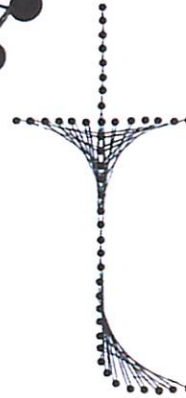
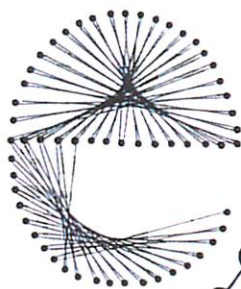
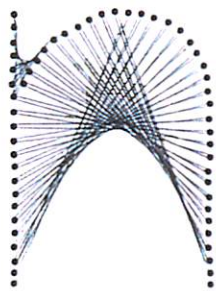


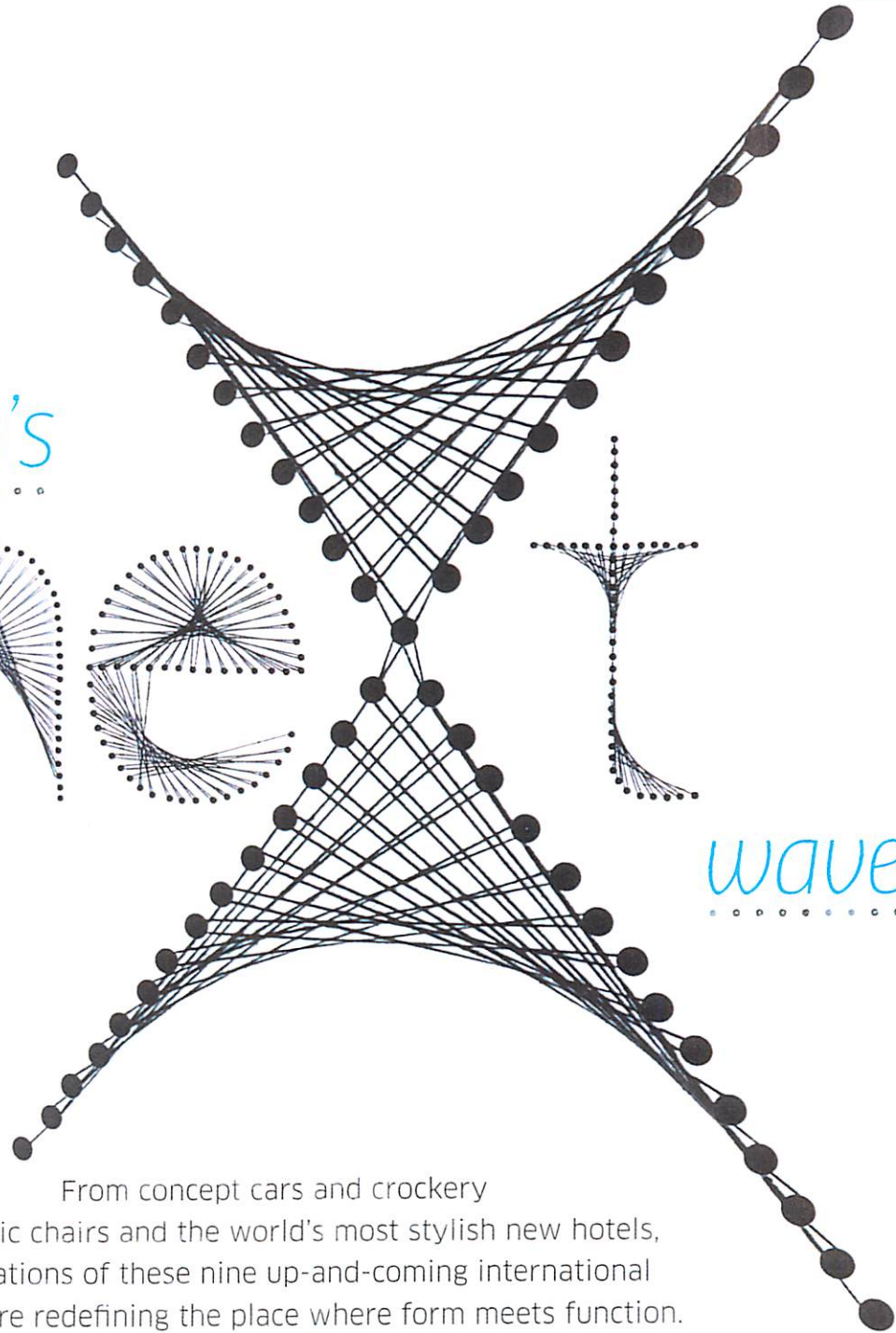
# HEMISPHERES

OCTOBER 2010 |

design's



wave



From concept cars and crockery to robotic chairs and the world's most stylish new hotels, the creations of these nine up-and-coming international designers are redefining the place where form meets function.

By Ted Loos

**Alex & Carrie Vik**  
**Playa Vik Jose Ignacio**

The resort town of Punta del Este, on the Uruguayan coast, is the South Beach of South America—a bustling, lively and sometimes outrageous nexus of fun. Hotel and design entrepreneurs Alex and Carrie Vik wanted to offer a quieter, more relaxing version of that notorious scene. So in June they opened the 10-room Playa Vik Jose Ignacio just 12 miles away, on a pristine, private beach. The main building, courtesy of architect Carlos Ott, is filled with works by international art stars like James Turrell and Zaha Hadid. The Monaco-based Viks are bullish about the range of activities at the hotel. “Where else can you ride your horse from cowboy country to St. Tropez?” asks Alex. Ponder the question while you soak in Playa Vik’s black granite infinity pool, cantilevered over the ocean. • [VIKRETREATS.COM](http://VIKRETREATS.COM)

