

## Bahia Vik: The Coolest New Hotel in Uruguay?

*Written by Paul Brady • May 02, 2015*

The newly opened [Bahia Vik](#) hotel, located on the sparsely populated eastern coast of Uruguay, draws design inspiration from the area's ramshackle cabanas—and throws in a modernist twist. Though it has ten suites, 11 stand-alone villas, and a cool luxury, its greatest feature is the surf right on your doorstep.



*A beachfront villa with an Atlantic Ocean view.*

*Matthieu Salvaing*



Oversized bathrooms have deep soaking tubs and rainfall shower heads.



Four swimming pools face the water.

*Matthieu Salvaing*



Hotelier Carrie Vik on her travel philosophy: "Lots of people travel to many, many places, but what everybody seems to be looking for is something unique— where they're learning by being in a destination. It's about the location, but it's also about the culture."

*Paul Brady*



Private villas are clad in a variety of materials like copper, zinc, and, in this case, natural timber.

*Paul Brady*



The hotel is just steps from José Ignacio's wide *Playa Mansa*.

*Paul Brady*



Eye-popping artwork brightens the hotel's main dining room.

*Paul Brady*