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This research explores three keywords in order to propose a research question for my dissertation. The keywords I chose are Culture, Architecture and colour. I chose these keywords because I have researched those topics before and want to learn about them on a deeper level. For Culture, I will look at theories on how culture affects people's world view. I focus on Welsh culture and Welsh landscape artist John Kyffin Williams. For Architecture, I have explored Art Nouveau and ornamentation, and the work of Gaudi. For Colour, I discuss the science of colour and biometric colours in different environments, and the use of colour in the work of Georgia O'Keeffe. I would hope that this research will influence me in practical design work.

Culture

Culture has many different definitions, such as, culture itself has relationships between the individual and to the wider group. The patterns of humans, their social life and organization are ways we are expected to behave in society and to go about our daily lives (Kidd & Teagle, 2012 p.4). Culture defines countries and the way humans live and develop in them. The first influential definition was written by Edward Taylor, Culture is, "that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society" (Tylor, 2016, p. 1).

A nation's culture can tell us about that nation's outlook on the world. In the book Cultural Theory (Thompson, 2018) it concludes the study of culture, how varied different cultures exist across countries, such as, French culture which is different from Spanish culture and how British culture is different to American culture. Social and culture theory is the understanding or "way of seeing" a particular view of the world (Jenks, 1995, p8). The idea is understanding that culture is everywhere in our lives, and it will always be involved within

anything we do. Why is Art history important when it comes to social and culture? It is the “social character of image and reality” (Jecks, 1995, p. 9). The reality that art is formed in many different countries culture which shows the difference in people’s worlds. As Jenks says, “Different rationalisation of sight has fashioned our cultural outlook” (Jecks, 1995, p. 9). Vision of artistic outcomes are formed from the interesting, inspiring and beautiful outlook on earth. The idea is to show how culture is such a key aspect in our lives and how the work we produce throughout our lifetime reflects this.

Welsh culture from the twentieth century and Middle Ages communities expressed a sense of pride and the identity of Welsh culture was demonstrated through the architectural buildings and social, commercial and religious practices (Fulton, 2012, p1). The national dress: The clothing worn by rural Welsh woman in the late eighteenth century caught the attention of printmakers and tourists causing the traditional Welsh costume to be born and become a big part of Welsh culture. The costume is still used to celebrate St David day and is regularly seen at Welsh events (Rees, 2016, p11). In the 1830s, Lady Llanover, the wife of ironmaster in Gwent was very influential in encouraging the wearing of a national dress. Lady Llanover considers the dress important to establish a Welsh identity as at the time many felt their nationality was under threat (Johnson, 2022).



Figure 1
Illustration of a woman in tradition Welsh dress

St David Day is an official bank holiday. It is celebrated around the world wherever Welsh culture can be found, it is filled with parades, public events and is celebrated in schools, one of the biggest traditions is Eisteddfodau (Rees, 2016, p12). The Eisteddfodau movement looks to the past for inspiration and encourages Welsh people to take pride their heritage and history (Johnson,2022). The Eisteddfodau is the largest and oldest celebration in Welsh culture (Johnson, 2022). The Eisteddfodau brings a mixture of artists such as musicians, artist, poets and writers who have made significant contribution to Welsh literature, language and culture.

Love spoons is a tradition that remains very popular in gift and craft shops in Wales today (Rees,2016, p13). It was a tradition that young men would gift these as a token of love for their partner. These love spoons have developed over time through the generations and many people have added their own decorative carvings on them (King, N.D).

The history of architecture in Wales is mostly castles and cottages. The materials used to build most of these buildings were large stones, wood, timber planking and brushwood (Hilling,2018, p17,20). The image of Wales is known for their castles, in fact castles are often

seen as defining Welsh architecture heritage, however the true icon of Wales buildings is our cottages (Whitear & Duxbury, p2).



