down almost all requests for interviews from media outlets, even as he answered hundreds of questions from fans on his Twitter account. Forbes managed to track down the creator in Hanoi for a translated sit-down, on the condition that Nguyen's face not be shown. That doesn't mean he isn't becoming a well-known figure in his native land anyway; the 29-year-old met with Vietnamese prime

minister Vu Duc Dam just before the interview, according to the Forbes account.

Despite his ambivalence about *Flappy Bird*'s meteoric rise and the public reaction to it, Nguyen seemed hopeful about his future in the world of game development. "After the success of *Flappy Bird*, I feel more confident, and I have freedom to do what I want to do."