



MYTH&ANNWN

THE BRIEF.

Project Overview.

This project redefines the design and operation of nightlife venues by addressing two key challenges: the urgent need for female safety and the industry's struggle with innovation, which often leads to closure. Grounded in the concept of third places, it envisions nightlife as an inclusive and empowering space for women.

By drawing inspiration from folklore, where women are often depicted as powerful, mystical beings this venue reclaims those narratives to shape urban spaces that prioritize women's voices, experiences, and security. The venue in this concept is inspired by 'Gwragedd Annwn', the enchanting and independent water women of South Wales legend.

As part of a larger vision, this venue will serve as the first in a chain, each inspired by a different tale of formidable female figures from global folklore. Through immersive design, storytelling, and thoughtful spatial planning, the project aims to transform nightlife into a realm where women feel both celebrated and safe.

Operation hours Spa 10 - 4pm

Restaurant operational as a bar / wellness bar 10 - 4pm

Restaurant operational 12-9pm

6 pm to 2am stage /Dj / dance floor operate

A combination of "Myth" and "Théa" – "Myth" refers to legends or stories, while "Théa" derived from Greek ((Θέα, meaning "goddess"). "Goddess of myths." "Annwn" (meaning "land of the fairies"/"Otherworld' in welsh mythology.

THE ISSUES



Sexual Assault



Spiking



Sobriety



Closures



Comfort & Image



Sociability



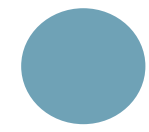
Access & Linkages



Uses & Activities

THIRD PLACE THEORY

COLOUR THEORY



Blue is widely used to evoke feelings of safety and calmness.



What is the 'Gwragedd Annwn' Folktales?

- A young farmer, Gwyn, meets a mystical lake lady, Nelferch. After offering her bread several times, she accepts his proposal on one condition: he must never strike her three times.
- They marry, thrive, and raise children, with Nelferch bringing fortune and foresight to the village. But when Gwyn unknowingly strikes her three times, she returns to the lake with their magical cattle, ending their prosperity.
- The tale of Nelferch and the gwragedd annwn honours women as powerful and intuitive, they set boundaries , protect whats sacred and walk away when their trust is brokenInspired by this tale Mythea Annwn becomes more than a place - it becomes a sanctuary. Its immersive otherworld celebrates female voices and connections. A place shaped by healing, safety, respect, and unapologetic empowerment.

STORYTELLING

SENSORY

SANCTUARY

What?

What if a femini-me community space blurred the lines between you and legend?

What if a female-only third-place could redefine nightlife by prioritising Safety, Community and Experiences?

Where?

This project reimagines nightlife venues in Cardiff City Centre to improve female safety, revitalize struggling spaces, and encourage community connection.

Rooted in Welsh folklore, it aims to challenge historic portrayals of women and design inclusive, female-centered urban environments.

Why?

This immersive, multi-use venue blends Welsh folklore with installation design to create a transformative land-to-water journey, offering both day and night experiences. Serving as a community-focused third place, it features a wellness bar, unique dining, spa, get-ready space, dance floor, and other supportive facilities.



USER

FOR ALL WOMEN.

This venue serves women of all ages, backgrounds, and abilities; a safe, inclusive place to connect, relax, and celebrate. Whether seeking community, culture, or simply a night out, it offers a supportive environment where all women feel seen and valued. For Welsh women, it’s a space to honour heritage; for all in Cardiff, it’s where female voices are uplifted.



Meet Alys and the girls! A 38 year old real estate agent born and raised in South Wales.



Meet Nina, 20 year old student at Cardiff University from London.

“I want to have a sober nightout with my girls and to still have fun, and I want to not feel too old to be on a nightout !”

“Being a welsh girl I’d love a nightout where i can celebrate life and my background.””

