



# PALACE THEATRE HOTEL

SWANSEA

ANNA GRESLE FARTHING

The Palace Theatre Hotel is located in an abandoned Grade II listed theatre in the centre of Swansea, Wales built in 1888. Abandoned in 2007, and surviving an arson attack in 2019, without this development, one of the most prominent and iconic buildings in the city would be lost forever. The theatre has a rich history, with a range of famous performers and many original architectural features, such as the decorative iron railings and plaster pro arch. The design includes a guest lounge with private café (pictured above), a bar and restaurant open to the public, as well as a range of unique suites.




One of the most important reasons for the success of this project was the building selection. The Palace Theatre has such a vast and interesting history to take inspiration from. From the architecture and people who performed on stage to its many reincarnations, such as a cinema and club. Then adding to this is the abundance of inspiration that can be taken from Swansea and Wales, such as the traditional crafts of blanket and quilt making, as well as the once booming Swansea porcelain trade.



Arrow Porcelain



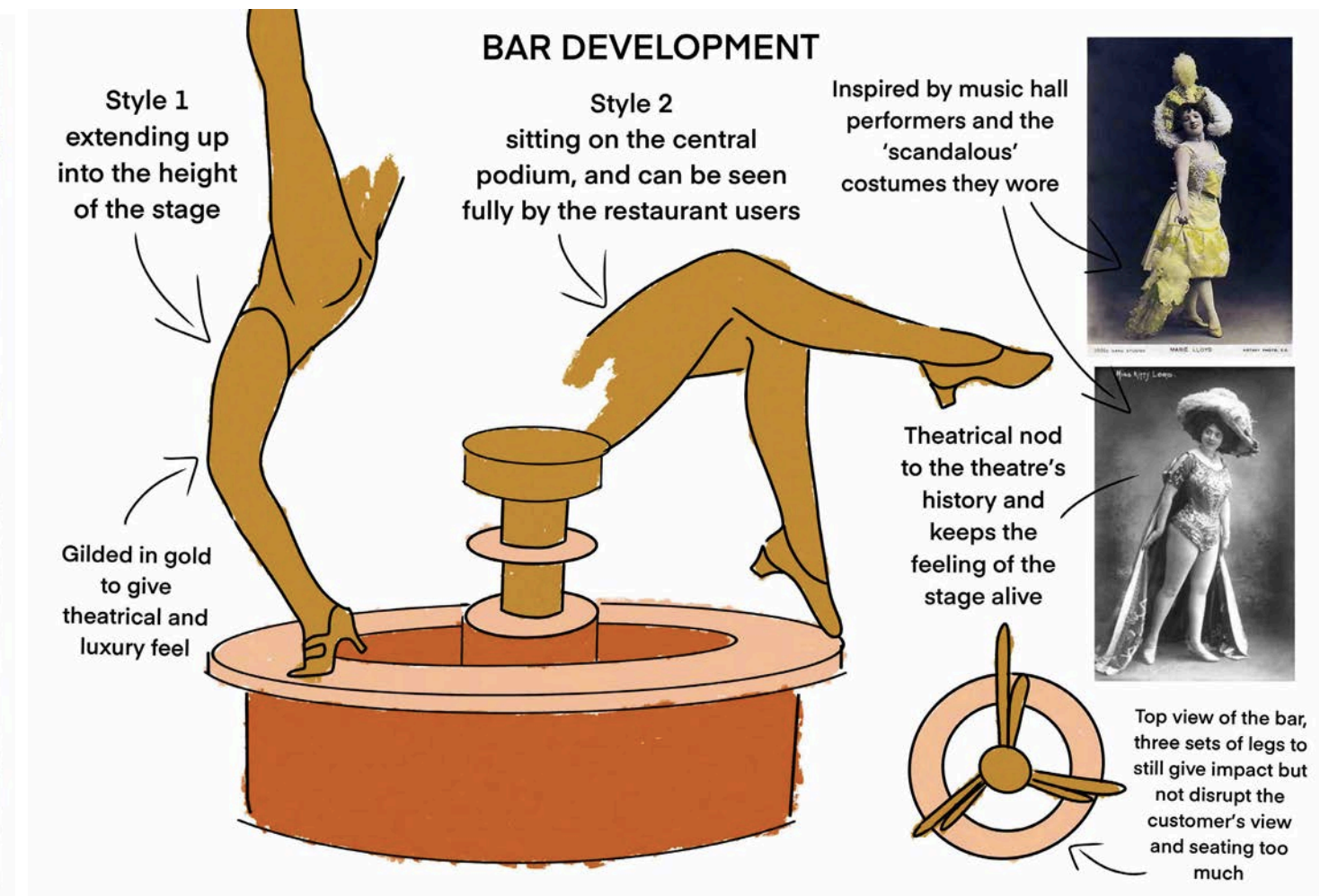
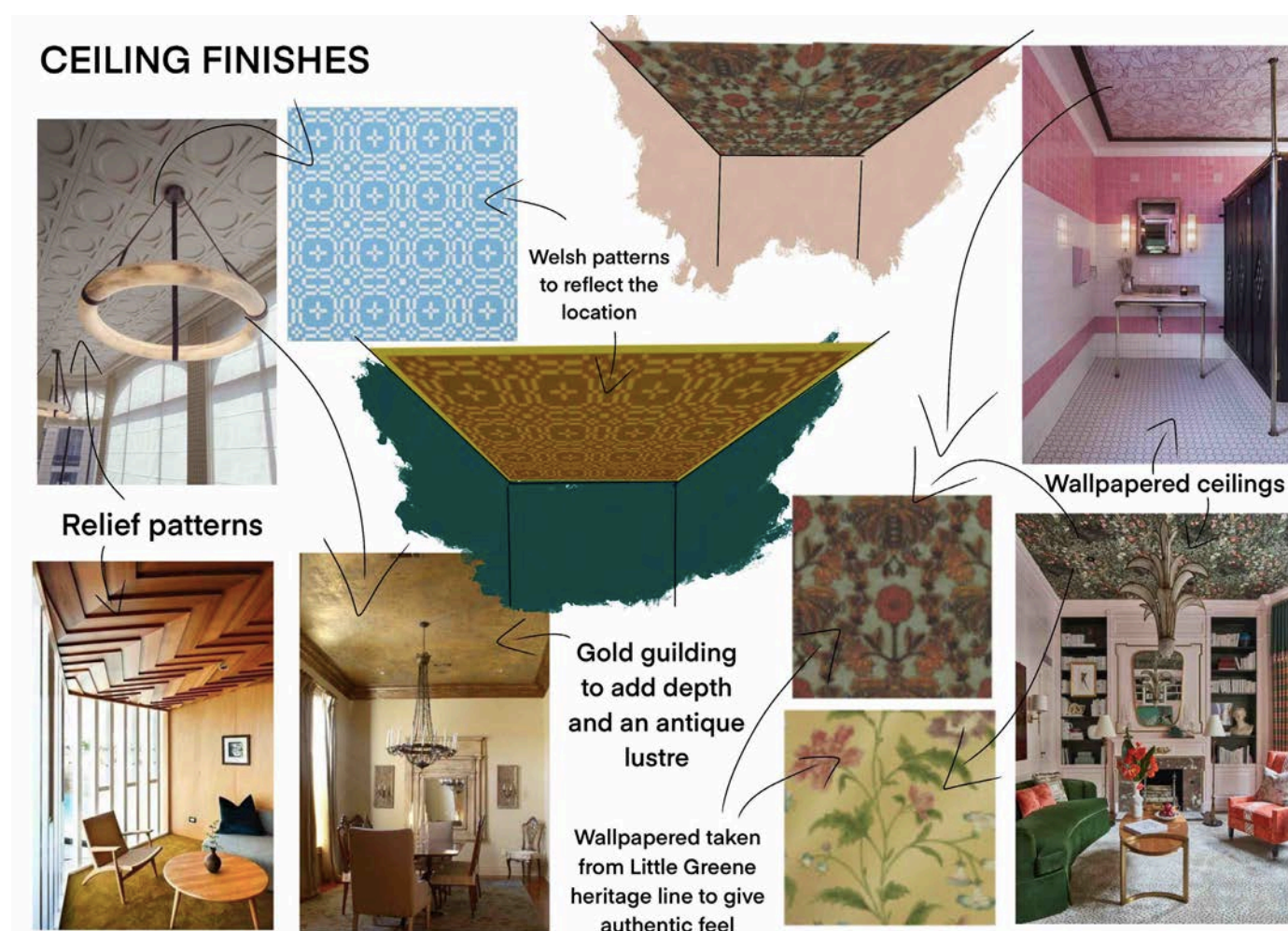
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# THE INTERIOR DESIGN...



