

Fiat Lux! Down Memory Lane  
In California



# Fiat Lux!

Down Memory Lane in California

by Emil Ems

Price: €30 (Europe), \$30 (Overseas)  
Language: English  
Pages: 264, with 24 Essays  
Pictures: over 400, of which 200 full page  
"Exhibition prints"  
Editor: emsVision  
Printed: 2012  
Dimensions: 256x297x18 mm

ISBN: 978-91-980096-0-6

The author is a retired public servant and academic with a long and distinguished career in Swedish and international administration behind him. Upon his retirement he reinvented himself as photographer, author and travel journalist. The book presents a window through which he glances back at his youth, when he spent a year as visiting graduate student at UC Berkeley.

Emil Ems ventured into the "New World" in 1976, to gain theoretical knowledge necessary for the completion of his dissertation on the economics of public information systems. He spent a full year at UC Berkeley, and kept this year forever in warm memory. 35 years later, when he already had retired, he decided to return to his "Alma Mater". He yearned to relive his youthful experiences there and thereby get rejuvenated.

He managed to rent the same student flat as in the 'seventies and spent two months to revisit the campuses of UCB and Stanford, the towns of Berkeley and San Francisco, as well as the marvellous nature preserves in the vicinity. In particular, he pictured student life and resident life in those areas in vivid colour.

He has documented the experiences from his two months of "rejuvenation" in 24 lively essays. With a manifold of pictures weaved into the text, these essays bring California to life for the reader.

Has the author succeeded in his endeavour to regain his youth? Let him answer with his own words:

"Late sun-glow gradually receded into bluer tones, and street lights began to sparkle in the mellow evening turning into night. My mind was suddenly drawn back to my early student days in Vienna. Did I have the same intensity of feelings back then as the youngsters nowadays seemed to entertain? I could not remember, memories were too far-gone to permit an even partial recollection. The more reason to savour the fresh events that evolve whilst we are still alive! Recalling an invocation that stems from the greatest of poets, I whispered to myself 'Verweile doch! Du bist so schön ...', hoping to preserve the magic moments of my visit to Berkeley for evermore."

*"You are an amazing author and historian; perceptive, sensitive, erudite, in addition to being an astute photographer. You know more about the cultural and natural-world history of the SF Bay Area than most long-time residents. I honour you as the unofficial historian of Berkeley and the East Bay Area ..."*  
(Professor Rudolph Schmid, UCB)

*"I read this bitter-sweet Chapter with tears streaming down my cheeks. It is perhaps cliché to note that it is the "stranger" who comes to dwell amongst us that reveals us for who we really are. It is reassuring to learn that you were so well received here in Berkeley. I treasure my copy of Fiat Lux! and was proud to be a small part of your journey."* (Kathy Curran)