Tunisia's history begins with the legendary Dido, the founder of Carthage. She was an emblematic woman responsible for the origin of a city and the creation of an empire. Dido's legend provides the conceptual framework for the Womens Enterprise Centre (WEC).

Tunisia is progressive in terms of equal rights for women. The function of the WEC is to support the economic development of Tunisian women by providing access to information, IT services, meeting rooms and network facilities for the female business community. The public gallery space provides a platform for local artists to display and sell their work, and the associated cafe provides local and visitors respite from the heat of the open plaza. The design is in keeping with the building typology of the Tunis medina. It incorporates a central courtyard that allows light penetration, airflow and shade. The building occupies a prominent site in the medina that fronts onto a civic plaza. The design considers this civic address through the treatment of the entry spaces, material differentiation, screening and landscaping. An olive grove has been introduced to diffuse the shift from the old to the new and to reference the Olive Tree Mosque that once occupied the site.