



For Immediate Release

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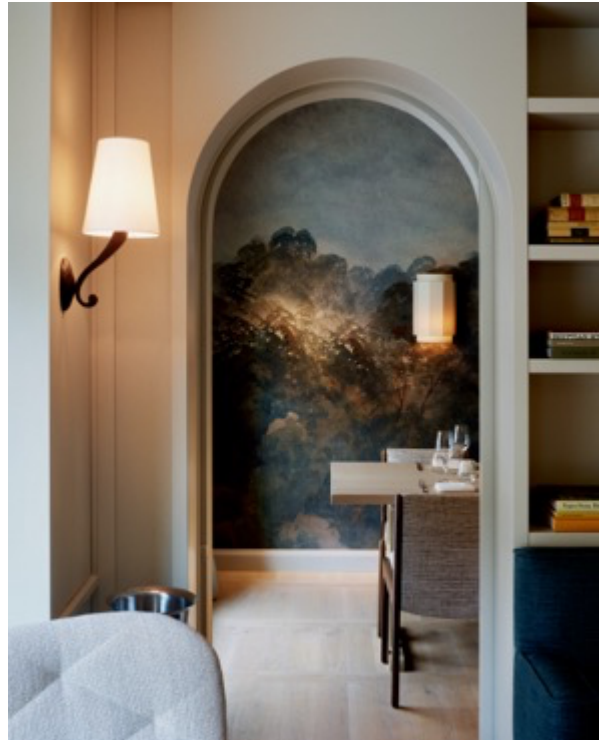
Villa Dahlia – a new boutique hotel opens in the heart of Stockholm

Villa Dahlia, Vasastan's first exclusive boutique hotel, opens its doors on August 29 right in the heart of Stockholm, by the lush Tegnérlund park. The hotel invites both international guests and locals to experience a 360-degree destination where eclectic elegance meets relaxed charm. With a focus on personal service, tasteful food and beverage experiences, and genuine craftsmanship, Villa Dahlia creates a harmonious and welcoming atmosphere, all seamlessly brought together under one roof.

“We instantly fell in love with the peerless central location at Tegnérlund and the amazing potential the building offered,” says Anna Cappelen, co-owner of Diplomat Collection. “It offered us the opportunity to create our long-awaited sister hotel, Villa Dahlia. With this hotel, we are taking on a new neighborhood in the city and we look forward to sharing our vision with more guests.”

The team behind Villa Dahlia envisioned creating a second home for both international guests and residents seeking a holistic experience and an inspiring place to meet.

"We worked closely with Kristian Ström, site manager at Arcona, and Per Öberg architect Simon Caudéran to bring our vision of the hotel and our unique product to life," says Sune M. Malmström, business developer at Villa Dahlia and co-owner of Diplomat Collection. "We are very proud of the results."



Inspired by 1920s and 1930s Italy, the hotel exudes a sophisticated and inviting atmosphere. Mother and daughter Anna and Pauline Cappelen have crafted the hotel's environments together with architect Simon Caudéran. Their expertise in interior design, design, and sustainability shapes Villa Dahlia's personal and inclusive concept—a harmonious blend of timeless elegance and inviting charm.

"Creating Villa Dahlia has been an exciting journey," says Pauline Cappelen, hotel manager of Villa Dahlia and creative director of Diplomat Collection. "With our fantastic location in the heart of Tegnérlund, we drew inspiration from the area's rich cultural history, blending tradition, art, and craftsmanship with energy efficiency and modern technology. The result is a unique boutique hotel full of personality and warmth—exactly what we, as a hotel group, strive to offer for the best guest experience."

The privately owned boutique hotel Villa Dahlia, set to open on August 29, 2024, is a sister hotel to Hotel Diplomat Stockholm and Villa Dagmar, managed by the fourth generation of the Malmström/Cappelen family. Located in Tegnérlund in Vasastan, the hotel offers an international experience with 103 rooms and suites, a food bar, spa, gym, and conference room/private dining. The property is owned by Jan-Åke Glommen, Fredrik Lindberg, Anna Cappelen, and Sune Malmström. Visit hotelvilladahlia.com for more information.



VILLA DAHLIA

As guests and passers-by approach the hotel, they are greeted by an inviting outdoor dining area and a welcoming lobby that serves as the heart and hub of the hotel. Adjacent to the lobby is the stylish food bar, featuring large windows that overlook the park. Food and drinks are served from early morning to late evening, and larger groups seeking a more private setting can enjoy the exclusive chambre séparée. At Pauline Cappelen's initiative, artist and designer Susan Szatmáry has created seven magnificent ceiling murals that beautifully enhance the food bar's international atmosphere. The menu, crafted by chef Daniel Jogmar in collaboration with gastronomic inspirer Niclas Jönsson, features dishes inspired by Italian cuisine and classic hotel favorites. Topping it all off is the rooftop bar, where guests can enjoy stunning views of Tegnérlunden and Vasastan's rooftops, while savoring cocktails, snacks, and good music.



Villa Dahlia spans ten floors and features 103 rooms, including 14 suites, several of which offer panoramic views of Tegnérlunden, with the largest suite boasting a king's balcony. The rooms' interiors blend carefully selected furniture, textiles, handicrafts, and art from smaller suppliers with custom-designed, site-specific pieces, creating a calm and relaxing atmosphere for a first-class night's sleep. The bathrooms are fitted with granite ceramics and Ekeberg marble details. Three of the hotel's floors are below ground level, offering quiet rooms with views of a verdant garden of light, as well as access to Villa Dahlia Spa & Spirit and a garage where guests can borrow bikes to explore the city.

Villa Dahlia Spa & Spirit offers an oasis of health and well-being, featuring a wide range of holistic treatments, modern biohacking, traditional Scandinavian rituals, and a fully equipped gym. Local visitors can join Club Dahlia, which grants access to the training, spa, and retreat facilities.

The Diplomat Collection draws inspiration from the family's heritage and history, rooted in their grandparents' villa in Båstad, Villa Dagmar. Surrounded by fragrant flowers and magnificent dahlias, that home served as a community gathering place, a tradition that continues through the hotels. Villa Dahlia has taken its sustainable ambitions to new heights, becoming one of the few hotels in Sweden to receive the prestigious Breeam Excellent certification, reflecting its commitment to sustainability throughout the construction process and daily operations. Art, always a part of the family's history, permeates the hotels' atmosphere. Art advisor and co-owner Lovisa Malmström oversees Villa Dahlia's public-space exhibition program. In collaboration with leading figures in the art world, the hotel presents inspiring exhibitions. Iconic photo art by Bastiaan Woud, curated by Willas Contemporary, is on display for Villa Dahlia's premiere exhibition.

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"Every decision for Villa Dahlia, from the floor plan to the choice of materials, was guided by our shared vision of creating a hotel that blends influences from the past with a unique and contemporary expression, much like its sister hotel, Villa Dagmar," says Per Öberg architect Simon Caudéran. "Working with Anna, Pauline, and Sune to create a retreat that invites relaxation, meetings, and experiences has been a great pleasure."

Photo: HLVM

For further information and high-resolution images, please contact:

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