

Lab-on-a-Chip

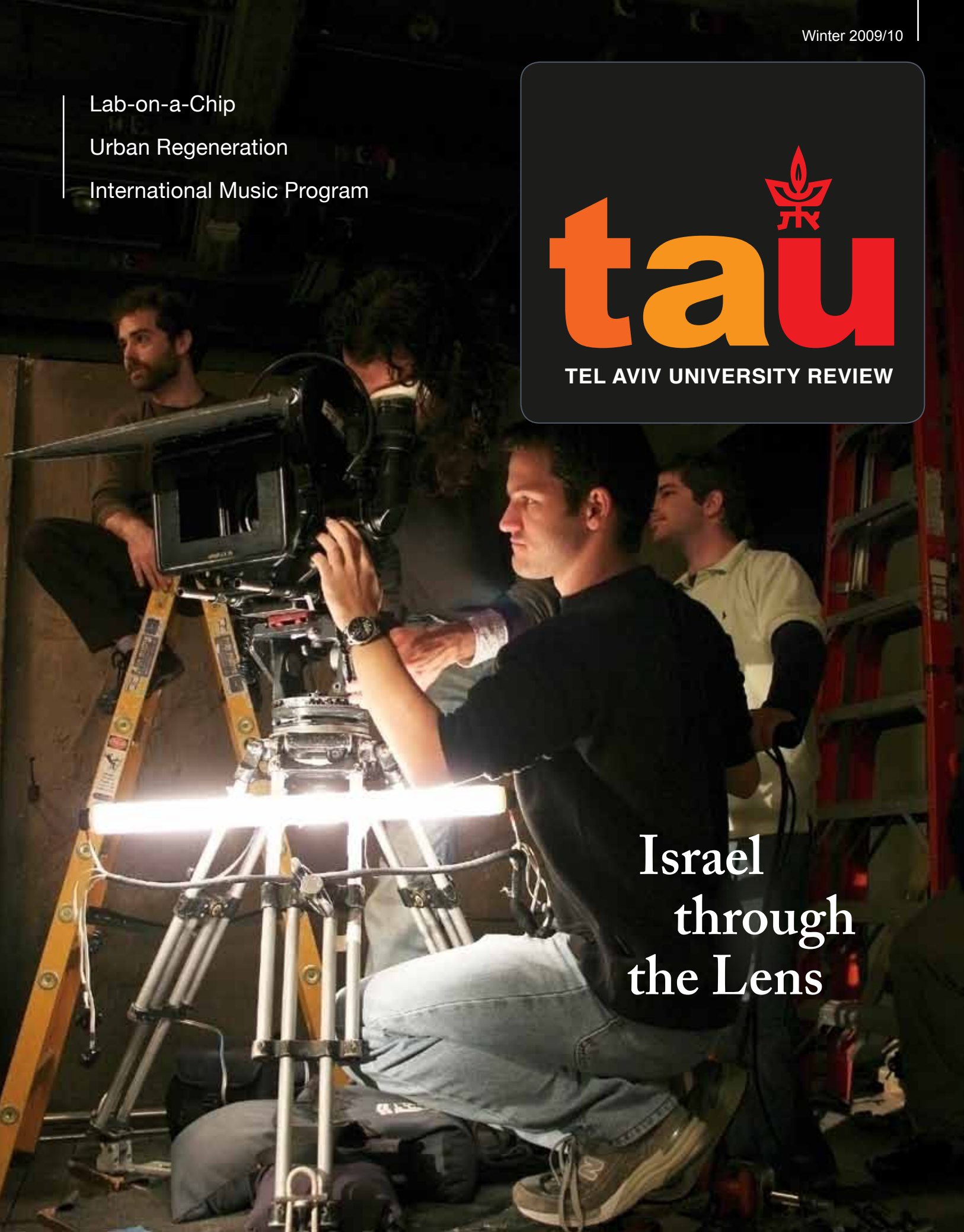
Urban Regeneration

International Music Program



TEL AVIV UNIVERSITY REVIEW

Israel through the Lens



Young Excellence

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Winter 2009/10

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TEL AVIV UNIVERSITY  אוניברסיטת תל-אביב



Dear Friends,

I am delighted to address the community of TAU supporters for the first time since my appointment as President of Tel Aviv University this fall. Having been on the faculty of the University since 1987, I can assure you we have much to be proud of. TAU is an exciting world center of discovery and knowledge, and our task now is to jointly spread the word of TAU's achievements and potential.

One of the measures of a university's standing could be summed up as "international exposure," which is the scope and influence of its research and study programs in global terms. We're working to become an international magnet in TAU's strongest fields. We're competing for the largest and most competitive scientific grants, building sophisticated labs that draw post-docs and researchers from abroad, and transforming TAU into a "must-visit" institution for the world's best scientists and students.

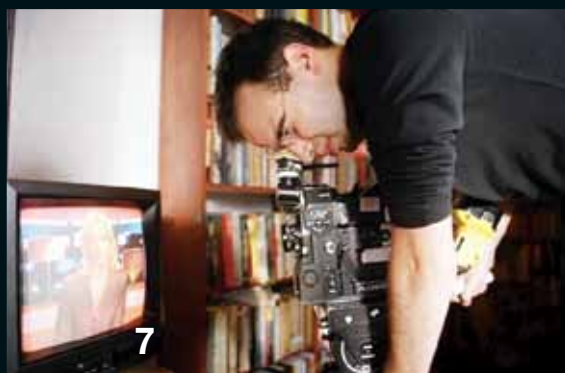
Most important, we're drawing on the University's strength as Israel's most comprehensive institution of higher learning to advance interdisciplinary research and teaching. This issue of *TAU Review* features just one area of TAU's interdisciplinary pre-eminence – lab-on-a-chip technology, which involves engineering, physics, chemistry, biology and medicine. Our goal as an institution will be to continue tearing down barriers between classic areas of study and encouraging our researchers and students to work together in new and surprising directions.

This issue showcases our wonderful, award-winning Department of Film and Television, as well as our prestigious new Adler-Buchmann International Music Program. Not only exporting Israeli excellence and innovation, these programs reinforce art's bridging role between societies.

Yours sincerely,



Professor Joseph Klafter
TAU President



Scene

By Ilana Teitelbaum

What's behind the new **Israeli cinema** that is wowing audiences and garnering **major international prizes**? In three words: Tel Aviv University. Students and graduates of the TAU film school bring their creativity to bear on the most compelling story in town – the story of Israel.

On the news, Israel is a land of perpetual conflict and controversy. But on the silver screen, it has come alive as a land of stories. Films made in Israel depict a rich cultural tapestry comprised of Jewish and Arab, religious and secular, Ethiopian and Russian groups. From the clashes and struggles of these cultures, from the heart of a war-torn landscape, Israeli filmmakers – dominated by TAU alumni and students – are finding stories that beg to be told.

They tell, and the world listens. Over the last three years, TAU-



Stealers

generated films have reaped over 100 awards and have been screened at film festivals around the world such as Cannes, Berlin, Venice, Tribeca and Sundance, most recently being spotlighted at the Toronto Film Festival in September, 2009.

Academy-award nominated *Waltz with Bashir*, written and directed by Ari Folman, and HBO's Emmy-winning *In Treatment*, based on an Israeli series created by Folman's former classmate, Hagai Levi, have become international household names – and both creators graduated

from TAU's Department of Film and Television, Yolanda and David Katz Faculty of the Arts.

In 2006, CILECT, the international association of 143 major film and television schools, established an annual competition to select the world's best student film. TAU student films took first prize for the first three years of the competition's existence, selected out of submissions from about 50 countries by an international panel of judges.

"We're a global film powerhouse," says Prof. Hannah Naveh, Dean of



1. TAU PhD student and film historian Pablo Utin
2. Israel Prize-winning director Prof. Judd Ne'eman, a founder of the TAU film school, on the set of his film, *Streets of Yesterday*
3. Director, actor and TAU alumnus Pini Tavger
4. A scene from TAU graduate Yaron Shani's film *Ajami*, which won the Best Film Award of the Israeli Film Academy, a Golden Camera Special Mention at the 2009 Cannes Film Festival and the Wolgin Award at the 2009 Jerusalem Film Festival
5. A scene from Pini Tavger's film *Weitzman St. No. 10*
6. A scene from TAU film student Yuval Shani's film, *Segal*, first-prize winner in the film school awards section of the San Sebastian Film Festival
7. TAU student cameraman
8. TAU cinematography class
9. Co-directors of the 13th TAU International Student Film Festival Hila Streit (left) and Noa Regev



Prof. Nitzan Ben-Shaul

LIGHTS, CAMERA... INTERACTION!

If you're tired of sitting back and watching film characters make disastrous choices, Prof. Nitzan Ben-Shaul of the film school has a solution: Computer technology that allows the viewer to interact with a

film, making choices for the characters at critical moments in the story.

The result? A film that has not just one plot, but several, depending on the decisions of the viewer.

"My idea is to maintain the cinematic experience and engagement of the viewer while also allowing interaction," explains Ben-Shaul. "Until now no one else has succeeded in doing this – mainly because interactivity implies gaming, and gaming is antithetical to what I wish to give the viewer."

Games are by their nature focused on puzzle-solving, scoring and action rather than a dramatic experience, Ben-Shaul maintains. A film must above all offer an engrossing and well-crafted story, which is challenging to pull off if interactivity becomes an option. Above all Ben-Shaul considers it essential that the dramatic flow of the story be maintained throughout, complete with suspense and an element of surprise.

Ben-Shaul hit on an ideal way to blend interactivity with film by creating "hypernarrative" films in which the character faces a wide variety of options or realities. *Sliding Doors* starring Gwyneth Paltrow and the German arthouse film *Run Lola Run* are famous examples of the hypernarrative film. When interactivity is added to the mix, viewers can make choices that will determine the fates of the characters. The result is not just an entertaining experience for the viewer, but a potentially psychological one as well.

"Regular movies don't really trigger 'what if?' questions, because they get onto a one-plot track," says Ben-Shaul. "In contrast, hypernarrative movies have the 'what if' notion built into them, and that could have different implications for the way people consider situations.

"One of my PhD students is developing this idea into a tool for psychological therapy. It could be particularly helpful to youth at risk, who don't see any way out of their situations, as a way of considering their options."

Ben-Shaul wrote and produced the hypernarrative film *Turbulence*, in which three people who had been estranged under tragic circumstances are reunited, with fateful consequences for the course of their lives. Viewers are faced with a series of choices that will determine just how deeply the reunion will affect the characters – and whether the marriage of one character will be broken or saved.

Ben-Shaul acknowledges that while the acting and camera work were done by professionals, the help of TAU film students was essential to the film's production. "Producing a movie is very complex, and when you add the experimental aspect to it, you need a whole additional team," he explains. "We had 30 students working in the production. For them it was a very interesting experience, not only because they were involved in the production of a state-of-the-art movie, but also because of the challenge implied in the type of movie we were making."

Students also helped Ben-Shaul with the work necessary to obtain a patent for the interactive film technology, which he filed through Ramot, the TAU technology transfer arm.

Today Ben-Shaul is involved with projects in other fields of interest. An expert on the impact of television news on viewers in the US and the Middle East, Ben-Shaul is the author of *A Violent World: TV News Images of Middle Eastern Terror and War*.

Arts, who points out that over the past four years, the department's productions have been nominated three times for Best Student Film by the US Academy Awards, an unprecedented achievement.

So what is the film school's secret? How is it that, despite low budgets and a location in one of the smallest and most turbulent countries in the world, TAU's school is winning so much acclaim?

Director Judd Ne'eman, winner of the 2009 Israel Prize in Cinema and a driving force behind the success of the TAU film school, isn't telling. "It's in the method, and we keep it secret because we want to be unique," he hints. "It has to do with the genius of the Jewish people."



People who say to themselves, 'I'm going to study at the university,' are interested not just in making films, but also in thinking about cinema.

Take 1: First Love

Pablo Utin was 19 when he immigrated from Buenos Aires, Argentina, to Tel Aviv – straight to TAU's film school. Today, at 32 years old, Utin is a PhD student, a published author and a recipient of the TAU President's Doctoral Fellowship, which is awarded to only ten students at the university per year from all departments.

Of the many film schools in Israel, Utin explains why he chose TAU: "After speaking with friends I understood that the academic part of

studies is as important for me as the actual study of filmmaking,” says Utin. “It’s not enough for a filmmaker to know how to hold a camera – he should know philosophers like Plato, Aristotle and Nietzsche as well. The great filmmakers were philosophers themselves.”

The oldest film school in Israel today, TAU’s school is also the only one that is part of a university.

Reuven Hecker, head of the film school and a documentary filmmaker, sees a solid academic foundation as essential to the making of great films. “A filmmaker has to be well educated, broad-minded, and we have that advantage over other film schools,” says Hecker. “In addition to the theoretical classes students take at the department, they also take classes in theater, art history, architecture, mathematics, philosophy, or psychology – whatever interests them.”

Utin, who in 2008 published the first book on the new Israeli cinema, says, “It is only TAU that offers this intense way of studying film, and students are usually at a higher level here. People who say to themselves, ‘I’m going to study at the university,’ are interested not just in making films, but also in thinking about cinema.”

Utin relates that when he first arrived in Tel Aviv in 1996, without family or friends, “the university was my home. It was the first place where I felt I belonged.” His friends from the department are now his work colleagues in the film world, and often show him rough cuts of their films to critique.

“When you’ve spent so many years of your life at the department, you feel that you belong, and you take that feeling with you,” says Utin. “You feel connected to that; you feel you owe the university. Remembering the first time you picked up a camera and made a film is like remembering your first love.”

Take 2: “Always Experimenting”

After TAU students won CILECT’s best international student film three years in a row, Hecker says he was asked to explain this improbable success.

“We ourselves don’t know,” says Hecker. “We’re always experimenting and checking ourselves, and we’re not over-confident.”

even if the resulting film is one that the teacher doesn’t like.

Utin elaborates: “The teachers at TAU compel you to do what’s really yours, and to think. Usually in academia teachers have a theory, and you have to listen to them and accept what they’re teaching you. At TAU, they inspire you more than they teach you – inspire you to learn. Prof. Judd Ne’eman won’t come and tell you that

261 screenings
at 176 festivals in 2009
6 student **Academy Award**
nominations

Additionally, says Hecker, “Our students are older because of the army and post-army travel, so they come in with more life experience. And our program is unique in the world. I don’t think there is another film school that has the same intensive combination of theory and practical studies, that does not force students into narrow specializations, and that provides absolute creative freedom.”

With freedom comes accountability, adds Hecker: “TAU film students learn that the full responsibility for a film’s success or failure rests on their shoulders. They get guidance, help and suggestions from their teachers, naturally, but if someone is leading a project, all the critical decisions are made by him or her alone.”

Other teachers and filmmakers from TAU offer many variations on this theme – that at TAU, originality of vision and creative independence are paramount. Students are encouraged to discover their own stories,

what you’re doing is wrong. He will say, ‘It’s interesting that you’re doing it that way. It’s dangerous to go there, but you should go there.’ Judd inspired me to learn, to be myself, not to limit myself, and to search for the things I want to explore.”

Admission to the film school is competitive yet fair. Unlike other film schools, which require a student film as part of the application process, TAU evaluates applicants according to their grades. This ensures that students who cannot afford to produce their own films are not at a disadvantage in the application process, and will be given the opportunity to make a film and prove themselves once they are accepted for university studies.

After the first year, students choose one of three programs – directing/production, scriptwriting or theory.

TAU’s Yael Perlov, one of the country’s leading film editors and the daughter of well-known filmmaker David Perlov, a founder of TAU’s film school and an Israel Prize lau-



“Part of the world’s fascination with Israeli cinema is a shared wonder at the country’s continued survival.”



1. A scene from *Pinhas*, chosen as best student film for 2008 by CILECT, the international film school association
2. TAU graduate and prize-winning director Dover Kosashvili (*Late Marriage*)
3. Head of the TAU film school and documentary filmmaker Reuven Hecker
4. Film student in action
5. A scene from *Weitzman St. No. 10*, evoking the first Gulf War
6. Leading Israeli film editor Yael Perlov, a TAU alumna
7. Director and TAU faculty member Eitan Green (left) on the set of *It All Begins at Sea*



reate, maintains that in addition to independence, rigorous discipline is a high priority at TAU. “We teach students that filmmaking is a very tricky subject, as opposed to art forms that are more straightforward. In music, if you play a false note, the ear detects it immediately. But in film, anyone can hold a camera, so the work appears easy on the surface. Our job is to make film a meaningful and artistic discipline, so that our students understand that it’s not easy.”

Perlov believes that the opening moments of a film, in the hands of a mediocre filmmaker, are just as dissonant as a false note in music. And a great film, when it first opens, reveals itself in an instant.

Curtain Call: Directors Take a Bow

They’ve won awards around the world. Their films have been screened at the most prestigious international film festivals such as Cannes and Toronto. And every one of these directors began as a student at TAU. True to their individualistic education, no two of these directors are alike, and they all know exactly where they want to go.

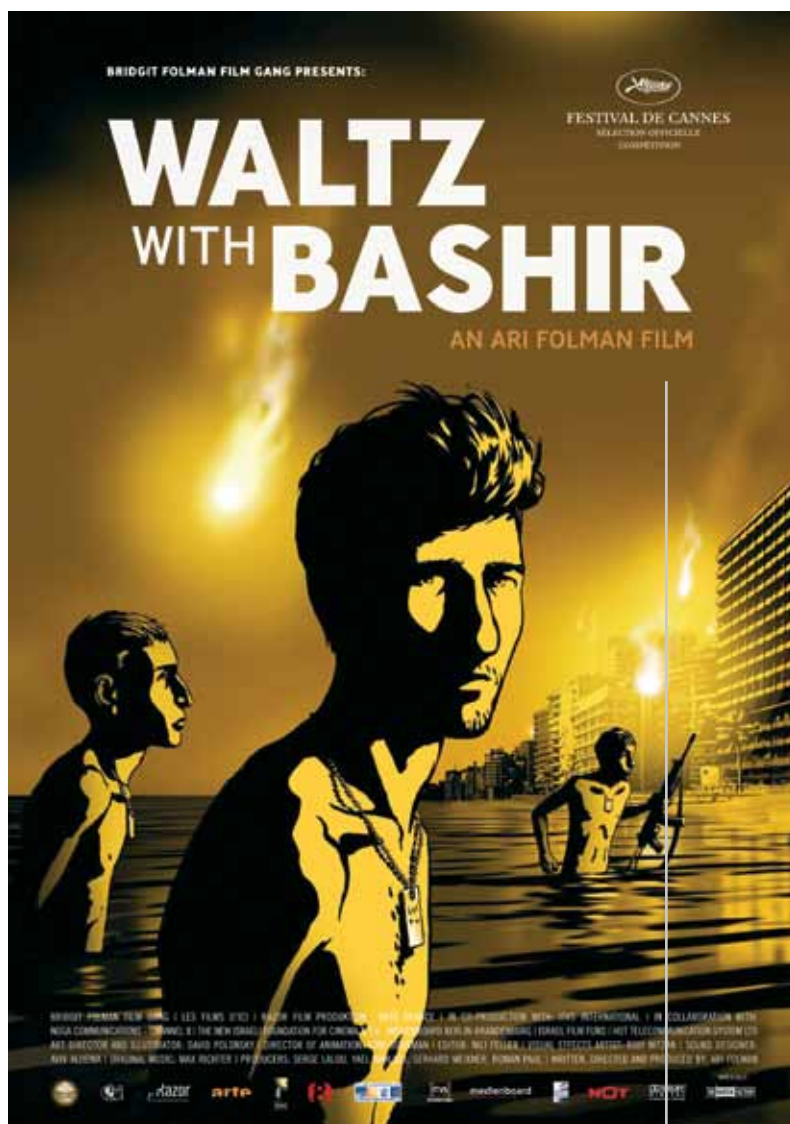
Dover Kosashvili is best known for his internationally acclaimed feature film, *Late Marriage*, a heart-wrenching dark comedy centered on the traditions of Israel’s immigrant Georgian community. To create *Late Marriage*, Kosashvili drew upon his own experience of Georgian family life.

