

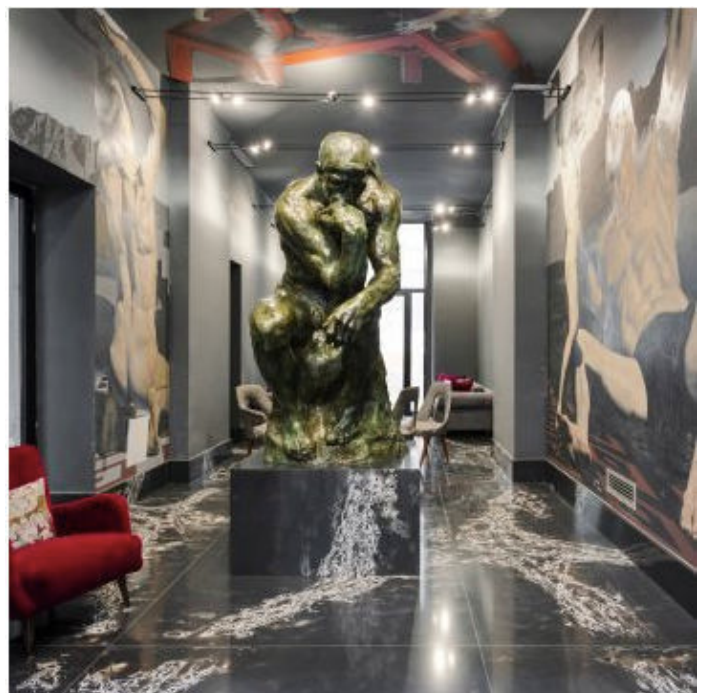


Vik Retreats Empowers Global Travelers to Discover and Collect Art Through New Initiative

The world-renowned collection of distinctive hotels has announced a new initiative that aims to connect a global audience with their network of artists to discover, commission, or purchase works of art.

The initiative resonates wholly with the **Vik Retreat** ethos, which draws attention to talented artists and celebrates their work within the global art community. The initiative will now support more than 200 artists and their work, allowing the forward-thinking brand's following of art enthusiasts from around the globe to commission or purchase existing works.

International travelers, guests, and friends of the beloved hotel group will be invited to engage more deeply with the artists showcased across their Galleria Vik Milano, Estancia Vik José Ignacio, Playa Vik José Ignacio and Bahía Vik José properties, connecting potential buyers with artists who work across a variety of mediums. These artists include the likes of Marta Mez, Nina Sarel, Ali Hassoun, Julian Lennon, Patricia Fernandez, Toto, Rita Fisher, Eduardo Cardozo, Takeo Hanazawa, Vicky Barranguet and Alvaro Gabler, among others.



The incredible platform will allow these artists to be introduced to audiences much further beyond the museums and galleries in which they normally exhibit, during a time when these places may not be getting their normal level of buyers frequenting them. The initiative's aim is to transport art and culture to all corners of the globe, while honouring the brand's ongoing commitment the celebration and support of the arts.

Through their passion for art and their holistic approach to luxury travel, founders Alex and Carrie Vik have changed the perception of hospitality in each of the destinations where they have opened a Vik Retreat. Havens of design, the properties highlight the best of contemporary art, promising a singularly remarkable experience for their guests.

The collection of properties include palatial plots in some of the world's most beautiful cities, such as the **Galleria Vik Milano** in Italy; **Estancia Vik José Ignacio**, **Playa Vik José Ignacio** and **Bahia Vik José Ignacio** in Uruguay as well as **Vik Chile**, **Puro Vik** and the **VIK Winery** in Chile. Lauded as some of the most exceptional destinations across the globe, each property was carefully and thoughtfully imagined and designed by innovators Alex and Carrie Vik.

The pair have been working closely with artists for over a decade – which all began with their first retreat, Estancia Vik – to create immersive and site-specific works, transforming rooms and hallways into art galleries showcasing incredible original pieces. In some cases, Carrie and Alex have even built studios for artists and reconfigured retreats to accommodate their artwork and collaborative vision. Now, artists and collectors alike can share in the joys of art together – safely – using the Vik platform.

