



GLOBE TROTTING

URUGUAY

Enjoy Sun in Our Winter in Casual Chic José Ignacio, Uruguay

Tuesday, December 20, 2011, by [Rob Bear](#)



The raucous South American resort of Punta del Este remains Uruguay's most popular beach destination—the year-round population of 7,300 swells to 500,000 in the summer months—and that crowding sent many jet set types searching for a low-key alternative. They didn't need to look far. Just a few miles east of Punta lies **José Ignacio**, a formerly sleepy fishing village that has become, [according to *The New York Times*](#), "arguably the chicest spot in Latin America." While the town remains far less developed than Punta, several new hotels have arrived recently, including Playa Vik (*above*), the beachside offshoot of popular inland resort Estancia Vik. The ten-room resort [sits](#) on a private peninsula, with views down the beach to the lights of Punta del Este and a staggeringly beautiful design by Uruguayan architect Carlos Ott.