The lesson at TAU that affected him most profoundly came from his teacher Avraham Hefner, who told Kosashvili, “Don’t do things for other people – do them for yourself. If you like it, other people will, too.”

Now Kosashvili is passing on this message to a new generation of directors as a teacher at TAU.

Kosashvili speaks of the conflict he feels about living in Israel with its

TAU graduate Ari Folman won the Best Foreign Language Film at the Golden Globe Awards, and was nominated for an Academy Award for Best Foreign Film, with his Lebanon War-themed feature film, *Waltz with Bashir*.



budgetary limitations on filmmaking: “Budget-wise, you’re not free in Israel to imagine any script you like, so we have no choice but to make small films. When you grow up and mature your wings are much larger, and you want to take off.”

So what’s next? Kosashvili is now editing a film he directed, which has three other TAU teachers, themselves filmmakers, in key roles – writer, producer and editor. Named *Infiltration*, the film is based on a novel by Yehoshua Kenaz that takes place in an IDF platoon.

The film *Ajami* by TAU graduate **Yaron Shani** won the “Israeli Oscar”

this year and will be representing Israel at the US Academy Awards.

The film is a grittily realistic, epic portrayal of the seamy side of life in the mixed Arab-Jewish city of Jaffa, opening with a murder and involving family feuds, police detectives and Bedouin revenge squads, with a cast of about 150 characters.

Ajami is the 36 year-old TAU graduate’s first full-length film, which he co-directed together with Jaffa filmmaker Scandar Copti. The film was seven years in the making, in the course of which Shani taught himself Arabic, the better to explore the complex cultural dimensions of Jaffa.

Of the tremendous scope of *Ajami*, Shani says, “For me this film is a conjunction of many branches of thought that I’ve been developing through the years. I was hoping they would bloom someday, and now they’ve bloomed in one film.”

One element was the decision to cast non-actors in the roles, and another to work without a script. Cast members underwent what Shani describes as “intense psychological preparation” to bring them closer to their characters. The actors were then put into situations that had been outlined, but not scripted, by the directors, and told to improvise – with explosive results.

“What resulted is a fiction film that you know isn’t real, but the sound and the way people behave is extremely realistic. Cops behave like real cops. People from the neighborhood in Jaffa act like people from the neighborhood, not like actors. For me this way of working is the central value of the film.”

Shani relates that he was inspired by directors Martin Scorsese and Ken Loach to use non-actors. Such a raw depiction of Israeli urban life is rare in Israeli cinema. And since most mainstream Israeli films feature the same small pool of popular actors, a cast of total unknowns heightens the realism even more.

Another aspect of the film that excites Shani concerns its unflinching exploration of society in Arab Jaffa. “As a teenager I wasn’t interested in our culture at all, but when I became more mature, more aware of where I am and where I’m living, I became very curious,” Shani relates. “Making the film was a great opportunity to learn about the language and the people, and to

understand a political background that was unfamiliar for me.”

As a child Shani was gifted in mathematics, so people assumed he would take his career in that direction. But a love of the arts and writ-

ing drove him to study film at TAU, where he learned important lessons for his career.

Shani believes that the art of filmmaking requires a willingness to make sacrifices, an attitude that was shaped at TAU. “Even if you take the salary that you deserve for a project, it’s not something that can compensate for seven years of filmmaking,” says Shani. “The financial aspect is something you have to be willing to sacrifice, and the university is a kind of preparation for that.”

Another vital lesson Shani learned at TAU was the importance of film



Students are encouraged to discover their own stories, even if the resulting film is one that the teacher doesn't like.

A SOCIETY SEARCHING FOR ITS CENTER

In 1972, on the eve of the Yom Kippur War, a film school was established at TAU and the intellectual sparks flew. Israel’s foremost film critic, Uri Klein, himself in the first class, describes those first years as “extraordinary.” From the first graduating class came directors and producers, such as Eitan Green and Mark Rosenbaum, who continue to exert a powerful influence on Israeli cinema to this day.

The film reviewer for *Haaretz* since the 1980s, Klein is familiar with the trajectory of Israeli cinema since its infancy. He describes how he and his fellow students at TAU were acutely aware that they were creating an indigenous film culture where none as yet existed.

Before the Yom Kippur War, Klein and his friends were influenced by the French New Wave in cinema. But afterward, when the grim reality of war intruded on their reverie, Israeli cinema took a sharp turn toward the political, and by the 1990s had developed into a unique entity.

“Israeli cinema since the early ‘90s has reflected the variety in Israeli society in a very interesting way,” says Klein. “There are societies within societies here, and Israeli cinema reflects them all – whether they are religious or secular, Jewish or Arab.”

The fragmented quality of Israeli society as depicted in Israeli films, combined with a relentlessly human outlook, is what is most intriguing to an international audience, continues Klein. “What makes Israeli films appealing is that they show us a society that is searching for its center, its identity, and that is something that the world can identify with.”

But Klein cautions against relying on fads in the world of popular culture, where public opinion is fickle and not always motivated for the good. “Asian cinema was fashionable for awhile; now we’ve become fashionable. There’s something dangerous about it, I think,” says Klein. “Most Israeli films are produced as co-productions with Germany, France, Holland and other countries. These foreign companies become



Uri Klein

criticism. "It's important for a filmmaker to understand the meaning of criticism, in order to know the meaning of good film," Shani explains.

In addition to the attention *Ajami* has brought Shani, the seven-year process of making the film has been a life-changing experience. "I've met so many people that I would never have met if I had done something else," says Shani. "People from Ajami, cops, army people. I got to know them intimately and some have become good friends of mine."

TAU alumnus **Pini Tavger** first received acclaim as an actor before he

5 degree programs for
a BFA or MFA in direction/production,
scriptwriting and theory
800 students annually

decided to study cinema. It's a change that he doesn't regret for a moment.

"As an actor you enact the visions of others," says Tavger, who has ap-

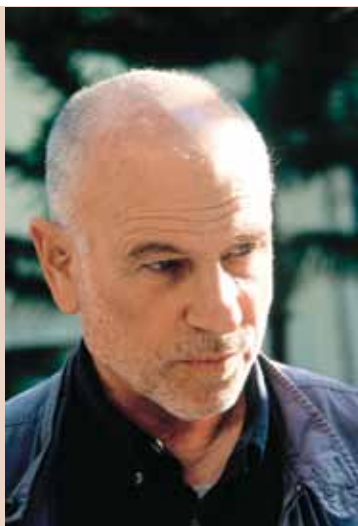
peared in such notable Israeli films as *Sweet Mud* and *Lost Islands*. "You make it personal, but you're still expressing someone else's ideas. I studied cinema because I wanted to create my world."

His most recent short film, *Pinhas*, about a lonely Russian immigrant boy who yearns for the Israeli family experience, has won awards this year from Beijing to Brooklyn and was nominated for a US Student Academy Award.

It was the experience of travel that opened Tavger's eyes to the gifts of his own alma mater. "When I toured around the world from festival to festival, and saw the prizes that films from the TAU school got, I realized that it's one of the best schools in the world," he asserts. "In Israel we lack money, but we don't lack for subject matter. We have social and political upheaval, immigrant communities, and unfortunately also wars. I make films about immigrants because my parents immigrated from Russia."

Today Tavger is hard at work on his first feature film. It's a grueling process, throughout which he is in constant communication with mentors at the department. Even via e-mail, says Tavger, "I feel my teachers' support – it's like home."

An unexpected benefit of going back to school has been the intellectual stimulation, which was missing from Tavger's training as an actor. "One of the major lessons of the film



very important for raising enough money, and they often determine the subjects of Israeli films. They want to see films about the relations between the Ultra-Orthodox and secular, about the Palestinians, about the Holocaust – and this outside influence can be problematic. It's their way of making sure they see what they want to see in Israeli films."

Another influential figure in the development of Israeli film, TAU's Prof. Judd Ne'eman, believes that part of the world's fascination with Israeli cinema is a shared wonder at the country's continued survival. "There are so many tensions that could tear Israel to pieces, yet it still stands. People wonder how this can be – what is the cement? I

think Israeli films can give an outsider an idea of how this very complex entity still stands."

Ne'eman has championed the cause of filmmaking at TAU as a teacher and as head of the school, while also directing critically acclaimed films such as *The Dress* and *The Streets of Yesterday*. He was awarded the 2009 Israel Prize, the nation's highest honor, for his contribution to film.

Ne'eman believes that with the strong legacy of the school behind them, young filmmakers now have more opportunities to reach audiences than their predecessors had.

"I think that Israeli filmmakers have always had strong artistic and political sensibilities, but it is only recently that the films have been so well made," Ne'eman explains. "Beforehand, when Israeli films were not so well crafted, they were not admitted to important festivals and had little international reach. But now we've reached the point where people with incisive messages can still create good yarns from them, and the result is very strong content expressed via very good cinematic means."

Ne'eman acknowledges that Israel offers a wealth of complexities for filmmakers to draw upon. "On the one hand, there's a great mixture of different immigrant cultures in Israel, people whose native language is not Hebrew. On the other hand, there are people from more traditional societies with very deep roots in the country like Palestinians and Orthodox Jews. The clash between these parts of society is reflected in the films," he says.



Prof. Judd
Ne'eman

school is that the director has to bring some thinking to the table. Studies that are not practical, like the history of cinema and philosophical explorations, have been a strong influence on my work.”

Yuval Shani is a name to watch out for. The fourth-year student’s short film *Segal* was screened at Cannes this year and starred one of Israel’s most respected veteran actors, Yosef Carmon. The film won first prize at the 8th International Film School Meeting of the 2009 San Sebastian Festival in Spain, one of the most important film competitions in the world.

In *Segal*, an androgynous older man is given the unexpected chance to repair his relationship with his daughter, but to do so, he must sacrifice something from his identity. Explains Shani: “I was trying to capture the ambivalence of this. On the one hand there’s an emotional need for belonging, but for the comfort of belonging there is always a price.”

For Shani, one of the most exciting aspects of making this film was working with Carmon, whose distinguished stage and film career encompasses over 50 years of experience and many awards. Shani relates how he took the giant step to contact Carmon about starring in his film. “I called him and said, ‘I have a script for you.’ We talked two days later and he said he would do it. It was a very

emotional moment, because this was my first film, Carmon was a real actor, and I was intimidated.”

But Carmon assured the young director that he loved the script and would do as he was told, recounts Shani. “By doing that, he shifted the power balance toward me. When he trusts a person and the written word, he really gives it his all.”

TAU helped Shani obtain fund-

ing for the project from beginning to end, and even to shoot in 16 millimeter, which is rare in Israel and more expensive.

The film could only have come out of TAU, says Shani. “At TAU there’s a big flow of ideas, and you don’t feel that there are barriers holding you back,” he explains. “The point of departure of cinema studies at TAU is that the broader your education, the better you will be at directing and screenwriting.”

A Seminal Director

Prof. Eitan Green, director of *It All Begins at Sea* and *Henry’s Dream*, was one of the first graduates of the TAU film school. Today, he continues to direct and also heads the MFA program in scriptwriting at TAU.

Teaching and making films go together for Green, igniting his creative energies. “As a teacher, I have to ask myself, seriously, what I really think



The **Anda Zimand Film Archive** is a key resource for the study and research of film in Israel, comprising approximately 20,000 titles in fiction, documentary, animation, experimental and student genres, 4,500 of which are local works. The archive, which is run by Liviu Carmely, a film director and TAU graduate, provides faculty and students with slides, films, videos, DVDs, scripts, screenplays, and other written sources on Jewish and Israeli cinema, international film genres and student films.

1972 year founded
84% – the percentage of films produced in Israel last year that involved TAU graduates and students in key roles

about students' questions, which are sometimes very important questions. While teaching I understand myself better as a filmmaker and as a person, and that helps me as a teacher and as a director."

In his own films, Green is repeatedly drawn to the theme of relationships within the family. "Everything interesting in the world happens in the family," remarks Green. "I find myself again and again writing about connections within the family, especially between father and son."

Regarding his students' productions, Green helps them find the cour-

age to build their own stories. "I feel that I'm a cheerleader for moviemakers," he explains. "I think that that's the spirit of our school – we are much more open than a lot of other schools to every kind of subject, format and length. That's the spirit of TAU as a whole, and I'm very proud of it because I see a lot of success from students in festivals around the world. Clearly something works in the system."

Summing up the influence of the Department of Film and Television, Dean of Arts Hannah Naveh notes that it nourishes the unique atmosphere of the Katz Faculty, which is

the only academic faculty of arts in Israel. "Along with film, our programs in music, architecture, theater and art history combine scholarship, practical studies and artistic production in an inspiring way," she says. "The wide scope of vibrant activity at the faculty and its success in advancing teaching, research and creativity is reflected in the contribution of our students and graduates to Israeli culture and arts."

Louise Shalev, Talma Agron and Elite Zexer contributed to this article.

THE STUDENT FILM FESTIVAL AT TAU

Hailed as the largest student film festival in the world and one of the most prestigious, the biennial Tel Aviv University International Student Film Festival attracts thousands of film students and screens hundreds of student films. Workshops, master classes, film events and special projects are offered in abundance.

Admission of films to the festival is highly competitive, with students from 40 countries vying with one another for the privilege. It has been named one of the three most important student film festivals by CILECT, the umbrella organization of the world's major film schools and institutions.

Every festival boasts a star-studded roster of guests, with celebrities like Richard Gere and John Sayles attending in previous years to give master classes and workshops.

The festival was initiated by TAU students in 1986, and today it is still entirely student-run, with about 100 student volunteers participating.

The goal is to nurture filmmakers of the future, with several students going on to become famous after their screenings at the film festival, such as Denmark's Thomas Vinterberg, co-founder of the Dogme 95 movement in filmmaking, and Israel's own Dover Kosashvili. It is also an opportunity for professional networking that can lead to artistic collaborations.

But the festival also serves another, equally important purpose of promoting dialogue, says Noa Regev, co-director of the 13th Student Film Festival, which is slated for June 2010. Foreign students are hosted by Israeli students through the course of the event. For most of the visitors, it is their initial experience with Israeli culture, which until then they have only witnessed as sound bites on the news.

Ajami director Yaron Shani, co-director of the 9th TAU Student Film Festival, agrees with Regev. "We have very stimulating meetings between young people from all over the world who are interested in filmmaking," says Shani. "I can really say that it's one of the most exciting student film festivals in the world – and I've seen a lot of them."

Themes of the upcoming festival include "Out of Nothing," an idea inspired by the economic crisis. Students in Israel will experiment with the limits to which they can stretch their imaginations on the smallest possible budget. Another theme, which will apply to documentary film students worldwide, is "Work and Workers." In this instance, student filmmakers who have already made noteworthy documentary films on this theme will be invited to screen their films at the festival.

Both themes are timely in their reflection on the world's current preoccupation with economic survival and a new kind of financial outlook.

The determination and initiative that student volunteers show each year in organizing the festival, Regev points out, are characteristic of film students at TAU. "I think this festival is exceptional partly because it's the students who make it happen and give so much of their talent and time to it," she says. "I think it's one of the most important cultural events in Israel, and I'm happy to be a part of it."



Ajami
director
Yaron
Shani

According to the World Health Organization, colon cancer numbers among the top five causes of cancer death each year. Yet it is also one of the most preventable through early screening. Enter Sefi Vernick, a PhD student in physical electronics at TAU's Iby and Aladar Fleishman Faculty of Engineering, who believes he has an answer that may lead to earlier diagnosis of colon cancer – and to saving lives.

Vernick and his supervisor, Vice Dean of Engineering Yosi Shacham, are using “lab-on-a-chip” technology together with Prof. Amihay Freeman of the George S. Wise Faculty of Life Sciences to create a functioning miniature laboratory the size of a computer chip. The “lab” can perform a highly accurate analysis, in minutes, of biopsies obtained during standard colonoscopy examinations. This on-the-spot analysis will complement the regular method for diagnosing malignancy, which involves sending off a tissue sample to pathology and waiting several days or even weeks for an answer.

In the future, the system will interface with a micro-sampler at the end of an endoscope to make the medical procedure even simpler and faster. “What we’re envisioning is taking tiny little samples from polyps as the colonoscopy is in progress, and getting the answer right away,” says Vernick, who is a former Crown Family Doctoral Fellow at TAU. “This tool will allow rapid screening for cancer in real time and will assist the physician in deciding whether to remove a polyp or not.”

Vernick’s work, which is still at the experimental stage, exemplifies the promising, multidisciplinary research on labs-on-a-chip, also called biochips, that is being pursued by TAU scientists and students today across four faculties – engineering, exact sciences, life sciences and medi-

cine. What characterizes such devices is that they integrate one or several laboratory functions on a single chip, and they can detect or manipulate biological materials such as diseased cells, antibodies and bacteria.

“When measured by the number of recent scientific publications,” says Prof. Shacham, who holds the Bernard L. Schwartz Chair in Nanoscale Information Technology, “our university holds a prominent position in the world in the ‘whole-cell’ lab-on-a-chip field.

“TAU has invested \$10 million in micro- and nano-fabrication facilities that produce the most advanced biochips in Israel for this purpose,” he says, “and they will have a large

number of uses in healthcare, medicine, environment, safety and other fields.

“The next generation of biochips, and these could be ready in five years’ time, will be smaller, cheaper and more accurate for testing biological samples,” foresees Shacham.

For example, “doctors’ offices could have chips for doing medical tests instantly while the patient waits, and – in the future – households could have sophisticated-but-easy kits for self-testing,” he says.

