



VILLA
DAGMAR

THE HOTEL STORY AND THE BUILDING

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

The inspiration for Villa Dagmar comes from a family member who was a modern woman with a sense of quality, good food, and design, characterized by a generous, curious, and inclusive personality. Another significant source of inspiration comes from the owners' many travels to various corners of Europe and their interest in discovering new cultural places and craftsmanship.

Influences from the life that inspired them included beautiful things, trips abroad with friends, classic Mediterranean cuisine, and the great artists who dominated Europe in the early 20th century. Inspiration was drawn from strong women such as Karin Larsson, Sonia Delaunay, Helle Nice, Gertrude Stein, Hilma af Klint, Peggy Guggenheim, and Kiki De Montparnasse—visionaries who represented culture, intellect, and modernity.

The name Villa Dagmar has its origins in a classic and elegant home surrounded by a beautiful rose garden, Villa Dagmar in Båstad. Villa Dagmar, both then and now, was a retreat from the bustling city, an eclectic and delightful place where friends and family gathered during the 1920s and 1930s. The villa was filled with beautiful flowers and adorned with an extensive art collection acquired by the couple during their long travels through Europe. Villa Dagmar and the family's home in Båstad are inspired by the Renaissance palace Villa d'Este near Rome and Axel Munthe's San Michele in Capri. The world-famous physician and author Axel Munthe, who was Queen Victoria's doctor and is said to have been her lover, lived at Nybrogatan 25-27, where Villa Dagmar stands today.

“We are excited to realize our dream and inspiration for Villa Dagmar in a new hotel with heart and soul at one of Stockholm's best addresses.” – Anna Cappelen

Villa Dagmar aims to provide a personal and vibrant hotel experience in Östermalm—at the heart of Stockholm. An intimate and international boutique hotel with 70 rooms and suites, where eclectic design is combined with dining experiences, treatments, a gym, a concept store, and event and meeting opportunities. Villa Dagmar is part of the same family as Hotel Diplomat and opened on May 6, 2021.

“With Villa Dagmar, we have created a beautiful and creative home, the perfect combination for the worldly traveler seeking a hotel with both heart and soul in a chic and conscious part of Stockholm, next to Östermalmshallen.” – Sune M. Malmström

ARCHITECTURE

The architects from Tengbom Architects and Per Öberg Arkitekt AB are responsible for merging the buildings at Nybrogatan 25-27 and the candy factory, creating the hotel's physical and visual flows. The vision for Villa Dagmar has been clear from the start.

INTERIOR AND DESIGN

The interior design is the work of Anna Cappelen in collaboration with interior architect Per Öberg and designer Helena Belfrage. For this project, an internal team was formed, including the above-mentioned and Sune M. Malmström, hotel director and co-owner of Villa Dagmar. They drew inspiration from their travels around Europe, which laid the foundation for the vision of a personal and unique boutique hotel, a city villa. Every detail is carefully selected to convey the right feeling of a lovely home, and a consistent theme runs through everything from the architecture, fine moldings, craftsmanship, to the interior and contemporary art, which plays a significant role in the overall atmosphere.



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FOOD & BEVERAGE

The hotel collection's gastronomy, heart, and high ambitions combine with warm personal service. All restaurants and bars are run in-house, where Niclas Jönsson, gastronomic inspire for Diplomat Collection, collaborates with the hotel chefs to ensure a cohesive food offering and menus.

THE GARDEN/COCKTAIL BAR

The Garden, with its magnificent glass roof, is a lively meeting place that feels like visiting a friend's city villa. The Garden is the heart of Villa Dagmar, and its pulse can be felt from early morning until late evening. The Garden menu features a selection of Villa Dagmar's signature dishes. Overall, it is a generous menu that includes many small dishes, filling the tables alongside carefully selected drinks in an organized chaos. Breakfast, lunch, dinner, and cocktails are served late into the evening every day of the week.

DAGGES

In the hotel's charismatic wine bar Dagges, Villa Dagmar's sommelier has curated exclusive wines from the hotel's preserved wine cellar. The wine cellar at Villa Dagmar is a testament to craftsmanship, aiming to spark curiosity and highlight high-quality wines from lesser-known regions than the classics. Welcome to explore the world of wine. Take a seat at the bar or in one of the sofas and let the sommelier guide you through a wide range of excellent wines paired with carefully selected aperitivos and charcuterie.

