



VILLA DAGMAR

THE HOTEL STORY AND THE BUILDING

Villa Dagmar is part of the Diplomat Collection, a family-owned business now run by the fourth and fifth generations. The family took over Hotel Diplomat in the 1930s and has since become one of the country's most influential players in tourism and hospitality. Their experience and passion for creating personal and memorable hotel experiences have shaped the entire operation. 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 opened on May 6, 2021. The hotel was awarded Best Hotel in the Rest of Europe 2025 by Condé Nast Traveler's readers.

"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 co-owner 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 co-owner Sune M. Malmström. 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



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architecture, fine moldings, craftsmanship, to the interior and contemporary art, which plays a significant role in the overall atmosphere.

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.

RESTAURANT DAGMAR

Restaurant Dagmar offers a warm and inviting atmosphere, with a menu inspired by the flavors of the Mediterranean. The menu has been created by Niclas Jönsson, one of Sweden's most acclaimed chefs. Dishes are prepared in the open kitchen with a focus on seasonal ingredients and meticulous craftsmanship. The food is complemented by a carefully selected range of wines and cocktails.

THE GARDEN BAR

Located in the beautiful courtyard with its magnificent glass roof, the Garden Bar is a vibrant meeting place at the heart of Villa Dagmar. The elegant setting captures the charm of a unique city villa. Whether it's a quiet lunch, an after-work gathering, or a lively weekend brunch, the Garden Bar is the perfect venue for any occasion, from early morning to late evening. The bar menu features a selection of highlights from the restaurant menu, outstanding wines, and curated cocktails. From the courtyard, there is also a passage leading to the historic Östermalm Market Hall.

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).



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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.

VILLA DAGMAR FACTS

Nubers of rooms and suites:	70
Restaurant:	1
Cocktail bar:	2
Dagges:	1
Chambre Separée	3
Susan Szatmáry Boutique:	1
Dagmar Spirit & Retreat:	1
Gym:	1
Conference & meeting rooms:	1
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 Bar up to 50 people. Dagges, wine bar with associated outdoor seating.
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Web:	https://hotelvilladagmar.com/
Partners:	Preferred Hotels & Resorts http://preferredhotels.com
Owners:	Private, Malmström/Cappelen families
Chairman:	Mr. Fredrik Cappelen
Acting CEO & Business Developer:	Mr. Sune M. Malmström
General Manager:	Mrs. Martina Westman
Public Relations:	Mrs. Anna Cappelen, Chief Design & Product Officer & PR, Ms. Marie Matsson, Director of Communication & Brand, Ms. Helene Airijoki, PR Contact at SpoilConcept
Interior design:	Mrs. Anna Cappelen, Chief Design & Product Officer & PR, in collaboration with architect Mr. Per Öberg and the designer Mrs. Helena Belfrage
Architect:	Stockholm City Architects at Tengbom Arkitekter and Per Öberg Architect
Art Director:	Mrs. Lovisa Malmström
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 FAMILY HISTORY

- 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 undeveloped.
- 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.
- 1917 – Strandvägen 7C was acquired by Karl 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 – Karl Bergsten rented out the first floor 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 an agreement with the City of Stockholm to operate a new hotel at Nybrogatan 25–27 by Östermalmshallen. The property, built in 1870, is a well-preserved example of Art Nouveau architecture. Siblings Anna Cappelen and Sune M. Malmström together lead the work of creating Villa Dagmar.
- 2021 – On May 6, Villa Dagmar opens the doors to a unique home, a city villa, on Nybrogatan 25-27.



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- 2023 – Anna Cappelen and Sune M. Malmström became co-owners of the property Barnhusväderkvarnen 2, which was then Hotel Tegnérunden, with the ambition of creating a new hotel destination in Stockholm. This is where the idea for Villa Dahlia was born.
- 2024 – On August 29, Villa Dahlia opened its doors at Tegnérunden 8, next to the park in the heart of Vasastan. It is the family's third boutique hotel within the Diplomat Collection.