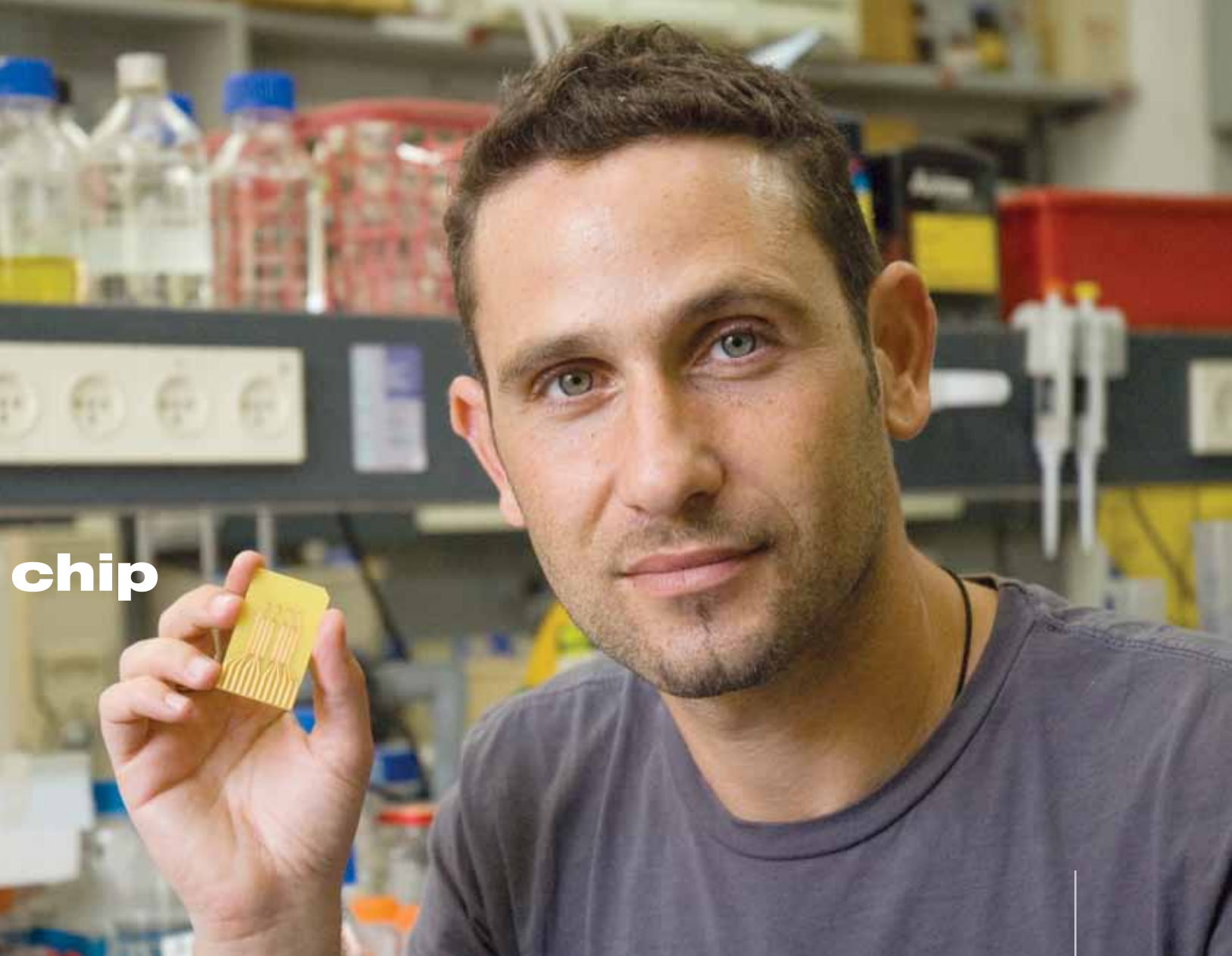
Electrochemical biosensing

Vernick’s lab-on-a-chip technique works by recognizing signature molecules, called cancer biomarkers, that

Lab on a

Combining two very different fields – engineering and biology – TAU scientists hope to coax silicon **chips** into performing an array of medical and environmental functions, from **diagnosing cancers** earlier, restoring sight and repairing diseased human organs, to ensuring the **freshness of food** in markets and identifying polluted air or water





chip

are detectable in the tumor or in the blood, urine or other body fluids of cancer patients. These biomarkers are produced either by the tumor itself or by the body in response to the presence of cancer.

The electrodes on the chip are programmed to identify tell-tale biochemical signals indicating colorectal malignancy, and to convert these signals into an electric current that can be easily measured and quantified by Vernick.

With this tool, Vernick can scan for up to four different biomarkers for colon cancer, a highly effective method for finding notoriously elusive colorectal malignancies and preventing false positives.

Artificial intelligence coup

While Vernick's work combines electronics, biochemistry and molecular biology, a project at the Raymond and Beverly Sackler School of Physics and Astronomy enlists neuroscience and engineering for improving scientific understanding of information storage in the brain.

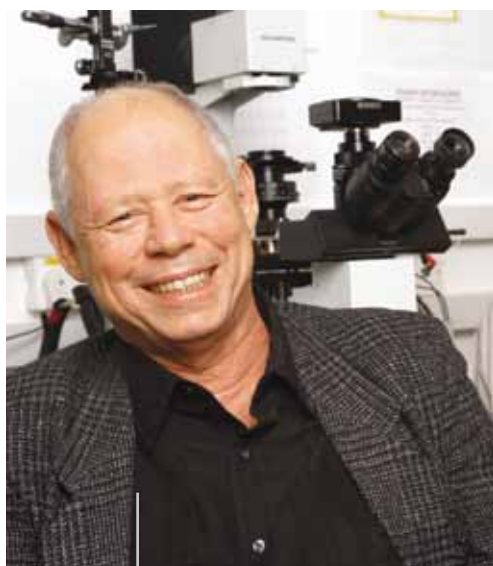
A "neural chip" that could one day help paralytics regain muscle control, or improve brain functioning of Alzheimer's patients, moved one step closer to reality after researchers at the school became the first in the world to store memories in a lab-grown neural network for an extended period. This advance in artificial intelligence by Prof. Eshel Ben-Jacob, incumbent of

TAU's Alex Maguy-Glass Chair in Physics of Complex Systems, and his former student, Dr. Itay Baruchi, was cited by *Scientific American* magazine as one of the world's top 50 innovations in 2007 in all fields of science and technology.

Many labs around the world have tried to build a memory and information-processing chip made of living neurons, but failed, says Ben-Jacob. "We succeeded because we attained new understanding of how the brain works – in fact, the language of the brain. That helped us to 'speak the language' of neurons, develop new ways to analyze special properties of neuron firing, and store laboratory-induced patterns of firing, or memories, on a chip."



PhD student
Sefi Vernick



Prof. Eshel Ben-Jacob

In their experiments, the TAU team placed millions of neurons in a petri dish studded with electrodes at its base, creating a fist-sized “living” chip. When the neurons began to spontaneously form a communicative network, their signals were recorded by the electrodes and the data relayed to special software that identified and recorded patterns which repeated themselves. The breakthrough came when Ben-Jacob and Baruchi applied chemical stimulation to the network, and found that it produced new patterns of electrical signals that appeared again and again and were not erased. “Here we created a module of intercellular communication that was stored, which is, in essence, what happens with memory,” says Ben-Jacob.

Currently Ben-Jacob is collaborating with Prof. Ari Barzilai of the Department of Neurobiology, George S. Wise Faculty of Life Sciences, on growing the world’s first neural network using genetically engineered neurons that imitate human neurodegenerative disease. “Building such a network will provide valuable clues for future brain repair,” Ben-Jacob says.

“Imagine if we could place a living neural chip in the brain and program it with the right information to ease or cure neurological disorders such as epilepsy, Alzheimer’s or Parkinson’s,

or even just to monitor the efficacy of drugs being given in treatment of disease,” he continues. “These kinds of functions are not as futuristic as they sound. They are being investigated in laboratories today.”

The better to see you

A neural chip for restoring lost vision could be one possible outcome of research being conducted by Dr. Yael Hanein, a senior lecturer at the School of Electrical Engineering and a member of the Jack H. Skirball National Center for Biomedical Nanoscience at TAU. Hanein’s team is attempting to create an interface between man-made electrodes and the neurons in the retina. “Future retinal implant devices based on such technology would be very complex and would involve surgery, electronics, data analysis and other fields,” she says.

Hanein’s goal is to build electrode arrays capable of stimulating damaged retinal tissue. She and colleagues at the University of Newcastle in England have taken chips and placed retinas on them in the lab to determine how the two systems interact. “We’ve modified the chips using special nanotechnological treatments to make them compatible and durable,” says Hanein.

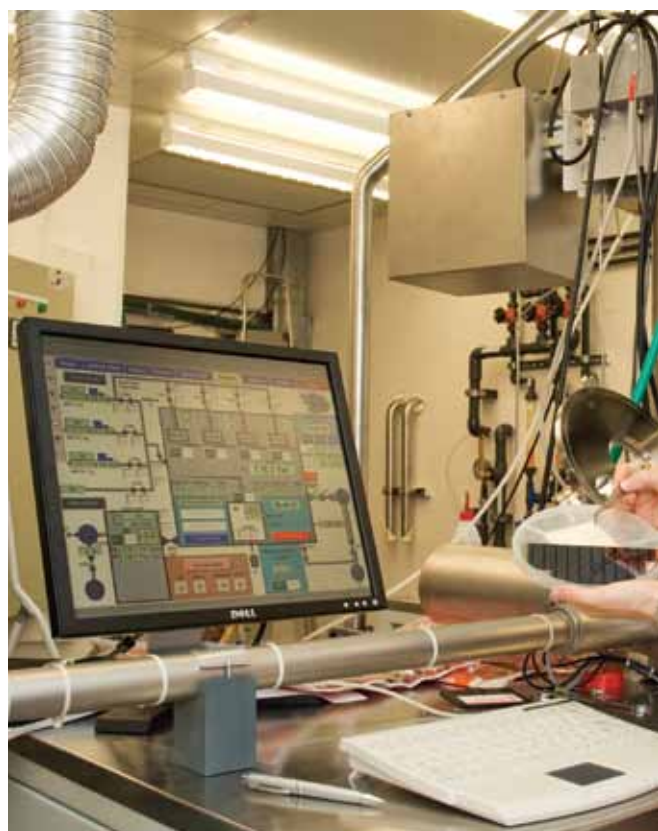
The resulting hybrid cultures are kept in incubators and measured systematically to analyze and optimize living conditions. “During our investigations we found that neuronal cells prefer to adhere to rough chip surfaces. In special conditions, they form orderly electrical circuits, or small neuronal systems,

which we can then investigate and attempt to control,” explains Hanein. To stimulate the cells electrically, the researchers wire each electrode and drive the needed amount of current to make the cells active. “The main challenge is to achieve such stimulation with the least current,” says Hanein. “Our electrodes seem to do the job.”

Chips for tissue engineering

While Sefi Vernick’s lab-on-a-chip has a diagnostic function, and Hanein’s a reparative one, the chip being developed by the Sackler Faculty of Medicine’s Dr. Dafna Benayahu will ease the work of laboratory technicians engaged in cell categorization.

Benayahu is working on a chip that can identify adult stem cells from among the widely varied types of cells found in bone marrow. Only one out of 100,000 cells in marrow is a prized stem cell – a template cell that can differentiate into major specialized cell types such as cartilage, bone or muscle.



Dr. Yael Hanein in one of her labs at the Center for Nanoscience and Nanotechnology

cle, and that could be cultured for repairing diseased tissues and organs. The chip must be able not only to sort out stem cells, but to support the automation of the process on a large scale.

Benayahu's lab-on-a-chip project is part of CellPROM, short for "cell programming," a European Union-supported collaboration involving over two dozen research groups engaged in nano-medicine. Their aim is to perfect the basic science needed for creating a "tissue machine" – a device using stem cells that could produce specific populations of cells or tissue for healing a variety of ailments.

"Once we've harvested the stem cells and cultured them," says Benayahu, "we'll work on developing nano-biotechnological tools that will

mimic nature's process of turning these cells into the required tissue."

Benayahu has been focusing on the molecular controls for stem cells' differentiation into muscle, fat or bone cells. Working with Prof. Yosi Shacham on integrating

chips to measure electrical signals involved in cell changes, she hopes this work will eventually lead to a tool for the fast screening of drugs for various diseases. For example, in osteoporosis, stem cells can turn into fat in bones, severely weakening them. If this process can be blocked, the bone formation activity can be restored.

Electrode-based detectives

Coupling biological materials such as enzymes or bacteria with an electrode-based device, Prof. Judith Rishpon of TAU's Molecular Microbiology and Biotechnology Department, George S. Wise Faculty of Life Sciences, has developed a small biosensor for sniffing out the presence of poison, pollution and disease.

About the size of a stick of gum, the sensor is meant to be inexpensive and easily connected to a handheld device like a Blackberry or iPhone for quick and reliable results. An electrical signal will pulse "yes" for the presence of a test molecule and "no" for its absence.

"Biosensors are important for the anti-terror industry, but they are also critical for detecting pathogens in our water and food, and infinitesimally small amounts of disease biomarkers in our blood," says Prof. Rishpon. So far, it is being used to detect proteins associated with cancer and provide an early warning system for heart attacks, but Rishpon – who at the beginning

of her career worked at NASA to find out whether life is possible on Mars – says the sensor is capable of detecting many other substances as well. "It really depends on what you put at the end of the electrode."

Prof. Ehud Gazit, TAU Vice President for Research and Development, believes that the lab-on-a-chip research being conducted



Prof. Yosi Shacham in the clean room

at the university exemplifies TAU's interdisciplinary strength. "It's us. It's exactly who we are and what we do," he says. "Because we combine different fields and directions, we can rope in the brightest people to solve multi-dimensional problems that touch on biology, chemistry and physics all at once. I think this approach will yield some astonishing discoveries in the future."

Contributing to this article was Judy Siegel-Itzkovich



cifically, city planning – and social work. I'm interested in empowering disadvantaged communities in the struggle for social and environmental justice. The two go together. If you help people gain control of their environment to make it better, you're also empowering them socially and politically. They gain a greater voice in the democratic process while learning to promote their own interests."

With this research focus in mind, Butbul was matched with Transport

Environmental Agents of Change

By Carl Hoffman

The city of the future will be a cleaner, greener and more pleasant place to live, with its social and environmental resources shared equally by all of its residents – at least if 28 year-old Rinat Butbul has anything to say about it.

Butbul is one of seven TAU graduate students who recently completed a one-year Porter School Environmental Internship Program, which combines work experience at environmental non-governmental organizations (NGOs) with study days on social change. This practical activity complements the students' intensive regimen of coursework and individual academic research within the framework of the school's master's program.

Founded nine years ago by TAU benefactor Dame Shirley Porter, the Porter School is Israel's first and only graduate school dedicated to environmental studies, and one of a few in the world to combine the sciences, humanities and arts in its interdisciplinary approach to the subject. The school's programs emphasize the important role of academia in community outreach, and the specific role that students play in being environmental agents of change.

Social justice

For Butbul, the Porter School and its Internship Program have meshed perfectly with her research interests. "My thesis concerns geography – spe-

Today and Tomorrow, an NGO that promotes environmentally sustainable transport in Israel. Serving as its information technology coordinator, she created an electronic newsletter for the NGO and upgraded its website, dramatically expanding the organization's presence on the Internet.

For Butbul, her NGO work and her interdisciplinary classroom studies were a good match. "Sustainable transport must be examined from many different angles. My training at the Porter School prepared me for this."

Butbul is involved in the national student environmental organization, Green Course, and served as student representative on Tel

Aviv University's Green Campus Development Committee. Currently she's interning with a project aimed at promoting social equality in Israel's mixed Jewish-Arab cities in the areas of housing, infrastructure and planning.

Her goal is to combine academic study with continued participation in NGOs. "As I see it, ideally, the path for change is to constantly acquire and produce knowledge and to put it into action," she says.

In a bid to weave academic **knowledge**, practical **experience** and **social consciousness** into one comprehensive program, the **Porter School** has its students interning at environmental NGOs

highly motivated graduate students with expertise in environmental issues."

Porter Intern Avi Luvchik, 30, whose master's studies in the field of geophysics and planetary science involve forecasting the amount of sea salt aerosol in the air, was assigned to Adam Teva V'Din—The Israel Union for Environmental Defense. The organization deals with legal problems relating to the environment not covered by Israeli law.

science, said he first became interested in the field while touring New Zealand. "I saw that there are far more advanced ways of dealing with the environment than what we are doing in Israel and that there remained a lot for us to do to catch up," he says.

Does Luvchik think that the Internship Program was worth a year of his time? "Absolutely yes," he declares. "First of all, I learned how to work in an NGO setting – I'd never had any exposure to this before.



Highly motivated students

Launched last year in conjunction with Shatil—The New Israel Fund's training center for NGOs, the Porter Internship Program matches students with organizations like the Society for the Protection of Nature in Israel, Movement for Israeli Urbanism and Zalul, an organization for the protection and maintenance of Israel's rivers and shorelines.

Shachar Bookman, Shatil program coordinator, says, "The students receive a stipend plus professional guidance from the NGO, and they gain hands-on experience in dealing with the environmental issues they're interested in. Meanwhile, the NGOs benefit from the assistance of bright,

"I worked in the science department, supplying data and models for legal cases and for public awareness campaigns against polluters," says Luvchik. "I studied the aerosol that comes from the refineries in Haifa Bay – a big problem for climate change and human health."

Surprisingly, Luvchik's research has led him to conclude that aerosol does *not* affect the ozone layer, contrary to popular belief. "But aerosol does affect many other things," he cautions. "Aerosol collects radiation from solar energy and causes modifications to climate change. It also gets into the lungs and affects human health."

Luvchik, who completed his undergraduate studies in environmental

Second, I learned how to work well in a team, and third, the experience gave me the tools to deal with specific environmental problems, how to go out and talk to the community. Also, I was able to help the NGO. I helped them just like they were helping me."

Butbul concurs that the program was constructive. "My future is in the world of non-profit environmental organizations, possibly in advocacy and public policy," she says. "And I think the Porter School Internship Program has been a very good first step for that, because it gave me a chance to work in that world. I also liked being encouraged to learn about different subjects and do different things. It was ideal for me."



Porter
Interns Rinat
Butbul and
Avi Luvchik

Allan Barkat
(left) and
Chef Noam
Deckers
in the Lilit
restaurant's
kitchen

TAU Kellogg-Recanati alumnus Allan Barkat's recipe for responsible venture capital

Serving up Success

By Sandy Cash

What do you get when a businessman applies his profit-generating expertise to an outfit that's concerned with more than just the bottom line? If the businessman is Tel Aviv University alumnus Allan Barkat – one of the leading figures in Israeli venture capital – you get an entirely new model linking good works to self-sustaining financial success.

"Social entrepreneurship" is at the heart of one of Barkat's latest ventures – Lilit, a kosher gourmet restaurant in Tel Aviv that helps at-risk youth gain a profession in the restaurant business. Under the guidance of social workers and professional chefs, Lilit offers the young people cook and baker's training, paid employment and a chance for a better life.

