

Press Release  
Stockholm, May 18, 2021

## Villa Dagmar opens for international influences on Nybrogatan

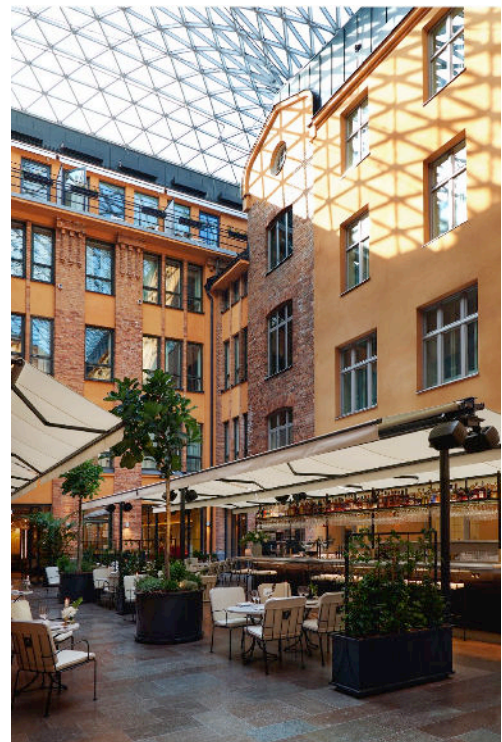
**Villa Dagmar - a sister hotel to Hotel Diplomat - is now opening in one of Stockholm's best locations next to Östermalm's Market Hall. The exclusive boutique hotel, with the feeling of an urban villa, opened its doors on May 6<sup>th</sup>, 2021 and welcomes all guests seeking an international experience that offers something extra in the way of amenities and personality.**

At Villa Dagmar, personal service, design of the highest quality meets with unique food and drink experiences. Villa Dagmar wants to be the first choice for the hotel guests and a top-of-mind meeting place for Stockholmers.

*- We took on the task of developing a sister hotel to Hotel Diplomat with great humility. With our common eye for details and with a strong focus on well-being, we wanted to create an inspiring holistic experience that gives the feeling of being in an exclusive international villa. We love to travel and appreciate visiting metropolises and cultural cities throughout Europe for cultural and craft experiences, and thus our desire is to create an urban meeting place here in Stockholm, says Anna Cappelen, chairman of the board and co-owner of Hotel Diplomat and Villa Dagmar.*

### **A timeless international hotel with the scent of Italy**

Villa Dagmar is built in the properties located at Nybrogatan 25-27 and also in the underlying property, where a caramel factory and a silversmith were formerly located. The renovation and restoration work was completed by Stockholm City architects Tengbom, together with Villa Dagmar's architect Per Öberg to preserve the Art Nouveau style and carefully refine details when the properties were merged together. A beautiful glass ceiling, inspired by the British Museum, frames the courtyard and garden and forms the hub of the hotel



The vision of a sister hotel to Hotel Diplomat has been around for a long time and Villa Dagmar's concept has grown out of the owner family's experiences and curiosity, with the dream of creating a home like Dagmar Bergsten's villa in Båstad. Dagmar was a modern, generous, and curious woman with an inclusive personality and sense for quality, good food and design. Behind the interior is Anna Cappelen together with interior designers Per Öberg and Helena Belfrage. Prior to starting the interior, an internal group was appointed to help with inspiration, consisting of the aforementioned as well as Sune M. Malmström, the hotel director and co-owner Villa Dagmar. Together they have taken inspiration from their European travels, which created the vision for a personal and unique boutique hotel, in the form of a city villa.

*- It has been a fun journey where along the way we have been able to develop the vision. The whole family has been involved and contributed to the work where every detail is carefully selected to give the right feeling of a wonderful home. A common thread runs through everything from the architecture, to the fine moldings, crafts and collectibles, and to the interior, says Anna Cappelen.*

The privately owned boutique hotel Villa Dagmar, which opens in the spring of 2021, is a sister hotel to Hotel Diplomat Stockholm and is run by the fourth generation Malmström. Villa Dagmar offers a luxurious and international hotel experience on Nybrogatan at Östermalmstorg in the heart of Stockholm with a restaurant and bar, a flower shop and a spa. The sister hotel, Hotel Diplomat Stockholm, has been named one of Northern Europe's best hotels in the category "Best Hotels in Northern Europe" by the prestigious Condé Nast Traveler Readers' Choice Awards®: 2014, 2018, 2019 and 2020. [www.hotelvilladagmar.com](http://www.hotelvilladagmar.com)

*- It has been an intensive and enlightening project where we have contributed with our collective experience from previous restorations and hotel projects. The vision for Villa Dagmar has been clear from the start and has carried us through the entire project. The hotel consists of several culturally and historically protected buildings of different characters, which has required a joint effort to succeed in creating the hotel's physical and visual flows. We have created a wonderful place, a place you want to return to, says architect Per Öberg*

### **A City Within a City**

Hotel guests are welcomed, to Villa Dagmar, via the main entrance on Nybrogatan 27. In the lobby, guests are greeted by a warm, international and modern atmosphere. There are seating areas where guests and Stockholmers can meet for informal meetings or for a glass of wine before their evening meal. The Garden, our glassed covered courtyard, has a centrally located food and wine bar and a restaurant, which is run in collaboration with star restaurateurs Daniel Högländer and Niclas Jönsson. The hotel also has a store with a bar, its own concept and flower shop, Orangeriet and Smedjan, where guests can enjoy privacy, a chambre séparée for meetings and events, a holistic spa and a gym with a separate entrance to Östermalm's Market Hall. The interior and the atmosphere in the courtyard have a Mediterranean feel with warm colors, dark wood, tables and chairs in wrought iron, large plants and luxurious flower boxes from the balconies.

