



FROM THE EDITOR'S DESKTOP

I'm going to say three words and I want you to tell me what you see in your mind's eye as soon as I say them.

OK?

Here we go, then:

"Nature."

I'm serious, now. Write down the first thing that you saw when you read that word and send it to me. OK?

Good. Here's the next one:

"Landscape."

Take a moment. Make a note.

And when you're ready, I'll give you the next one.

Ready? Here it is:

"California."

OK. That one might take a little longer. So take your time. Or maybe not.

In any case, I'm curious. What did you see? Send your thoughts to us at boom@ucpress.edu and we'll do our best to round up your impressions on our website at boomcalifornia.com and [@boomcalifornia](https://twitter.com/boomcalifornia) on Twitter and BoomCalifornia on Facebook. We're intrigued about what people see when they think about nature, landscape, and California.

And we're hoping you'll be as intrigued as we are by the art and photography in this issue. We cherish great art and photography at *Boom*, as we trust you can tell in each and every one of our issues. We usually have at least one and often several photo essays and art portfolios.

When we decided to devote this entire issue to the visual, we did not foresee that it would revolve around people and the landscape and nature in California.

We're not surprised, though.

The landscape has been a powerful element of California's identity from the beginning, and has continued to be powerful, even as it has been utterly transformed, in large measure. Today, our hybrid landscapes—made up of the natural, the human, the engineered, the cultural, the aesthetic, the unaesthetic, the historical, the futurist—still hold incredible power, and a reserve of mystery, of something to be discovered, through the eyes of the artist, the photographer, the writer, the viewer, the reader.

We hope you enjoy the discovery as much as we have. We'd love to hear—and see—what you discover.

Share your thoughts and your images with us by email or on social media. Just use the hashtag #boomcalifornia on Twitter, Instagram, or Flickr, and we'll gather your views to share with others. Because if there is anything we know about California, it is that it is diverse and ever-changing.

And while we strive to capture that spirit every quarter between our pages, we know that it extends well beyond, to you, our readers, and outward from there, and, we hope, returns to us, so that we can keep the conversation going here, online, and in the events that we convene around California.

Hope to see you soon!

*Yours truly,
Jon Christensen*