"There's a basic philosophical difference between how businesses and non-profits operate," says Barkat, who completed TAU's Kellogg-Recanati International Executive MBA Program while working as Managing Director of the Israeli office of Apax Partners. "Lilit represents a new way of doing business, one that combines profit with the support of projects that benefit the weakest members of society."

According to Barkat, the financial crisis is forcing people to reexamine

priorities – something that may bring about a positive change in business education. "MBA programs should inspire their students to do business with a heart," he says. "Today's students – tomorrow's business leaders – have a responsibility for making our world a better place to live."

A recent conference held at Lilit brought 30 business leaders together to discuss the economic downturn and social entrepreneurship initiatives. In attendance was Prof. Asher Tishler, Dean of Tel Aviv University's Faculty of Management—Leon Recanati Graduate School of Business Administration.

"Social welfare organizations are in crisis, because traditional funding sources have disappeared," Tishler says. "By forging creative partnerships, non-profits can be transformed from 'charity cases' to sound business investments."

Founded in 1993, Lilit was operated beginning in 2001 by ELEM – an organization that provides services for youth in distress. In January of 2009 ELEM handed the reins to professionals – including Barkat and fellow Kellogg-Recanati graduate Nadav Berger, who together serve on the restaurant's Board of Directors.

"It's no coincidence that I'm working with another Kellogg-Recanati graduate," Barkat says, adding that the executive MBA program allowed him to examine, in a structured format, what he and his colleagues had already learned intuitively on the job. "After studying intensively together over two years, students stay in touch, and open doors for one another. It's part of the program's value."

Lilit is not Barkat's first experience with socially conscious business. While still at Apax Partners, he put his high-tech connections to work at Technoda, a science and technology education center for underprivileged children in Givat Olga. More recently, he launched Dualis—The Israel Social Venture Fund, which aims to balance financial gain with social value.

And the best way to understand this balancing act, Barkat says, is to stop by for a meal at Lilit, which is Dualis' first investment. "Whether we're serving an individual, or hosting events for 200 people, we offer fine service and a great story – about how smart money can be channeled back into the community, for everyone's benefit," he states.

More information on Lilit can be found at www.lilit-pfs.com

As Israel's urban centers grow in density, quality-of-life issues are being sidestepped, believes Dr. Tali Hatuka, a new faculty member specializing in urban regeneration. "As a scholar and architect, one of my aims is to influence Israel's building policy," she says.

Currently constructing an Urban Design Lab within TAU's Department of Geography and Human Environment, Hatuka spent six months traveling Israel's cities in preparation for her new position.

"Housing projects in Israel today versus those of the 1960s and 70s may be higher quality in terms of materials," Hatuka says, "but there isn't

in Israel and worldwide. Over the last few months, I've been contacted by several local municipalities regarding issues of urban density and revitalizing city centers. It's a great opportunity for seeing your recommendations take shape on the ground and for educating students," Hatuka says.

In addition to getting the lab up and running, Hatuka is working on an English-language publication due out this year on the relationship between Tel Aviv urban design and political violence. The book examines the way violent acts over the past 15 years have profoundly altered civil rituals and cultural identity in Tel Aviv.

Aviv's liveliness and testify to transparency and involvement. "Urban planning criticism is an important tool for promoting action and change in the city," she adds.

Hatuka says she's pleasantly surprised to see talented people in this field joining the TAU faculty. "Young, bright people are choosing to work in the public and academic sector, rather than the private one, and to solve pressing socio-spatial problems."

"Right now in Israel we're experiencing a generational shift in the fields of planning and architecture," Hatuka concludes. "Today's 70 year-old architects who crafted the Israeli

New faculty recruit Dr. Tali Hatuka ushers in next-generation urban planning at TAU

much thought about what makes a good neighborhood in big cities, or about housing environments for low-income families, both topics that are of concern in the Israeli context."

Examining the urban environment is Dr. Hatuka's specialty. She earned an architecture degree from Haifa's Technion—Israel Institute of Technology, an urban design degree from the University of Edinburgh and a PhD from the Technion; and pursued post-doctoral research at the Department of Urban Studies and Planning at MIT as a Fulbright and European Union Marie Curie Scholar.

Hatuka returned to Israel with European funding for her new lab, which will address urban regeneration and encourage students to combine practice and theory. "We're creating an urban regeneration database to be used as a research and reference tool for urban planning departments

Revitalizing Cities



Hatuka views Tel Aviv as "scarred and complex, yet dynamic and lively." According to Hatuka, the social, political and spatial conflicts taking place in the city only reinforce Tel

landscape can't address how Israel will look in 20 years – that's our job. The 30-40 year-olds will see to that. This is an exciting time to be in this field."

By Stephanie L. Freid

brain gain

 Dr. Tali
Hatuka in
Tel Aviv

While Mika Nishimura may never learn to love humus as much as she savors a bowl of ramen noodles, she has become a keen admirer of Israel as a country that, like her native Japan, harbors a long tradition of respect for the violin. The Tokyo-born violinist is one of 22 overseas music students on full scholarships currently studying in the new Adler-Buchmann International Program for Outstanding Foreign Students at TAU's Buchmann-Mehta School of Music.

Through the bachelor's-level program, the 26-year old Nishimura is gaining academic knowledge and polishing her performing skills together with fellow students from countries as diverse as the United States, Brazil, Norway, Kosovo and Kenya.

Program participants are hand-picked on the basis of outstanding talent and promise by TAU faculty members, many of whom are among Israel's best-known classical musicians and teachers. The study regimen at the Buchmann-Mehta School of Music also includes training by leading members of the Israel Philharmonic Orchestra (IPO) as part of a strategic partnership between the two institutions.

Program organizers believe that, in future decades, international graduates of the school will serve as a network of "musical diplomats," representing TAU and Israel handsomely in the world of opera and symphony orchestras.

International impact

Already in its first year the program has created so much buzz that the most respected and sought-after music teachers in the international circuit are recommending their students to the program.

Nishimura explains that she was recommended to the Adler-Buchmann program by the well-known Russian



A Little Chopin with Your Pita?

International music students in TAU's new **Adler-Buchmann Program** will leave the country not just with professional skills, but with a **message to the world**: Israel is a classical music superpower



violinist Zakhar Bron, with whom she was studying in Spain.

Music studies at TAU are on a “high professional level,” she notes. Her violin teacher, Irena Svetlova, has a distinctly emotional Russian style which Nishimura has become greatly enamored of, she adds. Nishimura hopes to remain under Svetlova’s tutelage for the next three years.

Most of Nishimura’s friends on campus are Israeli music students of Russian origin though she enjoys playing violin with Hashem, an Arab student from the Galilee. “At Tel Aviv University everyone is so kind,” she says. “My class is like a family. We all take care of each other.”

“I love this country,” she concludes. “Israel has a big heart to give scholarships to international students.”

Cosmopolitan flavor

Prof. Tomer Lev, former head of the Buchmann-Mehta School of Music,

says: “It’s only starting its second year, but the program has dramatically changed the atmosphere at the school. It has introduced a cosmopolitan blend of cultures and temperaments that can be found only in the biggest schools in metropolitan centers such as New York, London or Berlin. The convergence of different ideas, personalities and cultural identities is essential for high-level music making.”

The program also opens up Israeli students to the world, points out Prof. Lev.

How else could they meet mezzo-soprano Flaka Goranci of Pristina, capital of Kosovo? Goranci, 23, relates that she was recommended to the international music program at TAU by a teacher who works for the Vienna Philharmonic.

While she hopes to become an opera star in Europe one day, she is effusive about living in Tel Aviv now. “It’s been an amazing opportunity,” she beams. “I’ve learned a lot about different religions and cultures. And I have a great teacher – Prof. Tamar Rachum.”

“It’s my first time living in a Western country,” adds Goranci, who studied for four years in Albania. “It’s very good.”

Aspiring opera singer

Like Goranci, Zachariah Njoroge, 21, also hopes to become an international opera singer after his three years of training at TAU. The Nairobi, Kenya-born singer first learned of TAU’s school of music when he was performing at the 2008 Beijing Olympics. “I came to Tel Aviv for an audition, and in the process I got a scholarship,” he says.

Njoroge grew up singing in school and church choirs in Nairobi. “But I wanted to sing solo. So I started loving opera.”

How does he find Israel?

“Tel Aviv is really fun,” he grins.

“The people are warm. Israel is a beautiful country. It’s not like we see in the news, with people fighting. It’s the opposite of that.”

Njoroge finds the Adler-Buchmann Program highly rewarding. “There are many opportunities to perform and develop. We’ve had some very good coaches and conductors,” he notes.

Israel over the USA

To the consternation of her family in the Czech Republic, violinist Maria Matlova of Prague, 18, turned down an offer from the Michigan Music Academy to attend TAU.

“I surprised my family by deciding to study here. They thought it was dangerous. The level here is much higher in comparison to Prague,” she continues. “It’s like steps. This is the highest point I’ve gotten to. The teachers here from the former Soviet bloc are such good musicians.”

The Adler-Buchmann International Program for Outstanding Foreign Students is named in honor of two long-time supporters and leaders of TAU, Dr. Mario Arthur Adler, President of the Sao Paulo Chapter of the Brazilian Friends of Tel Aviv University; and Dr. h.c. Josef Buchmann, Vice Chairman of the TAU Board.

The program was inaugurated at the 2009 Board of Governors meeting with an all-Beethoven concert sponsored by Dr. h.c. Buchmann featuring 15 international students performing with the Buchmann-Mehta School of Music Orchestra, conducted by Ze’ev Dorman of the IPO, now also head of the School.

In taped greetings to the audience, IPO Musical Director Zubin Mehta, Honorary President of the Buchmann-Mehta School, said that he hoped the international participants will “go out of Israel spreading the word that we do not stand for violence but for good will.”



From left:
Maria
Matlova,
Zachariah
Njoroge,
Flaka
Goranci
and Mika
Nishimura



Photo courtesy of the Peres Center for Peace

Cutting Your Losses for Peace

In a new TAU study, Israelis show a greater readiness to accommodate an Israeli-Palestinian accord when shown the potential losses of not compromising.

This is apparently more persuasive than imagining the benefits of peace.

One of the main reasons for the continuation of the Israeli-Palestinian conflict, maintains Prof. Daniel Bar-Tal of TAU's School of Education, is a social-psychological one. "Nations that are involved in a longstanding conflict, such as ourselves, develop a repertoire of rigid, entrenched

beliefs which only serve to preserve and even deepen the conflict," he explains. Moreover, this rigidity causes each side to collectively "close their minds to any information that could possibly support the advancement of the peace process."

However, recent research conducted by Prof. Bar-Tal and Dr. Eran Halperin of the Interdisciplinary Center (IDC) Herzliya, together with their colleagues, demonstrates that the Israeli mindset can be changed. People who were presented with the high price Israel risks paying for the continuation of the conflict showed a greater readiness to accept new in-

formation and make concessions. For example, a detailed description of the grave economic consequences of continuing the present situation, or of the possibility of losing the Jewish majority between the Mediterranean sea and the Jordan river, were more persuasive in getting people to consider dividing the land, and ending the conflict, than when presented a scenario describing positive gains resulting from peace-making.

This finding, notes Prof. Bar Tal, accords with the views of Nobel laureate Prof. Daniel Kahneman and the late Prof. Amos Tversky, who posited that because the prospect of losses hurts more than the prospect of gains feels good, people are likely to take greater risks to avoid a foreseeable loss than to ensure a foreseeable gain. The Israelis and Palestinians, says Bar-Tal, should be made to recognize that the costs of continuing the conflict will be greater than the costs of making concessions for peace.

Prof. Bar-Tal holds the Branco Weiss Chair for Research in Child Development and Education at TAU.

Friendships at work can make a job more enjoyable, but they can also be fraught with difficulties that can affect a company's bottom line. For example, if a well-liked individual at the office leaves – or is fired – other employees could "abandon ship," creating a high employee turnover rate.

Now, Dr. Hilla Dotan of TAU's Faculty of Management—Leon Recanati Graduate School of Business Administration has developed the "Relational Tendency Tool," a practical method of identifying the types and effects of workplace relationships. This patented tool, used today by headhunter organizations, focuses mainly on healthy network building within the organization. It can deter-

Friendships at the Office Pay Off

mine what kind of friendships a person is likely to have and how wide he or she should cast a friendship net for job success. Moreover, the tool can be used to predict how workplace friendships improve or detract from productivity, commitment and loyalty.

"A good friend at work can increase a person's willingness to get up in the morning and commit to the company," Dr. Dotan says. "My method



demonstrates that workplace relationships can be managed strategically to benefit both employer and employee."

Dr. Dotan was one of the 30 young faculty members recruited from prestigious institutions last year to join the ranks of TAU's academic faculty. She was born in Israel, raised in the Netherlands, and completed her PhD at UCLA's Anderson School of Management.

Depression doesn't only change the way we feel, but also the way we see – according to TAU medical researcher Dr. Uri Polat of the Maurice and Gabriela Goldschleger Eye Institute, Sackler Faculty of Medicine.

To investigate the effects of depression on visual perception, Dr. Polat and his team developed a computerized test that lets them assess “the filling-in process” that a healthy mind undertakes when looking at objects. They set up two groups – one of patients hospitalized for depression and the other of control subjects – and asked them to look at identical images that were missing visual information. The control subjects were able to successfully fill in and “see” missing parts, while the depressive ones were not. Furthermore, the brain activity of depressed people looked very different from that of the control group.



Viewing the Blues

TAU brain research links
visual perception deficits to
clinical depression

“We see with our brain, not with our eyes. The eye is only the tool,” says Dr. Polat, who studied the brainwave activity of the experiment participants.

The new results linking depression to eyesight could result in a breakthrough tool to accurately diagnose depression. They could also assist physicians in monitoring the effects of anti-depressants such as Prozac within days. Currently, it can take up to six weeks after the start of treatment to know if the prescription is right for the patient.

Dr. Polat and his team are now developing an EEG test to scan brain activity for the signature signs that depression creates. “A standardized tool for depression could save the healthcare system millions of dollars in costs resulting from misdiagnosis, and would give depressed people peace of mind,” says Dr. Polat.



Predicting Flash Flooding

A TAU-developed technique using
cellular telephone towers to warn of flash
floods was selected best of 2009 by
Popular Science

Flash floods are among the most devastating weather-related disasters, combining unpredictability, incredible speed and destructive power to ruin property and take lives. Now, research by doctoral student Noam David of the Department of Geophysics and Planetary Sciences, Raymond and Beverly Sackler Faculty of Exact Sciences, and his PhD supervisors, Prof. Pinhas Alpert and Prof. Hagit Messer-Yaron, could lead to an early warning system for flash flooding using wireless communication network data.

Flash floods occur when the ground becomes over-saturated with water that has fallen too quickly to be absorbed. The TAU technique is based on the principle that signals from one wireless communication base station (such as that of a cellular phone company) to another base station are affected by the amount of rain falling between the two stations. By measuring the signals, one can gauge the strength of the rain in flood-prone areas and accurately predict flooding.

The method of using cell phone data for monitoring atmospheric phenomena was discovered in 2006 by Alpert, who heads the Porter School of Environmental Studies, and Prof. Messer-Yaron, former Vice President of Research and Development at TAU, together with PhD student Artem Zinevich. Now its new application as a hazard warning system will make it possible to alert people to the threat of flooding in real time.

The TAU technique was awarded a “2009 Best of What’s New” award in the safety category, along with 99 other leading inventions in 11 categories, by *Popular Science* magazine.

Egypt and Israel: Ancient Friends?

Rare Egyptian artifact found at TAU-led dig in the Galilee

The discovery of a fragment of a carved stone plaque bearing archaic Egyptian signs was the highlight of the second season of archaeological excavations at Tel Bet Yerah, completed this summer by a joint team led by TAU's Dr. Raphael Greenberg, of the Jacob M. Alkow Department of Archaeology and Ancient Near Eastern Cultures, and Prof. David Wengrow of University College London. The site is situated on the shores of the Sea of Galilee, along an ancient highway which connected Egypt to the wider world of the ancient Near East in the Early Bronze Age.

The four centimeter-long fragment was the first artifact of its kind ever unearthed in an archaeological context outside Egypt. It depicts an arm and hand grasping a scepter and an early form of the “*ankh*” sign – the

ancient Egyptian symbol for life – and can be attributed to the period of Egypt's First Dynasty, in approximately 3,000 BCE. Finds of this nature are rare even within Egypt. The signs are executed to a high quality, and bear comparison with those on royal cosmetic palettes and other monuments dating back to the Pharaohs.

Earlier discoveries, both in Egypt and at Tel Bet Yerah, have indicated that there was direct interaction between the site, then one of the largest in the Jordan Valley, and the Egyptian court. The new discovery suggests that these contacts were of far greater local significance than had been suspected.

Other advances made during this year's excavations included new insights into the site's large fortified structure, known as the Umayyad



Palace of Al-Sinnabra. The structure's colorful mosaic floors were revealed and properly recorded for the first time, and its foundation walls showed severe cracking that could be attributed to the massive earthquake of 749 CE that destroyed many sites along the Jordan Valley.

Blind people face daunting challenges in unfamiliar environments and must often rely on others to help them get around. The problem with this support is that it doesn't give them the tools to venture out on their own. Now, a new computerized system developed by Dr. Orly Lahav of TAU's Constantiner School of Education and Porter School of Environmental Studies helps the blind gain independence by enabling them to create “mental maps” of unfamiliar spaces.

The BlindAid device, a type of joystick connected to a computer, helps the blind navigate through virtual environments that represent real-world spaces by providing auditory and tac-

tile feedback. Users can feel tension and textures beneath their fingertips as a physical sensation while they navigate around a virtual environment. For example, the device stiffens when the user meets a virtual wall. Based on real-world maps, the device enables the blind to distinguish between different ground textures as they move the cursor like a computerized ‘cane’ across the computer screen.

The new system gives the blind the ability and confidence to explore new

Mental Maps

New TAU-MIT
software
can help the
blind navigate
unfamiliar
spaces



TAU researchers have come up with the ultimate solution to bad breath in the form of a pocket-size test that lets you know if malodorous bacteria are brewing in your mouth. The patent-pending saliva test, OkaytoKiss, is being developed by microbiologist Prof. Mel Rosenberg and Dr. Nir Sterer of TAU's Sackler Faculty of Medicine through Ramot, the university's technology transfer arm.

Most bacteria are either Gram-positive or Gram-negative, based on a staining technique developed by Christian Gram in the 19th century. Until now, scientists believed that only the Gram-negative bacteria break down proteins in the mouth to produce foul odor. Rosenberg and his team have discovered that the other population of bacteria, the Gram-positive, also helps to create bad breath by producing enzymes that break sugary pieces of protein into stinky compounds. The enzymatic activity of the Gram-positive bacteria, present in saliva, serves as the basis for the new test and as an indicator of bad breath risk.

The test works by applying a little bit of saliva onto a small window of

the novel disposable plastic device. The kit will show a blue spot within minutes if a person has enzymes in the mouth produced by Gram-positive bacteria. "The presence of these enzymes means that the mouth is busily producing bacteria that foster foul breath," says Rosenberg.