The hotel's 70 rooms and suites are classically furnished with furniture from carefully selected Swedish and Italian designers, the interior is intended to give a warm home feeling with the highest quality in all design choices. The guest rooms are individually designed in warm tones with an exclusive and eclectic style and with generous bathrooms. Some rooms have wallpaper, and some are painted, with soft carpets or beautiful wood floors with a carpet of frieze. The hotel offers rooms with a view or a balcony over the garden, rooms with a view see out over the busy and delightful Nybrogatan or Östermalm's rooftops.

### **Flavors from the Mediterranean**

The restaurant at Villa Dagmar is inviting with international feeling and is run in close collaboration with the star restaurateurs Daniel Högländer and Niclas Jönsson, the duo behind the Michelin restaurant Aloë. Here, the Mediterranean feeling is felt in the interior as well as in the menu with influences from Italy, southern France, the Middle East and North Africa. The dishes are mainly from the maritime and the green kitchen but also contains other exciting dishes such as innovative pizzas. Overall, it is a generous menu where guests can choose from many small dishes, which fill the tables together with carefully selected drinks in an organized chaos.



*- With Villa Dagmar, we will be a new alternative to Nybrogatan's fantastic range and offering. Here we welcome guests from early morning to late evening. There are many smaller dishes on the menu so that you can choose a little of each or share with company. Our keywords are inclusive, contemporary and genuine. There is a lot of room for playfulness and inspiration, which makes it possible for us to be creative and add new flavors and dishes to the menu, says Daniel Högländer.*

In addition to the restaurant, there is the food and wine bar on the piazza, where small dishes and snacks as well as good wines and delicious cocktails are served.

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*- Villa Dagmar is like nothing we have done before. Together with Villa Dagmar, we have set up an organic structure for everything to work around the clock, every day of the year. This applies to all parts of the service, from the restaurant for breakfast, lunch and dinner, to the food and wine bar, the takeaway, the shop and room service, says Niclas Jönsson.*

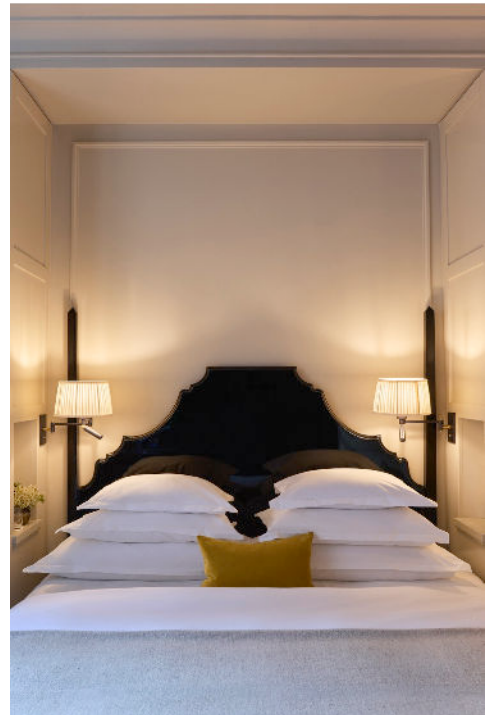
### **That Little Extra**

The shop serves organic breakfast in the mornings and in the evening's simple dishes along with a good glass of wine. The menu includes several breakfast options; smoothies, salads and light dishes for lunch and dinner to take with you or enjoy on site in the store or in the outdoor terrace. There are also products such as olive oils, earthenware and confectioneries, which can be purchased for oneself or to give away.

In the hotel's unique concept and flower shop, guests can buy a piece of the hotel. Everything from design objects, books, accessories to a selection of Villa Dagmar's furniture, specially designed by Per Öberg. Dagmar's home was surrounded by a wonderful garden filled with flowers and plants. To pay tribute to Dagmar's expressive garden, Villa Dagmar has its own flower shop and florist who creates arrangements for the hotel, but also for those who want to buy beautiful flowers and plants for their home.

Villa Dagmar's gym and holistic spa, Dagmar Spa & Spirit, is a place where body, mind and soul can get much needed relaxation or a quick workout. Classic and innovative treatments are offered with elements of modern spirituality. The well-equipped gym is located in direct connection to the spa and relaxation area, with a steam and dry sauna as well as a rain shower.

*- At Villa Dagmar, everyone should enjoy themselves, regardless of whether they are a guest or someone who comes to eat or drink well, buy something in our concept store or the flower shop, enjoy a treatment in our spa or for meetings and socializing. Our service is always personal, efficient, professional and friendly, says Lina Gabrielson, CEO of Villa Dagmar and Hotel Diplomat.*



### **A New Place in a Chic Part of Stockholm**

For Villa Dagmar, the location is important. On Nybrogatan and in the surrounding area there are several of Stockholm's most interesting cultural sites, shops and restaurants as well as Villa Dagmar's sister hotel, Hotel Diplomat.

*- Nybrogatan has been given new life with the newly renovated Östermalm's Market Hall with its restaurants, Brasserie Astoria and Schmaltz. A completely new spot in the heart of Stockholm. For us, the location of Villa Dagmar was crucial in order to offer our guests the best during their stay with us, concludes Sune M. Malmström.*

Villa Dagmar, Nybrogatan 25-27, Stockholm opened May 6, 2021.

**For bookings and menus:** <https://hotelvilladagmar.com/>

**For more information, high-resolution images and interview requests, please contact:**

Heléne Airijoki, press contact SpoilConcept

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