Figure 2
The Church and Cottages, Aberffraw, 1960s

John Kyffin Williams was well-known for his Welsh landscape and portrait paintings. His art captures the true culture and soul of the country. It brings the architecture to life and how the cottages were seen in the 19th century. The illustrations he has created brings connection to nature and shows how peaceful Wales is, particularly by demonstrating how calming the image of the vast mountain ranges are alongside quaint villages and farmhouses (Williams, 2021, p8).

Architecture

Architecture is best explained by the method of designing and building something into a usable but visually appealing form. "In general terms, art and architecture are a reflection of the spiritual state of human being in his/her time" (Goeritz, 2022). The understanding of how Art is brought into architecture is one of its greatest skills. Architecture has multiple different styles from Romanesque to Gothic and Art Nouveau to post-Modern and much more. Why is art important in architecture? It is a medium to express thought, culture,

identity and society. Art plays a role in colour, form and texture which differentiates architectural designs (Taylor, 2019).

Art Nouveau emerged in the 19th-century. Art Nouveau was a way of capturing the imaginations of architects throughout Europe, it also captured the imaginations of other artists such as graphic designers, poster artist, illustrators and many others (Gradl, 2016, p3). The style of Art Nouveau is one of many architectural styles that are well known to the public and public architecture takes a big role in society (Brent, 2018). In the book Art Nouveau architecture by Anne Anderson, she writes about how new architecture has been driven by innovative technologies and materials such as concrete, glass, ceramics and more which has brought the applied art closer to fine art (Anderson, 2020, p5). Anderson also mentions how Art Nouveau 'the new Art' is known by different names in different countries. Individuality is the key factor, with each architect creating their own styles.

Ornamentation in architecture is used for decoration. Ornamentation is high art hidden everywhere and is the stylistic signature of time and place and people. The decoration is used to embellish parts of a building or an object on the building (KFYNM, 2017). Historically ornamentation began as a luxury. In the past more ornamentation on a building meant you were richer; this was a way to display your wealth. The ornamentation in Art Nouveau is very detailed and holds a lot of interest. However, after the industrial revolution introduced machine production, everything changed, and decoration became cheaper meaning ornamentation was less of a status symbol and would be used as a way of diversifying architecture (KFYNM, 2017).



Figure 3
Courtesy of Casa Batlló

Antoni Gaudí was a Catalan architect who has become internationally recognised as one of the most popular experts in architecture and modernism. His unique architecture buildings and creations have become some of the most popular tourist destinations (Selvin, 2020). He remains a pioneering figure of Art Nouveau and Modernism. Casa Batlló (see figure 3) one of Gaudí buildings in Barcelona is a perfect example for Art Nouveau. The Casa Batlló always manages to meet the expectations of what visitors hope for such as the design, colours and more. "Anything created by human beings is already in the great book of nature" (Gaudí, N.D). Shows that humans know how to make nature beautiful.

Casa Batlló was a renovation project that completely reimagined the image of the original structure, this is for the Batlló family (Shah, 2021). The columns on this building incorporate slender bone-shaped stone columns decorated with a floral pattern which brings Art Nouveau into the architecture.

Good architecture is a great way to a human habitat, and it impacts the state of people moods and their minds (Mortice, 2019). Architecture has and must reflect the age and cultural context it has produced it. Designing and building architecture takes time, collaboration and money. An architect's work has a deeper and richer set of values. Values

that define how cultures see themselves and their world but also how people see and experience each other (Mortice, 2019).

Aesthetic on nature and expression of beauty and taste. The aesthetic of a building is one of the characteristics considered in architecture. When we look at buildings, paintings or packaging we often get attracted to the shapes and designs, though the colours and unique attention to detail in them. The appeal of any building is covers the combined of a building shape alongside with size, texture, space, colour, pattern, decoration, culture and many more (Sandak, 2020). However, on a building should be designed in order to satisfy the requirements of safety, serviceability and more.

