

FROM PALERMO TO PEBBLE BEACH. REMARKABLE MASONRY. IT'S IN HIS DNA.

JOSEPH DEMARIA LIVES A LIFE OF HERITAGE FROM THE HEART,
BUILDING CASTLES IN THE SKY AND BY THE SEA.

I've been fortunate enough in my travels to meet some of the most talented, accomplished stone-masons on the continent. And I'd be hard-pressed to find anyone more dedicated than Joseph DeMaria. He's taken one two-week vacation his entire life, and he's 65 years old. But he wouldn't have it any other way.

All Joseph has ever done is masonry. "When I was eight years old, on summer vacations my dad would make me go to work," he said. Even so, Joseph isn't interested in retiring. "It's so rewarding to do this. What could you substitute that with?" he asked. "My stuff will sit here forever. Until then, it's here to be enjoyed. And these people absolutely love their home."

But it goes deeper than just his own genuine love for what he does. It's in the family. Joseph's grandfather came to the Monterey Peninsula

to work on the Crocker Mansion and the Hearst Castle. He passed along the knowledge to keep the masonry tradition alive. What's even more remarkable is how the DeMaria family's love of life and work has grown richer over time. Joseph's son will be the 4th generation.

"As you well know, I don't like to honk my own horn," Joseph said. "But I had the experience in doing this."

In fact, he's living proof of how accomplished you can become by exercising the true humility of staying teachable. Joseph puts his entire self into his work and the pursuit of knowledge - which has resulted in some of the most impressive stone masonry in the country, maybe even the world. If humility makes us real, then Joseph DeMaria is as real as they come.

And if he won't toot his own horn, we're honored to have him toot ours. Either way, we can all learn from Joseph DeMaria - let success be our noise.

Joseph DeMaria | JOSEPH DEMARIA MASONRY