

## Not Your Basic Beach Resort: 6 Game-Changing Modern Hotels

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Think “beach resort” and the mind most likely conjures a soft palette of seaside hues, striped loungers, and a few nautical nods. But a new generation of waterfront properties is wooing travelers with sleek, contemporary architecture and a uniquely design-minded approach that might seem more at home in an urban oasis than a seaside retreat. Think clean lines and neutral palettes with striking art and furnishings. The lack of traditional seaside adornment actually makes these locations ideal seaside properties: It brings the beach’s natural beauty into sharper focus. Ironic, don’t you think?



### Bahia Vik, José Ignacio, Uruguay

At this new hotel on the sand dunes of José Ignacio, art plays a major role in elevating the beach-house vibe. (This is the case with every Vik retreat, as founder Alex Vik is a dedicated collector.) Pieces from contemporary artists such as Javier Abdala, Carlos Musso, Rita Fischer, and José Pelayo give museum-level quality to the hotel. In fact, each suite has an exclusive piece created specifically for that space. Elsewhere on the property, it’s all about bold juxtapositions: a wall painted in bright vertical stripes set against a Keith Haring-esque headboard or a glossy bathtub surrounded with abstract patterned tiles.

**While you’re here:** Check out José Ignacio, which is becoming quite the beach town du jour. There are waves for surfing, estancias for horseback riding, and a contemporary art fair in January.