



The
FINE ART
of the
boutique hotel

step back to a quieter time at posada la poza,
where the décor reflects the nature around it.

story and photos by enrique vargas



Situated on the pacific ocean at the tropic of cancer between cabo san lucas to the south and la paz to the east lays the sleepy town of todos santos. it's easy to drive right through and barely notice the place.

ONCE FAMED FOR ITS SUGAR cane industry controlled by the Santana family at the turn of the century, it became a ghost town once sugar production ceased. For decades Todos Santos was largely ignored until it was rediscovered in the 60's by a few hippies, some artists seeking solitude and surfers who braved the treacherous journey down the Baja to be rewarded with perfect swells and endless white sand beaches. Dodging the hustle and bustle of Los Cabos, tourists and investors are beginning to discover the quiet, healthy lifestyle that exists here. Bringing upscale tastes with them, the newcomers are slowly transforming the town, sculpting the once

bohemian Todos Santos into a serious art colony with quaint boutique hotels serving up fine international cuisine, much of which is prepared from locally-grown organic produce. In 1998, Juerg Wiesendanger, originally from a Swiss banking background, convinced his wife Libusche to accompany him on a drive down the Baja peninsula. Libusche never really thought much of Mexico before this trip but soon found herself enamored with Baja's wide-open, cactus strewn deserts and jagged mountain ranges that crashed into a blue sea. Both were fascinated with the richness and variety of the strange looking plants and the ever

changing landscapes that appeared around each corner. When they reached Todos Santos with its artsy culture and tropical palm forests cooled by Pacific breezes, Juerg and Libusche fell in love again. Tired from years of stress in the banking world and possessing an abundance of energy and complimentary skills, Juerg and Libusche set out to explore the possibilities. Having no children and searching for a lifestyle change, they were intent on creating an environment free from stress, TV and bad news. Todos Santos had the right feeling and was ready for something different. Envisioning an intimate retreat blending Mexican style and

