



LIFESTYLE GUIDE

MEET

PEOPLE

Alex Vik

Vik Retreats is South America's premier collection of properties that are redefining luxury travel. Each Vik Retreat property was imagined, designed and built by Alex and his wife Carrie with the inspiration of creating an exceptional private residence for travelers seeking an unrivaled experience.

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CAN YOU TELL US MORE ABOUT WHY YOU HAVE DECIDED TO ESTABLISH VIK RETREATS AND THE COMPANY'S PHILOSOPHY?

We love Jose Ignacio, Uruguay and wanted to create exceptional properties there based upon nature, architecture, design, and art. Our philosophy is to offer exceptional and unique experiences to our guests. Every room is an art installation. At all Vik Retreats we strive to create experiences unlike anything else in the world. In Uruguay, we started out with Estancia Vik, and expanded with Playa Vik and Bahia Vik, with each retreat offering an experience which is distinct from the others, while simultaneously showcasing the very best that the destination has to offer. In doing so, we are able to give our guests an unmatched look into the culture of José Ignacio, a destination which has so much to offer, and to which we always look forward to returning.

THE CUTTING-EDGE PLAYA VIK AND THE 4,000-ACRE ESTANCIA VIK ARE SOME OF THE WORLD'S MORE UNUSUAL HIGH-LUXURY HOTELS. WHAT WERE THE REASONS FOR YOU TO DECIDE TO INVEST IN URUGUAY AND THE INSPIRATION BEHIND EACH PROPERTY?

Estancia Vik Jose Ignacio is an homage to Uruguay in the countryside with vast spaces but yet so close to all the activities of the summer. Playa Vik Jose Ignacio is in the village, on the beach, with avant garde design. Bahia Vik Jose Ignacio is among the sand dunes on the beach, with 11 bungalows spread among them in a very cool atmosphere of sea and sand, and it is still sophisticated. La Susana is our cool beach restaurant where guests enjoy delicious cuisine with their feet in the sand on the Mansa Beach. It is uniquely Uruguayan, but based on the famous beach restaurants of the world like Club 55 in St Tropez. I enjoy going there all the time. Viña Vik

is our hotel on the VIK vineyard in Chile, which produces among the best wines in South America. The hotel sits on a hill-top in the middle of the vineyards and surrounding mountains. It has a beautiful zen garden in the central patio, the rest of the gardens are the vineyards and nature itself. Viña Vik has a sculpted roof of bronzed titanium- the shapes are inspired by the winds, the mountains, Frank Gehry and Richard Serra. The building is transparent with views all around the vineyards, stretching all the way to the Andes mountains. Every room is an art installation. The winery, vineyard and wines are exceptional. People say it is must visit when in Chile.

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PLAYA VIK FEATURES EXTENSIVE ART FROM YOUR PRIVATE COLLECTION OF LEADING INTERNATIONAL AND URUGUAYAN ARTISTS. HOW IMPORTANT ARE ART AND DESIGN TO YOUR PROJECTS?

Art and design are a fundamental pillar of all the properties. Each room features art and design with a large array of artists represented, too many to count, but likely we have actively collaborated with more than 200 different artists. It has been a lot of work and also a lot of fun and pleasure. As each room is completely unique, guests enjoy singular stays, and many times have coordinated with the team so that they can see other rooms at the properties, exploring the striking works throughout the retreats, many of which were created specifically for the properties.

WHAT IS THE FUTURE FOR VIK RETREATS IN LATIN AMERICA?

We hope more and more people from around the world come and enjoy all the properties. In Uruguay specifically, we look forward to continuing to give our visitors a look into the vibrant culture of the locale. The properties work in tandem so that guests of each are invited to enjoy the activities offered at all of the retreats, from horseback riding at Estancia Vik, to fish bbq's at Playa Vik and the four stunning pools at Bahia Vik. La Susana, which was our first restaurant and beach club and is located steps away from Bahia Vik has also been such a great success – we love spending time there every time we are in Uruguay, seeing the locals and international travelers alike soak in the atmosphere, which perfectly blends laid back vibes with a fun, energetic spirit. The food, drinks and unmatched location on the beach create an experience that we always look forward to sharing with guests.

We are excited to have recently opened the restaurants at Estancia Vik, Playa Vik and Bahia Vik to the public. Following La Susana's popularity, it is a shift which allows us to accommodate the continued demand for the delicious menu offerings created by Chef Marcelo Betancourt and his team. We are additionally eager to continue to share each of our VIK wines with our guests – VIK, La Piu Belle, and Milla Cala – which are created at VIK in the Millahue Valley in Chile. We hope that our visitors will then come enjoy our Chilean retreat as well, offering them unmatched entrée into the culture, nature, art, wine and cuisine of the country.