

UWTSD BA (Hons) Surface Pattern Design

Hybridity & Interior Design

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Contents

List of Figures	2
Introduction	3
Chapter 1: Hybridity and Space	3
Hybridity.....	3
Space	5
Chapter 2: Hybridity in Interior Design	7
France / Europe.....	7
America	9
Chapter 3: Designers who Embrace Hybridity	12
Conclusion / Discussion	14
Reference List.....	17

List of Figures

Figure 1: Example of Baroque Style.

<https://essenziale-hd.com/wp-content/uploads/2013/12/l1110002.png>

Figure 2: American Art deco, New York Door design, 1928-1930.

https://hips.hearstapps.com/hmg-prod/images/art-deco-doors-in-new-yorks-chrysler-building-designed-by-news-photo-1584385702.jpg?crop=1.00xw:0.823xh;0,0.0694xh&resize=640:*

Figure 3: Ilori design, Filtered Rays, 2022.

https://yinkailori.com/images/_x1800/Yinka-Ilori-Pavilion-Reveal-Estrel-Hotel-Berlin_13.jpg

Figure 4: George Street Plaza, 2022.

https://www.adjaye.com/wp-content/uploads/2020/07/01_Hero_Geroge-Street-Plaza_72-2000x1500.jpg

Introduction

This essay is exploring the topic of hybridity in interior design and the focus is on how interior designers can learn from cultural hybridity to develop their designs and the use of space. Chapter 1 explores hybridity and space and how they are used in the design world. Why and how hybridity is important to many designers and artists to this day. Chapter 2 looks at two different countries, France and America, to show examples of how they use hybridity and design. It also explores how styles are developed with hybridity. Chapter 3 focuses on three different designers and how they have brought hybridity into their work, the use of examples has been used to demonstrate how their work has developed. Finally, bringing all the information together to emphasise how important hybridity has been in the development of interior design and discuss how hybridity has influenced my own practice as a designer.

Chapter 1: Hybridity and Space

Hybridity

Hybridity is the idea of combining two different elements. Hybridity tends to be referred to in the botany, and biology fields. An example could be an offspring of a plant or animal of 2 different species that could form an interbreed which creates hybridity. (Kraidy, 2006, p1) However, hybridity is also used in less-known fields such as sports, tourism, and architecture. It can also be seen in smaller fields such as trade books about travel, business, and more (Kraidy, 2006 p1). Hybridity is known in many areas such as literature, sociology, and many more academic areas. Artists and designers make use of Hybridity in their artwork and designs by blending new and unusual materials with the old traditional styles. They sometimes use different cultural materials to bring into their design also. This idea of combining to create new can be used in my work to develop new and interesting designs.

“The Idea of cultural Hybridization is one of those deceptively simple-seeming notions which turns out, on examination, to have lots of tricky connotations and theoretical implications” (Tomlinson, cited in Kraidy, 2006, p. 1). To connect the dots within differences and make something out of those differences, it is also a mixture of a central globalization theory. Hybridity is focused to overcome the idea of a foregoing bounded culture. For instance, hybridity within design and creation is often bonded as the workers or creatures tend to create a purpose and understand the need to contribute and bring their skills and understanding to the idea, such as Neil Schneider has said “Peers need to feel their ideas are heard and respected, no matter what their generation, ethnic background, sexual orientation, or cultural experience” (Interior Architect, 2018). This is an important quote as it shows that hybridity is needed when it comes to a professional environment to show that mixture is good and necessary in this generation and future. The importance of understanding the role of art and its role in hybridity.

What is arts role in understanding different cultures and how is hybridity shown? It is important to pay attention to artistic features such as style, size, date of creation, material, and location. We understand culture and human nature by reading and understanding the writings of art historians. However, on the other side, if we read more about human culture than we learn more about art, images and illustrations are important in knowing different cultures and understanding the world.

Collecting is a source of creativity, the need for inspiration from paintings, drawings and work in other medians to study and understand the nature of the designs they produce such as interior designs. Within many cultures creating things for a home space was known in the eighteenth century and was in line with fashion as women started to become more creative in their homes and would take inspiration from other women around their cultures or other cultures (McKellar & Sparke 2004, p15). Humanity works together to make this planet a better and more pretty place through Art and design. Collecting information on many new things in the generation whether it is new or old is

important to understand the new ways to source information and collect ideas from anywhere in the world.