Colour

Colour is a huge aspect of our day to day lives as it influences our everyday experiences in many ways. Whether it is appreciating a piece of art or buying something new for either your home or yourself. Colour plays a role in daily life and is also a combination of cultural, theoretical and personal experience (Triedman, 2015, p2). It takes role in humans' emotions and how it makes people feel on a daily basis, the understanding on how many different colours can be different to any human- being.

Not only can colour be seen from an art or design perspective, but it also needs to be viewed from a scientific perspective that includes all subjects to do with science, the physiology of colour involves the eye and the brain and how they respond to light (Nassau, 2019). The objects appear coloured because of the way it interacts with light. "If the Sun's Light consisted of but one sort of Rays, there would be but one Colour in the whole World"

quote by Isaac Newton (Nassau, 2019) was an English physicist and mathematician; his experiments provided the scientific basic of understanding of colour. Newton showed that a prism could break up white light into a range of several different colours of the rainbow red, orange, yellow, blue, green, indigo and violet which is now known as the colour circle, first devised by Newton (Nassau,2019).

Biometric colour is the acknowledgment and engaging in the cultural and environmental diversity of biometric life it is critical to how we think, how we experience and to gather information from our environment. It enables us to study natural colour but to also study within the context of the geographical region that is defined by its climate, land, flora and more (Triedman, 2015). To discover natures complex colour combinations and understanding the elements differentiate themselves to form unique colour palettes and creating colour identities that will enhance us culturally (Triedman,2015, p9).

Explore of colour of several biomes such as desert, rain forest, grasslands, tundra and more. The landscape, animals and plants of this biome and characterized by any of those environments. Georgia O'Keeffe is an artist who called desert of New Mexico her home. The landscape and Hispanic cultures of the region inspired a new derations for her art. She quoted "the men didn't like my colour. My colour was hopeless. My colour was too bright. I liked colours "the blue and green are vibrated against each other (Daly, 2016). She also captures the colours of northern New Mexico, and she uses those warm, rich earth tones.

The colour palette of Tundra is contrasted by mostly green from mosses and dwarf shrubs but also a variety of floral pinks and violet during spring and in autumn is orange and red (Triedman, 2015.p5). Understanding the colour green and how to it can effect different outcomes and how it is part of our day to day lives everywhere. Green is everywhere, it is

the most common colour in the natural world and is second to blue in the favourite colour category (Smith, 2016). Green is a calming colour and can help with stress-relieving, it has apparently been shown to improve reading and help with creativity, which green is a big colour when coming to any form of art. We associate green with fresh growth and wealth, we think of balanced, healthy and youthful (Smith, 2016).

The three keywords I have analysed the understanding in each area of the words I have chosen; Culture I have researched into how culture is everywhere in our day to day lives and the understanding on what it means and what involves culture. Throughout the writing of culture and looking into Welsh culture in a deeper level to understand how my culture has developed over the years and the understanding of our history. Culture of society and how people have developed in their culture people learning the history of their culture. As Edward Taylor stated culture is knowledge, belief, art, law, morals, custom and more. It shows how detailed culture goes into. Architecture of multiple styles and the meaning and understanding behind the buildings, discovering a little of ornamentation and how it adds deeper art into the architecture. The connection of Art Nouveau, ornamentation and architecture and how it brings society together and making our more detailed. Gaudi architecture has shown that anything can be designed on a structure if it is practicable, also show the detail that goes into an architect work. Colour has led me to understand that it is more than just in creativity and seen from our eye, it hopes deeper meaning and goes into deeper subjects such as science. To return to architecture colour is form all around us in building and is hiding in the designs of them, such as Gaudi shows that architecture can bring

great colour into our world and culture. The three keywords are different with their own reason in our world and show different meaning to any of us. However, they link when we bring history and modern designs and how culture hold different meanings to. I would like to continue to research about how colour and ornamentation are used in different cultures. The question I propose for my research is:

What can designers learn from the use of colour and ornamentation in art and architecture throughout different cultures?

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