

PlaceMakers

DAVID LUNA



a DESTINATION GUIDE
'Mexico'

BY ROSEWOOD HOTELS & RESORTS



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01 DAVID LUNA - in rural Tequila

WHAT *is* PLACE MAKING?

Creativity and culture is the lifeblood of a city. It inspires the stories born from adventure. It speaks to the very soul of the explorer.

PlaceMakers are the embodiment of Rosewood's commitment towards elevating culture and community.

By partnering with PlaceMakers, we together explore the stories of local destinations – with the intention of crafting inspired Rosewood journeys that promote immersive property experiences, meaningful connections, and individual well-being.

Our ecosystem stems from our PlaceMakers – We invite you to explore the world with Rosewood through a local lens. To uncover the traditions, to both learn and create alongside the innovators of art, style, food, family, sustainability and health.

This approach pairs seamlessly with Rosewood's core philosophy, that A Sense of Place® exists beyond the physical form and is also discovered in the intangible essence of community.

Let Rosewood be your cultural concierge. Discover our curated experiences and in-depth destination guides, enriching your global exploration.

DAVID LUNA

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the FABRIC
of COMMUNITY





03 LAS VENTANAS, AL PARAÍSO - David Luna's tree sculpture overlooking the resort

Before entering sunset-hued domed walls of Arbol, Las Ventanas al Paraiso, A Rosewood Resort's in-house culinary destination in Los Cabos, Mexico, guests enter through a small forest of sculptural trees, adorned with over 500 sparkling birdcage lights. The installation by Guadalajara-based artist, David Luna, is nothing short of magic.

introducing PLACEMAKER, DAVID LUNA

Born in a small town in Jalisco, Mexico, Luna moved to Guadalajara as a young man, remaining there ever since – save for a stint in Paris where he studied design. The home and workshop he has made for himself there is the stuff of legend, filled with exquisite furniture, found natural objects – his favorite medium – dried gourds, raw wood, and baskets of every size.

Far from being a man of single talents, Luna has lent his touch to food opening his restaurant, Casa Luna, in Tlaquepaque, Mexico also home to his flagship store, Origenes by David Luna, an Aladdin's Cave of objets d'art and beautiful things that have caught the eye of the curator. The offering also includes a large selection of

designs by Luna himself, designed and made locally in Guadalajara from materials including wood, iron, ceramics, leather, blown glass, and textiles. Luna's workshop sees him collaborate with the local community and artisans with whom Luna has worked for over 30 years, a practice he holds dear to his heart in preserving the ancient techniques of the region.

At 67, the artist says he has more energy than ever. Here, Luna talks to Rosewood about celebrating Mexican culture and the secret to his fountain of youth – the power of community.

How do you see your role in the community, as an artist and as a citizen?

DAVID: I feel so proud that I can be around so many people with so much talent and to be able to create with these amazing people, most of whom I've been working with for around 30 years. We have 75 people in my restaurant, around 60-80 in my leather bag factory, and in my office, about 300 to 400 people working around my ideas.

04 CORAZON PLAYERO - artist Isabel Allende designing hats in Los Cabos



05 LEATHER GOODS - making process

The fact that my ideas can help support so many families is truly humbling. We have so much talent in this town – and the whole of Mexico – so many different handicrafts and materials. I don't have words to describe my gratitude to show the beauty of Mexico.

What is the essence of Mexican culture to you?

DAVID: I believe the soul or the essence of Mexican culture is diversity. There are so many ways of living and thinking and eating, different lifestyles, languages, and accents. It's so inspiring.

Can you tell us about your relationship with Mexico?

DAVID: There are a lot of different, creative people living here, from sculpture artists, textile makers, and sustainable growers. Their way of doing things is passed down from our ancestors. The new generation is not so interested, which makes me feel so sad, but this is why I try to engage the community and work with young people too, to continue making and show the world what we can do. This is our essence, and we cannot stop creating beautiful things.

06 MUSEUM - David Luna exploring the town of Tequila



07 DISTILLERY - David Luna at Tequila tasting

Tequila tasting is a big part of your offering at Casa Luna. What does tequila mean to you, and to Mexican culture?

DAVID: Growing up, tequila was not something I used to enjoy. The ritual of drinking a shot with lemon and salt was because it was so strong it would burn your

throat! Now, tequilas are more refined, like cognac or even champagne, something you can sip slowly. In my restaurant, I must have 25 to 30 brands of tequila for tastings and private parties – it became like magic that people really began to respond to this. For Mexico, I believe tequila means happiness and friendship, a way to connect with each other.

How important is the impact of family-run Tequila distilleries to the local community?

DAVID: People in Jalisco know that growing and producing tequila benefits the community as a whole, with everyone helping throughout the production process. It has made our state become quite famous and kept generations of people employed. It used to be that people would go to live in the United States and seek the 'American Dream'. Now, there are so many young people here because there is work, thanks to the local-run distilleries. And our state is rich enough to eradicate hunger and make almost everybody happy. It's quite amazing for me to know that most of the new generation want to stay here in Mexico.