Besides the obvious social benefits, the test can be used as an indicator of a person's oral hygiene and for encouraging better health habits such as flossing and brushing teeth. The disposable test could be ready in about a year for commercial distribution, probably in the size of a pack of chewing gum.

An earlier invention of Prof. Rosenberg, who is an international authority on the diagnosis of bad breath, led to the development of two-phase mouthwashes that have become a hit in the UK, Israel and elsewhere.



Is It Okay to Kiss?

A pocket-size breath test developed at TAU could prevent you from making an oral faux pas



spaces in the comfort of their own homes before venturing out into the real world. "This tool lets the blind 'touch' and 'hear' virtual objects and deepens their sense of space, distance and perspective," says Lahav. "They can sense intersections, buildings, paths and obstacles with the tactile device and even navigate inside a shopping mall, train station or airport.

"Users get feedback from the device that helps them build a cognitive map, which they later apply in the real world," says Lahav. "This solution could help the blind to be independent and to find new paths in their world."

The BlindAid software was first demonstrated as an orientation tool at the Carroll Center for the Blind in Newton, Massachusetts. In the case study, a partially blind woman explored the virtual environment of the center and its campus, as well as 10 other sites, including a four-story building. After just three or four sessions, the woman was able to effectively navigate and explore the actual sites wearing a blindfold.

The research was begun at TAU under the supervision of Prof. David Mioduser and then developed further at MIT with colleagues Dr. Mandayam Srinivassan and Dr. David W. Schloerb.

“When I went into public life, my main problem was me. For my first speech, six people turned up... and as I was reading my speech, I noticed, out of the corner of my eye, that one of them had fallen asleep,” divulged Tony Blair, former UK Prime Minister, Quartet envoy to the Middle East and 2009 Dan David Prize laureate, to four young Israelis who joined him for a roundtable discussion on leadership.

The symposium, one of the highlights of the 2009 Dan David Prize events, was hosted by TAU’s Dov Lautman Unit for Science Oriented Youth and moderated by the coordinator of the unit’s leadership programs, PhD student Roni Shechter-Baram. The four exceptional students on stage with Blair had been carefully handpicked from TAU’s young leadership groups. Aged 15-18, they all gave brilliant presentations that in themselves provided an emphatic, categorical answer to the main question: YES, with good education, excellent training and hard work, leadership skills can definitely be acquired!

Rana Taha, a 17 year-old from the Israeli Arab town of Jaljulya, stressed that “knowledge is power, and when a leader truly knows what he is doing, he is more likely to make the right decisions.” Noam Shai, 16, from Binyamina, spoke about the importance of having “the right instructors

2009 Dan David Prize Laureate Tony Blair Meets Young Leaders

Can leadership skills be acquired? A roundtable discussion on the subject with Tony Blair was one of the highlights of this year’s Dan David Prize events.

– significant figures who help us in the most important mission of all: getting to know ourselves and the world we

live in.” Muhamad Agbarieh, 18, from Jaffa, spoke of Abraham Lincoln as an example of the perfect leader, combining inborn features with acquired skills. And Noam Shamir, 15, from Matan in central Israel, commended empowerment through dialogue, saying: “After studying leadership, look at me speaking in front of you today with self-confidence!”

Applauding delightedly, Blair quipped to the Israelis in the audience: “Your future is in pretty good hands!” and agreed that “leadership is acquired.” Contributing his own thoughts, he listed four main qualities necessary for leadership: hard work, creative thinking, courage and the desire to learn new things every day.

Blair numbers among the many distinguished global personalities that the Dan David Prize brings to Israel every



2009 DAN DAVID PRIZE WINNERS

The Dan David Prize, endowed by the Dan David Foundation and headquartered at TAU, honors achievements that have an outstanding scientific, technological, cultural or social impact on our world. The Prize awards a total of \$3 million each year in three time categories: Past, Present and Future.

The 2009 Dan David Prize was awarded in the presence of the President of the State Israel, Shimon Peres, to the following:

- Past dimension in the field of Astrophysics – History of the Universe, for discoveries concerning the geometry and composition of the universe, **Prof. Paolo de Bernardis**, University La Sapienza, Rome • **Prof.**



year, among them former US Vice President Al Gore, Davos visionary Dr. Klaus Schwab and celebrated cellist Yo-Yo Ma. Now in its eighth year, the prize gives young Israelis a rare opportunity to meet and be inspired by some of humanity's greatest thinkers and doers.

Additional events held at TAU in which 2009 Dan David Prize laureates participated were an astrophysics symposium on "The Cosmic Microwave Background: Cosmology's Rosetta Stone," and a symposium on "Challenges for a Healthier World."

Andrew E. Lange, California Institute of Technology, Pasadena, California • **Prof. Paul Richards**, University of California at Berkeley

- Present dimension in the field of Leadership, for helping to forge lasting solutions in areas of conflict, **Tony Blair**, former Prime Minister of the United Kingdom
- Future dimension in the field of Global Public Health, for pioneering AIDS research, **Prof. Robert Gallo**, the Institute of Human Virology, Baltimore, Maryland

For additional details, visit www.dandavidprize.org

From left: Rector Dany Leviatan, Tony Blair (seated left), Prof. Paolo de Bernardis, Dan David, then TAU President Prof. Zvi Galil, Prof. Robert Gallo, President of Israel Shimon Peres (seated right), Prof. Paul Richards and Prof. Andrew E. Lange

Israeli industrialist Dov Lautman was embraced by hundreds of people at a special evening held in honor of his eight years as Chairman of the Executive Council of TAU. At the event, Lautman heard for the first time that one of the projects dearest to his heart – the Unit for Science Oriented Youth – will now bear his name, a gift of friends and colleagues.

Lautman, 73, is founder and Chairman of Delta Galil Industries Ltd., former President of the Manufacturers Association of Israel and 2007 Israel Prize laureate for lifelong accomplishment. A longstanding friend of Tel Aviv University, he is the donor of the Adi Lautman

Saluting Dov Lautman for Eight Years of Leadership



Interdisciplinary Program for Outstanding Students, and a TAU honorary doctor. Lautman has also contributed a great deal to the causes of equal opportunity in Israeli society and peaceful coexistence with its Arab neighbors.

"Dovik's only question before agreeing to chair the Executive Council was: 'Is TAU committed to social involvement?'" recalled former TAU President Prof. Itamar Rabinovich, who recruited Lautman in 2001 and worked closely with him. "Indeed, our social projects, especially education for underprivileged children and youth, received a great boost from him. He also introduced very high managerial standards, and deserves enormous credit for the fact the university overcame its severe financial crisis at the beginning of the decade."

Other prominent speakers included the former Minister of Finance, Avraham (Beiga) Shochat; President of the Israeli Friends and CEO of Cellcom, Amos Shapira; and member of the Executive Council, TAU donor and former President of the Israeli Friends, businessman Alfred Akirov.

Lautman said: "The only way to close the gaps in Israeli society is through education. Working with Tel Aviv University, I went home a happy man at the end of each day."



From left: Dov Lautman and students Shira Malka and Revital Batoniashvili of the Dov Lautman Unit for Science Oriented Youth at TAU's Constantiner School of Education

Forever Young

Like the prize he founded,
donor Dan David has deep roots
in the past, strong interest in the present and far-reaching belief
in the future – especially in his son, Ariel

One thing that TAU benefactor Dan David shares unequivocally with his son is a sheer delight with Tel Aviv University. “Whenever I come to TAU,” says the elder David, “I recall my days as a young student in communist Romania. I can best describe those days as gray. Buildings, speeches, faces, all seemed subdued and shrouded with the colorless emotions of sadness and oppression. Walking along the flowered pathways of the Tel Aviv campus, I cannot help but notice that color shines everywhere – in the students’ chatter as in the professors’ lectures, in the air as in the soil.”



Ariel and
Dan David

And Ariel David, 29, a magna cum laude graduate of Rome University and a successful AP reporter for the past five years, heartily agrees: “My visits here are nothing short of uplifting. Walking through the greenery, meeting the students and professors, visiting the labs and learning about the important discoveries made here – it often crosses my mind that I should have studied in Tel Aviv.”

It is precisely this strong affinity, based on decades of fast friendship and generous contributions to TAU, that motivated Dan David to present the grand vision of the Dan David Prize in 2002 to the president of TAU at the time, Prof. Itamar Rabinovich, and to Vice President Yehiel Ben-Zvi, and ask for TAU’s assistance.

“The feeling of freedom I sensed here is why I believed that Tel Aviv University was the right place to celebrate the achievements of the human race,” explains the donor, who, as an avid Zionist since his early youth, considers himself an Israeli and speaks fluent Hebrew, even though he resides in Rome. David and his wife, Gabriela, have supported sci-

entific research, scholarships and theater studies at TAU, as well as major projects such as the Dan David Building.

Giving talented young people a chance

A colorful and free spirit, Dan David brims with life, curiosity and new ideas – which keep him youthful even at 80. When asked – as he has been by countless interviewers worldwide – why he decided to donate half of his substantial fortune to the foundation that endowed the Dan David Prize (and made many other gifts to institutions of culture and learning), he gives a characteristically original answer: “Money is just a measure of ability and success, not a purpose in itself. My wife, Gabriela, and I already have all we need, and we want to give back to society something of what we’ve received. We want to help advance human knowledge, and give talented young people an opportunity, like the one I was given as a young man.”

In this, David refers specifically to an interest-free loan given to him in good faith in the early 1960s by a relative, Pierre Wahl, who believed in his abilities. A natural entrepreneur, David used the sum to launch Photo-Me International Plc., an automatic photo booth business with global operations, which ultimately placed him high on the list of the world’s wealthiest people.

Multi-generational engagement

Today, from the perspective of a long life well lived, Dan David believes in youth and in the future. And the young man he believes in most of all is his only son, Ariel, to whom he gladly passes the baton, in more ways than one. “Ariel is very talented,” says the proud father. “He is making his own way, doing well in the profession he loves, and writing about many fascinating topics. But he’s also deeply involved in the activities of the Dan David Foundation, which gives me great satisfaction.”

A member of the foundation’s board of directors, Ariel David is equally proud of his father and his initiatives. “This world-embracing prize is my father’s brainchild, emanating from his ideas and ideologies,” he says, “but I share many of his passions: for Israel, for science, for history, and most assuredly – for Tel Aviv University. The university and the foundation are both very close to my heart. It’s a long-term commitment, and I intend to continue my involvement for many years to come.”

25 Years of Buchmann Doctoral Fellows

Tel Aviv University celebrated the 25th anniversary of the Josef Buchmann Doctoral Fellowship Fund, established in 1984 at both TAU and the Johann Wolfgang Goethe University in Frankfurt, Germany. The ceremony and a special video produced for the occasion, *Help from the Heart*, illustrated how, over the past quarter of a century, the fund has fulfilled the twofold vision of Dr. (h.c.) Josef Buchmann, its founder: advancing PhD studies in Israel to build up the country's scientific and economic strength, and enhancing academic and cultural cooperation between Israel and Germany.



"Mr. Buchmann said to me: I don't care about bricks and mortar. I want to invest in human beings," recalls Yehiel Ben-Zvi, Vice President of TAU, about the genesis of the fund. "It became the largest doctoral fellowship fund at Tel Aviv University."

So far, the Buchmann Fund has supported more than 350 outstanding doctoral students in Tel Aviv and Frankfurt, in disciplines as diverse as medical research, literature, software engineering, zoology, law, biochemistry, music and history.

Josef Buchmann, a TAU honorary doctor, is Vice Chairman of the TAU Board of Governors and one of the university's most generous benefactors. His major contributions include the Buchmann Faculty of Law, dedicated in memory of his parents who perished in the Holocaust, and the Buchmann-Mehta School of Music in cooperation with the Israel Philharmonic Orchestra.



Mr. Buchmann (left) being decorated this August by the Polish President, Lech Kaczynski, with the "Commanders Cross with Star" of the Polish Order of Merit as part of the Survivors Park celebrations on the 65th anniversary of the liquidation of the Lodz Ghetto. Buchmann spearheaded the renewal of the cemetery of the Lodz Ghetto, partnered in the Lodz Ghetto Memorial at Radegast Station, and provided day-to-day care for elderly Jewish survivors.

Josef Buchmann (center, standing) is congratulated by friends and family at the ceremony marking 25 years of the Buchmann Doctoral Fellowship Fund.



Annual John Gandel Symposium

Experts from TAU's Moshe Dayan Center for Middle Eastern and African Studies took part in the annual John Gandel Symposium on the Middle East, held for the seventh year running at TAU's Board of Governors meeting. The founder of the Symposium, John Gandel of Australia, a TAU Governor and honorary doctor, attended this year's event, which focused on "The Arab-Israeli Peace Process: The Way Forward."



From left: Dayan Center Director Prof. Eyal Zisser, John Gandel, Prof. Itamar Rabinovich, Prof. Asher Susser, Pauline Gandel, Australian Ambassador Richard Larsen and then President of the Australian Friends Association Ron Krongold

Honorary Doctors

Lord David Alliance

Lifetime British peer, prominent entrepreneur and philanthropist, promoter of health, welfare and educational causes in Britain and Israel and dedicated supporter of TAU.

Gila Almagor

Israel Prize-winning actress, author, screenwriter and media personality, "first lady" of stage and screen, philanthropist and champion of social causes including aiding children-at-risk.

Miriam Ben-Porat

Israel Prize-winning judge and public figure, legal trailblazer, first woman to serve on Israel's Supreme Court and staunch champion of the rule of law in Israel.

Manfred Bietak

Renowned archaeologist, pioneering researcher of ancient Egypt, Canaan and the Aegean, advocate of strong academic ties between Israel and Austria, and dedicated friend of TAU.

Joseph Hackmey

Insurance industry leader, man of letters, benefactor of the arts and culture in Israel and worldwide, and generous supporter of higher education in Israel and at TAU.

Ron Huldai

Visionary mayor of Tel Aviv-Yafo, patriot, educator and political leader, and champion of growth and rejuvenation in the city of Tel Aviv.

Charlotte Knobloch

Prominent Jewish community leader in Germany and worldwide, promoter of religious tolerance and coexistence, devoted friend of Israel and Vice President of the German Friends of TAU.

Marc Rich

International business pioneer, benefactor of the arts, culture, welfare, education and medical research in Israel, promoter of interfaith dialogue, and supporter of research and doctoral research fellowships at TAU.

Moise Yacoub Safra

Prominent banker, entrepreneur and philanthropist, Jewish community leader in Brazil, champion of Jewish education and continuity, and generous benefactor of TAU.

Jacob Ziv

Israel Prize-winning scientist in electrical engineering and information theory, champion of Israeli higher education, and esteemed academic leader in key national posts.

Honorary Fellows

Aharon Doron

High-ranking military professional, public servant, promoter of aliya and immigrant absorption, and first Director-General and former Deputy President of TAU.

Tom Mandel

Businessman, strategic consultant and philanthropist, promoter of health, educational, welfare and Jewish causes in Australia and Israel, and devoted friend and supporter of TAU and its Australian Friends Association in Melbourne.

David Meller

Businessman and community leader, promoter of charities aiding children, youth and the needy in the UK and Israel, former Chairman of the Tel Aviv University Trust in Great Britain and supporter of young faculty recruitment at TAU.





• The **Raymond and Beverly Sackler Prize in Physical Sciences** was awarded to three outstanding young researchers in synthetic organic chemistry: Prof. Phil S. Baran of the Scripps Research Institute (pictured left), Prof. Brian M. Stolz of the California Institute of Technology (center) and Prof. Matthew D. Shair of Harvard University, for their exceptional achievements in total synthesis of natural products.

• The **Renata Adler Prize for Child Welfare and Protection** of the Renata Adler Memorial Research Center for Child Welfare and Protection was awarded to the center's founder, Israel Prize laureate Prof. Zahava Solomon of the Bob Shapell School of Social Work (pictured), for her dedicated leadership of the Center from its establishment, her initiation of a vast amount of research projects and for bringing prestige to the standing of the center in the international community.



• The **Max Perlman Award for Excellence in Global Business** was awarded to Chaim Katzman (pictured), Chairman of real estate development company Gazit-Globe, for economic leadership in steering his company through the financial crisis toward positive results. Katzman is a TAU Governor and founder of the Gazit-Globe Real Estate Institute at TAU's Faculty of Management—Leon Recanati Graduate School of Business Administration.



• The **Dr. Jaime Constantiner Prize in Jewish Education** was presented to Haya Shoam (pictured fourth from right), Principal of the Tichon Hadash High School in Tel Aviv, in recognition of the school's achievements in introducing Jewish heritage and Hebrew culture topics into its secular teaching curriculum.



Yaakov and Pnina Herzog Doctoral Fellowship



The **2009 Yaakov and Pnina Herzog Doctoral Fellowship** was awarded to Nechamit Peri, a TAU PhD student in Bible studies. The fellowship honors the late Dr. Yaakov Herzog (pictured), one of Israel's most gifted diplomats and a renowned scholar of Jewish philosophy who served as advisor to numerous Israeli prime ministers. Herzog was the son of Israel's second Ashkenazi Chief Rabbi, Isaac Herzog, and the younger brother of the sixth President of Israel, Chaim Herzog. The fellowship also commemorates Yaakov's late wife Pnina Herzog, a pharmacist by profession who was active in international women's health organizations and the United Nations World Health Organization.

Chilean Liberator Honored

The founding father and liberator of Chile, Captain General Bernardo O'Higgins Riquelme, was commemorated at TAU with a bust donated by the Chilean army, the O'Higgins Institute in Israel and the Chilean Embassy. The bust was presented to TAU by the Commander in Chief of the Chilean Army, General Oscar Izurieta Ferrer (pictured left), at an event attended by Chilean Ambassador to Israel Irene Bronfman (right) and representatives of the diplo-



matic corps and militaries of Latin America, the O'Higgins Institute, the Israeli-Chilean Institute of Culture and the Spanish Speaking Friends of Tel Aviv University.



Safra Gate to the Future

More than a mere entranceway, the new **Chella and Moise Safra Gate** will provide a sophisticated and attractive welcome for thousands of students, faculty and visitors to the TAU campus daily. The gate was dedicated

by TAU Honorary Doctor Moise Safra (pictured second from left) and his wife, Chella, in the presence of Chairman of the Board of Governors Robert Goldberg (left) and then TAU President Zvi Galil. "We admire the achievements of Tel Aviv University students and are proud of the important role they play in Israel's progress and development," said Mrs. Safra at the inauguration ceremony.

Brody Institute: A Diplomatic Asset

The **Frances Brody Institute for Applied Diplomacy** was inaugurated at TAU by Janet Farber, the niece of the institute's late founder Frances Brody, and her husband Jack Farber (pictured). The institute's goal is to train diplomats to advocate for Israel around the world. The ceremony took place in the presence of the Dean of Research and Development Prof. Ehud Gazit, Dean of the Gordon Faculty of Social Sciences Prof. Noah Lewin-Epstein and Head of the Institute Prof. Yossi Shain.



