



VILLA  
DAGMAR

## THE HOTEL AND THE BUILDING

The founders of Villa Dagmar have been the successful owners of Hotel Diplomat since the 1930s. Their experience and passion for creating memorable hotel experiences has made them one of the country's leading players in the tourism and hospitality industry. In 1970, the founders acquired properties and hotels in Åre, which became the popular Hotel Åregården, Dippan and Sports Hotel. They ran the business successfully until 2016, when the vision of a sister hotel to Hotel Diplomat became a reality.

The inspiration for Villa Dagmar comes from a person in the founder's family, a modern, generous and inclusive woman with an eye for quality, good food and design. Another significant part of the inspiration comes from the founders' many trips throughout Europe and their interest in discovering cultural sites, crafts and collectibles.

The appreciation for the beautiful things in life is the true source of inspiration; traveling abroad with friends, classical cuisine from the Mediterranean and the great artists who dominated Europe in the early 20th century. Inspiration was also taken from strong women such as Karin Larsson, Sonia Delaunay, Helle Nice, Gertrude Stein, Hilma af Klint, Peggy Guggenheim and Kiki De Montparnasse - visionaries who stood for culture, intellect and modernity.

The name Villa Dagmar comes from an elegant home surrounded by a beautiful rose garden, Villa Dagmar in Båstad. Villa Dagmar, then as now, was an escape from the bustling city, an eclectic and cozy place where friends and family gathered in the 1920s and 1930s. The villa was filled with beautiful flowers and decorated with an extensive art collection that the couple acquired during their long European journeys. The house was inspired by Villa D'Este in Rome and by Villa San Michele in Capri, built by world-renowned physician and author Axel Munthe. Axel, who was Queen Victoria's doctor and rumored lover, lived on Nybrogatan 25 - 27, where Villa Dagmar is located today.

"We are happy to realize our dream and inspiration about Villa Dagmar in a new hotel with heart and soul, located at one of Stockholm's best addresses." - Anna Cappelen

Villa Dagmar aspires to be a personal and lively hotel experience in Östermalm - in the heart of Stockholm. An intimate and international boutique hotel with 70 hotel rooms and suites, where eclectic design is combined with restaurant experiences, a spa, a gym, a concept shop, and with events and meeting opportunities. Villa Dagmar, which is part of the same family as Hotel Diplomat, opens on May 6th, 2021.

"With Villa Dagmar, we have created a beautiful and creative home, the perfect combination for the world-class traveler looking for a hotel with both heart and soul in a chic and trendy part of Stockholm next to Östermalm's Market Hall." - Sune M. Malmström

## ARCHITECTURE

Stockholm architects from Tengbom Arkitekter and Per Öberg Architect Design are behind the work of bringing together the buildings located at Nybrogatan 25-27 and the caramel factory, to create the hotel's physical and visual flow. The vision for Villa Dagmar was clear from the start.

## INTERIOR AND DESIGN

Anna Cappelen is responsible for the interior 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



VILLA  
DAGMAR

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. Every detail is carefully selected to give the feeling of a loved home and a common thread runs through the architecture, the fine moldings, the crafts and collectibles, as well as the interior and contemporary art, all of which form the personal feeling of a loved home.

## THE GARDEN

The garden, like an Italian piazza, is the heart of Villa Dagmar with a centrally located food and wine bar. The garden is surrounded by the restaurant, the wine bar Dagges with outdoor seating, a concept, Orangeriet and Smedjan, where guests can enjoy privacy, a separate room for meetings and events, Dagmar Spirit & Retreat, as well as a separate entrance to Östermalm's Market Hall. The garden is framed by a magnificent glass ceiling.

## FOOD AND DRINKS

In the heart of Villa Dagmar there are several food and beverage options to satisfy different moods and moments. A temporary escape from the bustling city where guests and visitors can feel at home. The courtyard, like an Italian piazza, is the central meeting place for hotel guests and visitors, is framed by a magnificent glass ceiling.

## THE RESTAURANT

Villa Dagmar's restaurant is run in close collaboration with star restaurateurs Daniel Högländer and Niclas Jönsson, the duo behind the award-winning Michelin restaurant Aloë. Here, gastronomy, heart and high ambitions for the hotel are combined for guests who want to enjoy gastronomy from all corners of the Mediterranean, as well as fantastic wines and cocktails. The dishes are mainly from the maritime and green kitchen, but also contains other exciting dishes such as innovative pizzas. Including, Contemporary Gastronomy and The Real New Nordic are some inspirational keywords. There is space for playfulness and inspiration, which gives the kitchen the opportunity to be creative and add new flavors and dishes onto the menu. The generous menu with many small dishes fills the tables along with carefully selected drinks in an organized chaos. The restaurant offers early breakfast, lunch, dinner and late-night cocktails every day of the week.

## THE COCKTAIL BAR

The cocktail bar is located in the Garden, and offers carefully selected signature cocktails, wines and a bar menu with small dishes. Here, hotel guests and visitors can relax in comfortable lounge chairs.

## DAGGES

At Villa Dagmar's wine bar Dagges, antipasti and Neapolitan pizzas are served and the qualified sommelier is happy to pick out a good wine that makes the food crackle a little extra. On Fridays and Saturdays, Dagges is visited by various DJs who turn the bar into a vocal meeting place. Have a seat at the bar or on one of the sofas and enjoy the music, the guests and the vibrant atmosphere.