GUEST LOUNGE & CAFE (GROUND FLOOR)



BAR (FIRST FLOOR STAGE AREA)

The interior design in its traditional sense is obviously very important. However, the inspiration for these designs comes mainly from the building and surrounding area. Every element is a reference to something, not simply put there to look cool or because it was on a Pinterest board. This is what creates the initial impact and heavily roots the design in this particular project.

For example, the colour pallet for the spaces was determined by those found in different examples of Swansea Porcelain, so each space felt different, yet had the same tone. The panelling on the ceiling on the ground floor was inspired by the patterns found in Welsh blankets, gilded in antique gold to add to the drama of this theatre. And finally, the brass showgirl legs of the bar located on the stage. These not only add to the sense of theatrical design but are in reference to the scandalously dressed music hall performers that the theatre showcased.

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# CONSIDERATION OF MATERIALS...

By considering the selection of materials, fixtures and furniture more deeply, when paired with the site-inspired interior design creates a scheme which not only looks, but also feels authentic to the building and location.



**LOCAL ARTISANS**

**Reptile Tiles**  
Swansea based ceramic artist who specialises in creating custom tile murals

**Melin Tregwynt**  
Welsh wool mill, creating traditional and modern Welsh pattern textiles such as blankets, cushions, furniture and so on

**Swansea Quilters**  
Group of locals who create traditional Welsh quilts

Extensive research was done into locally produced materials as well as local artisans. There was also consideration of the materials' appropriateness to the building, such as the 19th century range of wallpaper from Little Greene, as well as reworked vintage and antique furniture sourced from local antique dealers. Every material selected was either a reference to the theatre or Swansea and Wales.



HOPKINS SUITE (SECOND FLOOR)

Exploration of more unconventional ways of using these materials was also used. One such example is the broken chandelier installation in the restaurant. The design reflects the 'faded glamour' of the building's abandoned state. As well as using crystals from reclaimed chandeliers, the design incorporates shards of broken Swansea Porcelain, which was world renowned for its translucent properties.

Chandelier created using shards of broken Swansea-based porcelain

Making use of the porcelain's translucent quality and paying homage to the low success rate of the potteries

Finding beauty in the imperfections

Mirrors finished with foxed process using accents of gold to give aged look and feel

Mixed in with glass beads and textures to add depth

Mirrors will reflect the light installation

Balconies covered with one way glass so that the rooms have a view of the stage but with privacy from people in the restaurant



RESTAURANT (FIRST FLOOR)

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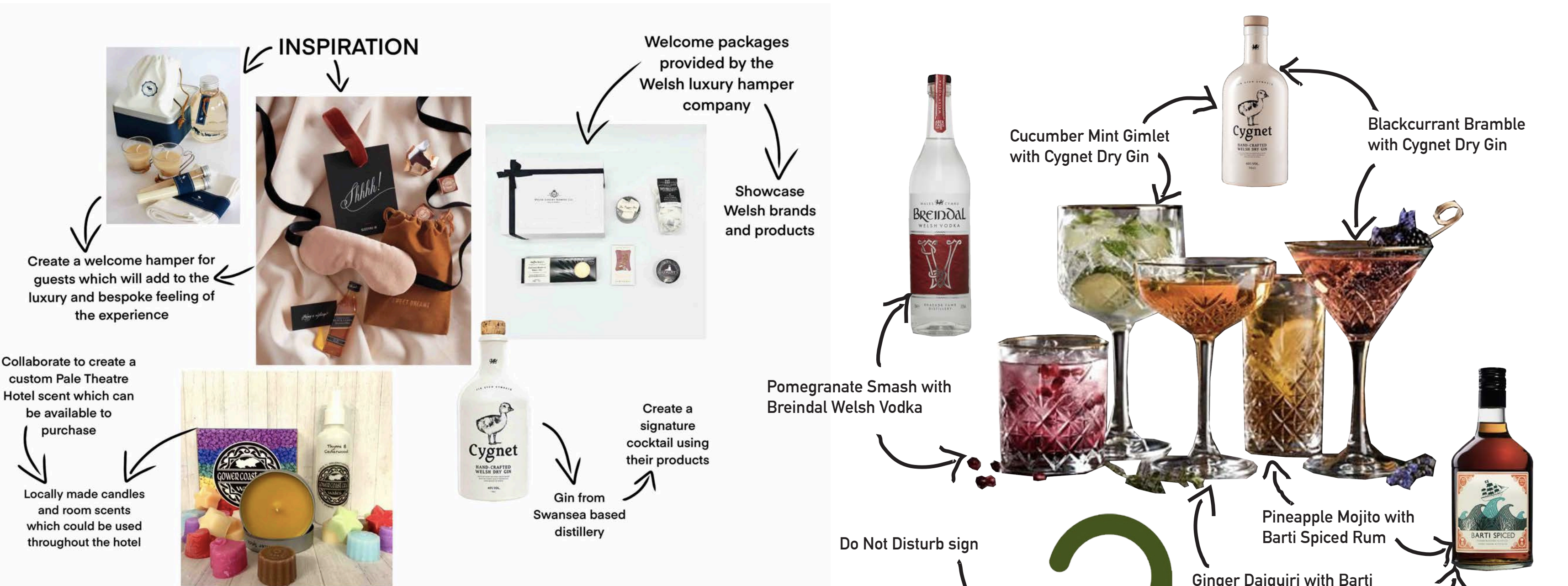


# CREATING A FULL EXPERIENCE...

The thing that really pushes this project proposal is the consideration of the design beyond the classic preconceptions of interior design. The Palace Theatre Hotel aims to be a unique experience of Swansea and this amazing building. Every single element of the customer's interaction with the space has been carefully curated from the food and drink they consume to the scents they smell.

The food in the restaurant will be reimagined Welsh classics cooked using local produce, and the bar will only serve a selection of beverages produced locally, as well as custom cocktails created using spirits from local distilleries. All of the bathroom soaps as well as the amenities provided in welcome hampers for the rooms will be sourced from local businesses, as well as creating a signature Palace Theatre Hotel scent in collaboration with Gower Coast Crafts used throughout the building.

Not only does this help to provide business to the local area, but also acts as a celebration of what Swansea has to offer and will hopefully encourage guests to purchase from them during and long after their stay.



STOLL SUITE (SECOND FLOOR)



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