Argentina Honors Program Promotes Young Researchers in the Life Sciences

The new **Argentina PhD Honors Program** within the framework of the Smolarz Family Graduate School of Life Sciences offers very generous fellowships to young researchers of exceptional promise. Allowing the students to focus their attention on their innovative work, this direct, fast-track PhD program is sure to produce leaders for Israel's high-tech, biotech and biomedical industries – mainstays of the country's future economy.

"The George S. Wise Faculty of Life Sciences at TAU conducts cutting-edge research to improve humanity's quality of life," said President of the Argentinean Friends and Honorary TAU Fellow, Polly Mizrahi de Deutsch. "We are proud to launch this scholarship fund that will help to advance technology and keep the best Israeli scientists in Israel."



Dean of Life Sciences Prof. Yoel Kloog said that "the generous support of the Argentinean Friends enables us to get the best students, increase their number, and keep them at TAU." TAU Rector Prof. Dany Leviatan added: "Our Argentinean Friends are noteworthy for their energy and initiative. They work constantly to strengthen TAU's presence in Argentina's academic and Jewish communities, and have positioned their country as a leader in contributions to the university."

Ten students already conducting research through the program presented themselves and their research topics – in disciplines as diverse as molecular biology, biochemistry, cell research, immunology, neurobiology and biotechnology – to the pleased donors.



From left: Dean of Life Sciences Yoel Kloog, Rector Dany Leviatan, President of the Argentinean Friends Polly Mizrahi de Deutsch and Vice President Guillermo Strauss



"My mother and I could not wish for more than to support these exceptionally bright, young Israeli scientists," said Dr. Sieratzki as he handed out the prize.



From left:
Dr. Roi Cohen
Kadosh,
Barbara
Sieratzki, Dr.
Yaniv Assaf,
Dr. Harry
Sieratzki and
TAU Vice
President
Yehiel Ben-
Zvi

"I think of the university as another child of mine," says Barbara Sieratzki, who for many years has been a driving force behind the German Friends Association of Tel Aviv University, "a child that needs to be nourished and helped as it grows." Her son, Dr. Harry Sieratzki, a pediatric neurologist and neuroscience researcher, adds, "contributing to young people is a great pleasure because they are so enthusiastic."

Indeed, the Sieratzkis' latest contribution to TAU, the **Sieratzki-Korczyzn Prize for Advances in Neuroscience**, reflects this inclination of their hearts. Recipients of the inaugural prize were Dr. Yaniv Assaf, 37, Director of TAU's Alfredo Federico Strauss Center for Computational Neuro-Imaging, who studies the links between cognitive performance and the brain's physical micro-structure and plasticity; and Dr. Roi Cohen Kadosh, 33, a Research Fellow at the Institute for Cognitive Neuroscience and the National Hospital for Neurology & Neurosurgery at University College London, UK, whose work focuses on how our brain processes numbers.

Sieratzki-Korczyzn Prize for Advances in Neuroscience

This generous gift to Tel Aviv University crowns a long list of donations and activities

that began in the 1970s, when Barbara Sieratzki became one of the leading figures of the German Friends Association. Scholarships funded by Sieratzki helped young students acquire an education and lay foundations for their future. "My father always told me that education was the most important investment, because no one can ever take it away from you," says Sieratzki, who grew up in Krakow and survived the Holocaust.

In 1995, Dr. Harry and Barbara Sieratzki established at TAU the Heinrich (Yehezkel) Sieratzki Chair in Neurology, in memory of Harry's beloved father – a man who throughout his lifetime cherished education and scholarship as major Jewish values. The chair was held by prominent medical researcher Prof. Amos Korczyn until his recent retirement.

"Education, science and academic excellence must receive the highest priority in Israel," believes Dr. Sieratzki. "We will continue to do as much as we can for the gifted young Israeli researchers who are building Israel's future."

Niznick Clinic to Provide Community Dental Care

Ten modernly equipped dental treatment units, an advanced operating theater, a center for dental treatment under general anesthesia, an implant center, a laboratory and a special facility for patients who suffer anxiety during dental treatment – all these are part of the new **Dr. Gerald and Reesa Niznick Faculty Clinic** at TAU's Maurice and Gabriela Goldshleger School of Dental Medicine founded by the Alpha Omega International Dental Fraternity. The clinic, established through the joint support of the Niznicks and Alpha Omega, will serve as a major training center and provide top quality dental care at convenient prices to the general public.

Dr. Niznick, an American dental surgeon, inventor, entrepreneur, owner of several companies and over 30 patents in the field of dental implants, and a TAU honorary doctor, spoke of his "20-year romance with this fine school." He promised: "I'm available to help you in any way I can. We're going to make this a strong school, a center of excellence



that will draw patients from around the world."

"This is a turning point in the history of our school," said Prof. Haim Tal, Head of the Dental School. Thanking the Niznicks, he said that they were among the school's best friends, and listed their donations over the past two decades – including a chair in dental implantology and the floor for graduate students and clinical implant dentistry.



Dr. Gerald
and Reesa
Niznick with
Prof. Haim
Tal (right) at
the unveiling
ceremony

The Fabian-Cyrl Boisson Auditorium: Transforming Tragedy into Generosity

The new **Fabian-Cyrl Boisson Auditorium** in the Health Professions at TAU's Sackler School of Medicine was born of a unique nobility of spirit of two donors, Jacques Boisson, Secretary of State and former ambassador of Monaco in France and the UN, and Colette Kerber, a true French lady of letters, owner of the renowned Parisian book store, *Les Cahiers de Colette*. Having lost their beloved son, Fabian-Cyrl, under tragic circumstances, the two decided to commemorate him in a meaningful manner through the French Friends of TAU.



Fabian-Cyrl Boisson

will find here an inexhaustible source of riches for the soul."

The Fabian-Cyrl Boisson Auditorium, located on the entrance floor of the Gretl and Fred Raymond Building of Health Professions, serves students in four fields: nursing, communication disorders, physical therapy and occupational therapy. This modern, impressive lecture hall is the largest instructional space in the building, seating 126 and measuring 122 square meters. It is in use from the early morning until the late evening, for lectures, symposia and events.

"It is most fitting that Colette and Jacques' son will be honored in perpetuity in such an impressive auditorium in one of the most beautiful buildings on our campus," said TAU Vice President Yehiel Ben-Zvi.

The family also launched the Fabian-Cyrl Boisson Scholarship Fund for Outstanding Students of Political Science, in tribute to Fabian's keen interest and achievements in geopolitics, diplomacy and international relations. The first Boisson scholarship was presented by Colette Kerber to Nissim Menashe, a 25-year-old master's student.

Keynote speaker and guest of honor was Israeli author Meir Shalev, who spoke on

"Writing in Hebrew." Excerpts of his book, *The Pigeon and the Boy*, were read in French by Colette Kerber. Also participating in the ceremony were François Heilbronn, President of the French Friends Association, and Jacqueline Domberger, a close family friend, who spoke in memory of Fabian.



From left:
TAU Rector
Dany
Leviatan,
Joseph H.
Domberger,
Jacques
Boisson,
Jacqueline
Domberger,
TAU Vice
President
Yehiel Ben-
Zvi, Colette
Kerber,
Nathalie
Kerber and
President of
the French
Friends
François
Heilbronn



"Fabian, we have brought you here to Israel, this land where you dreamed that you would live," said Mr. Boisson to his late son in his address at the ceremony. "You are back in Tel Aviv, this city that you liked so much, the city of your first loves. You exist in the heart of this very beautiful university. Your insatiable curiosity, your constant need to learn,



Hackmey Hebrew Classical Library Inaugurated

A project of enormous cultural impact, the **Hackmey Hebrew Classical Library** was inaugurated at TAU by its founder, TAU Honorary Doctor Joseph Hackmey (pictured second from left). Attending the ceremony were Hackmey's two children, Tal (left) and Billy (right). The project, which is coordinated by the Tel Aviv University Press, will help preserve the rich cultural heritage of classical Hebrew and Aramaic literature. Head of the Press, Prof. Aviad Kleinberg (third from left) described the project as a "labor of love."

argentina

✿ Honoring the Maestro

Zubin Mehta, honorary president of TAU's Buchmann-Mehta School



From left: Leila Yael, President of the Argentinean Friends Polly Mizrahi de Deutsch and Zubin Mehta

of Music, was presented a plaque at an event in Buenos Aires organized by the Argentinean Friends of TAU. Mehta was recognized for his cultural contribution to Tel Aviv University and Israel.

✿ Perspective on the Economy

The 14th International Symposium on Economics organized by the Argentinean Friends Association was held at the Alvear Palace Hotel in Buenos Aires. Prestigious guests included Dr. Claudio Loser, a researcher at the Inter-American Dialogue, Washington, DC; and Dr. Mario I. Blejer, President of the Hipotercario Bank. Representing the university were Prof. Leo Leiderman of TAU's Eitan Berglas School of Economics and Dr. Manuel Trajtenberg, also of the school, who is the Chairman of the Planning and Budgeting Committee of the Israeli Council of Higher Education. At the beginning of the symposium a video was shown of TAU honorary doctor Stanley Fischer, Governor of the Bank of Israel, who spoke on the current economic situation. A reception was hosted by Leon and Paula Arazi with the participation of the Israeli Ambassador to Argentina, Daniel Gazit.

✿ Biomedical Advances

Prof. Yoel Kloog, Dean of TAU's George S. Wise Faculty of Life Sciences, and Dr. Marcelo Ehrlich of the Faculty's Department of Cell Research and Immunology took part in the 2nd Argentina-Israel Symposium of the Life Sciences held in Buenos Aires. Other participants included Dr. Lino Barano, Minister of Technology and Science.



From left: Dr. Marcelo Ehrlich, Mimi Kloog, Dean Yoel Kloog, Nicole Maliar Smolarz, Miriam Smolarz, Tomas Maliar Smolarz, Adolfo Smolarz and President of the Argentinean Friends Polly Deutsch

✿ Engaging the Younger Set

The "Next Generation" group of 30-45 year olds has been established by the Argentinean Friends of TAU. They have held several social and cultural events including a discussion with impresario Eduardo Elstzain and journalist Pablo Wende, a lecture by historian Felipe Pigna and an economic conference with the participation of Enrique Szewach and Claudio Zuchovicki.

australia

✿ New President for the Melbourne Friends

Vivien Zimmet (pictured) has been appointed President of the Melbourne Chapter of the Australian Friends Association. A graduate in arts (majoring in psychology and French) and social work, Vivien has held numerous senior teaching and administrative positions at major hospitals affiliated with both Melbourne and Monash Universities. She was a member of the inaugural Australia-Israel Leadership Forum held in Jerusalem, whose aim is to strengthen and broaden political, cultural and diplomatic ties between Australia and Israel. Her past experience in the areas of public relations, event coordination and fundraising for a number of community organizations has enabled her to develop a broad range of contacts in the scientific and business communities.



✿ Film Preview

Members and Friends of the Melbourne Chapter attended a preview screening of the film *My Sister's Keeper*, starring Cameron Diaz, at the Jam Factory in South Yarra. The evening was sponsored by a longstanding supporter of TAU, Joel Pearlman of Roadshow Films and Village Cinemas.

✿ Inside Look at Iran

Evi Selwyn, Vice President of the Melbourne Chapter, hosted a cocktail reception at her home in honor of Prof. David Menashri, Dean for Special Programs and Director of TAU's Center for Iranian Studies, and his wife, Gila, who were in Australia as guests of the Australian Center for Jewish Civilization at Monash University. Prof. Menashri spoke on the situation in Iran and the Middle East.



Gila and David Menashri (left) together with Susan and Ronald Krongold, former President of the Melbourne Friends

brazil

✿ Psychology and Economics

Dr. Anat Bracha of TAU's Eitan Berglas School of Economics was a guest lecturer at an international seminar on "Psychology and Economics: Behavior, Gender Differences and Affirmative Action," organized by the university's Brazilian Friends Association together with Insper (Instituto de Ensino e Pesquisa). Dr. Bracha also took part in a workshop entitled, "Image, Financial Incentives and Prosocial Behavior."

uk

From left:
Reuven
Hecker, Pola
Zen and Dan
Patterson



BMI and Tishbi Wines, this third annual film evening was organized by TAU governors Derek and Irene Bluston. The films gave a fascinating insight into Israeli society and showcased the outstanding quality of TAU's students. The packed audience enjoyed an engaging panel discussion hosted by Dan Patterson, creator of *Mock the Week* and *Whose Line Is It Anyway?*, and featuring visiting young director Pola Zen and Chairman of TAU's Department of Film and Television, Reuven Hecker. Also representing the university was Vice President for Development and Public Affairs Dr. Gary Sussman.

✿ TAU Governor Sir Victor Blank hosted a luncheon in the Lloyds Banking Group boardroom. Guests included Israeli Ambassador to the UK, Ron Prosper; TAU President Prof. Joseph Klafter; Chairman of the TAU Trust David Levin; TAU Governor Joseph Hackmey; and Israeli Business Club leader Leora Torn-Hibler. Following the luncheon, Prof. Karen Avraham of TAU's Sackler Faculty of Medicine gave a talk on "The Impact of Genetics: Will It Tell Us Our Future?" and David Levin conducted a Q & A session.



Sir Victor Blank (left) and Vice President of TAU Dr. Gary Sussman

canada

TORONTO

✿ New Leadership for Toronto Chapter

Dr. Norman Halpern (pictured) has been named President of the Toronto Chapter of the Canadian Friends of TAU. Dr. Halpern is President of Halpern Associates Inc., a consulting firm specializing in organization design, and is a former adjunct professor at the University of Toronto in the Faculties of Engineering and Management Studies. Dr. Halpern serves on several charitable boards and is a past president of Jewish Vocational Services of Toronto.



Vanessa Valkin (pictured) is the new executive director of the Toronto Chapter of the Canadian Friends Association. Vanessa was previously the editor-in-chief of *Lifestyles Magazine* which focuses on major philanthropists. She previously worked as a journalist for the New York bureau of the UK's *Financial Times* as well as at CNN's New York bureau. She has a BA and Honors in Applied Psychology from Wits University South Africa, and an MSc in Journalism from Northwestern University in Chicago.



✿ Toronto Embraces TAU Films

Festival: The Toronto Chapter of the Canadian Friends hosted a highly successful reception in honor of the 100th anniversary of Tel Aviv and in recognition of the city's being showcased at the Toronto International Film Festival. The guest of honor was Tel Aviv Mayor and TAU honorary doctor Ron Huldai. The reception, attended by over 100 people including the Israel Consul General, Amir Gissin, and the TAU Vice President for Public Affairs, Dr. Gary Sussman, also paid tribute



From left: Toronto Vice President Jeff Wagman; Executive Director Vanessa Valkin; Ron Huldai; Executive Member Adrienne Cohen; and Toronto President Norman Halpern

to the 11 short films and six full-length features made by students or graduates of TAU's Department of Film and Television that were shown at the festival. Sponsors of the event included PAYGEA, Zoomermedia, MMI Product Placement, Wildflower and Martin Peskin. At the reception, CFTAU supporter Moses Znaimer announced that he would be bringing his forum, ideaCity, to Tel Aviv. Also known as "Canada's Premiere Meeting of the Minds," ideaCity is an eclectic gathering of artists, adventurers, filmmakers, inventors, magicians, musicians, scientists and technologists that is produced and presented by Znaimer each year.

Fundraiser: In conjunction with the Toronto Jewish Film Festival, a highly successful fundraising evening was held in the presence of then TAU President Zvi Galil. Participating were Canadian filmmaker and 2008 Dan David Prize laureate Atom Egoyan and Israeli filmmaker and TAU faculty member Eitan Green. Green's film, *It All Begins at Sea*, was screened.

✿ TAU Professors Lecture

Prof. Asher Susser, Director for External Affairs and Senior Research Fellow at TAU's Moshe Dayan Center for Middle Eastern and African Studies, spoke at several gatherings, including a major lecture at Holy Blossom Temple on the subject of "The War in Gaza: The Strategic Impact on Israel and the Middle East." Prof. David Menashri, Dean for Special Programs at TAU and Director of the Center for Iranian Studies, addressed an audience on the impact of the recent elections in Israel, US and Iran, and the threat posed by a nuclear Iran.

MONTREAL

✿ Talking About Women Power

Close to 300 Montreal guests attended a breakfast symposium entitled "About Women Power and Leadership," organized by the Canadian Friends of Tel Aviv University. The prestigious panel was led by Emeritus Professor of Political Science at McGill University, the author Dr. Blema Steinberg, together with the Ambassador of Israel to the United Nations, Gabriela Shalev; Quebec Minister of Justice and Attorney General, Kathleen Weil; President and Vice Chancellor of Concordia University, Prof. Judith Woodsworth; and anchor of CBC News and co-host of *Marketplace*, Wendy Mesley. The audience, made up of three generations of women and men, listened attentively to the inspiring remarks regarding female leader-



From left (standing): Dr. Blema Steinberg, Judge Barbara Seal C.M., Wendy Mesley; and then President of the Montreal and Eastern Region, the Hon. Herbert Marx. From left (sitting): Minister Kathleen Weil, Ambassador Gabriela Shalev and Prof. Judith Woodsworth

ship in the 21st century. Platinum sponsors included National President of the Canadian Friends Association Judge Barbara Seal C.M. and Donald Seal; Dr. Blema Steinberg; Monica and Mike Yuval and the Mount Stephen Club.

germany



From left: Ronald van Weezel, Ernst Stankovski and Hanns-Eberhard Schleyer

✿ Cabaret Fundraiser

The German Friends of TAU organized a fundraising event featuring the author and cabaret artist Ernst Stankovski at the Hilton Hotel in Berlin. Proceeds from the event will support the Marcel Reich-Ranicki Chair in German literature. The event was introduced by Vice President of the German Friends of TAU, Hanns-Eberhard Schleyer, who reported comprehensively on the university. Mr. Schleyer, general secretary of the Central Association of German Trade, sponsored the evening and the buffet, which was catered by Mr. Ronald van Weezel, managing director of the Berlin Hilton and a member of the Berlin committee of the German Friends.

✿ Cultural evening

The annual birthday party in honor of Dr. h.c. Ernst Gerhardt, President of the German Friends, who turned 88, was held at the premises of Frankfurter Sparkasse bank. The event was moderated by entertainer and author Elmar Gunsch, and included works by Mendelssohn, Schumann and Brahms performed by pianist Monica Gutman and the Figuralchor choir of Frankfurt under the direction of Prof. Alois Ickstadt. Proceeds from the evening benefit TAU's scholarship fund for needy students which was established in 1986. Chairman of the Board of Frankfurter Sparkasse Herbert Hans Grüntker welcomed the guests, and Elmar Gunsch read out two thank-you letters from scholarship recipients.



Dr. h.c. Charlotte Knobloch & Dr. h.c. Ernst Gerhardt
Photograph: Rafael Herlich, Frankfurt

✿ 26th Board Meeting of the Buchmann Fund

The annual board meeting of the Josef Buchmann Doctoral Fellowship Fund was held on the premises of Dr. h.c. Josef Buchmann in the presence of TAU Vice President Yehiel Ben-Zvi, and chaired by President of the German Friends Dr. h.c. Ernst Gerhardt.

