



## HOTEL DIPLOMAT

### THE HOTEL STORY AND THE BUILDING

In 1911, the impressive building at Strandvägen 7 was completed, the crowning jewel of Oscar II's newly laid boulevard. The architects were H&E – Georg Hagström and Frithiof Ekman – who designed more than 200 buildings in Stockholm. Strandvägen 7C was originally planned as a six-story residential building, one floor higher than the five permitted by the city plan. The initial building permit application was rejected, but the architects revised the plans and divided the basement floor to ultimately fit in six stories. This is one reason why the first hotel operation, Strandvägspensionatet, later took place in the building. In 1917, just seven years later, the building was taken over by the Malmström family, who still operate the hotel today. After serving as representative apartments for foreign embassies, the operation transitioned to a dedicated hotel business in the 1960s, adopting the name Hotel Diplomat.

With its classic Art Nouveau style, Hotel Diplomat represents timeless elegance, complemented by modern Scandinavian design and art throughout the beautiful building. Anna Cappelen, partner and chairperson (and daughter of the hotel's founder), is a key figure for the design and culture experienced throughout the hotel. The mix of carefully preserved original details combined with a timeless, sleek interior permeates all 130 rooms and suites. Hotel Diplomat is renowned for its service and has received numerous awards over the years for its quality and personal touch. An international mix of business and leisure travelers meets a sophisticated Stockholm here.

### THE OWNER FAMILY

Diplomat Collection is a hotel group owned and operated by the fourth generation of the Malmström Cappelen family, who have owned and operated a total of nine hotels both in Sweden and internationally since the 1930s. The hotel collection includes boutique hotels at Stockholm's prime addresses: Hotel Diplomat on Strandvägen, Villa Dagmar on Nybrogatan by Östermalmstorg, and Villa Dahlia, which opened at Tegnérlunden on August 29 this year.

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

Hotel Diplomat has been named one of Northern Europe's best hotels by readers of Condé Nast Traveler in 2014, 2018, 2019, 2020, 2021, and 2022 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 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

Gastronomy is an important part of the philosophy, rooted in seasonal Nordic cuisine, while drawing inspiration from around the world. The common denominator is that the ingredients always take center stage. The menu follows the seasons, and the kitchen works with local producers and suppliers who demand the same high standards for quality and environmental awareness as we do. To extend the seasons, parts of the year's harvest are preserved to offer guests an exciting menu even during the colder months. At Hotel Diplomat, there is a great passion for gastronomy and wines. The menu reflects the identity as an international hotel restaurant and includes both reinterpretations of classic dishes and more modern creations. It offers a selection that appeals to many while also sparking curiosity to try something new. During the summer months, the flourishing outdoor terrace is one of Stockholm's most popular spots, boasting a wonderful view of the city's beautiful waters.



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### AFTERNOON TEA

Hotel Diplomat's tea room, located half a floor up, invites guests into a spherical oasis inspired by lush gardens and a fairytale glade. Here, the English afternoon tradition is challenged with a new dimension of Afternoon Tea, featuring a playful and modern twist. Enjoy warm scones with homemade jam, exquisite sandwiches, delicate pastries created by the hotel's renowned pastry chef, Annie Lundin, and our popular Diplomat Tea Blend. Hotel Diplomat has been serving Afternoon Tea since the late 1960s, said to have originated in England in 1840 when Anna, the seventh Duchess of Bedford, introduced the idea of drinking tea in the late afternoon to create a bridge between lunch and dinner.

### 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 city to escape for a few hours. It is also available for private events.

### MEETINGS AND EVENTS

The hotel features bright and inspiring spaces, tailoring conferences to clients' preferences and needs. Both large and small groups meet here for business meetings, product launches, fashion shows, press conferences, art openings, and traditional seminars. Our bright and inspiring venues are suitable for all types of meetings and events. Airy Scandinavian design permeates the total meeting space of 200 square meters. The rooms are equipped with the latest technology to accommodate all types of virtual meetings. Board meetings, private dinners, cinema seating, or mingling – with the possibility to customize the venues according to requirements and needs. The hotel's timeless restaurant adds a special touch to the meetings, ensuring that everything needed is available.

