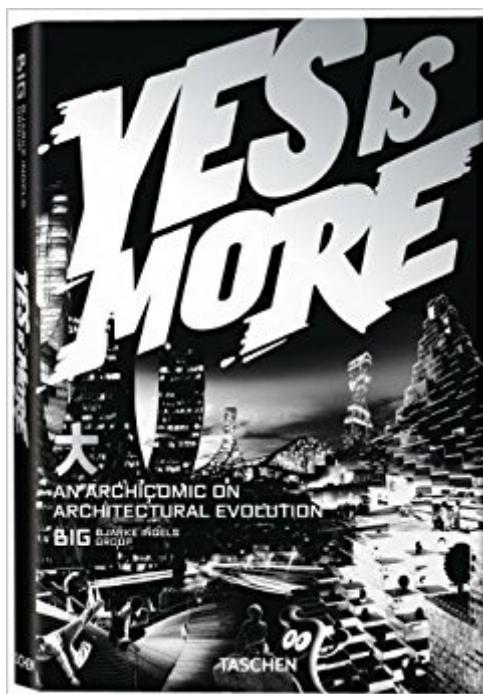


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# Yes Is More: An Archicomic On Architectural Evolution



## Synopsis

Action-packed architecture! A manifesto of architecture as seen by the Copenhagen-based group BIG, told in comic book form. "Yes is More" is the easily accessible but unremittingly radical manifesto of Copenhagen-based architectural practice Bjarke Ingels Group, or BIG. Unlike a typical architectural monograph, this book uses the comic book format to express its radical agenda for contemporary architecture. It is also the first comprehensive documentation of BIG's trailblazing practice—where method, process, instruments and concepts are constantly questioned and redefined. Or, as the group itself says: "Historically, architecture has been dominated by two opposing extremes: an avant-garde full of crazy ideas, originating from philosophy or mysticism; and the well organized corporate consultants that build predictable and boring boxes of high standard. Architecture seems entrenched: naively utopian or petrifyingly pragmatic. We believe there is a third way between these diametric opposites: a pragmatic utopian architecture that creates socially, economically and environmentally perfect places as a practical objective. At BIG we are devoted to investing in the overlap between radical and reality. In all our actions we try to move the focus from the little details to the BIG picture." Bjarke Ingels attracts highly talented co-workers, but also gifted and ambitious clients from all over the world. He then creates intelligent synergies from wild energies and unforeseen dynamics, and transforms them into surprising, functional, valuable and beautiful solutions to the specific and complex challenges in each task. BIG projects have won awards from the Royal Academy of Fine Arts, and the Special Jury Prize at the Venice Architecture Biennale, as well as many other international prizes. "Yes is More" is a play on words that represents the company's ethos and sums up its irreverent attitude towards excessive formalism, and its determination to involve the population at large in its creations. As an extension of its methods and results, its debut monograph uses the most approachable and populist means of communication available—the cartoon.

## Book Information

Paperback: 400 pages

Publisher: Taschen (November 5, 2009)

Language: English

ISBN-10: 3836520109

ISBN-13: 978-3836520102

Product Dimensions: 6.8 x 1.1 x 9.9 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 68 customer reviews

Best Sellers Rank: #60,796 in Books (See Top 100 in Books) #16 in Books > Arts & Photography > Architecture > Individual Architects & Firms #27 in Books > Arts & Photography > Architecture > Criticism #54 in Books > Arts & Photography > Architecture > History

## Customer Reviews

"Yes is more is a popular and easily accessible manifesto for architecture as one of the most relevant aggregates of the 21st century in which we may epitomise and answer many of the global agenda-setting questions. In the exhibition and in the book, B.I.G. shows how they conceptualise the polymorphous demands, complex rules and highly specialised knowledge of society, creating tangible solutions through artistic processes; solutions which time and again attract the interest of the population at large as well as the respect of global aficionados. Yes is more is a communication created in this very spirit - combining elite and popular elements - allowing the sublime to shine through in the commonplace. Thus audiences are invited into B.I.G.'s processes, methods and results using the most approachable and populist means of communication available - the cartoon.  
-Kent Martinussen, Architect, CEO, Danish Architecture Centre"

Bjarke Ingels is a yes man. He rises to the challenge of just about any demand, be it reasonable or otherwise, with an unqualified Yes. This fuels his ambition to absorb all the political interests surrounding a project and to turn them into backbending forms that disarm the opposition.

I am really enjoying this book. I think its the first comic book I have purchased since I was a kid reading Archie. This is quite inspirational. I love it. The drawings, thoughts and evolution behind his works is really interesting to read. The background history of key people in Architecture is also the beginning foundation of this book and kind of funny because he makes you see how boring and stuck these key figures were. He is a rebel in that he wanted to break away from the traditional box architecture and he has done it brilliantly. Spend the money - its worth it and will likely become a lifelong fixture in your library.

Bjarke has created a very interesting presentation that communicates both the visual design and his commentary at the same time. This is a rather unique experience for both young and old architects still in the learning process, because that's the way we work. Usually, there are essays and presentation graphics/models in separate sections of a presentation, but Bjarke has joined the two

to share his Group's experience with the design process. It's like attending a presentation by an architect of their work, almost like being there!

Comic format was initially offputting but is a very successful attempt at describing the evolution of each project in a chatty very well written way. My advice would be to first read back of book blurb and go straight to projects and miss the confusing, pretentious intro pages. Fascinating read unlike any other design book I've seen.

Great book!

I have been following Bjarke Ingel's work for a few years now and I think he does a great job both with his designs and selling the B.I.G. brand to the world. This book is fun and will keep you entertained for a while, but if you have visited his website [...] and looked at the projects, you've pretty much seen all there is in Yes is More; these are the same projects with much less information. The ideas are clear but the format and layout become boring or tedious at some point (too much text placed all over the page). I still recommend it and wish I had had it during my first two years studying Architecture.

a great visual book depicting the work of BIG. Fun diagrams, yet they focus too much on "this is what we did" instead of "this is why we did that"

Say what you will about Bjarke himself (and his ego) and say what you will about BiG as a company...it is however an undeniable fact that BiG is doing great architecture and this graphic novel explains, in great detail, the thought processes and reason behind how BiG approaches projects, and why they do what they do so well. As a note though, if you watch any of the BiG TED talks, you will be listening to a pretty close transcription of this book.

I'm really enjoying this new kind of architecture book, and of course, understanding the way Ingels and his group designs, it's really fascinating!

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