Reporting on the TAU Board of Governors meeting in May, Ben-Zvi described the festive concert of the symphony orchestra of the Buchmann-Mehta School of Music and the celebration of the 25th anniversary of the Fund. The newly-appointed Vice President of Johann Wolfgang Goethe-University, Prof. Rainer Klump, reported on the new executive board of Frankfurt University and emphasized the importance of the Josef Buchmann Doctoral Fellowship Fund for Frankfurt University.



From left: Danielle Schemoul, Director of the French Friends Association; François Heilbronn; Yehiel Ben-Zvi; Jean Claude Trichet; and Marc Haddad, Friends Treasurer

france

✿ Tel Aviv University at the Quai d'Orsay



Prof. Zvi Galil (left) and Jean-Claude Trichet

More than 200 guests attended a gala fundraising dinner hosted by the French Ministry of Foreign Affairs at the Quai d'Orsay and organized by the French Friends of TAU. Keynote speaker was Jean-Claude Trichet, President of the European Central Bank and an honorary member of the French Friends Association, who lectured on the impact of the economic crisis. François Heilbronn, President of the French Friends, announced the establishment of the Hugo Ramniceanu Scholarship Fund in Economics, commemorating the founding president of the French Friends. Each year the fund will grant a scholarship to a student of merit from the Berglas School of Economics. Then TAU President Zvi Galil and Vice President Yehiel Ben-Zvi represented the university. A private reception for major donors was held before the gala event.

Israel

* Zohar Aloni Scholarship Fund Inaugurated

At a very moving ceremony in the presence of the Dean of TAU's Gordon Faculty of Social Sciences Prof. Noah Lewin-Epstein, a scholarship fund was inaugurated in memory of Zohar Aloni, a student in the social sciences who was killed by the 2004 Indian Ocean tsunami while on a trip to Thailand. The fund was established by her mother, Gisela, and will allocate an annual scholarship to a needy student in the Faculty of Social Sciences. The first recipient is Hadas Lichtenstein, a



Gisela Aloni with Prof. Lewin-Epstein

second-year student in sociology and political science. The event was attended by family members and friends and included a lecture delivered by Dr. Eyal Chowers.

* Year-End Celebratory Concert

The end-of-year event of the Israeli Friends of TAU, including the English and Spanish Speaking Friends, was a concert featuring works by Vivaldi, Bach and Hendel, performed by harpists – teachers, graduates and students – of the Buchmann-Mehta School of Music, and members of the Student Union's choir. Greetings were delivered by the Rector and then acting President of TAU, Dany Leviatan, and President of the Israeli Friends, Amos Shapira.

* Academic Club Focuses on Leadership in Crisis, Government Corruption

Dealing with crisis: Former IDF Chief-of-Staff Dan Halutz, today the director-general of Kamour Automotive Imports, was the guest



From left: Amos Shapira, Ofer Bloch, Dan Halutz and Gad Propper

of honor at a meeting of the TAU Business Academic Club. Halutz spoke on the Second Lebanon War, the Iranian threat and his image in the media. The event, entitled "Leadership in Time of Crisis," was moderated by television personality Menashe Raz. Participants included director-general of Osem International Gad Propper; director-general of Leadcom Ofer Bloch; deputy director-general of Mirs Communications Avi Patir; director-general of Nesher Cement Co. Yoel Feldshaw; and chairman of Readimix Industries Yitzhak Bejerano.

Battling graft: A further meeting of the Business Academic Club, led by President of the Israeli Friends Association Amos Shapira, discussed a study conducted by TAU's Hartog School of Government and Policy on corruption in local government. The study, which was headed by Prof. Ephraim Yaar, indicates that state law

enforcement agencies lack sufficient information regarding the scope of the corruption, and that this information is not accessible to decision makers. Another finding was that 50% of the public believe that many or almost all municipal officials in Israel are involved in corrupt practices, according to a poll carried out by TAU's B.I. and Lucille Cohen Institute for Public Opinion Research. Attending the meeting was the State Comptroller, Judge (Emeritus) Micha Lindestrauss, whose office adopted the study's conclusions; leading Israeli entrepreneur and philanthropist Morris Kahn; former police chief Shlomo Aharonishki; CEO of



Micha Lindestrauss (left) with Avraham Shohat



From left: Morris Kahn, Amos Shapira and Vice President for Research and Development Prof. Ehud Gazit

Petroleum and Energy Infrastructures, Rafi Tatarka; former Finance Minister Avraham (Beiga) Shohat; and former director-general of Bank Hapoalim Zvi Ziv.

usa

NATIONAL

✿ Journey of Discovery

No been-there-done-that – not on this trip! Thirty experienced international travelers embarked on AFTAU's second annual Journey of Discovery, secure in the knowledge they'd see Tel Aviv University – and Tel Aviv – in a fresh new way.

On the TAU campus, the Journey provided a virtual backstage pass. With



Journey chair Julie Tauber McMahon and Steven Lightman

daily updates by the president, one-on-one meetings with faculty superstars, and the opportunity to hear what outstanding students really think, participants had exceptional access to the creative minds shaping Israeli science and technology today.

That access extended to corporate Israel, as well, with the gracious assistance of Amos Shapira, president of TAU's Israeli Friends, who was named recently as one of the 100 most influential people in Israel. At a private dinner, guests had the opportunity to get to know some of the leaders of the country's business community in an intimate setting – a highlight of the trip.

Other high points included a breakfast briefing with a high-ranking IDF intelligence officer, a rare visit to the classified Hatzor air force base, and a special roundtable seminar delivered by two panels of TAU's top policy and defense analysts.

✿ The Calatravas Host TAU Dinner

Forty special guests toasted the recipients of TAU honorary degrees at the Park Avenue townhouse of internationally celebrated architect Santiago Calatrava, best known for his designs of bridges. Calatrava and his wife, Robertina, committed supporters of the university, arranged the evening to recognize the enormous value TAU adds to Israel's oldest modern city, Tel Aviv, in its centennial year. Participants at the event who hold TAU honorary degrees were Calatrava himself; historian Bernard Lewis; medical men Arturo Constantiner, Isadore Rosenfeld and Raymond Sackler; financiers Alan Aufzeim, Bertram Cohn, and Michael Steinhardt; corporate chiefs Allan Greene and Shalom Yoran; scientist Mary Jane Kreek; community leaders Gaby Brill and Dina Ettinger; and artist Varda Yoran. Then TAU President Zvi Galil toasted this unprecedented gathering of honorees.



Santiago Calatrava

From left: William Cohen, Jack Feiler, Alan Silberstein, Martin Whitman and Steve Tepper



NORTHEAST REGION

✿ Alumni Photo Party

Amid an exhibit of evocative photos by Tel Aviv native Lili Almog, more than 75 alumni and guests mixed, mingled and made new friends at a party at the Andrea Meislin Gallery in the heart of Manhattan's contemporary art district. Billed as a networking get-together, the



Sharon Haberman and Oren Heiman

evening was organized by AFTAU's Northeast Alumni Leadership Committee led by chair Oren Heiman, with cultural committee chair Daniella Ohad Smith and event chair Sharon Haberman.

✿ Investors University Breakfast Series

As the dimensions of the global economic downturn were becoming evident, AFTAU's Investors University Breakfast Series offered straight talk from insiders in the world of finance. Martin J. Whitman, founder and co-CIO of Third Avenue Management LLC and a pioneer in the field of distressed markets, held the rapt attention of American Friends who packed the conference rooms of host Arnold & Porter LLP. Harvey Krueger, the dean of Israeli investment banking, was equally engrossing as he explained why

he has been involved in finance and Israel's economic development for half a century.

❁ DC Area Kick-Off Reception

More than 40 community leaders were hosted by Ruth Gramlich at a reception held at her home in Washington, DC. TAU professor and well-known media commentator Yoram Peri of the Department of Communication, Gershon H. Gordon Faculty of Social Sciences, gave an up-to-the-minute analysis of "What's Ahead for the Israel-America Partnership." The evening was part of a calendar of 2009-2010 events planned by long-time American Friends Dr. Ben Williamowsky and Ralph Rothstein for the Washington-Maryland-Virginia area.

WESTERN REGION

❁ Solar Energy Briefings

At two California events, American Friends enjoyed dessert and an insider briefing on renewable energy from internationally known TAU scientist Prof. Avi Kribus. In Los Angeles, Prof. Kribus spoke to an engaged and environmentally aware group at the contemporary-art-filled home of Ruth and Michel Steinberger. The couple are currently underwriting a doctoral fellow in renewable energy in Prof. Kribus' Tel Aviv laboratory. In Palo Alto, the heart of Silicon Valley, Prof. Kribus' audience at the global headquarters of Better Place included over 60 interested American Friends, including TAU alumni and CEOs of high-tech companies

❁ Film Screening & Wine Reception

More than 70 guests enjoyed a private screening in Van Nuys of TAU film department alumnus Dan Katzir's award-winning film, *Out for Love: Be Back Shortly*. The movie evening was the premiere event of the Southern California Alumni 2009 season. The event was produced by the Southern California Alumni leadership led by event chair Orna Yarkin, along with Sharon Ben Shachar, Dalia Dvoretzky, Dan Katzir, Dr. Doron Kahana, Prof. Yaniv Konchitchki, Ilan Mandel, Ravit Markus and Diana Rubanenko.



SOUTHEAST REGION

❁ Reception and Briefing

Over cocktails at the Turnberry Village club house overlooking the ocean, AFTAU friends heard special guest Prof. Asher Tishler, Dean of TAU's Faculty of Management—Leon Recanati Graduate School of Business Administration, give an analysis of Israeli innovation in the highly competitive world of high tech. The event was hosted by Vanessa and Uri Benhamron and Ronit and Sami Shiro.

❁ Latin American Community Inaugural Reception

AFTAU's first Spanish-speaking event – a dessert reception at the home of Vera and Pedro Biro – kicked off the American Friends' first annual program of events aimed at Florida's influential



From left: Pedro Biro, Claudio Schapsis, Vera Biro and Vivi Schapsis

and rapidly growing Latin American Jewish community. Guests enjoyed the Biros' warm hospitality and participated in a live videoconference with Tel Aviv University expert in solar and renewable energy, Prof. Avi Kribus.

From left: Orna Yarkin, Dan Katzir, Rosalie Lurie, Executive Director of the Western Region of AFTAU; and Ravit Markus

mexico

❁ New Association President

TAU President Prof. Joseph Klafter, Vice President Dr. Gary Sussman and TAU representative Dany Schmit at-



tended a reception held by Dr. Arie Dorenbaum, the new President of the Mexican Friends of TAU, together with his wife, Coly. Dr. Dorenbaum is a graduate of TAU's Sackler Faculty of Medicine and the grandson of Marcos Fastlicht, donor of the Adolfo and Thelma Fastlicht Auditorium in the Mexico Building, Katz Faculty of the Arts, on the TAU campus. Also attending was the Israeli Ambassador to Mexico, Yossi Livne, and his wife, Norma.

From left: Dr. Sarita Dumont, President of the Latin American Friends in Israel Guillermo Sverdlin, and Agnie Grinberg

❁ Board Meeting

A meeting of the Board of the Mexican Friends Association led by Dr. Dorenbaum was attended by Prof. Klafter, Dr. Sussman and Dany Schmit. This was the first meeting that brought veteran and new members together.



From left: TAU President Prof. Joseph Klafter, Dany Schmit and President of the TAU Mexican Friends Association Dr. Arie Dorenbaum

Although they comprise almost 20% of Israel's population, Israeli Arabs continue to remain a faceless sector to most Israeli Jews, especially children. Even in such ethnically mixed cities as Jaffa, Haifa, Ramle and Lod, Jewish kids attend Jewish schools taught by Jewish teachers, and Arab kids attend Arab ones, and neither group has any real contact with the other.

Nevertheless, a recent survey presented at an international conference held by TAU's Walter Lebach Institute for Jewish-Arab Coexistence through Education, shows that 47% of Israel's unemployed Arab teachers would be willing to teach in Jewish schools, and an additional 34% would strongly consider doing so. At the same time, 56% of Israeli Jewish parents have no objections to Arab educators teaching in their children's schools.

of integrating 1,000 unemployed Arab teachers into Jewish schools and described how these teachers could bring "added value" to the classroom, both culturally and pedagogically.

TAU Vice Rector Prof. Aron Shai predicted that the need by 2013 for 10,000 additional teachers would serve as a likely, if not inevitable stimulus to integrating Arab teachers into Jewish schools. "The encouraging thing is that because of this need, Israeli Arab teachers will be much more involved in Jewish education."

Dispelling prejudice

Prof. Yitzhak Schnell of the Department of Geography and Human Environment of TAU's Entin Faculty of Humanities stressed the importance of not only bringing Arab teachers to Jewish schools but also Jewish

tant that we invest energies in raising this issue. Jews and Arabs have to live together in this country. So many barriers still exist – social, political and economic – and the best way to overcome them is to integrate Arabs into Jewish institutions."

Rethinking Israeli education

A thought-provoking counterpoint was provided by Dr. Bashir Bashir, Fellow of the Van Leer Institute in Jerusalem. Bashir challenged the audience to decide whether "inserting a few Arab teachers into Jewish schools constituted genuine integration or a fig leaf for the sake of political correctness." He said that integrating teachers was a waste of time without "fundamentally rethinking Israeli education to change Israel's current unequal power structure and

Getting to Know the "Others"

Israeli schools suffer from a teacher shortage, yet 8,000 Arab teachers are currently unemployed. A TAU conference examines how Jews and Arabs can be integrated better through education.

teachers to Arab schools. He said that having people from "the other side" – both in the classroom and the teachers' room – will enable each group to experience the thoughts, feelings and perspectives of the other, something that Israelis do not get via the media. Prejudices and misconceptions will slowly disappear, he said, as Jewish and Arab teachers are integrated. He also expressed the view that Jews and Arabs could one day be as integrated in schools as they are in Israeli hospitals, where the presence of Arab nurses, doctors and surgeons is now taken for granted.

Conference organizer Dr. Amal Jamal, Head of the Lebach Institute and Chair of the Department of Political Science at TAU's Gordon Faculty of Social Sciences, noted the political sensitivity of the topic of Arab-Jewish teacher integration. "It's very impor-

end its social exclusiveness. What we need is education that reinforces true democracy, not demography."

Other sessions at the conference focused on specific instances of Jewish-Arab teacher integration, with presentations by both Jewish and Arab education officials, school principals and teachers. Imam Abu Ziyad, 26, spoke of her three years of teaching Arabic at a predominantly Jewish elementary school in Ramle. Describing the difficulties involved with her position, Abu Ziyad said, "The task is harder than normal, because I am assigned the responsibility of breaking down social barriers and countering negative stereotypes."

The positive impact Abu Ziyad exerted became evident earlier this year during Israel's operation against Hamas in Gaza. "A fourth-grade pupil asked me. 'Are you with us or with



By Carl Hoffman

The conference was coorganized by Merchavim—The Institute for the Advancement of Shared Citizenship in Israel and brought together local and foreign experts to discuss the integration of Arab teachers in Jewish schools in Israel. Among the participants were some of the 90 Arab students currently training to be teachers at TAU's Jaime and Joan Constantiner School of Education.

Added value

The founder and head of Merchavim, Mike Prashker, who presented the survey at the conference, suggested the immediate possibility

them?’ Before I could answer, another child said, ‘Why are you insulting her? Why are you asking her that?’ I finally replied, ‘I’m not with them, and not with you. I’m with peace.’”

Sponsors of the conference included the Embassies of the Netherlands and Canada, the Andrea and Charles Bronfman Philanthropies, the Pears Foundation, the Alan B. Slifka Foundation, UJA-Federation of New York, United Jewish Communities and the Joint Distribution Committee-Tevet.

The Walter Lebach Institute aims to use education as a means of creating a culture of coexistence between Jews and Arabs, based upon a system of positive relations between the peoples that encompasses fairness, equality, trust, mutual respect, acceptance and sensitivity to each side’s needs. The goal of the institute is to change the fundamental attitudes, beliefs, and behavior of Jewish and Arab children toward one another.

LOOKING BACK ON IRAN

TAU conference provides perspectives on Iranian Revolution

The disputed presidential elections in Iran demonstrated the continued influence of the Islamic Revolution after three decades; competing candidates brandished their “revolutionary credentials” even while protesters in the streets called for counter-revolution. The country’s turbulent past, and its implications for present-day Iran, was the topic of the annual conference of TAU’s Center for Iranian Studies. Entitled, “The Iranian Revolution: Thirty Years After,” the conference was held in honor of Lord David Alliance of the United Kingdom, who received an honorary doctorate from TAU in May 2009. Alliance is the first Iranian lord, as well as the cofounder of the Center for Iranian Studies and a conference sponsor.

In his opening address to the conference, Prof. David Menashri, Director of the Center, emphasized the growing academic interest in Iran, as well as the country’s international relevance. His message was optimistic, as he noted that 50 percent of Israelis support political and diplomatic ways to solve the problems with Iran, demonstrating belief in the strength of dialogue. Some 40 scholars participated, representing 10 countries in Asia, Europe, North America and the Middle East.



Lord David Alliance (left) and Prof. David Menashri



Israeli actress Channa Marron (left) and Prof. Hana Wirth-Nesher, Head of the Goldreich Institute

Talking Mammeloshn

Take medieval German and write it in Hebrew letters, and you have the emergence of Yiddish. A TAU conference explored the cross fertilization, mutual suspicion and symbiosis of the German and Yiddish languages and cultures – so close to each other, and yet so far apart.

Although “Yiddish” usually conjures up heimish images of the shtetl or of great writers such as Mendele Mokher Sforim, Sholom Aleichem, and I.L. Peretz, a recent conference at TAU focused on German protestant clergymen writing in Yiddish, and the Yiddish vocabulary in the works of such great German writers as Heinrich Heine and Franz Kafka.

Entitled “Between Mameloshn and Muttersprache: Yiddish and German in Dialogue,” the two-day conference was sponsored by the Lester and Sally Entin Faculty of Humanities; The Goldreich Family Institute for Yiddish Language, Literature, and Culture; and the Minerva Institute for German History.

The conference featured leading scholars in the field of Yiddish and German studies, such as Jeffrey Grossman of the University of Virginia, Marion Aptroot of Heinrich-Heine-Universität, Düsseldorf, and Michael Brenner of Ludwig-Maximilians-Universität München. Also introduced were a number of young scholars and

their exciting work, including TAU’s Aya Lahav-Elyada and Galili Shahar. The presence of such young and dynamic scholars should give rest to the fear that Yiddish scholarship has no future.