While hybridity has been spoken about within the real-world, hybridity has also become a big part of the internet and online. Hybridity culture fuses elements from different media and cultural contexts. The internet has changed the control and speed of communication throughout cultures and a better understanding of information in the world (Spielmann, 2010). An example of this is WGSN which is the world leading's trend forecaster (WGSN,2022). It shows trends throughout anything that goes on in the world. They also demonstrate to clients an understanding of culture, lifestyles, products, and more which is important for people in this generation to learn and expand their knowledge through trends and designs. The website is also a great way to help new designer start their business and to show them strategies for their products or designs to be able to fit in and show off their work. Every time technology evolves art changes with it. However not all of it changes, the view of art changes every year with new trends coming in and different art that is shared around the internet. Technology has made art so much easier to access throughout the globe (Christies, 2019).

Space

How is space used differently across cultures? To understand how space is used within the design.

Proxemics is the understanding of space between person and culture. Firstly, mentioning how space is used for personal reasons such as "where you stand when you talk to someone is reflexive and varies widely depending on your culture" (Kreuz & Robert, 2019). The space between people comes naturally and is never thought about till it has been mentioned but it depends on where the person is from and how they were brought up within their culture. The space is also created depending on who the person is speaking to; the distances vary between cultures. Proxemics is defined as how personal space is maintained as a function of culture. Space is often treated as a cast of living as it can be reworked, adjected, and redesigned when and wherever it needs to be or wants to be (Interior Architect, 2018). The public often wants to explore and do many things such as shopping,

work and look after the well-being of the environment, to be active and responsive in their day-to-day lives. For designers, it is an exciting and challenging time as there is a high demand for space and creative designs but also important for solution approaches to support humanity and art & design.

Space and identity through interior design, throughout the centuries we have learned to evolve our understanding of our homes and the way we understand the space around them. "The house constitutes a body of images that give mankind proof or illusions of stability" (Bachelard, 1958).

Homes are where we spend a good portion of our day and where sometimes we escape from the world when it gets overwhelming and sometimes it can be the workplace too. The home is a hybrid space. It is a very important place for everyone. Having flexible spaces has become important and adapting ourselves to the new normal has brought many changes, one being to convert our homes to hybrid spaces (Noken, 2021).

Designers create and construct their space by how they made or inhabited the space around them. They create the spaces around them to express themselves or to express others within their work.

The relationship between the person and their home interior designs is complex. Designers face many challenges when creating their work within that complex relationship between client and space. Individuals have formed their own responses to spaces they have found themselves in (McKellar & Sparke, 2004, p2). "Many people celebrate cultural hybridity as a way of creating new artistic forms and developing new ideas" (Singh, 2009). While designers enjoy the thought of a mix of ideas or a change for themselves or their customers it can be a challenging task for them as well.

As the customer's ideas could be something that the designers have never done before and it will be a new skill to learn, it then becomes a little complex as it will be back and forth between the designer and the client.

Chapter 2: Hybridity in Interior Design

France / Europe

French connections within the modern interior design and the modern art world had the idea of finding hybridity through one country and showing how this is related to everyone in the world.

France has been called the “art capital of the world” (Lasc & Downey 2015, p1). French talent for modern art, interior design, and fashion has been shown popular for many years. It is very known for bringing many big artists and designers in modern movement and tourists. Modern designers now want to experience the work of these artists, such as “Edouard Manet, Claude Monet (1840-1926), Paul Gauguin (1848-1903), Vincent van Gogh (1852-90), Paul Cezanne and others. Early Twentieth century. Pablo Picasso and Henri Matisse which worked in the city of Paris” (Edwards, 1959, p17).

France was a magnet for many talented artists. Many of those artists were not born in France but are from or are born in different countries and are brought up with different cultures. Van Gogh was Dutch, and Picasso was Spanish but some or most of their work would not have existed if it was not for France and Paris's fame of art (Edwards, 1959, p17). This mixture of those artists that creates cultures together and form art throughout generations shows that hybridity brought different influences into French design.

France in 1927 – 1940 was claimed as “the capital of the modern interior” (” (Lasc & Downey 2015, p1) due to the luxury good, architecture and art in private homes but to France, it was important to study modern interior for media, design, and the decoration for their culture.

The sense of history as French interior designers is influenced from around the world, the French style also has a reputation around the world as the strength of its identity within interior design.