## CONCEPT STORE

Villa Dagmar's store, "Gazebo", is a unique concept store. The idea is that guests and visitors should be able to buy part of the hotel to take home. Here you will find carefully selected design objects, books and accessories. All products are also available for purchase via Villa Dagmar's and the sister hotel Hotel Diplomat's webshop.



VILLA  
DAGMAR

## CONFERENCES AND EVENTS

Villa Dagmar offers spaces for meetings, conferences and events in an inspiring environment. The hotel's central location, in the heart of Östermalm, has a big city pulse, while the hotel itself is a quiet oasis for all social gatherings. The perfect place for different types of meetings, whether it be a private business dinner or creative workshops.

## GYM AND WELLNESS

Dagmar Spirit & Retreat offers a place where body, mind and soul can get a much-needed break or a quick workout. Villa Dagmar's guests can book classic treatments as well as innovative treatments with elements of modern spirituality, where whole and holistic thinking about body and soul are merged. Professional dermatologists take care of guests and give advice on various treatments. The gym is fully equipped and is directly adjacent to the wellness area with a rain shower, as well as both a steam and dry sauna.

## VILLA DAGMAR FACTS

Number of rooms and suites: 70

Restaurant: 1

Cocktail bars: 2

Wine bar Dagges: 1

Private dining room: 1

Concept store: 1

Gym: 1

Conference and meeting rooms: 2

### Social Areas:

Villa Dagmar's social areas welcome hotel guests and visitors for food and drinks, as well as relaxation and socializing. The restaurant with Orangeriet can hold 80 seated guests and the garden / courtyard up to 50 people. The wine bar Dagges with outdoor seating has room for up to 16 people.

Address: Nybrogatan 25-27, 114 39 Stockholm

Tel: + 46 (0) 8 122 135 50

Email: [info@hotelvilladagmar.com](mailto:info@hotelvilladagmar.com)

Web: <https://hotelvilladagmar.com/>

Partner: Preferred Hotels & Resorts <http://preferredhotels.com>

Owners: Private: Anna Cappelen, Sune M. Malmström, Lovisa Malmström, Linda Grassman Malmström

Chair: Anna Cappelen

CEO: Charlotta Olsson

Hotel Director: Sune M. Malmström

PR: Marie Matsson

Architects: Stockholm City Architects at Tengbom Arkitekter and Per Öberg Architect Design

Interior design: Anna Cappelen in collaboration with architect Per Öberg and interior designer Helena Belfrage

Skin care products: Villa Dagmar's own.

Rooms: Footstools and mirrors designed by architect Per Öberg for Villa Dagmar. Desk and beds are specially ordered from an Italian family business.



VILLA  
DAGMAR

## THE HOTEL OWNERS - THE HISTORY OF THE MALMSTRÖM FAMILY

1882 - The first houses are completed on Strandvägen in Stockholm. Around 1860, Strandvägen did not exist, the area was a swampy beach with unhygienic slums.

1900 - At the turn of the century, young Oscar II expressed a wish that Stockholm would have a parade street where the royal family could make its way to Djurgården to welcome spring, on the 1st of May. This is how Strandvägen came to be.

1904 - Around 1904, only Strandvägen 7 remained to be built on.

1911 - Strandvägen 7 was built in an Art Nouveau style and became the most magnificent building on Strandvägen. The building took the form of a "U" with the wings facing the street. The property was divided into 7A, 7B and 7C. The builder was A. Boström and the house was named the same. Boströmska Palatset was inaugurated in 1911 at Strandvägen 7 and is still today considered to be Strandvägen's most beautiful building.

1918 - Strandvägen 7C was acquired by Carl and Dagmar Bergsten (the current owner's great grandparents). The floors were light, airy and large, with two state rooms per floor of 350/550 square meters. The rent for a ten-room apartment at the time was 8,000-10,000 SEK per year, with a professional salary being at approximately 1,200 SEK per year.

1920 - The first floor is rented out as a hotel room under the name Strandvägspensionatet.

1930 - During the Depression, the large floors were emptied. But 7C managed to create interest in foreign embassies and in the 30s and 50s 7C was rented by Romanian, Chilean, Persian, Hungarian, Italian and Canadian embassies.

1960 - In 1960 it was decided to expand the hotel part and in 1962 the Romanian Embassy's premises were rebuilt into a 15 room hotel.

1966 - Great demand for hotel rooms made Sune Malmström Sr. decide to buy out his siblings and become the sole owner and rebuild the entire building into a modern hotel. Decor in blonde Swedish style was made by NK Design. In connection with this, the hotel was named Hotel Diplomat.

1970 - Sune Malmström Sr. bought properties and hotels in Åre. A few years later, a hotel was also bought in Linköping as well as the Swan Diplomat, located between Oxford and Cambridge, which was later sold.

2011 - The property, Strandvägen 7C, celebrated 100 years.

2014 - 2019 The owners sold the properties and the hotel in Åre.

2016 - The owners sign a new agreement with the City of Stockholm to run a new hotel on Nybrogatan 25-27 next to Östermalm's Market Hall. The property was built in 1870 and is a well-preserved Art Nouveau style building.

2021 - On May 6, Villa Dagmar opens the doors to a unique home, a city villa, on Nybrogatan 25-27.