



HOTEL DIPLOMAT

THE HOTEL AND THE BUILDING

The history of Hotel Diplomat begins in 1907. It was during the planning of the expansion of Stockholm's "malmar" at the turn of the last century that Oscar II expressed his desire for Stockholm to be given a grand boulevard. Around 1870, the City of Stockholm began acquiring plots of land to construct Strandvägen. Between 1882 and 1883, the first houses were completed. Around 1904, only the site at what is now Strandvägen 7 remained undeveloped, and thus the block Klippan-Strandvägen 7A, B, and C—was built.

Oscar II and his brother Karl XV were both strong advocates for the development of Strandvägen, but because Oscar II passed away in 1907, he never saw the boulevard completed. At the turn of the century, the only main thoroughfare in this district was Storgatan. Each year on May 1, the royal family made their traditional journey to Djurgården to welcome spring. However, Storgatan was considered too uneven for the royal family's carriage, and the need for a better route was clear.

Strandvägen 7, built in a typical Jugend or French Art Nouveau style, became the most magnificent project along the boulevard. The building took the shape of a "U", with two wings facing the street. The builder was the well-known A. Boström, and the property was therefore named Boströmska Palatset. The building was divided into 7A, 7B, and 7C. Even today, No. 7 is considered by many to be the most beautiful building on Strandvägen.

The prominent architecture firm H&E—Georg Hagström and Frithiof Ekman—designed more than 200 buildings in Stockholm. They sought to improve living standards by introducing amenities such as elevators and maximizing floor space in order to incorporate more stories than earlier city plans had allowed. 7C was planned as a six-story residential building, one story higher than the city plan permitted.

The apartments that were built were bright, spacious, and functional. Floors were finished in fine parquet, and the ceilings were beautifully detailed. Each level contained two stately apartments of 550 and 350 square meters. These were not inexpensive to rent— not even a senior civil servant could afford to live here without additional sources of income. Many wholesalers and newly wealthy families settled along Strandvägen, though at the time the most prestigious neighborhood was Villastaden, and the city center remained Gamla Stan.

In 1917, 7c, the eastern wing, was acquired by the Malmström family (Karl and Dagmar Bergsten), who lived in the building for many years. During the Depression in the early 1930s, many residents were forced to move out, and the apartments gradually emptied. However, the landlord of Strandvägen 7C succeeded in attracting interests from foreign embassies, and during the 1930s, 40s, and 50s, the building housed the Italian, Chilean, Persian, Romanian, and Canadian embassies, among others. Certain areas remained available to the family, and these spaces were rented out as hotel rooms in the early 1940s under the name Strandvägspensionatet.

In 1960, the decision was made to gradually expand the hotel operations, and in 1962 the Romanian Embassy's premises were converted into 15 new hotel rooms. In 1966, Sune Malmström bought out his siblings and transformed the entire building into a modern hotel. In connection with this development, the hotel adopted the name *Hotel Diplomat*. The name honored the building's heritage and served as a reminder of its history. The assignment to design the hotel's interiors was given to interior architect Gunborg Ström and furniture designer David Rosén from NK Inredning. Together with hotel owner Sune Malmström, they envisioned a neutral, bright, Scandinavian aesthetic—moving away from the dark 1960s interior style dominated by teak and mahogany.

Today, Hotel Diplomat features 130 unique rooms and suites that combine an international air with bright, crisp Swedish design. The original details of the stately apartments remain beautifully preserved, and the renowned architect Per Öberg now oversees the hotel's design vision, harmonizing the classic with the contemporary. Together with her daughter Pauline, Anna Cappelen is responsible for the hotel's interior and for carrying its legacy forward—with a vision of a light and refined expression that unifies the entire building.



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THE OWNER FAMILY

Diplomat Collection is a family-owned company in its fourth and fifth generation, which since the 1930s has owned and operated a total of nine hotels both in Sweden and internationally. The company includes boutique hotels located at Stockholm's most desirable addresses: Hotel Diplomat on Strandvägen, Villa Dagmar on Nybrogatan by Östermalmstorg, and Dahlia, which opened at Tegnérslunden on August 29, 2024.

Hotel Diplomat and Villa Dagmar have received numerous prestigious national and international awards. Diplomat Collection is affiliated with Preferred Hotels and is also part of the Gustaf III Committee, a member of the international ECCIA (European Cultural and Creative Industries Alliance), which includes the French Comité Colbert.

Hotel Diplomat has been awarded one of Northern Europe's best hotels by the readers of Condé Nast Traveler in 2014, 2019, 2020, 2021, 2022, 2023, and 2025, and has received multiple Traveler's Choice and Certificate of Excellence awards based on very high guest ratings on TripAdvisor.

FOOD AND BEVERAGE

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

RESTAURANT

The hotel's restaurant is a Scandinavian brasserie with timeless design and an atmosphere infused with soul and history. Guests gather here in a warm and elegant setting. The restaurant serves breakfast, lunch, dinner, afternoon tea, and after-work offerings in the bar. During the summer months, the lush outdoor terrace is one of Stockholm's most popular spots, offering a beautiful view of the city's waterways.

