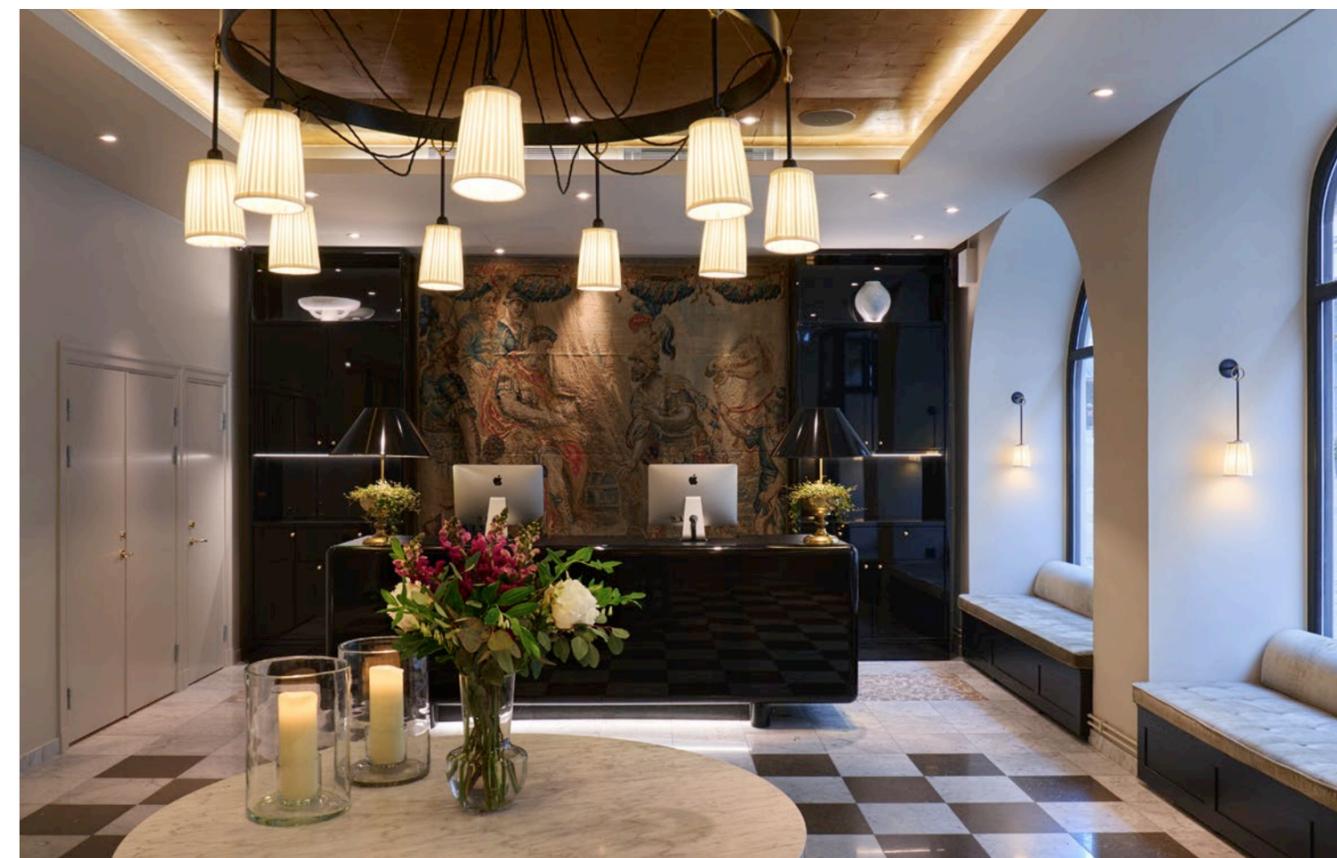


A view from the outside of Villa Dagmar in Stockholm **Opposite, from top:** Villa Dagmar's front desk; Bergsten is a perfect chambre séparée suited for intimate events and private dinners



SOULFUL SANCTUARY

Villa Dagmar is more than Stockholm's newest luxury address; it is a creative family home, steeped in history and soul

By Maritess Garcia Reyes

There is a distinct pulse at Nybrogatan 25-27. Set in the beating heart of Stockholm's chic district, next to the venerable Östermalmshallen, Villa Dagmar presents itself not as a hotel but as a city villa. It is a title that is not a marketing ego, but a genuine statement of intent. This is a home, curated with heart, and its story is one of hospitality, history and formidable women.

