



## **Vik Retreats Empowers Global Travelers to Discover and Collect Art**

*Vik Retreats announces a new initiative that will connect a global audience with their network of artists to discover, commission, or purchase works of art.*

Vik Retreats, the internationally renowned collection of singular hotels centered around forward-thinking art and design, is thrilled to announce a new initiative that will connect guests and art enthusiasts alike to a wide range of artists who are displayed across the retreats. The new initiative speaks to the ethos of the Vik Retreat brand, which celebrates the global art community, and has been launched to support the more than 200 artists and their work. Inviting international travelers, guests, and friends of Vik Retreats to more deeply engage with artists showcased across Galleria Vik Milano in Italy, Estancia Vik José Ignacio, Playa Vik José Ignacio, and Bahía Vik José Ignacio, in Uruguay, Vik Chile, Puro Vik and the VIK Winery in Chile, the program will connect patrons with artists, so they can discover their creations, purchase existing works or commission new pieces.

Vik Retreats are lauded as some of the most exceptional destinations in the world, delivering an experience marked by extraordinary design, an unrivalled collection of art, and warm attentive service. Each property was imagined and designed by innovators Alex and Carrie Vik. Through their passion for art and their holistic approach to luxury travel, Alex and Carrie have changed the perception of hospitality in each of the destinations where they have opened properties. Havens of design, Vik Retreats highlight the best of contemporary art, promising a singularly remarkable experience for their guests. Alex and Carrie have been working closely with artists for over a decade, beginning with Estancia Vik, the first retreat, to create immersive and site-specific works, transforming rooms and hallways into art galleries showcasing incredible original pieces.

Vik Retreats' following of art enthusiasts will now be able to commission or purchase existing work. Vik Retreats will connect potential buyers with artists across all mediums such as Marta Mez, Nina Surel, Ali Hassoun, Julian Lennon, Patricia Fernandez, Toto, Rita Fisher, Eduardo Cardozo, Takeo Hanazawa and Vicky Barranguet, Alvaro Gabler among others. The program introduces artists to audiences beyond the museums and galleries in which they exhibit, with the goal of spreading art and culture around the world. The initiative also marks Vik Retreats' ongoing commitment to celebrating and supporting the arts.

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