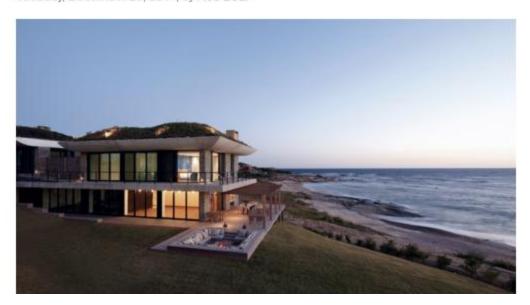






Enjoy Sun in Our Winter in Casual Chic José Ignacio, Uruguay

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.