CHAMBRE SÉPARÉE

Villa Dagmar is perfect for all types of events, private dinners, and gatherings. For those who prefer a bit more privacy, we offer private rooms suitable for both large and small groups.

SUSAN SZATMÁRY BOUTIQUE

The acclaimed designer Susan Szatmáry has an exclusive boutique at Villa Dagmar. Here, a unique world of handbags is offered, which have been worn by the Swedish royal family and personalities such as fashion expert Emilia de Poret and Vogue Scandinavia's editor-in-chief Martina Bonnier. Susan has also introduced a brand-new sustainable rental concept, available only to guests at Villa Dagmar. This initiative offers the chance to enjoy unique statement pieces designed in Stockholm and handcrafted in Florence, without compromising sustainability.

MEETINGS & EVENTS

Villa Dagmar provides an inspiring environment for meetings. The hotel's location—right in the heart of Stockholm's business district—gives the feeling of being at the center of action. At the same time, the hotel is a calm oasis with a modern approach to meetings and relationships. A place for quick brainstorming sessions that lead forward, change, and inspire. Villa Dagmar is perfect for all types of events—such as exclusive press conferences and releases, private business dinners, client meetings, and creative workshops.

DAGMAR SPIRIT & RETREAT

Dagmar Spirit & Retreat is a close collaboration with Mia Hjalmarsson, offering the best in skincare, beauty, and holistic health. Professional skincare and massage therapists address the individual needs of clients and provide advice on which treatment suits them best. Age limit is 16 years (children from 12 years are welcome in the company of a parent).

TREATMENTS

Here, guests can enjoy classic favorites as well as innovative treatments that incorporate elements of modern spirituality. The treatments combine various techniques with wonderful products for optimal results and a pleasurable experience. Offerings range from classic facials to massages and sound healing.

GYM AND PERSONAL TRAINING

Villa Dagmar's modern and well-equipped gym is directly connected to Dagmar Spirit & Retreat. Personal training is available, and the hotel has a close collaboration with Vigour Fitness, offering some of the country's top personal trainers.



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VILLA DAGMAR FACTS

Nubers of rooms and suites:	70
Restaurant:	1
Cocktail bar:	2
Dagges:	1
Chambre Separée	1
Susan Szatmáry Boutique:	1
Dagmar Spirit & Retreat:	1
Gym:	1
Conference & meeting rooms:	2
Social areas:	Villa Dagmar's social areas welcome hotel's guests and visitors for good food and drink, relaxation and socializing. The restaurant Dagmar with the orangery accommodates 80 seated guests and the garden up to 50 people. Dagges, wine bar with associated outdoor seating.
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E-mail:	info@hotelvilladagmar.com
Web:	https://hotelvilladagmar.com/
Partners:	Preferred Hotels & Resorts http://preferredhotels.com
Owners:	Private: Malmström Family
Chairman:	Mr. Fredrik Cappelen
CEO:	Mr. Lars Sandberg
Hotel Manager:	Mr. Pierre Astell
Public Relations:	Mrs. Marie Matsson / PR Agency SpoilConcept, Mrs. Heléne Airijoki
Architect:	Stockholm City Architects at Tengbom Arkitekter and Per Öberg Architect Design
Interior design:	Anna Cappelen in collaboration with architect Per Öberg and the designer Helena Belfrage
Skincare products:	Villa Dagmar
Rooms:	Footstools and mirrors exclusively drawn by architect Per Öberg for Villa Dagmar. Desks and beds are specially ordered from an Italian family business.



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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 Strandvägpensionatet.

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.

2023 - The real estate company Glommen Lindberg (now Venum Fastigheter) purchased the property Barnhusväderkvarnen 2, which at the time was Hotel Tegnérunden. With the acquisition, they took over the ongoing project from Probitas, with the ambition of creating a new hotel destination in Stockholm. It was on short notice that Diplomat Collection was approached about the project, and the idea behind Villa Dahlia was conceived. At that time, the construction had already begun with another supplier.

2024 – On August 29th, Villa Dahlia - the third hotel in the family of Diplomat Collection boutique hotels opens its doors on Tegnérunden 8.