



URUGUAY'S EXOTIC RETREAT!



Jose Ignacio, Uruguay: José Ignacio, Uruguay's idyllic, vibrant coastal area, is home to Playa Vik José Ignacio, South America's most exclusive new private retreat. The sister property to Estancia Vik José Ignacio, which opened to worldwide acclaim in February 2009, Playa Vik has secured José Ignacio's reputation as Uruguay's premier international destination. Merging exceptional design, an unrivaled location, flawless personalized service, environmentally minded practices and an unparalleled collection of contemporary Uruguayan and international art, Playa Vik is a truly remarkable property perched on the most coveted point on the Uruguayan coastline. Located 12 miles northeast of Punta del Este, José Ignacio is renowned for its pristine beaches, rugged landscape, exceptional sunset and relaxed, luxurious bohemian style.

Playa Vik is located on the peninsula of José Ignacio, facing west with sweeping views across the Southern Atlantic Ocean and Playa Mansa, also known as the "calm" beach towards Punta del Este with a sunset that has been described as the best on the planet. Working with internationally acclaimed Uruguayan architect Carlos Ott, the vision for Playa Vik was unique, organic and ultra contemporary design. Carlos Ott has designed many of the world's most celebrated structures including the Paris Opera House and Playa Vik represents one of his rare residential projects. The focal building of this avant-garde beachfront retreat is a central "sculpture" building, which is the heart of the compound, boasting an important collection of international and South American art throughout, including works from James Turrell, Zaha Hadid and Anselm Kiefer. The building's 55-foot inclined façade features a vast sliding wall of glass, designed to open completely and capture the majestic views of José Ignacio's vibrant coastline, as well as allowing sunlight and the outdoors to pour into the interiors. The entrance to the sculpture building is a two story curved and inclined glass façade with a monumental sculpted bronze door created by celebrated Uruguayan artist Pablo Atchugarry as a modern interpretation of Ghiberti's legendary doors at Florence's Baptistery. The lateral walls and roof of the building are made of double curved titanium panels and rich Lapacho floors are found throughout the expansive indoor and outdoor spaces, blurring the line between interior and exterior as they extend from the living room to the pool terrace.

The central sculpture building houses Playa Vik's communal living and dining spaces, a library, four bedroom suites and an Italian-designed kitchen by Strato Cucine. Contemporary art and design play a central theme at Playa Vik. Handmade Japanese parchment paper floats between suspended panels of glass in the corridors by the bedrooms and can also be found in the traditional Japanese Shoji doors separating the living room and library on the main floor. A 75-foot cantilevered pool of Uruguayan black absolute nero granite with a fiber optic lit celestial map of the southern hemisphere sits amidst the Lapacho, stretching out beyond the limit of the terrace and cantilevering 32 feet over the beach garden below.

Six small houses or casas surround the main structure in an L shaped pavilion acting as individual homes for extended family and guests. Three of the casas house three bedrooms, a living room and two private gardens or terrace, two have two bedrooms, a living room and two private gardens and one has two bedrooms each with its own private garden. Five of the casas have a front terrace as well. Each casa features a fireplace, art-filled interiors and has a unique design scheme, including Ebony Macassar ceilings and hand painted floors. These casas once again blend the interior and exterior as fully retractable windows lead out to their unique private gardens. Dividing the casas are large bougainvillea plants that grow upwards towards the living roof of Uruguayan wild flowers which sweeps across the undulating earth roofscapes of the casa pavilion, creating a striking panorama of natural color.

The area under the casas has been carved out to create additional space which holds the 40-foot long wine cellar, a playroom, gym and small spa featuring two treatment rooms. The space also includes an indoor dining room, which features large glass windows overlooking Playa Mansa, the garden and the outdoor barbeque. This dining room features a fiber ceiling made in a concentric, rectangular design, a stone wall made from Agatha stone pebbles and rough-hewn lapacho wood floors that once again blend inside with outside as they extend through the glass wall to the outdoor barbeque. The outdoor terrace is situated just next to the beach and features a traditional brasero or fire pit with comfortable seating all around as well as a 14-foot continuous piece of cinnamon-wood which has been fashioned into a dining table. The epitome of Uruguayan casual dining, the barbeque area can accommodate two to sixty guests.

The sister property, Estancia Vik, is located approximately nine kilometers from Playa Vik, in the uniquely rural yet oceanfront countryside of José Ignacio. Situated on 1400 hectares or 4,000 acres, Estancia Vik is a traditional Spanish colonial structure featuring adobe walls and red tin roofs designed by Uruguayan architect Marcelo Daglio. The two properties work in tandem, offering a coastal, beachfront experience at Playa Vik and a country ranch retreat in the rolling oceanfront hills of José Ignacio at Estancia Vik, just five miles away. This unique juxtaposition of landscapes was the inspiration behind the two properties, allowing guests to experience the incredible diversity of Uruguay. Playa Vik and Estancia Vik are a celebration of this majestic setting, and provide not only a unique sense of place, but give guests an unparalleled entrée into the culture, art, design and nature of Uruguay.

All of Vik Retreats are committed to employing environmentally friendly practices. Use of innovative solar technologies, wind and geothermal energy, recycled water, radiant heat as well as intelligent systems to control energy usage and architecture to maximize natural ventilation and heating and cooling are just some of the steps that the properties are taking towards being self sustaining.

José Ignacio is at once bohemian and luxurious, and showcases a remarkably diverse group of inhabitants; artists, musicians, authors and businessmen have all fallen in love with the relaxed beauty of the area. It is accessible via Punta del Este and Montevideo. Playa Vik and Estancia Vik were imagined, designed and built with the inspiration of creating exceptional private residences. The owners spend a portion of the year living at Playa Vik and Estancia Vik themselves and hope that others will make it their home as well. Both properties can be reserved for private use.