“Being far away from home, I want to feel safe on a night out ! And to be able to meet and make new friends. ”



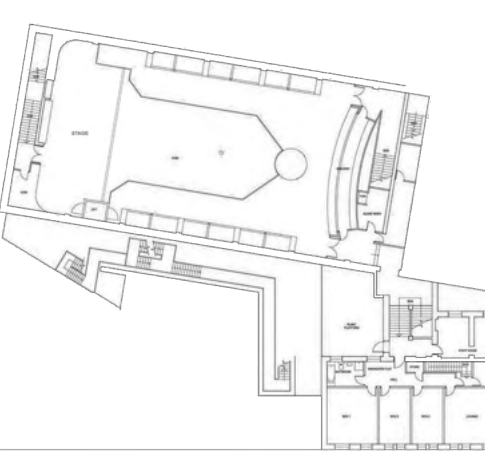
Illustration of site historically created by Hazel McAllister in 2012.

ORIGINAL BUILDING PLANS

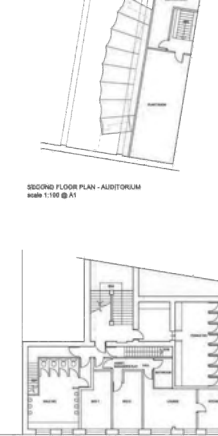
GF



FF



SF



POSITIVES

- Well connected – 0.1 miles away from Cardiff train station.
- Opposite to taxi waiting lane of St Mary Street.
- Well lit area.
- hotels.
- Police Presence.
- Strong architectural personality. (original plans)
- Near other nightlife venues and hotel.

NEGATIVES

- Too large of a site have to section off plans(sq.m).
- Lack of clear disabled access, making it non-inclusive.



The 15,000+ sq. ft. venue, currently a Coyote Ugly Saloon with a 4:00 AM license and 700-person capacity, is listed for £1,800,000 (RightMove 2024). Designed with a male gaze with dark industrial features and performance bar where female staff dance in revealing attire. The vision for the space is to restore lost historic elements and reimagine the venue through a female lens, shifting away from objectification toward inclusivity and authenticity.

