

2 | Editor's Desk

BRIEFING

5 | Verbatim

6 | LightBox

A prayer in Tibet

8 | World

Iraq on the verge; leadership tips from Bashar Assad

10 | Nation

Garcetti triumphs in L.A.; a doctor's trial energizes abortion foes

12 | Spotlight

The President's prom

14 | Tech

Tumblrs of tomorrow

16 | Health

Mental-health experts analyze the new DSM

18 | Milestones

Remembering Doors keyboardist Ray Manzarek

COMMENTARY

20 | The Curious

Capitalist

Rana Foroohar on Big Tech's trouble with tax loopholes

23 | Viewpoint

Rich Lowry on Obama's misplaced mandate

ON THE COVER:

A tornado moves past homes in Moore, Okla. Photograph by Alonzo Adams—AP



A flag flies above the ruins in Moore, Okla., which was devastated by an EF-5 tornado on May 20. Photograph by Danny Wilcox Frazier—Redux for TIME

FEATURES

24 Death From Above

Sixteen short minutes made all the difference when a powerful twister swept down from the Oklahoma sky

by David Von Drehle and Jeffrey Kluger

34 Cameron Goes All In

The British Prime Minister is betting that his skeptical nation will embrace Europe.

The stakes: his political future

by Catherine Mayer

40 Block Party

Meet the minds behind *Minecraft*, the insanely addictive computer game that's got the world on a screen

by Harry McCracken

THE CULTURE

48 | Pop Chart

Ed Helms' viral video fantasy; night of 30,000 cocktails; Diddy and *Downton*

50 | Design

Why brands like Apple are sacking the skeuomorph

53 | Tuned In

What D.C. power brokers can learn from *Game of Thrones*

54 | Sports

Sloane vs. Serena: serving up the next great tennis rivalry

56 | Money

Stored-value cards are trading your cash for convenience

58 | The Awesome Column

Joel Stein finds that living by Rumsfeld's rules involves a lot of unknown unknowns

60 | 10 Questions

Retired NBA coach Phil Jackson

Sloane Stephens, page 54



TIME (ISSN 0040-781X) is published weekly, except for two issues combined for one week in January, May, July and August, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, NY 10020-1393. Periodicals postage paid at New York, N.Y., and at additional mailing offices. Canada Post Publications Mail Agreement No. 40110178. Return undeliverable Canada addresses to: Postal Stn A, P.O. Box 4322, Toronto, Ont., M5W 3G9. GST #888381621RT0001 © 2013 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. U.S. subscriptions: \$49 for one year. **Subscribers:** If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. **Postmaster:** Send address changes to P.O. Box 62120, Tampa, FL 33662-2120. **CUSTOMER SERVICE AND SUBSCRIPTIONS—For 24/7 service, please use our website: www.time.com/customerservice.** You can also call 1-800-843-TIME or write to TIME, P.O. Box 62120, Tampa, FL 33662-2120. **Mailing list:** We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 62120, Tampa, FL 33662-2120, or send us an e-mail at privacy@time.customersvc.com. Printed in the U.S.