



GOING FULL GAUCHO

Over the past few decades, José Ignacio has gone from a sleepy coastal enclave to one of South America's most beloved summer vacation spots, luring travelers with its windswept coastline, trendy design and cuisine, and laid-back vibe. **Estancia Vik José Ignacio**, set a mile inland on a 4,000-acre working ranch, captures everything travelers love about this corner of the world. Past the hotel's white adobe facade, a labyrinth of covered walkways and open-air courtyards connects the 12 guest rooms, each of which is named for and furnished with the work of a contemporary Uruguayan artist. The decor is bold: sexy murals over king-size beds, gorgeous wood soaking tubs, and private patios with expansive views.

And while the scene is museum-worthy cool inside, time outdoors embraces the estancia lifestyle: Guests can shadow a gaucho for the morning, then ride horses across the pampas for a swim in the José Ignacio Lagoon before an *asado* (Uruguayan barbecue) lunch. Other activities include polo and surfing lessons, tennis, canoeing, and touring neighboring Punta del Este. One highlight: the stunning new Museo de Arte Contemporáneo Atchugarry, Uruguay's first contemporary art museum, just 20 minutes from the hotel. *Doubles from \$500, including breakfast daily and a \$100 dining credit.*