SITE ANALYSIS

78 St. Mary Street, Cardiff CF10 1FA South Wales.

MAP VIEW



DIAGRAMS



Traffic Diagram



Sun Path



Wind Path

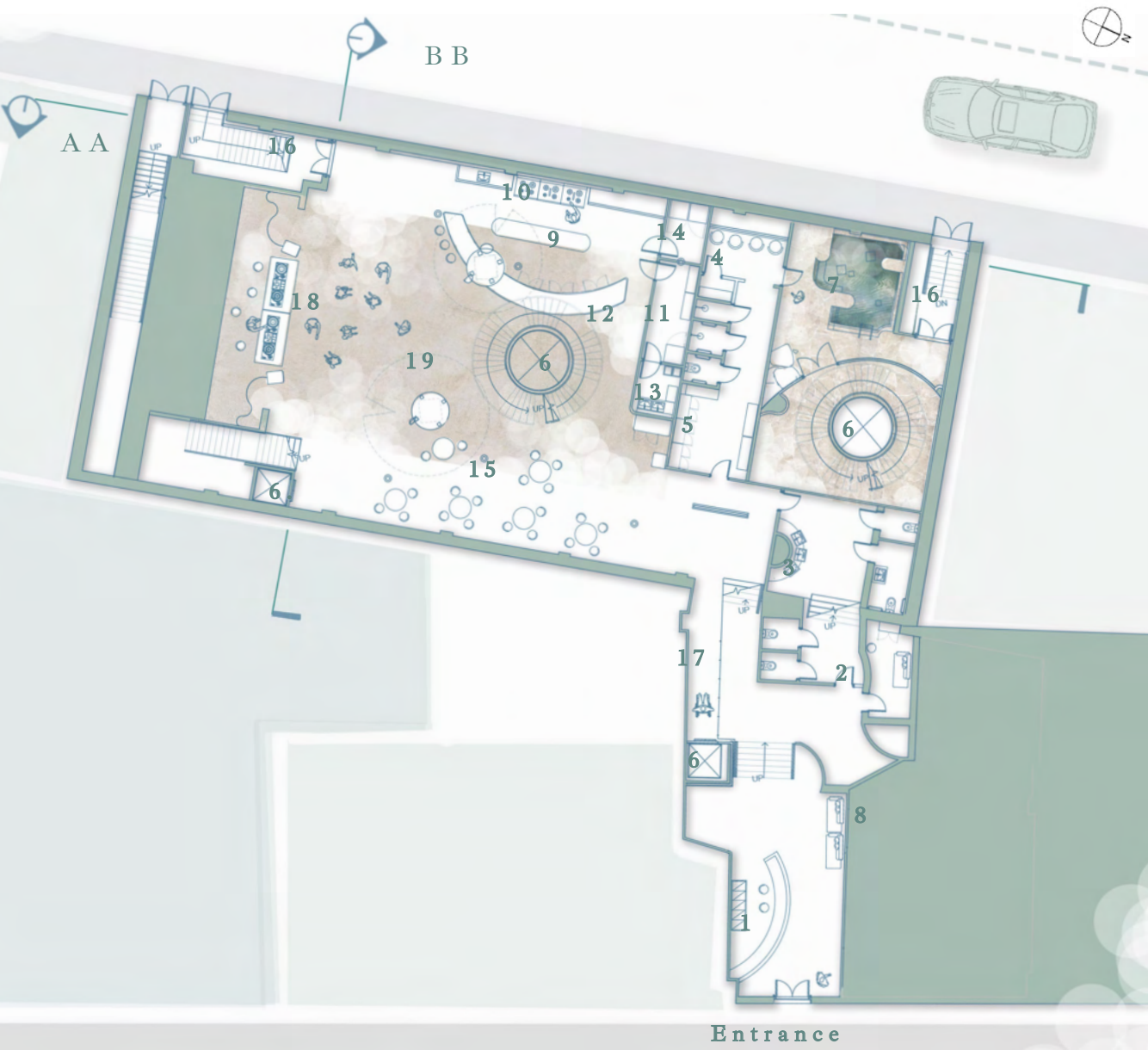


Well lit Areas

Concept Model



“To become the myth”



GROUND FLOOR

KEY

1. Reception/Waiting room
2. Medical Room
3. Bathroom
4. Get ready space
-
6. Elevator
7. Spa Pool
8. Rented out space
9. Open Kitchen/ Bar
-
11. Cold Storage
12. Pass through waste & Tray
13. Waiter Station
14. Freezers
15. Bar stool and tables
16. Fire Stair
17. Disabled Access
18. Dj Set
19. Dance floor



INTERMEDIATE FLOOR

KEY

1. Stage
2. Lilypads bespoke fixture
3. Bathroom

SUSTAINABILITY & SOCIAL JUSTICE

This project contributes to social justice by addressing reduced inequalities and promoting good health and well-being, core values embedded in its reimagining of the nightlife experience. As a wellness-focused, female-centered space, the venue challenges the norms of traditional nightlife by creating a safe and empowering environment grounded in care, connection, and cultural narrative. Inspired by the myth of the Gwragedd Annwn, independent and mystical water women of Welsh folklore, the design reclaims mythological storytelling to foreground women's voices and experiences in the built environment.

More than a place for leisure, the venue functions as a third space that nurtures community, personal safety, and holistic well-being. It offers protective features, health-conscious offerings, and areas for reflection and recovery, creating a nightlife model that is sustainable not only in material use but in its social impact. As the first of many, it aims to redefine nightlife as a space where women are both celebrated and protected.