Provincial style is what the French style is called for interior design and is the modern name for the French style, it refers to France of olden times and is filled with stylish furniture, earth colours and classic pattern (boudard, nd). Textile designer Pierre Frey has said, "Part of the French taste and

French eye comes from inherited history and architecture" (Kontos, 2022). This is related to what has been said above in the first paragraph about French interior design. The world combined has respect for their history in the nation and the expression through its design and architecture. In France, the towns and villages display a diversity of different styles and the apartment in Paris were known as the most iconic (Kontos, 2022).



Figure 1 Example of Baroque Style

The image above is a small part of the Baroque style and shows in small detail how the interior design is and will help understand why it was very popular in France and many other parts of the world. The style of Baroque has been around for many years before France use the full force of inspiration for their own designs. When France became one of the most famous countries in the world and baroque style was one of the few styles that helped it become influential then and to this day now as it holds much history for the country. The style is a great form of hybridity and space within design. It is one of the popular styles that moved across Europe many years ago and throughout the years come back popular again. This Baroque was influenced through history from

time to time in France. It shows how cultures interacted with the form of interior design. France took the idea of the style from Italy as it first appeared in Italy however then the style started to spread around Europe. It became very popular in France (Kovalchenko, 2013). Baroque is known for its massive staircase with coloured marble and carvings, fabrics on walls, and a formal ending look at a glance (Kovalchenko, 2013). The image above shows how the interior style was aimed to thrill and impress everyone with grand colours and detailed fabrics.

America

America is a young country built on immigration. Mixed cultures have formed in one country which has brought their ideas, skills, and traditions together. It could be argued that hybridity is more embedded within America. "The United States is one of the most culturally diverse countries in the world" (Zimmermann, 2022).

In the 1920s – 1930s mid- modern design around the second world war is American popular culture. "American way of life" (Kaukas,2019, p7). America`s interior design provided an interesting middle ground temporarily made useful for reflecting the shaping of American society and the corners of the design of America. However, at the same time interior design materials, are part of daily activity and human behaviour so interior design is a big part of daily life in America. Such as architecture, modern art, and design (Kaukas, 2019. p1, p2).

Designers Russel and Mary Wright used details and designs from other cultures such as China, using hybridity. The idea of simple dinnerware with interesting colours and amazing sculptural forms brightens up the kitchen and brings emotion to the interior design. Wright`s Designs become a hallmark of modern American design and in the end, the Wrights work was a forerunner of "The American Arts and Craft movement" (Kaukas, 2019, p7) and used interior design to complete and direct the choice of items and placement for an American modern home.

In the nineteenth century during World War I, female professional decoration for the interior was well known and became popular as many women set up their own successful decoration businesses, during this time American society was working to a high degree for interior and decorations for their homes as the idea had been marked on social status (McKellar & Sparke 2004, p73). Throughout this time as women started to come into interior decoration and hybridity is used as the women's ability to see their homes reflects their individual ideas but also cultural themes and inspiration from other areas (McKellar & Sparke, 2012, p73).

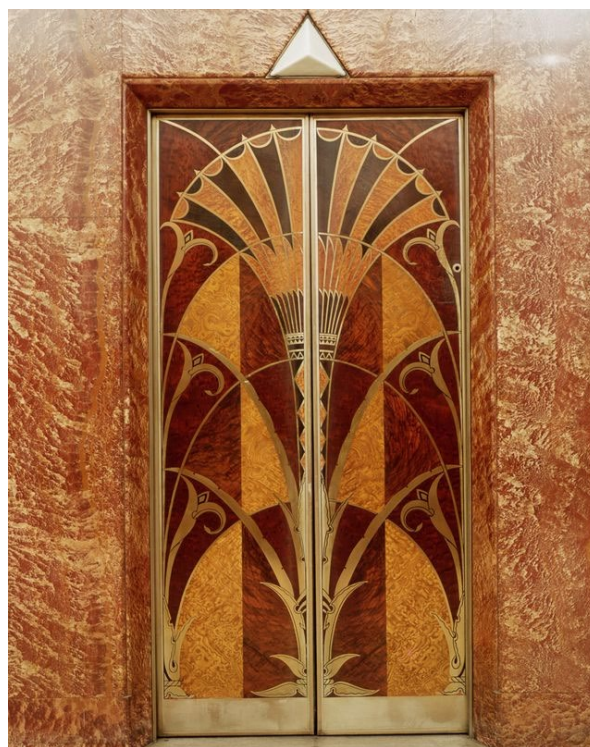


Figure 1 American Art deco, New York Door design

American Art deco has had a very important impact on American architecture and interior design from the 1920s to now. The original name was Art deco style and was made within France throughout World War I (Duncan, 2003, p7). The American interior was changed with the rise of art deco in Europe and its growing popularity everywhere, but it was thanks to a movie director named Cedric Gibbons that Art Deco moved quickly inside America (Worrel, 2021).

