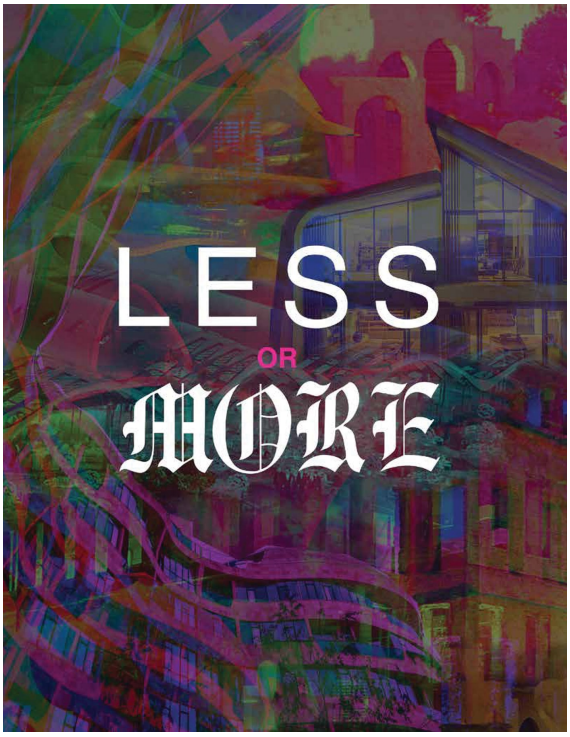
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Less or More

Gokhan Avcioglu

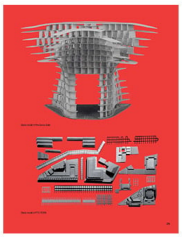
ISBN	9781966515784
Publisher	ORO Editions
Binding	Hardback
Territory	World excluding USA, Canada, Australasia, China, Hong Kong, Taiwan, South Korea, and Japan
Size	259 mm x 198 mm
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Illustrations	600 color
Price	£60.00

- ***Less or More*** is a conceptual and design atlas that re-codes architecture not only through built objects, but through the interplay of experience, memory, technology, cultural context, and intellectual production—pushing disciplinary boundaries
- ***Less or More*** is not a conventional architectural monograph, but an experimental narrative that presents the intellectual map of an architectural practice
- The book makes visible not only completed buildings, but also ideas, questions, ruptures, and modes of thinking
- By bringing together practice, research, and education within a single narrative, it reveals the multilayered nature of architecture
- Through sidebars, quotations, QR links, and references, it invites readers into a network of thought that extends beyond the book itself
- Examines the relationship between architecture and digitalisation, artificial intelligence, parametric design, and new modes of production
- Serves as a key reference for students, young architects, academics, and interdisciplinary thinkers
- Positions the reader not as a passive observer, but as an active intellectual participant
- Offers a distinctive conceptual framework distilled from over four decades of production by GAD Architecture
- Positioned as an essential resource for those interested in forward-looking architecture in the context of climate and population crises

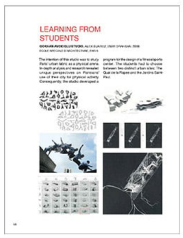
Less or More is an experimental narrative that approaches architecture not only through built objects, but through ways of thinking, processes, questions, and moments of rupture. Drawing from over four decades of practice by Gokhan Avcioglu and the GAD team, it rejects the conventions of a classical monograph. Instead, it frames architectural production as a cognitive map moving across practice, research, and education.

Here, projects are presented not as finished outcomes, but as carriers of ideas, influences, and contextual encounters. Sketches, notes, side readings, references, and questions are as much a part of the narrative as the buildings themselves. ***Less or More*** positions architecture not as a fixed discipline, but as an evolving way of thinking. Digitalisation, artificial intelligence, parametric design, new modes of production, and cultural transformation form the background of this narrative. Yet technology is not treated as an end in itself, but as a tool that expands architecture's capacity to generate meaning. Rather than framing architecture through the binaries of "less" or "more," ***Less or More*** opens a discussion around resistance, context, and meaning. It invites the reader not to simply observe, but to think and question.

Gokhan Avcioglu is an architect with over forty years of experience, and the founder of GAD Architecture and GAD Foundation. He approaches architecture not merely as the production of buildings, but as a field of cultural, technological, and conceptual research.









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