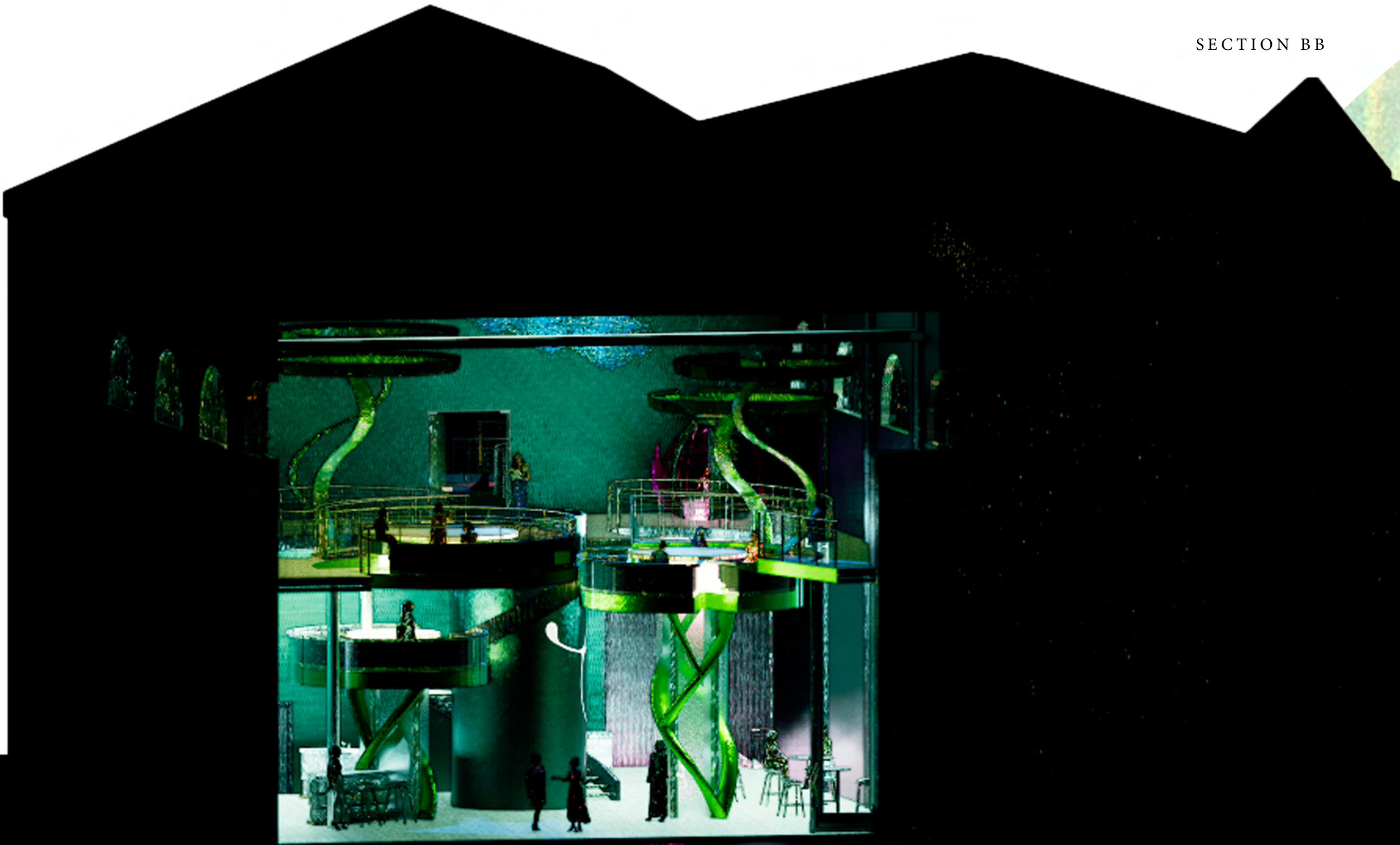


FIRST FLOOR

KEY

1. Stage
2. Lilypads bespoke fixture
3. Lounge chairs
4. Lift
5. Open seed Meditation pods
-
6. Wellness bar
7. Hydrotherapy / Sauna room
8. Seating

SECTION BB




USER JOURNEY

AXONOMETRIC

The Spa - SENSORY


The sober hen-do




Enter venue at 8pm



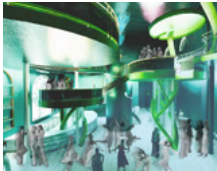
Head up to the lily pad where the communal tables mean seating with other women




Order food and drinks and enjoy the female entertainment




Meet other women and dance, converse and enjoy your evening




Make new friends and feel safe in your environment




Leave the venue and get home safe using track app and goods from the safety kit




The lonely student




Enter venue at 10am




Enjoy a relaxing spa day with friends



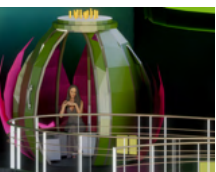
Leave at 1pm to get ready for your night out in the evening




Return at 9 pm celebrate your special night with fun alcohol-free wellness drinks



Beginning to feel overwhelmed by music and lighting Alys takes a moment in the pod



Leave having enjoyed a night out which celebrates both your culture and women.



