

4 June 2008

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Building in time doesn't  
look like an easy job

## [Grab the Mouse and Build in Time!](#)

*New casual lot-building game on the way*

If you were one of the people concerned about the fact that [casual games](#) are way too short, you should be delighted now, since Reflexive Entertainment has announced a game that spans over six decades of American history! If that's not enough, I don't know what is! Dubbed build in Time, this new casual game will be released in July 2008. Basically a [time-management game](#), Build in Time begins in the 1950s and allows players to help a kid follow his dreams over 60 years of history. In this particular case, as strange as it might sound, the kid dreams to build homes for his customers. However, not only the fast paced action will be enjoyed by casual fan game lovers all over the world - there are many other small things that matter, too. From the colorful characters, strategic shopping experiences and the nostalgic bits of humorous history, Build in Time will definitely try to entertain you. And it could manage to do so, since it offers optional goals and changeable story lines - always a great bonus. "I really wanted to make a game that I found exciting," said Build in Time Producer James C. Smith. "We created Build in Time as a way to bring together some of the best game elements from other games that we all enjoyed. With interesting things to construct and upgrade in the neighborhoods, like observatories and putting greens, the skills the players develop as the game progresses really makes them feel like 'I did it!' We did plenty of brainstorming before building a design that we felt was awesome, and we've been improving it ever since." Spanning over six decades of American history, Build in Time features decade-appropriate music and customers spread over 65 challenging levels, plus an easy to follow design and, probably, a really easy-to-learn gameplay. It will also be available for Mac systems.