Villa Dagmar is, at its core, a family story. It is the vision of the Malmström family, the same hands that have guided the city's grande dame, Hotel Diplomat, on Strandvägen since the Sixties. This is not a new venture so much as a new chapter, born from a long-held dream to create a sister hotel that captured a different, perhaps more personal, energy. Where Hotel Diplomat is a statement of Art Nouveau magnificence, Villa Dagmar is an intimate and eclectic embrace.

The hotel's soul is drawn from a tapestry of inspirations. The name itself is a tribute, originating from a classic Båstad residence, Villa Dagmar, a beloved family retreat during the Twenties and Thirties. That original villa was an eclectic sanctuary, a place where friends and family gathered, surrounded by rose gardens and an extensive art collection gleaned from European travels. It was a home inspired by the grand romance of Villa d'Este near Rome and Axel Munthe's San Michele in Capri.

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.

To bring the villa's soul to life, Anna Cappelen spearheaded the interior design, collaborating with interior architect Per Öberg and designer Helena Belfrage. The team, which also included co-owner Sune M Malmström, channelled inspiration from their own European travels to lay the foundation for a hotel that feels less like a hotel and more like a private city residence. The curation is meticulous: every detail, from the fine mouldings to the

IMAGES COURTESY OF VILLA DAGMAR



Clockwise: Every corner of Villa Dagmar echoes a homey feel; The hotel's menu draws inspiration from the Mediterranean; Inside the deluxe room

contemporary art, is carefully selected to convey the warmth of a lovely home, creating a cohesive and soulful atmosphere. This they combined with inspirations from a lineage of visionary women who represented culture, intellect and modernity: Karin Larsson, Sonia Delaunay, Gertrude Stein, Hilma af Klint, Peggy Guggenheim. One can feel this specific, feminine-centric energy; it is a space that values curiosity and creativity as much as comfort.

Architecturally, the project was a complex marriage, skilfully managed by Tengbom Architects and Per Öberg Arkitekt AB. They merged the existing Art Nouveau building at Nybrogatan 25-27 with a former candy factory, creating a physical and visual flow that feels both cohesive and surprising.

The vision of a personal city villa is fully realised. As Jenny Syquia, who has been living in Stockholm for 30 years, describes, the “interiors combine Scandinavian minimalism with eclectic art and warm textures, creating spaces that are chic yet welcoming”. Every detail, from the fine mouldings to the contemporary art, feels carefully selected. Bespoke desks and beds were specially commissioned from an Italian family business; footstools and mirrors were exclusively drawn by Per Öberg for the hotel. This is not a place of transient design, but of curated inheritance.

The true heart of the villa, however, pulses under a magnificent glass roof. The Garden is the hotel's vital centre, a lively meeting place that effortlessly transitions from a bright breakfast spot to a vibrant cocktail bar, exuding energy from early morning until late evening. It

is here one finds the perfect combination for the worldly traveller: a beautiful and creative home in a chic and conscious part of Stockholm.

The culinary offerings are managed entirely in-house, with Niclas Jönsson, the gastronomic inspiration for the entire Diplomat Collection, ensuring a cohesive and ambitious standard. For



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those seeking a more intimate experience, Dages, the hotel's charismatic wine bar, is a testament to considered craftsmanship. The sommelier has curated a cellar that champions high-quality wines from lesser-known regions, encouraging discovery over pedigree, perfectly paired with aperitivos and charcuterie.

This sense of personal curation extends to every corner. Dagmar Spirit & Retreat, a collaboration with Mia Hjalmarsson, offers not just classic treatments but holistic approaches like sound healing. Even the hotel gym is elevated, offering access to some of the country's top personal trainers from Vigour Fitness.

Among the noteworthy details reside in the Susan Szatmáry boutique. The acclaimed designer, whose handbags have been worn by the Swedish royal family, not only has an exclusive boutique on site but offers a sustainable rental concept, available only to guests.

As Syquia observes, “With just 70 individually designed rooms and suites, it feels more like a private residence than a hotel.” This aligns with Cappelen's dream of creating a hotel with heart and soul. With the recent opening of a third property, Villa Dahlia, it is clear the Malmström family's story of heartfelt hospitality is only just beginning.