MATERIALITY

Inspired by the serene blues and lush greens of an underwater lake, the venue features sustainable materials that echo nature's palette — organic textiles dyed with non-toxic, plant-based colors, recycled glass, and longlasting materials that can be removed, reworked, and reinstalled rather than discarded.



MAIN EVENT SPACE Key

- 1. BWT-Small Ripple Bowtie metal technology tiles
- 2. Black Panel wood
- 3. Granite Marble
- 4. SATINOVO® MATT – Acid-Etched Frosted Glass
- 5. Aged site wooden flooring
- 6. Metal curved panels
- 7. Aluminum pink bendable sheet
- 8. Dark blue fabric
- 9. Yellow thermoplastic polymer material
- 10. Cream ceramic tile floor
- 11. Oak Wood banister
- 12. Green tinted laminated willow glass

SPA Key

- 1. Eco- Friendly 25x25 mm square mosaic tile
- 2. Water
- 3. Travertino 60 × 120 cm natural stone tiles
- 4. Natural stone tiles
- 5. Vegetation
- 6. Welsh Quartz and Granite natural stone
- 7. Oak wooden beams
- 8. Rock Crystal

The Experience

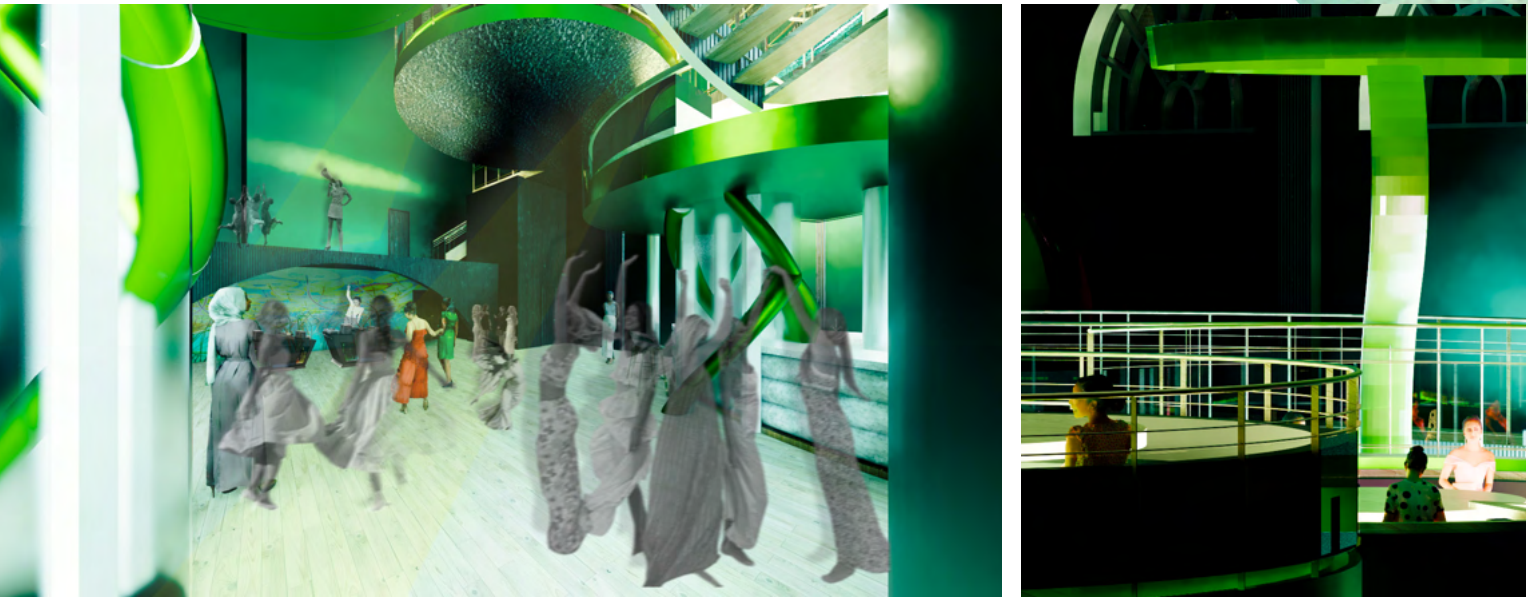


The Spa

The Entertainment

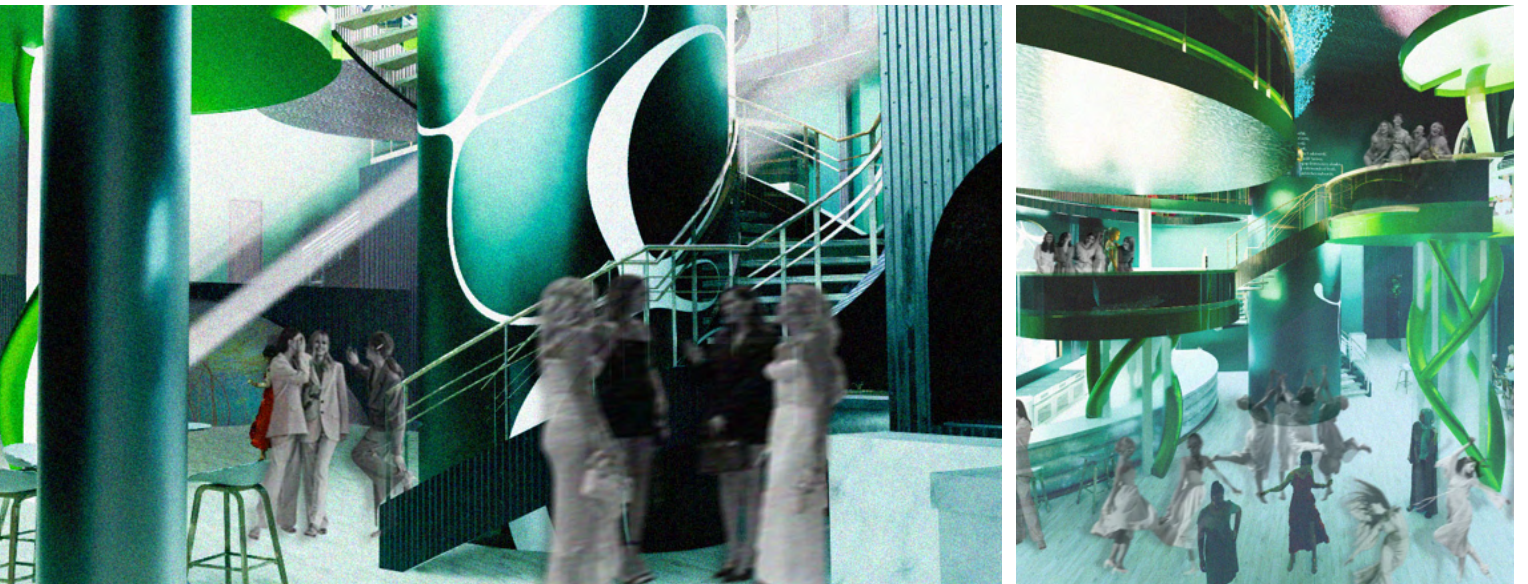


The Entertainment - STORYTELING



The stage is all about celebrating the female voices at this venue. Here they can express themselves freely and celebrate women in their own safe space. Referencing back to the oral tradition of folktales. And the community values of a third place. It honors the value of storytelling as a social glue, a way to build identity, connect generations, and celebrate local female talent. It's about making history feel alive and personal, not something dusty or distant. Here, every voice adds to the myth, every participant becomes part of the legend.