Through television, this art style has been influential and developed from one country to the next. This shows the hybrid nature of how Art deco has moved from France, and through cinema, it has

developed the style within America. Making exhibitions for the Art deco style made it more popular and important for visitors and other designers to come into the new trend of art (Hardy,2006, p10). They would go home and start to modernise their homes and places. As shown in figure 2, in New York they have taken the inspiration of France Art deco and created interior design doors for their building. To mention a style in the country will lead to connections all around the world, every art style or any style will have a mixture of cultures. As mentioned above about France and how they take inspiration and use hybridity it is important to mention that American textiles and interior design have and still do have many inspirations from the city of Paris (Duncan,2003, p131).

Along with France and how the hybridity between them and America in the past American workmen found it interesting who was working in the new palace Vanderbilt. The work that has been put into the palace is by Frenchman. Allard & Sons ran the city and employed only Frenchman to create colour decorations and interior designs within the palace such as tapestry and furnishings (Lasc & Downey 2015, p1).

Eclectic interior design. While the mention of styles and how they have been seen with hybridity it is important to mention Eclectic interior design as this style of interior design has the inspiration and the combination of many interior design styles. It is known for diverse styles, ideas and tastes made from a range of sources to derive multiple styles into art, deco styles, and interior (JD Institute of Fashion Technology, 2021). Some people like to put all their ideas into one plan and eclectic interior design is perfect for people that want to do that. The unmatching of the furniture and showing of many different art and designs is the great thing about this style as it is not focusing on one specific art form. This style shows a lot of hybridity in the different styles and mixing about within the interior design base. It shows how many different styles can mix well together and form a new trend. The mix of styles also shows a great form of many designers and how they bring their work together which is important to be able to show their work.

Chapter 3: Designers who Embrace Hybridity

The next couple of paragraphs will be on artists & designers that use hybridity within their work and how they have developed and how they have done what they have done through their years of being a creator.

Bettie Appleby is an American interior designer who has worked in many large US cities as well as in Saudi Arabia for many years (Spears-Stewart, 1995). Appleby shows herself to have a designer's mindset. She explains that when she enters a new room her instinct straight away is to change it to suit her own artistic tastes. Appleby lived in Saudi Arabia for 17 years. While there she was immersed in the culture. She helped the women of the community with fashion and sewing. She had a love of textiles and would have seen the textiles of the Arabic culture. She developed her design ideas through what she learned and was taught by her experiences. Through her design work, she brought the aesthetics of Arabic culture to her home country. Appleby states "You [] take a real old design and give it a contemporary flare or application and just elevate it to a new high." Her experiences with a different culture and its design likely taught her to use hybridity to mix different skills and influences to create a new style. This shows how artists and designers can draw influence from other cultures. For designers with mixed heritage, hybridity is part of their upbringing and will likely always be an influence within their designs.

Artist and designer Yinka Ilori is a multi-disciplinary maker. He creates visual language drawings of his British-Nigerian heritage (yinkallori, 2022). He does this to create a brand new story through contemporary design and looks at multiple themes to integrate with his global audience. He makes sure his projects have meaning about bringing communities together and bringing a positive effect on society. Often, he uses his city as the main ground for his work. He uses the spaces he has to bring and invite communities and encourage his audience to take part in his work.



Figure 2 2022, Ilori design, *Filtered Rays*

An example of his work is shown in figure 3. This was his first permanent installation which is called *Filtered Rays*. This piece of art has been placed in Germany in the city of Berlin. This shows straight away how hybridity is used within his art as he has his own designed places in another country and is showing other cultures how his artwork inspires German people day to day, but it is also shown to tourists which will go back to their own culture with new knowledge of design.

Sir David Adjaye is an architect designer. Like Ilori, Adjaye is of mixed heritage and these influences can be seen in his work. Further, like Appleby, Adjaye travelled extensively and learnt from other cultures. His use of material, bespoke design and use of space has brought him to be one of the leading architects of this generation (Adjaye, 2022a). In 2000 he created his own business called Adjaye Associates which to this day still operating and still taking on projects from around the globe. He has travelled to many countries and worked within all of them with his skills and using hybridity in those times, along with space as he believes that architecture should serve people and make sure that the space is made for everyone such as disabled people and people with other issues. The way he constructs spaces is drawn on his hybrid influences, using materials and light to draw together people and communities.



