

judgment that something else is more important than fear."

hospitalitydesign

"Property is the fruit of labor; property is desirable; a position good in the world. That some should be rich shows that others may become rich, and hence is just encouragement to industry and enterprise. Let not the rich be hateful unto the poor; and bid the laborer be clean and sober. Let him be able to afford to buy his bread the honest earnings of his own sweat. Remember that the first necessity is food, and bid the laborer be able to afford to buy his bread. Let him be able to afford to buy his bread. Let him be able to afford to buy his bread."
Abraham Lincoln

global warmth

17 projects, 13 countries

you can keep your head when all about you
are losing theirs and blaming it on you;
you can trust yourself when all men doubt you,
but make allowance for their doubting too;
you can wait and not be tired by waiting,
being lied about, don't deal in lies,
being deceived, don't give way to deceivers;
and don't look down on your friends who are not as wise as you;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;
you can do it all - and more, if you only have your aim;

you can make one heap of all your winnings
and risk it on one turn of pitch-and-toss,
and lose, and start again at your beginnings;
and never breathe a word about your loss;
you can fail as you wish - but never ever
allow your team long after they are gone;
and so hold on when there is nothing in you
except the Will which says to them: "Hold on!"

you can talk with crowds and keep your virtue,
or walk with kings - nor lose the common touch;
either fear no trampling on your face,
nor tread on the backs of the poor;
all men come with you, but none too much;
you can fill the unforgiving minute
with sixty seconds' worth of distance run
as is the Earth and everything that's in it
- which is more - you'll be a Man my son!

Rudyard Kipling



By Michael Adams
Photography by Cristobal Palma

on the beach

Startling architecture graces Uruguay's spectacular
"Marlboro country"



This page, clockwise from top:
The central house of Playa Vik José Ignacio, with its landscaped roof and gorgeous ocean view; a typical bathroom with a custom soaking tub; and a view of a suite in Casa Raices Imbuya, one of the six satellites of the main house. *Opposite page:* The living room of Casa Raices Exodus.

In the past several years, the low-key beachfront town of José Ignacio, Uruguay, has become a magnet for artists and celebrities, so much so that it is often dubbed the Hamptons of South America. Naturally, such an epicenter of chic demands a hotel or two or three to accommodate well-heeled visitors, and in 2009 it welcomed Estancia Vik, a 12-room “farm resort” whose dramatic design and bold use of contemporary art catapulted it to many a “best hotel” list.

Owned by Norwegian billionaire Alexander Vik, whose mother was Uruguayan, Estancia was joined this year by Playa Vik, a private retreat five miles away, consisting of a main house and six satellite “casas,” each containing two or three bedrooms, and each individually designed by Vik

and his wife Carrie.

For the architecture, Vik chose Uruguayan Carlos Ott, known primarily for such commercial projects as the Opera de la Bastille in Paris. Vik sought Ott for his avant-garde vision. “With Playa we wanted someone who has broken the mold with 20th-century architecture,” he says. “The central building is a work of art in itself.”

For Ott, it was a challenge he relished, given the buildings’ relationship to the beach, the sunset, and all the elements of nature (Vik calls it “Marlboro country”). “It is a unique site,” he says, “and they gave me carte blanche.”

What Ott did with such freedom was to create, in the central





Above: The living room of Casa Mar Ola.
 Right: The Casa Mar Azul Suite. *Opposite*
page, bottom: The barbecue terrace
 outside the main house.





building, a 55-foot inclined façade with a huge sliding wall of glass to allow guests to enjoy magnificent beach views. The lateral walls and roof are made of double-curved titanium panels—very expensive, says Ott, but necessary to withstand the extreme variations of temperature and the corrosive effects of Atlantic salt water.

For the interiors, the Viks chose contemporary artists from Uruguay and around the world to supply paintings, sculpture, and furniture. Noted art collectors, they wanted to ensure that each room would be unique, and that each guest experience would be memorable. "There are many beautiful hotels," he says, "but they tend to be very similar and not very interesting. I want to have an emotional experience when I travel."

As for Ott, speaking of his rare foray into hospitality, he is proud of the project's individuality. "You've never seen a house like this," he says. "You may not like it. But today [so many buildings] try to recreate the past. Why? Each society should create buildings that are unique for them. If Jefferson were to create Monticello today, it would be a modern house." **hd**

www.carlosott.com; www.playavik.com



Playa Vik José Ignacio

José Ignacio, Uruguay

Owner Alex and Carrie Vik

Architecture Firm Carlos Ott, Montevideo, Uruguay

Architecture Project Team Carlos Ott, lead architect, and Edgar Baruzzi, associate architect

Interior Design Team Alex and Carrie Vik

Contractor Norte Construction Co.

Acoustic Consultant A. Haedo

Lighting Hofstadter, Inc., Lyte Iluminacion, and Trios

Engineering Marella & Podoja (structural engineer); Luis Lagomarsino (thermal conditioning); Ricardo Hofstadter (electric and lighting); and Alfredo Corbo (sanitary installation)

Kitchen Strato Cucine

Landscape Alex and Carrie Vik, and Irene and Pablo Ross

CASA RAICES BATHROOM OLMO

Sink Design Marcelo Daglio

Canoe Bathtub Design Alex and Carrie Vik

Fixtures Lefroy Brooks

Shades Bandalux

CASA EBANO CANOA BATHROOM

Stone Absolut Nero Granite

Canoe Bathtub Design Alex and Carrie Vik

Fixtures Lefroy Brooks

Sinks Norman Foster for Duravit

Cabinetry Crafted by Alejandro Rodriguez

Shades Bandalux

CASA RAICES IMBUYA SUITE

Headboards Alex and Carrie Vik

Headboard Fabric Townsend Leather and Donghia

Curtains Designed by Carrie Vik

Curtain Fabric Bart Halpern Faux Flax;

fabricated by Juan Angel Pascale

Shades Bandalux

Commodore Designed by Alex and Carrie Vik and Artprojet

Bedding Frette, Restoration Hardware, and Simmons

Bed Skirts Gloria Boxer and Nicole Hounie

CASA RAICES LIVING ROOM EXODUS

Wall Art Pablo Casacuberto

Sofa Alex and Carrie Vik and Gloria Boxer; crafted by Carlos Bivel; fabric from Cowton + Tout, Donghia, and Manuel Canovas

Curtains Designed by Carrie Vik; fabric by Bart Halpern; fabricated by Juan Angel Pascale

Coffee Table Roberto Piriz

Shades Bandalux

CASA MAR OLA LIVING ROOM

Floors Alex and Carrie Vik; painted by TK Punta Pinturas

Coffee Table Richard Rice

Ola Painting Javier de Aubeyson

Collage Samurai Painting Ernesto Vilas

Curtains Designed by Carrie Vik; fabric by Bart Halpern; fabricated by Juan Angel Pascale

CASA MAR AZUL BEDROOM

Sculpted Wall/Floors/Bed/Curtains Alex and Carrie Vik

Outdoor Furniture Royal Botania