The kitchen presents a seasonal menu inspired by flavors from around the world, with a strong focus on carefully sourced, high-quality ingredients. Collaborations with local producers and sustainable suppliers, as well as the preservation of seasonal harvests, make it possible to extend the flavors of the seasons, creating a unique and varied menu even during winter. Each dish is complemented by carefully selected wines from the extensive wine list—nominated for a Red Star in the Star Wine List 2025—expertly curated by sommeliers.

AFTERNOON TEA

Hotel Diplomat's Afternoon Tea is served in the elegant dining room, where the classic setting meets a calm and inviting atmosphere. Here, the traditional English afternoon tea ritual is brought to life in a modern and playful interpretation, designed to be enjoyed in a warm and sophisticated environment. Hotel Diplomat has served afternoon tea since the late 1960s. The tradition is said to have originated in England in 1840 when Anna, the 7th Duchess of Bedford, introduced the idea of drinking tea in the late afternoon to bridge the gap between lunch and dinner.

Hotel Diplomat supports the World Childhood Foundation, founded in 1999 by H.M. Queen Silvia. Childhood works to prevent children from being subjected to abuse or exploitation. To highlight its ten-year collaboration with the foundation, Hotel Diplomat launched a new, exclusive afternoon tea menu in spring 2025 in support of Childhood. The new menu, created by Diplomat Collection's culinary inspirer Niclas Jönsson, offers a well-curated selection of delicacies, to be enjoyed with a glass of champagne and the hotel's popular Diplomat Tea Blend—perfect for both brunch and afternoon tea. For every afternoon tea served, 20 SEK is donated directly to Childhood.

ANDY'S COCKTAIL BAR

The cocktail bar is named after one of its early regulars, Andy Warhol. It is a cozy meeting place inspired by old Paris, offering an elegant refuge for the discerning. The bar is the perfect hideaway in the heart of the city—an escape from the outside world for a few hours. The bar is also available for private events.



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MEETINGS AND EVENTS

The hotel offers bright and inspiring venues where conferences and events are tailored to each client's needs and preferences. Both large and small groups gather here for business meetings, product launches, fashion shows, press conferences, art openings, and traditional seminars. The 200-square-meter meeting area features airy Scandinavian design and is equipped with the latest technology for virtual meetings. The spaces can easily be adapted for board meeting, private dinners, theater-style seating, or receptions. The hotel's timeless restaurant adds a special touch to every occasion, ensuring that all needs are met.

BUTIKEN (THE STORE)

In Butiken, healthy and nutritious products from local suppliers are carefully selected according to the season. Butiken offers a range of in-house products, healthy smoothies, various breakfast options, salads, and lighter dishes for lunch and dinner. Breakfast is served all day and lunch can be enjoyed on-site or for takeaway, which also features a wide range of salad options. Butiken is a relaxed yet elegant meeting place for those who wish to enjoy a glass of wine or champagne with light bites—or a healthy breakfast after a morning walk.

ART

The owner family has a long-standing interest in art and design. This is clearly reflected in the hotel's corridors, where works by well-known Swedish artists and photographers adorn the walls. The hotel promotes Swedish art and culture and holds a significant private art collection. Co-owner and art advisor Lovisa Malmström has selected and acquired the new artwork currently displayed at the hotel.

GYM & RETREAT

Hotel Diplomat's Retreat offers guests an opportunity for tranquility and relaxation. The retreat offers a sauna, shower, lounge chairs, and hamam. Guests can pre-book massages, beauty treatments, makeup or styling appointments, or visits with a nail technician. The hotel also features a fully equipped gym with modern exercise equipment from Life Fitness.

HAIR SALON

Hotel Diplomat's hair salon is run by Bo Göran Guldbrand, a renowned hairstylist who has worked with leading fashion magazines, fashion shows, and various television productions.



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Number of rooms and suits:	130
Restaurant:	1
Cocktail bar:	2
Gym:	1
Retreat:	1
Conference rooms:	4
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Web:	www.diplomathotel.com
Partners:	Preferred Hotels & Resorts, https://preferredhotels.com/
Owner:	Private, the Malmström/Cappelen families
Chairman:	Mr. Fredrik Cappelen
Acting CEO & Business Developer:	Mr. Sune M. Malmström
General Manager:	Mr. Pierre Astell
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
Architect:	Mr. Per Öberg, Per Öberg Architect
Art Director:	Mrs. Lovisa Malmström
Skincare products:	Diplomat Collection
Rooms:	DUX beds with The Diplomat Collection's bed linen.



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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 yet exist; the area was a swampy shoreline with unhygienic slums.
- 1900 – At the turn of the century, the young Oscar II expressed his wish for Stockholm to 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 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.



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- 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, then Hotel Tegnérkunden, with the ambition of creating a new hotel destination in Stockholm. The idea for Villa Dahlia was conceived.
- 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 under the Diplomat Collection.