Figure 3, George Street Plaza

George Street Plaza is one of many projects of Adjaye. This project is based on identity, heritage, and place (Adjaye, 2022b). It also looks at connections with cultures and moments of identity in the changing world. What Adjaye said about this project was “we imagine the multifunctional community hub and plaza as a ‘found place’ based around the notion of the shelter, a symbolic respite away from the busy streetscape that is discovered and dissolves through light” (Adjaye,

2022b). Bringing the community together and missing many different people show how much art can be a big influence in the world.

Conclusion / Discussion

This essay has explored hybridity through culture and in the world but mainly focused on hybridity in the design world. The understanding of how much hybridity is used within the design of everyday lifestyle for generations. However, seeing how hybridity has developed through the last decade and is more known now within design is interesting. The essay has also made a great understanding of how hybridity is used without thinking about it much within design anymore. Hybridity is people with the real world but also on the internet, so this is why it is important to understand the impact that the internet has done through the generations and why it has become more popular with hybridity because it is easier to use and share it.

This essay has explored space within the world as normal and how space is used and is important when it comes to design and interior design. The small mention of space is important as it helps with the design space and the room we live in. It is also important as space is spoken briefly about through each chapter and brought into the designers that have been mentioned. It shows are hybridity and space mix well together when it comes to learning about different styles in different cultures.

Interior design in different cultures is focused on 2 different countries and how they have hybridity within them. The focus on France is because it is known as one of the most artistic countries in the world and the information is focused on how they have developed within the design world and taken inspiration from different cultures for their designs throughout the years. I spoke briefly about France and particuallarly one specific style they use which is Baroque Style which shows a perfect example of hybridity within interior design in the 19th century. It shows how the style was made in another country and the development of the style has changed a lot more in another country as they took inspiration from other cultures.

After the mention of France and how they have developed as a country through design, however, the mention of America will show how much hybridity is used as America is full of many different cultures and beliefs that America is already different as a country with hybridity. As with France, throughout the American part, there is also a style mentioned which is art deco a popular style within the design world and has been for a while. It shows how American, and France also have a great link through hybridity as the art deco style was originally made in France and America took inspiration from France and took their own style into art deco. Another style throughout this essay that has been talked about is the eclectic interior design and this design style is used all over the world. As stated in the essay It is known for the mix of many styles which is all about hybridity and how cultures are brought together. However, it is a great way for designers to use this style if their clients want a mix of everything.

The designers that have been discussed previously have a strong connection to hybridity and space and show a great example of how they are as a designer and how they have taken their cultures and learnt or taught others about the styles. The designers demonstrate how travel is a great way to learn about other skills and cultures but also bring their designs and their cultures to show others how it works throughout the world. The three designers that have been talked about all have different upbringings, different cultures, and work with hybridity differently. For example, Appleby travelled for her work and decided to live and work within that community and learn about their cultures and skills for textiles and show them what the American style is and how it is used. Llori is a multicultural artist as his identity is a mix of cultures so hybridity is shown in his work every time as he shows many stills in a different culture. Finally, Adjaye has a mix of cultures but most of his work is hybridity, but it shows a look at how he uses space within his designs as this is influenced by home life. This shows that every designer is different and comes from many different backgrounds and the influence of their work can vary with what they have done in their careers and lives.

What does it mean to me as a designer? It has shown that hybridity is used within our day-to-day lives without us even thinking about it. Hybridity has influenced my practice as I have traveled for research purposes and to find insurance for my designs and projects and it gives me confidence as I know I will learn something new within it. Chapter 1 talks about the internet, and I think the internet has been an easy way for me to learn about many cultures and designers and how they create their work and why and it shows me how I can bring that into my practice. This has changed my thought about hybridity as I know more and learn about it on a deeper level and will think about it through my career and projects. Also, its influence of it will make traveling more exciting in the future for research and learning.

Interior designers can learn cultural hybridity through their day-to-day lives and learning throughout their education or workplace, as it is important to know how other cultures use styles and art and bring those styles together for trends and development for the future. How by crossing two different styles or two ideas together they are creating hybridity. To form different styles and ideas in their work. The importance of understanding hybridity and space for their purpose will help them to become better as a person and designer but I will bring more propose to their work.

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