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CUSTOM WOODWORKING



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# DAN LUNA WOODWORKING

In a craft such as woodworking, you cannot simply be skilled with your hands and precise with measurement taking—you must love what you do to create extraordinary work. Dan Luna, owner of his namesake firm Dan Luna Woodworking, exemplifies this philosophy. “As a kid, I worked with my dad in his upholstery shop. Although I was learning upholstery, I was always creating little wood projects. I feel that is what inspired me to take woodshop in high school, and that is when my true obsession started,” Luna shares. “I ate it. I breathed it. I would lay awake at night thinking about what I would create next. From that time until now, my passion has not stopped.” Luna’s love for the trade can be seen in his firm’s body of work, accumulated during its 25 years in business thus far. Providing superior craftsmanship through a process that facilitates the ultimate in customization, Luna and his team meet and exceed expectations as part of their daily routine. “I’m focused on creativity and quality throughout the process,” Luna says. “But the most important thing, at the end of the day, is that the client is 100-percent satisfied.” With projects throughout Southern California, from Newport Beach to San Juan Capistrano to the famously affluent Coto de Caza, the firm has an extraordinary breadth of services and specialties, including staircases, kitchens and baths, theaters and antique reproductions, to name a few. “I take each project, big or small, and treat it as if it were one of my children,” Luna says. “From the conception of a design through nurturing and watching it grow into something spectacular, it is very satisfying and inspiring.”

**TOP:**  
This stunning Newport Beach residence was designed by Harte Brownlee & Associates, with whom Dan Luna has worked for many years.

**BOTTOM:**  
This distinctive entertainment center, with a geometric pattern, was created using rift-sawn white oak and wenge inlays.

## ASK THE EXPERT

**What is inspiring you now?**

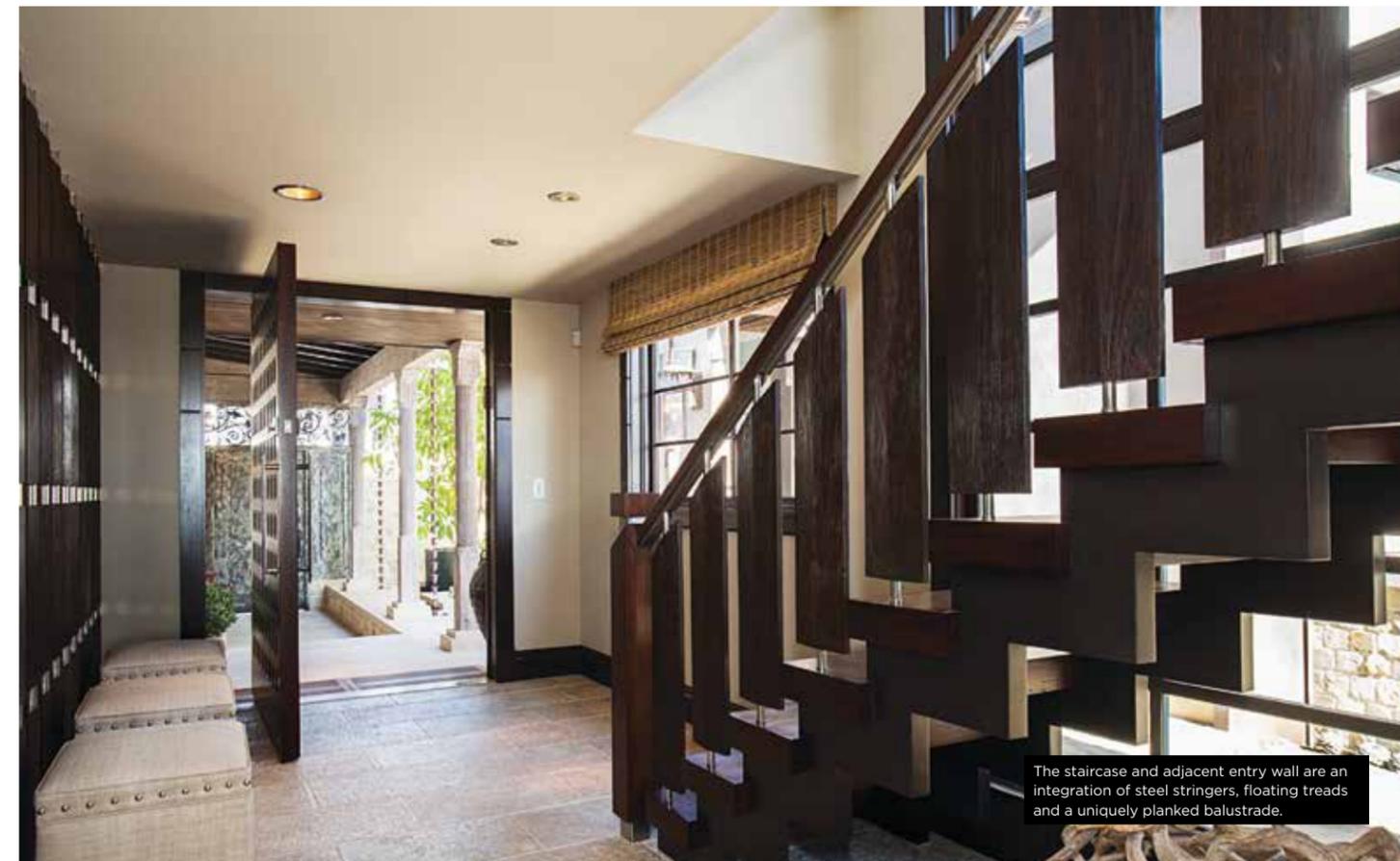
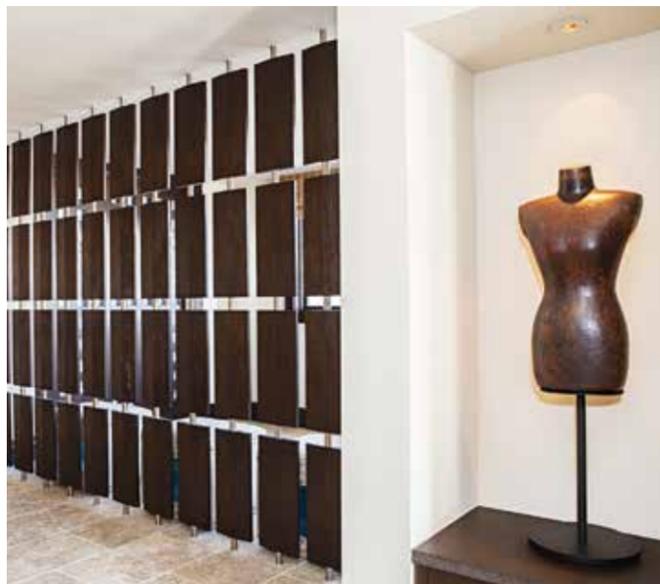
For several years, I have tuned into nature and music. It puts me in a place of playful imagination, somehow freeing my mind to create things out of the ordinary.

