

### Run away, artfully

What's the hip new destination? Try Uruguay

January 13, 2013 | By Cindy Dampier

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.

### Playa Vik



( Cristobal Palma/Photo courtesy of Playa Vik )

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

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.

#### 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