The Experience - SANCTUARY

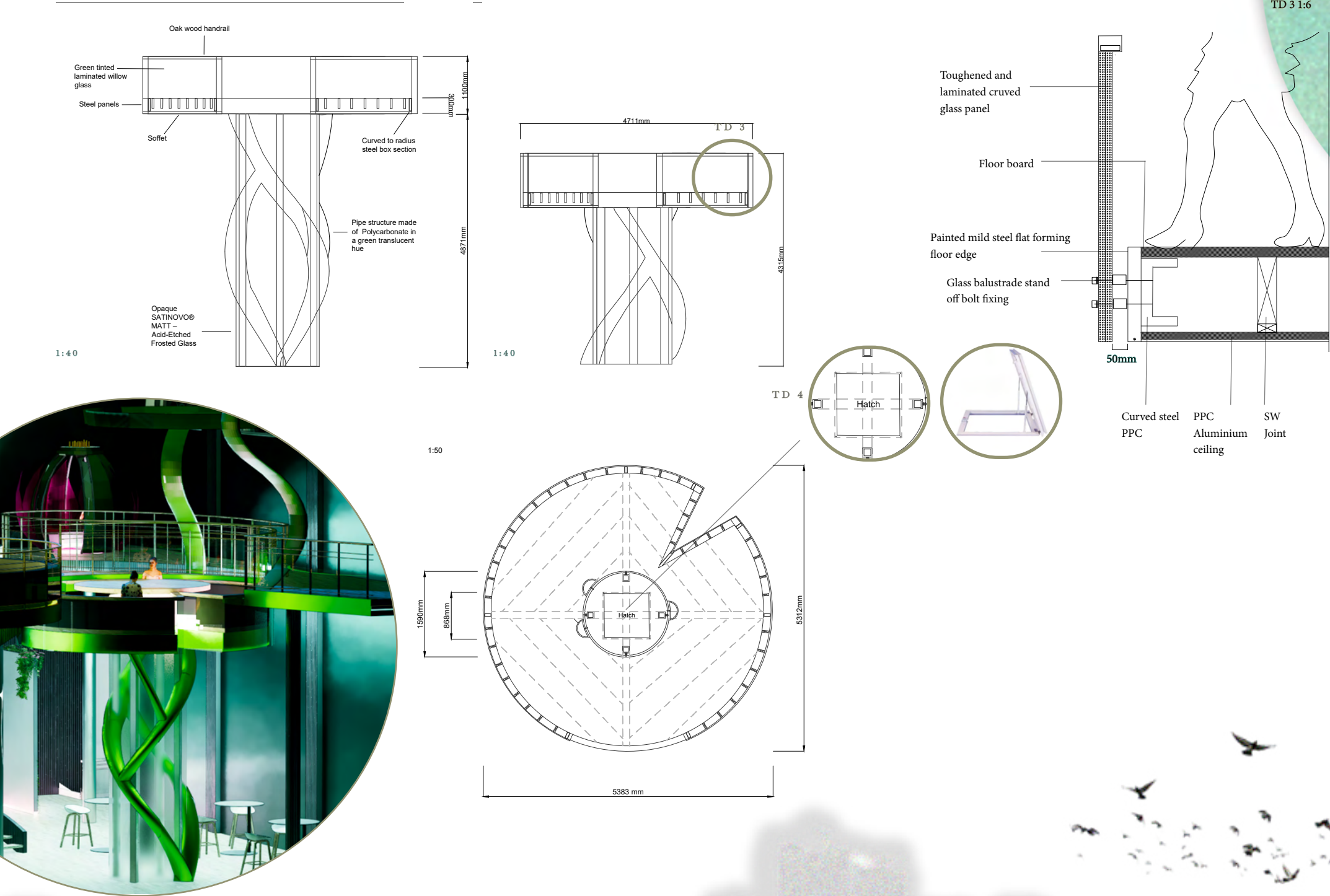


This space evokes an otherworldly atmosphere, drawing upon the myth of the Gwragedd Annwn to convey the liminal, and enchanting qualities attributed to the female figures of these Welsh legends. A portal to their worlds.

The venue offers a range of intentional experiences designed to ensure a safe and enjoyable journey from arrival to departure. These include front-door security, alcohol-free beverages that support female health, and water lily meditation pods for moments of overwhelm. A comfortable waiting area is available for transport or meeting friends, while a safety leaving kit provides essential supplies. Additionally, a custom app helps guests track their route home and alert others in case of an emergency.