**What is your creative process?**

I sit down at my drawing table and think about a meeting with the clients, designers, architects and builders. As I look through notes and inspirational images, my mind starts processing the information, and my pencil goes to paper.

**What are you working on next?**

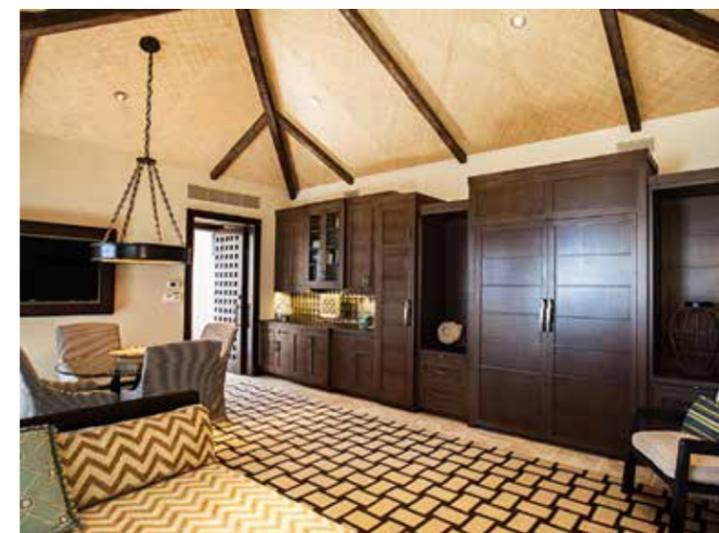
I am working on a line of furniture. It’s on a small scale, but very high-end and caters to our clientele. It’s something that I love to do.



The staircase and adjacent entry wall are an integration of steel stringers, floating treads and a uniquely planked balustrade.

“Each project of ours has been built with beauty, strength and an everlasting quality that is unmatched.”

—Dan Luna



The guesthouse cabinetry conceals a fold-down bed that leaves room for more entertaining.



Double helix columns and multilevel cabinetry are featured in the dry bar.

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