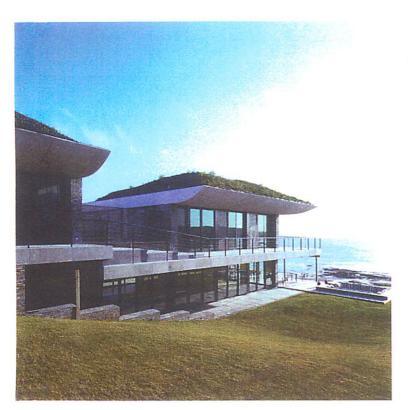




ESCAPE



BEST FOR COOL DESIGN
Playa Vik José Ignacio, Uruguay
For the in-crowd in this part of the world, the barefoot and boho

For the in-crowd in this part of the world, the barefoot and boho village of José Ignacio is the new Punta del Este (which is only seven miles down the road). A growing crowd flocks to its rugged, windswept beaches, boutique boltholes, artist studios, insider restaurants and tucked-away villas. Estancia Vik José Ignacio, a 12-suite colonial-style ranch house with polo field and stable, has been up and running for a year; and in June, Playa Vik José Ignacio arrived. Playa Vik has designers bristling with envy, for architects James Turrell, Anselm Kiefer and Zaha Hadid all had a hand in its six unique casas, surrounding a central 'sculpture' building designed by the Uruguayan Carlos Ott, with a cantilevered pool hanging 32 feet over the beach garden below.

Six nights, including three at Playa Vik José Ignacio and three at Estancia Vik José Ignacio, plus transfers and activities, costs from about £2,430 a person B&B, with Aracari Destiny (020 7193 0423; www.aracaridestiny.com).

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