

Based on what I see happening in architecture today,  
I would like to see the following actions taken  
without delay:

# less more

academicism	research
competition	cooperation
hype	substance
glamour	intelligence
opulence	affordability
heroics	modesty
hero worship	critique
pretension	triviality
seriousness	humor
elite	pop
arrogance	empathy
objects	networks
virtuality	reality
ideology	ideals
visuality	feeling
output	input
®	@
talk	action
either / or	and / or
ARCHITECTURE!	architecture?
less is more	more or less

Rafael Gómez-Moriana is an architect, writer, and photographer interested in mass- and pop- cultural aspects of architecture. He is currently working on a book, in collaboration with artist Sheila Nadimi, titled *Out of Sight: Architecture as Camouflage in Everyday Life*, and has recently completed a series of "light pavilions" with artist Chema Alvargonzalez. He lives in Barcelona.