08 AGAVE FIELDS - David Luna taking part in the tequila making process





10 DAVID LUNA'S TREE SCULPTURE - at Las Ventanas al Paraíso

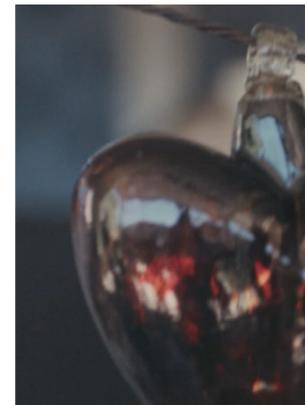
Your tree sculptures outside Arbol at and inside Casa Luna are incredible. How did you conceive of them?

DAVID: I was in southern Mexico at a place where it had snowed – now, in Mexico, we don't have much snow so there was a place with these trees and I noticed that most of them were taken by the

frostbite. I contacted the owner of the land to ask what he was going to do with all these beautiful branches and he said he was going to burn them. I begged him not to and said I would buy all of the branches, that I wanted to work together – because we can do magic with this kind of thing.

“I need to have a feeling for the space. A space should feed your spirit.” — DL

11 TREE SCULPTURE - detail



That's certainly what it feels like to see them and stand in front of your work. How do you connect with a space before you begin planning your artworks?

DAVID: I need to have a feeling for the space. A space should feed your spirit. If I don't feel comfortable with a space, it is my responsibility to be direct and say, 'I'm sorry but I don't have the right feeling to do a piece of art here,' or that the space will not hold it correctly. ✂



12 CULINARY ARTISANSHIP - in David Luna's home



13 DAVID LUNA - in self-designed space

A GUIDE TO MAKING

“You can do magic with everything,” seems to be the motto of artist David Luna, who sees beauty in the everyday and translates it into his art. With a penchant for natural materials and a philosophy of self-love, Luna’s approach to beauty is in that of the eye of the beholder – if it feels good to you, it probably is.

CREATING *an* ARTFUL SPACE ANYWHERE



1. ART IS A STATE OF MIND

“Feel the space that you are in. Landscaping and aesthetics are my relaxations. To be surrounded with green plants and my parrots, who I’ve had for the last 30 years, it is a very special connection.”

2. BETTER NATURALLY

“Plastic and acrylic materials are destroying our world so, if you can, choose natural materials and plants as much as possible.”

3. KEEP YOUR EYES OPEN

“There are beautiful things in nature waiting to be found. A branch with a beautiful form, a smooth stone. No matter where you put it, you will see it and appreciate it – you are a part of them.”



15 DAVID LUNA - at Las Ventanas al Paraíso

A GUIDE TO MEXICO





17 LAS VENTANAS AL PARAÍSO - view from the sea

“I have been going to Los Cabos for more than 40 years,” explains David Luna, of his home-away-from-home. “I am so proud that it is being seen, that it is growing.” It is rumored that Los Cabos airport has one of the most canceled outbound flights in the world.

Indeed, there’s something about the Bajan hospitality and rich Mexican culture, bronzing sunshine, and homes-away-from-home that make you want to stick around. Here, Luna talks us through his must-sees around Los Cabos.



18 DAVID LUNA - glass blowing process

GLASS BLOWING *in* LOS CABOS

A company with more than 25 years of experience in the manufacturing of hand-blown glass, The Glass Factory was originally founded to meet the demands of local hotels and restaurants. It now employs over 30 local artisans who produce close to 500 one-of-a-kind pieces per day using recycled, lead-free glass.

what
ACTIVITY

where
LOS CABOS

“It’s a part of Mexican culture that I discovered recently. I so admire the creativity of Mexican people and that, with a piece of glass, they can make that many forms and objects. Working in the heat is difficult, and still, they are so happy and inspired! They are creating amazing pieces” – DL

19 GLASS BLOWING - detail



what
ARTS & CULTURE

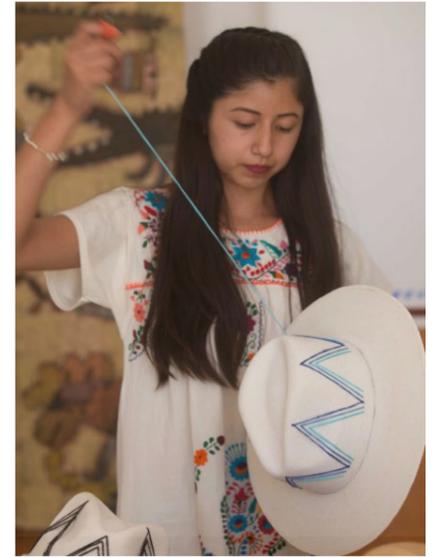
where
LOS CABOS

20 ISABEL ALLENDE - making hats with David Luna



HAT DESIGN *at* CORAZON PLAYERO

“Isabel Allende is the owner and founder of Corazon Playero. She will tailor a hat for you with unique patterns and elements to help you enjoy a day in the sun of Los Cabos and keep the memories alive once you are back home.” – DL



21 ISABEL ALLENDE - process

With a universe of hat styles available, Corazon Playero offers clients the opportunity to personalize bespoke creations from military, baseball and visors styles to straw, wide brim styles, any and all may be customised to order. Hats may be customised to order and are crafted by hand by artisans who visit the resort and who put a premium on a close working relationship with their valued clientele.



