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Guests at Bahia Vik under El Bonbon, a sculpture by Javier Abdala.

DEBUT COOL AND COLLECTED

On the southeastern coast of Uruguay, cultural connoisseurs are rubbing elbows with the beach-and-polo set, thanks to a string of art-centric hotels by international collectors Alex and Carrie Vik. Their latest: **Bahia Vik**, 37 rooms hidden among the windswept dunes of boho-chic José Ignacio. The couple, who filled their nearby Playa and Estancia properties with works by big-name South

American artists, has commissioned pieces from the likes of Juan Burgos and Marcelo Daglio. "One of our goals has been to create hotels that celebrate the rich culture of their locale," Carrie says. Case in point: the mixed-media sculpture by Montevideo-born Javier Abdala, which faces a horizon-stretching view of the South Atlantic. vikretreats.com. **\$\$\$\$\$**
—SHANE MITCHELL