### BUTIKEN (THE STORE)

In Butiken, healthy and nutritious products are carefully selected by season from local suppliers. 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. Lunch can be enjoyed on-site or for takeaway, which also features a wide range of salad options. Butiken is a relaxed, elegant meeting place for those who wish to enjoy a glass of wine or champagne with good snacks or a healthy breakfast after a morning walk.

### ART

The Malmström family has a long-standing interest in art and design. This is clearly visible in the hotel's corridors, where works by renowned Swedish artists and photographers adorn the walls. The hotel promotes Swedish art and culture and has an extensive private art collection. Art advisor and co-owner Lovisa Malmström has selected and brought in the new art that decorates the hotel's walls.

### GYM & RETREAT

At Hotel Diplomat's Retreat, there is an opportunity for calm and relaxation. The retreat offers a sauna, shower, lounge chairs, and hamam. Guests can pre-book massages, beauty treatments, makeup and styling, or schedule an appointment 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 major fashion magazines, fashion shows, and various TV productions.

### SOCIAL RESPONSIBILITY

Hotel Diplomat Stockholm 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. Hotel Diplomat supports the World Childhood Foundation through the "Charity Dish" on the menu – every time someone orders meatballs in the restaurant, 20 SEK is donated. "Round Up" – at checkout, guests can choose to "round up" their bill, with the money going directly to Childhood.



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|----------------------------|---|
| Number of rooms and suits: | 130   |
| Restaurant:                | 1   |
| Cocktail bar:              | 2   |
| Gym:                       | 1   |
| Retreat:                   | 1   |
| Conference rooms:          | 5   |
| Address:                   | Strandvägen 7C<br>114 56 Stockholm, SWEDEN  |
| Phone:                     | + 46 8 459 68 00  |
| E-mail:                    | info@diplomahotel.com   |
| Web:                       | www.diplomahotel.com  |
| Partners:                  | Preferred Hotels & Resorts, <a href="https://preferredhotels.com/">https://preferredhotels.com/</a> |
| Owner:                     | Private, Malmström Cappelen Family  |
| Chairman:                  | Mr. Fredrik Cappelen  |
| CEO:                       | Mr. Lars Sandberg   |
| Hotell Manager:            | Mrs. Martina Westman  |
| Public Relations:          | Mrs. Marie Matsson  |
| Architect:                 | Mr. Per Öberg - Per Öberg Architect Design  |
| Interior Design:           | Anna Cappelen in collaboration with Helene Follin, Hos Haga   |
| Skincare products:         | Bamford   |
| Rooms:                     | DUX beds with The Diplomat Collection's bed linen.  |



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### THE HOTEL OWNERS - THE HISTORY OF THE MALMSTRÖM/CAPPELEN FAMILY

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 to be built on.

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.

1918 - Strandvägen 7C was acquired by Carl 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 - The first floor is rented out 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 a new agreement with the City of Stockholm to run a new hotel on Nybrogatan 25-27 next to Östermalm's Market Hall. The property was built in 1870 and is a well-preserved Art Nouveau style building.

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 - The real estate company Glommen Lindberg (now Venum Fastigheter) purchased the property Barnhusväderkvarnen 2, which at the time was Hotel Tegnérunden. With the acquisition, they took over the ongoing project from Probitas, with the ambition of creating a new hotel destination in Stockholm.

2023 - It was on short notice that Diplomat Collection was approached about the project, and the idea behind Villa Dahlia was conceived. At that time, the construction had already begun with another supplier.

2024 - On August 29th, Villa Dahlia - the third hotel in the family of Diplomat Collection boutique hotels opens its doors on Tegnérunden 8.