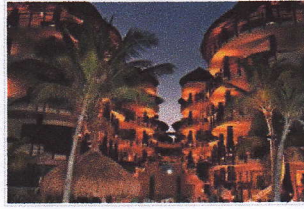


Opening Alert: Fab Condotel in Playa del Carmen

by Lisa Cohen and Brad A. Johnson | ModernLuxury.com | May 3, 2010



A new addition to Playa del Carmen, El Taj Oceanfront Condo Hotel

Great news! If you love Playa del Carmen—and, of course, you do—you'll want to know about this. A new luxury oceanfront condo hotel just opened up along those white sandy beaches of Riviera Maya. [El Taj Oceanfront](http://www.condohotelsplayadelcarmen.com/el taj/index.php) (<http://www.condohotelsplayadelcarmen.com/el taj/index.php>), the latest addition to the four pre-existing luxury properties of [Condo Hotels Playa del Carmen](http://www.condohotelsplayadelcarmen.com/) (<http://www.condohotelsplayadelcarmen.com/>) (rates from \$330; First Avenue Between 12th and 14th, Playa del Carmen, Q.Roo, MX; 954.335.0490), opened on February 25 and overlooks the turquoise sea.

Renowned architect Sergio Segura designed the building to organically blend into the breathtaking Mexican Caribbean setting. It's a Bali-inspired design that seduces with soft curves, vibrant colors (iridescent tiles covering a Buddha shrine next to a waterfall) and lush landscape (Koi fish ponds with lots of water lilies). So what about the interior? The kitchens have marble countertops and all new appliances. There are private terraces, private elevators, sexy rooftop showers and spectacular views of the sunrise.

The pool sits right on the beach and adjoins the exclusive [Indigo Restaurant and Beach Club](http://www.indigobeach.com.mx/) (<http://www.indigobeach.com.mx/>), operated by the same cool Italians behind [Mosquito Blue](http://www.mosquitoblue.com/) (<http://www.mosquitoblue.com/>), Indigo offers upscale dining with a menu full of fresh seafood that blends the flavors of Italy, Asia and Mexico. The fusion of flavors can be seen in dishes like Asian-style tuna sashimi with a Mexican Veracruz vinaigrette, sea bass served with a hoisin reduction, and slow-cooked tuna tostadas. The open-air entrance from the beach turns the bar at Indigo into a lively nighttime scene, with plenty of minty mojitos to go around.

As for amenities, there's a world-class gym from the designer of Equinox sports club, a scuba shop and spa. And here's a first for Playa: there's a New York-style gourmet deli opening up only a block away. Apparently, the owner of Condo Hotels, Jack Perlman, is a native New Yorker who accidentally got stranded in Playa del Carmen over 15 years ago and never left. If he ever gets homesick, he can still get his pastrami on rye even though he's along the coast of Mexico. Genius.

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