



THE HOTEL AND THE STORY

Opening in late summer 2024, Villa Dahlia takes its name from the beautiful flower garden surrounding Villa Dagmar in Båstad, which was once one of the homes of the Malmström family (Karl and Dagmar Bergsten), part of the hotelier family. Much like today, the villa was adorned with fresh dahlias, celebrated as the floral splendor of late summer.

"The delightful scents of the flower garden lingered in the late summers, making dahlias a symbol of family, love and beautiful moments to remember. Therefore, it became the natural choice of name for our third hotel."

– Anna Cappelen, Co-owner and Chief Design & Product Officer & PR at The Diplomat Collection.

An extensive art collection adorned the villa, including works by old Flemish and Italian masters, as well as 18th– and 19th-century French furniture and sculptures, showcasing the family's interest in genuine craftsmanship. Arts and craftsmanship are a symbol of Villa Dahlia and for the family, a testament to their commitment to preserving the beauty and tradition of their lineage. At Villa Dahlia, guests will not just find a place to rest their heads but a sanctuary of curated beauty – a haven where the stories of the past intertwine with the promise of the future.

"We have worked closely with Kristian Ström, Site Manager at Arcona, and Simon Caudéran, Per Öberg Architect, to realize our vision of a hotel and our own product. We are extremely proud of the result,"

– Sune M. Malmström, Co-owner, Acting CEO and Director Business Development at The Diplomat Collection.

Villa Dahlia is a familial home permeated with sustainability and genuine craftsmanship, where the interior ages with grace. The distinction lies within the details, where elements of daring dahlia red, Swedish tapestries and traditional Italian murals create a curated home at its most sublime.

"We admire the Italians' way of integrating the old with the new. The post-war architecture blends so beautifully with the old, and the romance still remains. Villa Dahlia was built in the 1960s yet the new exterior goes beautifully with the turn of a century buildings of its surroundings, just like in Milan. And in contrast to its exterior, when entering the hotel, you are met by a completely different and unexpected world."

– Pauline Cappelen, Creative Director at The Diplomat Collection

ABOUT VILLA DAHLIA

Villa Dahlia is part of the Diplomat Collection, a family-owned business now in its fourth and fifth generations. The founders of Villa Dahlia have been the owners of Hotel Diplomat since the 1960s, and of Villa Dagmar since 2021. Their relentless pursuit of creating premium and memorable hotel experiences has put them at the forefront of Sweden's hospitality business. Villa Dahlia embodies casual elegance and invites you to a space for compelling connections in the heart of the neighborhood, where memories are made and stories are shared.

ARCHITECTURE, INTERIOR AND DESIGN

Simon Cauderan, Per Öberg Architect, and Anna Cappelen together with Pauline Cappelen has created the hotel's interior, where the inspiration is drawn mainly from travels, especially from Italy. Sune M. Malmström was Project Manager for Villa Dahlia.



Everything was created by Anna Cappelen, Pauline Cappelen, and Sune M. Malmström with the influence of all the fantastic employees at Diplomat Collection and incredibly skilled craftsmen/local suppliers such as: The Diplomat Collection's co-owner and Art Advisor Lovisa Malmström, Carpet Supplier Fredrik Knut Nygren and Knut Mattor, Anna Andersch and Gammelträdgården, Craftsman Thomas Lindner and Damgaards, Ceiling Paintings by Susan Szatmary, Infurn, Mille Notti, Frank & Cordinata, Cadoro, Yllw among others.

FOOD & BEVERAGE

Villa Dahlia is a coveted destination captivating the hearts of locals and travelers alike. A vibrant meeting place that offers not only one, but three delightful experiences. In addition to our inviting gastro bar in the lobby, Villa Dahlia also boasts a rooftop bar providing panoramic views of Stockholm, as well as a pétanque court at the courtyard.

The menu at the gastro bar blends hotel classics with Italian influences, where each ingredient is carefully selected from local and sustainable producers. Savour memorable taste experiences from early morning until late evening, paired with an assorted selection of wines and timeless cocktails with a twist.

THE ROOFTOP

Perched above Tegnérunden park, our rooftop bar provides cocktails, smaller dishes, and panoramic views over the city's rooftops stretching from the Katarina Church in the south, Hötorget skyscrapers, the City Hall, to Lake Mälaren in the west.

PRIVATE DINING & MEETING ROOM

The chambre séparée is designed for exclusive meetings and private gatherings, offering a refined and secluded space with modern equipment for up to 12 guests. The sophisticated décor creates an intimate stage for unparalleled exclusivity.

GYM AND WELLNESS

Villa Dahlia Spa & Spirit is a sanctuary dedicated to recreation and rejuvenation. Immerse yourself in the essence of our signature scent and holistic treatments by Mia Hjalmarsson, designed to nurture your body, mind, and soul. Discover the transformative power of bio-hacking and experience ancient Scandinavian rituals: sauna, infrared sauna, cold bath and hammam, to cleanse and invigorate each and all of your senses. Age limit from 18 years old.

The 75 sqm fitness center allows you to elevate your physical strength and vitality, modern and well-equipped to give you an unparalleled fitness experience. Villa Dahlia Spa & Spirit have a close collaboration with Vigour Fitness, providing access to some of the country's top personal trainers.

CLUB DAHLIA

Club Dahlia is an exclusive membership offering access to the 250 sqm fitness center, spa & retreat area. Experience a holistic sanctuary created for well-being and health. At Club Dahlia, with its DNA in biohacking,

the members have access to an infrared sauna, classic sauna, cold bath, hammam, relaxation area, personal training by Vigour Fitness and a wide range of holistic spa treatments. With a fully equipped Technogym fitness area and comfortable changing rooms, offers a 360-degree holistic experience for well-being from the inside out.



VILLA DAHLIA FACTS

Number of rooms and suites:	103 (14 suites and 6 connecting rooms)
Lobby restaurant:	1
Cocktail bar:	1
Roof top bar:	1
Courtyard:	1
Private dining room & meeting room:	1
Gym:	1
Spa & retreat:	1
Member's fitness club:	1

Social Areas: Nestled against the verdant backdrop of Tegnérslunden's lush foliage, Villa Dahlia is a coveted destination captivating the hearts of locals and travelers alike. A vibrant meeting place that offers not only one, but three delightful experiences. The lobby restaurant with cocktail bar can hold 64 seated guests and the courtyard up to 26 seated guests. The private dining / meeting room has space for up to 12 people. Rooftop seats 32 guests and 80-100 standing.

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Partner: Preferred Hotels & Resorts <http://preferredhotels.com>
Owners: Private, Malmström/Cappelen families
Chairman: Mr. Fredrik Cappelen
Acting CEO & Business Developer: Mr. Sune M. Malmström
Hotel Manager: Mr. Rasmus Edström

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,
and Ms. Pauline Cappelen

Architects: Per Öberg Architect

Art Director: Mrs. Lovisa Malmström
Skin care products: Diplomat Collection



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 Östermalmskällan. 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.



V I L L A D A H L I A

- 2021 – On May 6, Villa Dagmar opens the doors to a unique home, a city villa, on Nybrogatan 25-27.
- 2023 – Anna Cappelen and Sune M. Malmström became co-owners of the property Barnhusväderkvarnen 2, which was then Hotel Tegnérkunden, 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 Tegnérkunden 8, next to the park in the heart of Vasastan. It is the family's third boutique hotel within the Diplomat Collection.