22 DAVID LUNA - onboard boat trip

BOAT TOUR *to* THE ARCH

what
SIGHTSEEING

where
LOS CABOS

“It’s such an experience, it provokes a really amazing feeling. When we went out, we saw whales with their calves and they stayed with us for almost 15 to 20 minutes, jumping alongside the boat. We saw dolphins and sea lions too and it was just magic.” – DL

Explore Los Cabos’ crystalline blue waters by luxury yacht, snorkelling or sailing day cruise. Tours visit the signature landmark of Los Cabos, El Arco de Cabo San Lucas - known locally as El Arco, meaning ‘the Arch’ - a limestone arch on the southern tip of the southern end of Mexico’s Baja California Peninsula carved by tide, wind and time.





what
SIGHTSEEING

where
LOS CABOS

23 SAN JOSE DEL CABO - David Luna beside artwork

ART WALK *at* SAN JOSE DEL CABO

“It has been such a joy to see how the Art Walk has transformed the summer evenings in San Jose del Cabo, with people in the streets, enjoying the best of our local artists.” – DL

Held every Thursday during the high season (from November to June), the Art Walk sees the Gallery District in San Jose del Cabo come alive, featuring artists from all over Mexico in mediums including paintings, sculptures to photography and handmade Chiapas textiles. It’s an ideal way to sip wine, sample free tapas from wandering restaurateurs and meet artists in galleries as you wind down from another day in San Jose del Cabo.

24 LOCAL STREETS - David Luna browsing shopfronts





what
FOOD & DRINK

where
TEQUILA, JALISCO

DAY TRIP *to* JALISCO REGION: TEQUILA *and* TLAQUEPAQUE

“Tequila is wonderful for a visit to see the agave fields and to see the process of how tequila is made, it’s quite a unique sight to behold. And it’s not just the drinks, there are shampoos and honey, so many things, with just one plant.” – DL



26 TEQUILA PLANTATION - exploring

Be transported to the land of Tequila to watch the agave fields unfold, savor an authentic Tequila tasting at one of Cuervos' premier tasting rooms and interact with the maestros tequileros during a Distillery Tour. Discover their day-to-day life and ways of creating this magical liquor and end your journey with lunch at La Antigua Casona.



28 DAVID LUNA - sampling Tequila



27 TASTE TESTING - Tequila distillery



29 TEQUILA PLANTATION - sampling



what
ARTS & CULTURE

where
GALLERY RODO
PADILLA

be IMMERSED *in* TLAQUEPAQUE

“Walking around Tlaquepaque you’ll see Rodo’s sculptures are featured throughout the town square, their signature rotund shapes unmistakable emblems of Mexican culture.” – DL

Rodo Padilla is one of Mexico’s most recognized artisan-sculptors, hailing from Tlaquepaque, who works in stoneware, bronze and high temperature ceramics. Here, the artworks can be enjoyed in the atelier of the artist itself. Padilla’s items are created as limited editions or one-offs and can be personalized for an entirely unique and singular creation. Padilla’s works, exhibited in fine art galleries in both Mexico and the United States, embody the spirit of Mexico and the joy of life.

what
FOOD & DRINK

where
RESTAURANTE
CASA LUNA

31 DAVID LUNA - enjoying cocktail at Casa Luna



32 BARTENDER - cocktail making at Casa Luna

“We love to host guests, bring them into the community through our restaurant, take care of them and show them different ways of enjoying tequila.” – DL

Casa Luna, the restaurant founded by David Luna and furnished with his artworks provides an alternative culinary concept, preserving traditional Mexican values with far-flung influences to create a unique dining experience. The food concept embraces several of Mexico’s culinary regions, while also nodding to international touches influenced by David’s global travels.

33 BARTENDER - serving cocktail





*Our spaces speak in historical volumes. They are living,
breathing stories spun in emotion, people, service and soul.*

THE COMMON PLACE

LAS VENTANAS AL PARAÍSO, A ROSEWOOD RESORT

34 LAS VENTANAS AL PARAISO

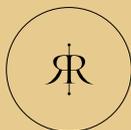


On the dramatic desert coastline of Los Cabos, where sun, sand, and sea converge, Las Ventanas al Paraíso, a Rosewood Resort consistently redefines pampering and pleasure with incomparable service and attention to detail. Much admired for its architecture and artistry, this remarkable resort is distinguished by its constant attention to detail and striving for something better.

The exquisite design of Las Ventanas creates a uniquely beautiful setting for Los Cabos vacations, and the resort's approach to landscaping is key to its look and feel. Designed to be in harmony and oneness with the local ambiance, Las Ventanas nestles into the natural slope and contours of the land. The external color scheme reflects the white of the sands and ocean surf.



CRAFTING CULTURE THROUGH COMMUNITY



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