BESPOKE FIXTURE

Lilypad bespoke fixture where users can sit and enjoy_a unique, immersive dining experience.



SAFETY CONCEPT

A safety app designed to ensure the safest journey home by mapping secure routes, tracking your journey in real-time, and offering features such as a fake phone call system to help you exit uncomfortable situations, as well as instant reporting tools to alert friends or family in case of an emergency.

The safety app and tote bag work together to support women on nights out by offering practical tools, resources, and real-time safety features that prioritize their well-being, health, and confidence in getting home safely.

The “safe journey” tote bag is created to support women’s health, comfort, and safety after a night out, offering essentials like;

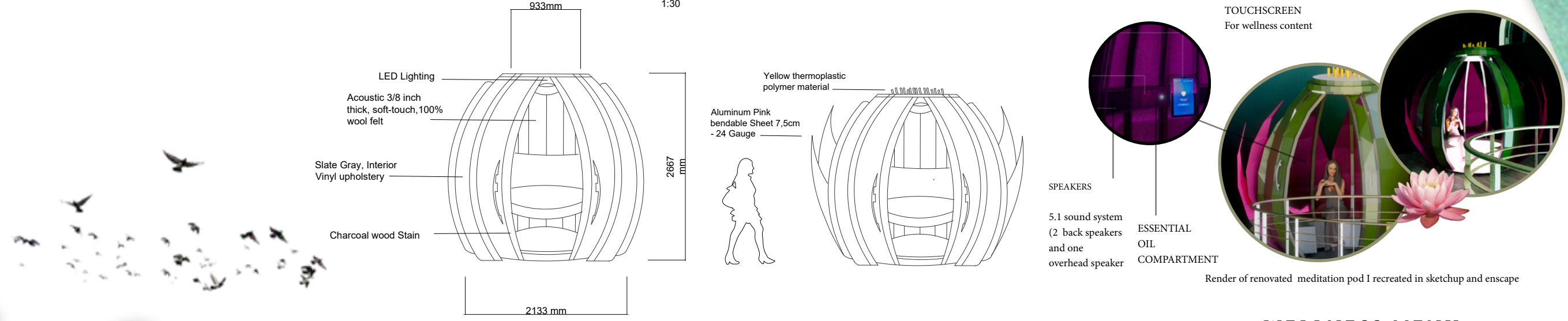
water, snacks, sanitary products, a mini first aid kit, tissues, and a pocket mirror. It also includes safety tools such as a personal alarm or rape whistle, along with a taxi voucher and an emergency contact card or public transport information to ensure safe travel.



Safety app concept in collaboration with graphic design student

OPEN SEED MEDITATION POD

A calming pod that blocks out noise and features soothing sounds and scents would offer women a safe, sensory retreat within the nightclub, providing a crucial space to decompress, regain composure, and feel secure in an environment designed to prioritize their well-being and comfort on a night out.



Render of renovated meditation pod I recreated in sketchup and enscape

WELLNESS MENU

- Wellness Drinks**
- Lleuad Tide Tonic** (for hormonal balance)
- Reflecting the moon's pull on water and women's cycles, this blend supports balance and vitality
 - Iechyd Infusion** (for gut harmony)
- Inspired by the healing waters of Llyn y Fan Fach, this probiotic infusion nurtures your inner balance, supporting digestion with cleansing botanicals.
 - Golau Disglair Elixir** (for skin health and radiance)
- Replenishing and nourishing from within, this elixr will promote a radiant glow with collagen production and mineral-rich ingredients.
 - Egni Cordial** (for an energy boost)
- Inspired by the fiery energy of the Gwragged Annwn faeries, this drink fuels you with natural adaptogens and energizing botanicals for a natural energy lift.
 - Dyrchafol Matcha Blend** (for a mood boost)
- Blending the energizing benefits of matcha with a calming boost, helping to uplift your spirits and enhance focus.



Menu concept in collaboration with graphic design student

