

TATLER

But times are changing. New settlers include big independent projects as well as spectacular international hotel brands. First, the ultracontemporary **Playa Vik**, owned by billionaire Alex Vik. He also has an estancia here that you can book into – it was the area's first rocking ranch. Now there's Playa Vik, right in the middle of 4,000 acres of pasture. It's an extraordinary place – part hotel, part art gallery – with a dozen rooms, all featuring modernist installations. Then there is the

TRAVEL

