

## RUN AWAY, ARTFULLY

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Jose Ignacio's Playa Vik hotel turns lounging on the beach into a highly stylized artform.

## GO NOW

### URUGUAY

**DRINK**  
Much of Uruguay's wine never leaves the country

**EAT**  
Try the national sandwich, a beefy chivito

**RIDE**  
Sick of the beach? Explore less-discovered vaquero culture

By now, you may have plumbed the highs and lows of the cultural bacchanal-by-the-sea that is Art Basel, but even if you haven't, be aware — you'll soon be itching to set eyes on another beachy enclave full of world-class art and food. And it will likely be located in Uruguay. Why? Because Uruguay is a quick ferry ride away from Buenos Aires. Because Uruguayan beach town Jose Ignacio already hosts in-the-know types including art collectors Alex and Carrie Vik, whose super luxe Playa Vik hotel is meant to be a piece of modern sculpture/art museum that just happens to welcome paying guests. Because Uruguay's countryside is home to not only country retreats, wine estates and amazing barbecue but also a world of flora and fauna that will knock your jaded eyes out. And, last but not least, because there are still one or two newer, cooler, more off-the-track towns to explore in Uruguay. Last one to the passport office is a pasty hermit.

— Cindy Dampier