TAU has taken the forefront in expanding the discourse on Yiddish to include topics such as why Christian clergy wrote in Yiddish, attitudes towards Yiddish in German literature, the significance of Heinrich Heine’s surprising Jewish vocabulary, and the influence of Yiddish as the language of homelessness in Kafka’s stories. A highlight of the conference was a dramatic reading by actresses Channa Marron and Lea Szlanger of German and Yiddish poetry, performed both in the original and in translation into the other language.

The conference, along with this year’s Summer Yiddish program sponsored by the Goldreich Family Institute for Yiddish Language, Literature and Culture and Beit Sholom Aleichem, have established TAU as a world leader in Yiddish studies.



New Sculpture Unveiled on Campus

A sculpture entitled *Butterfly Man*, created by artist David Gerstein and donated to TAU by Moshe Gerstenhaber, was recently placed in front of the Sourasky Central Library. Gerstein was trained at the Bezalel Academy in Jerusalem as well as the Ecole Nationale Supérieure des Beaux Arts in Paris and St. Martin's School of Art in London. His colorful sculptures can be found around Israel and internationally, such as the recent sculpture entitled *Momentum* in Singapore's International Business Park.

STRENGTHENING CHINESE-ISRAELI TIES

Israel's diplomatic policy toward China may need a make-over, especially if China emerges from the world economic crisis an even stronger major power. According to TAU Vice Rector Prof. Aron Shai, incumbent of the Shoul N. Eisenberg Chair for East Asian Affairs and organizer of the "China, Israel and World Economy" conference held at TAU, diplomatic relations between China and Israel are more important than ever. The conference addressed growing Chinese-Israeli relations and discussed ways to strengthen ties in the future. Prof. Shai noted that China's recent success in trade and development is merely a stepping stone on the way to greatness. Guests of

honor were Wang Chen, Minister of the State Council Information Office of China, and Prof. Stanley Fischer, Governor of the Bank of Israel, who noted that in the wake of the current economic crisis, Asian countries such as China will play a larger role in the running of the global economy.

The conference was organized by the Confucius Institute of TAU's Department of East Asian Studies and the S. Daniel Abraham Center for International and Regional Studies.



TAU Vice Rector Prof. Aron Shai

people

International Students Celebrate New Programs

Tel Aviv University affirmed itself as a truly international academic destination this year with the launch of two new English-language programs – the Sofaer Family International MBA and the International Master's in Conflict Resolution and Mediation. In celebration, graduate students from TAU's various international programs gathered at a hip bar in downtown Tel Aviv for a night on the town to usher in the 2009-10 school year.



Minister of Finance Meets With New TAU President

Incoming TAU President Prof. Joseph Klafter (right) greeted Minister of Finance Dr. Yuval Steinitz (center) at an event of the Academic Business Club of the Israeli Friends Association of TAU, hosted by Friends President Amos Shapira (left). Prof. Klafter called on the minister to increase the budget for higher education, noting that without sufficient funding the research universities would be unable to maintain their qualitative edge in the realms of science, technology, security, economics and culture.



Prof. Jan Philipp Reemtsma (pictured), founder of the Hamburg Institute for Social Research, became the first visiting professor of the Marcel Reich-Ranicki Chair in German Literature, delivering two lectures on the TAU campus. He discussed Gotthold Ephraim Lessing's drama *Nathan the Wise*, and the 17th century German poet and writer, Christoph Martin Wieland.



First Visiting Professor of Reich-Ranicki Chair

Reemtsma is the recipient of the 2008 President's Award of Tel Aviv University for his outstanding contribution to scholarly and cultural activity in Germany, his commitment to promoting German-Jewish understanding and his active support of the Reich-Ranicki Chair.



Prize Recognizes Contribution to Mideast Peace



Prof. Itamar Rabinovich (left), a former TAU President and Israeli ambassador to the USA, was co-winner of the Korn and Gerstenmann Foundation Prize for Middle East Peace together with

Palestinian peace activist and President of Al-Quds University in Jerusalem, Prof. Sari Nusseibeh (right). The prize, which was presented at an event held at the Ignatz Bubis Jewish Community Center in Frankfurt, Germany, recognized their contribution to reconciliation between Israelis and Palestinians and between Israel and its Arab neighbors. Greetings at the ceremony were given by Chairman of the Board of the Jewish Community in Frankfurt, Prof. Dr. Salomon Korn, and keynote speaker was former representative of the Konrad Adenauer Foundation in Israel and President of the German-Israeli Society, Johannes Gerster.



From left: Filmmaker and TAU graduate Ari Folman; French Ambassador Jean-Michel Casa; Lev cinemas founder Nurit Shani; TAU archeologist Prof. Israel Finkelstein; conductor and TAU graduate Gil Shohat; and Suzanne Dellal Center Director-General Yair Vardi

French Ambassador Honors TAU Alumni, Faculty Member

In a ceremony held at the residence of the French Ambassador to Israel Jean-Michel Casa, five Israelis were awarded the Knights of Arts and Literature award. Among the recipients were Gil Shohat, composer, conductor and TAU music graduate; Ari Folman, director of the Academy Award-nominated *Waltz with Bashir* and TAU film graduate; and Prof. Israel Finkelstein, TAU archaeologist and 2005 Dan David Prize laureate. The French award is given to those who excel in the fields of arts, cinema and humanities, and who contribute to the cultural connections between Israel and France.

Insight, creativity and a little bit of chutzpah – that's what secured the TAU debating team first place in the English as a Second Language (ESL) category at the World Debating Championships that were held in Istanbul, Turkey, in December 2009. Yoni Cohen-Idov, a BA student from the School of History, Entin Faculty of Humanities, and Uri Merhav, an MA student from the Beverly and Raymond Sackler School of Physics and Astronomy, prevailed over three teams from the Netherlands, Malaysia, and the University of Haifa in the final round. The team was asked to debate the law against presenting war criminals in a positive light in the media. In the semifinals the debate focused on whether to allow the children of prisoners to be raised in jail.

Previously the team astonished the competition at the European Championships when the pair made it to the English as a Native Language (ENL) final round, knocking out an Oxford



TAU TEAM WINS TITLE AT WORLD UNIVERSITY DEBATING CHAMPIONSHIPS

team in the semifinals and becoming the first Israeli team to compete in the ENL finals in Europe. At that time they were asked to argue against the motion that the desecration of holy

sites such as places of worship is a legitimate war tactic. It was their in-depth analysis of what religion and faith means to people that secured that win, says Cohen-Idov.

Cohen-Idov said that the TAU team used its reputation as being the "funniest" to its advantage. "We didn't know of any of the motions prior to debates," he explained, "but we were determined to bring our charm and wit to the floor."

The World Debating Championships brought together over 1,000 students from some 150 universities.

Cohen-Idov believes that debate is something very much rooted in Jewish tradition, as far back as Talmudic discussion. "Israeli debaters differentiate themselves with their readiness to see the other side. We are more mature than the average student abroad due to our army service, and because we live in this complex part of the world, we understand things more deeply," he says.



Uri Merav (left) and Yoni Cohen-Idov

ACCLAIMED MATHEMATICIAN RECOGNIZED

Prof. Mikhail Gromov of NYU (pictured), recognized as one of the most important mathematicians of our time, was awarded a TAU honorary doctorate in a ceremony held as part of the conference, "The State of Geometry and Functional Analysis," organized by the Raymond and Beverly Sackler School of Mathematical Sciences. Prof. Gromov was honored for his outstanding contribution to the field of geometry as well as his long-standing friendship with the school.



Prize Recognizes Excellence in Proteomics

Dr. Sarel Fleishman (pictured), a recent PhD graduate from the Department of Biochemistry at TAU's George S. Wise Faculty of Life Sciences, has won the GE & Science Prize for Young Life Scientists awarded for outstanding doctoral dissertations in molecular biology. He was one of five global winners of the prestigious prize awarded by GE Healthcare and the journal, *Science*.



Working under Prof. Nir Bar-Tal of the Department of Biochemistry, Fleishman investigated the structure, function and evolution of membrane proteins associated with hereditary hearing loss, neurodegenerative diseases, cancer and bacterial drug resistance. The team was the first to suggest that mutations implicated in these diseases share a common mechanistic cause.

Fleishman, a graduate of TAU's Adi Lautman Interdisciplinary Program for Outstanding Students, conducted his doctoral research at TAU with the support of a Clore Fellowship and a Constantiner Travel Award, among other awards. He is currently a Human Frontier Research Post-doctoral Fellow at the University of Washington, Seattle, where he is developing new methods for protein-based inhibitors of pathogens.

community

Science and Sport

ORT Israel recognizes TAU

Two outreach projects run by the Unit for Social Involvement of TAU's Ruth and Allen Ziegler Student Services Division were awarded prizes by ORT Israel, the largest educational network in the country. The projects, "Springboard" and "Teaching Computer Science in the Community," are among the many programs run by

TAU at ORT's high schools and colleges for advanced technologies and sciences. "Springboard," developed and supported by Brack Capital and TAU's Elite Sports Center, combines fitness instruction with preparation for final exams in English and mathematics and aims to instill values of excellence and responsibility, notes Racheli Varshavsky, coordinator of the program at TAU. "Teaching Computer Science in the Community," initiated by TAU's Blavatnik School of Computer Science, provides software engineering courses in junior high schools. Both projects receive support from the Israeli Friends of TAU.



From left: President of ORT Israel Prof. Bracha Rager; Director of ORT Israel Zvi Peleg; then Head of TAU's Social Involvement Unit, Hana Dorsman; TAU Director of Development and Public Affairs Arik Rosenblum; and Deputy Chairperson of ORT Israel Dvora Tomer



CHEMISTRY OUTREACH

Members of a Herzliya-based day center for the elderly were treated to a demonstration of chemistry experiments by graduate students from TAU's Raymond and Beverly Sackler School of Chemistry. The students, who specialize in organic chemistry, are part of the research group of Dr. Michael Gozin of the school, who loaned his lab equipment for the event. A representative from the day center thanked the initiator, PhD student Hanit Marom, an Eshkol Prize recipient, for the meeting with the "promising young people of the future."

Prof. Joseph Klafter Appointed Eighth President of Tel Aviv University



Receiving an honorary doctorate from Wroclaw University of Technology

Prof. Joseph (Yossi) Klafter, who has been a member of the Raymond and Beverly Sackler School of Chemistry since 1987, is widely recognized in his academic field, chemical physics. Since 2002 he has served as the chairman of the Israel Science Foundation (ISF), the main institution supporting scientific research in Israel with a \$70 million annual budget.

Prof. Klafter completed his BSc and MSc in physics at Bar-Ilan University, and his PhD in chemistry at Tel Aviv University in 1978 under the supervision of Prof. Joshua Jortner. After post-doctoral studies in chemistry at MIT, he joined the research and engineering division of Exxon in the US, where he worked for eight years before joining TAU in 1987. In 1989 he was promoted to full professor; from 1998 to 2003 he was the incumbent of the Gordon Chair in Chemistry; and since 2003 he has held the Heineman Chair of Physical Chemistry.

Prof. Klafter has published close to 400 scientific articles and edited 18 books. He is a member of the editorial boards of six scientific journals, and has been a member of the scientific committee of dozens of conferences.

A Fellow of the American Physical Society among other organizations, Prof. Klafter has won many prestigious prizes in his field, including the Alexander von Humboldt Foundation Prize, the Weizmann Prize for Sciences, the Rothschild Prize in Chemistry, and the Israel Chemical Society Prize. He also holds an honorary doctorate from Wroclaw University of Technology in Poland.

Prof. Yossi Loya of the Department of Zoology, George S. Wise Faculty of Life Sciences, incumbent of the Robert Raynor Chair in Environmental Conservation Research, and **Prof. Abraham Nitzan** of the



Raymond and Beverly Sackler School of Chemistry, Sackler

Faculty of Exact Sciences, incumbent of the Riwka (nee Schechter) and Iser Kodesz Chair in Chemical Dynamics, have been appointed Fellows of the Israel Academy of Sciences and Humanities.



Prof. Anita Shapira of the Department of the History of the Jewish People, Lester and Sally Entin Faculty of Humanities, incumbent of the Dr. Ruben Merinfeld Chair for the Study of Zionism, has received an honorary doctorate from Ben-Gurion University of the Negev.

TAU professor of economics **Manuel Trajtenberg** of the Berglas School of Economics has been appointed Chairman of the Planning and Budgeting Committee of the Council



of Higher Education by Israeli Minister of Education Gideon Sa'ar, a TAU alumnus. Prof. Trajtenberg has headed the National Economics Council since its establishment and was economic adviser to former Prime Minister Ehud Olmert.

Appointments: • **Prof. Zeev Dorman**, Arts, Head of the Buchmann-Mehta School of Music • **Prof. Daphne Barak-Erez**, Law, Director of the Cegla Super-Center for Interdisciplinary Research of the Law • **Dr. Alon Rachamimov**, Humanities, Director of the Cummings Center for Russian and East European Studies • **Prof. Tammie Ronen**, Social Sciences, Director of the Renata Adler Memorial Research Center for Child Welfare and Protection • **Prof. Chaim Fershtman**, Social Sciences, Head of the Sackler Institute for Economic Studies • **Dr. Tali Fisher**, Law, Head of the Prof. Dr. Raphael Taubenschlag Institute of Criminal Law • **Prof. Nurit Guttman**, Social Sciences, Head of the Chaim Herzog Institute for Media, Politics and Society • **Prof. Ron Harris**, Law, Head of the David Berg Foundation Institute for Law and History • **Prof. Dan Maoz**, Exact Sciences, Head of the International Institute for Experimental Astrophysics • **Dr. Uzi Rabi**, Humanities, Head of the University Institute for Diplomacy and Regional Cooperation founded by the Peres Center for Peace and TAU • **Dr. Yosef Schwartz**, Humanities, Head of the Cohn Institute for

the History and Philosophy of Science and Ideas • **Prof. Daniel Cohen**, Exact Sciences, incumbent of the Stanley Steyer Chair in the Prevention and Control of Cancer • **Prof. Yoav Ganzach**, Management, incumbent of the Lilly and Alejandro Saltiel Chair for Corporate Leadership and Social Responsibility • **Prof. Israel Gershoni**, Humanities, incumbent of the Kaplan Chair in the History of Egypt and Israel • **Prof. Aida Inbal**, Medicine, incumbent of the Jose Henriques de Paiva Ferreira Chair in Thrombosis and Hemostasis • **Prof. Leo Leiderman**, Social Sciences, incumbent of the Jack and Lisa Yael Chair in Comparative Economics • **Prof. Yishay Mansour**, Exact Sciences, incumbent of the Chair in Communication Networks • **Prof. Shaul Mishal**, Social Sciences, incumbent of the Brian Mulroney Chair in Government • **Prof. Raanan Rein**, Humanities, former Vice Rector of TAU, incumbent of the Elias Sourasky Chair for Ibero-American and Spanish Studies and also Commander in the Order of the Liberator San Martin of the Argentinean Government • **Prof. Mordechai Shohat**, Medicine, incumbent of the Adler Chair in Pediatric Cardiology Research • **Prof. Jacob Sonnenschein**, Exact Sciences, incumbent of the Wolfson Chair in Theoretical Physics

Honors: • Landau Prize of Mifal Hapayis, **Prof. (Emeritus) Zev Levin**, Exact Sciences, and **Prof. Eliezer Ben-Rafael**, Social Sciences • Order of Arts and Letters of France, **Prof. Israel Finkelstein**, Humanities • Fellow of the American Academy of Mechanics, **Prof. Leslie Banks-Sills**, Engineering

Christ Killers: The Jews and the Passion from the Bible to the Big Screen

By Jeremy Cohen, Oxford University Press (2007)

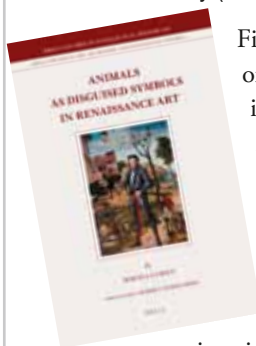
Throughout his scholarly career, Cohen has explored the perplexing and painful relationship between Jews and Christians in antiquity and the Middle Ages. In his latest work, he addresses the claim that the Jews were responsible for the death of

Christ, and asserts that over the last two millennia the Christ-killer myth has been essential to the development of anti-Semitism, Christianity and western culture. His

book presents an intriguing introduction to the history of anti-Semitism, demonstrating that long-standing interpretations of the Passion narratives have always been at the heart of Christian hostility toward Judaism. Jeremy Cohen is a professor of Jewish history at the Entin Faculty of Humanities.

Animals as Disguised Symbols in Renaissance Art

By Simona Cohen, Brill's Studies in Intellectual History (2008)

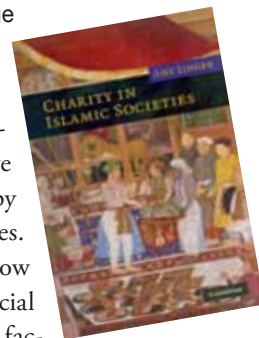


Filling a gap in the field of Renaissance culture in general, and its art in particular, Cohen demonstrates the continuity and tenacity of medieval animal interpretations and symbolism in the iconography of animals in the Renaissance. Case studies illustrate ways in which Renaissance artists revived conventional animal imagery in unprecedented contexts and invested them with new meanings. Simona Cohen is a senior lecturer at TAU's Department of Art History, Katz Faculty of the Arts.

Charity in Islamic Societies

By Amy Singer, Cambridge University Press (2008)

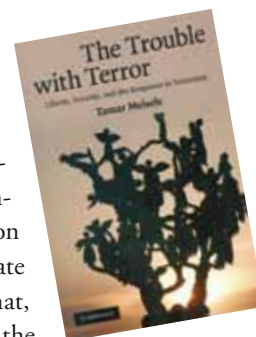
In the first book of its kind, Amy Singer explains the concepts and practices that have shaped Muslim philanthropy for over fourteen centuries. This book demonstrates how historical circumstances, social status, gender, age and other factors interacted with religious ideals to create a rich variety of charitable practices since the birth of Islam through to present day. Using written texts, architectural designs, images and objects, Singer explores the motivations for charity, its impact on the rich and the poor, and the politicization of charity. Amy Singer is a professor of Ottoman history at the Department of Middle Eastern and African History, Entin Faculty of Humanities.



The Trouble with Terror: Liberty, Security and the Response to Terrorism

By Tamar Meisels, Cambridge University Press (2008)

What is terrorism and can it ever be defended? This book offers a full theoretical analysis of terrorism, beginning with its definition, proceeding to its possible justifications and culminating in proposals for combating it. Meisels opposes those who express sympathy and justification for terrorism, but at the same time also opposes those who would tolerate diminished civil liberties in exchange for greater security. She argues that, regardless of its professed cause, terrorism is diametrically opposed to the requirements of liberal morality and can only be defended at the expense of relinquishing the most basic of liberal commitments. Tamar Meisels is a professor of political science at the Gordon Faculty of Social Sciences.



SAVE THE DATE

Please join us for the Tel Aviv University

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Thursday, March 4 to
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HIGHLIGHTS: Reception and dinner hosted by the **Mayor of Rome** at Capitoline Hill (City Hall), the architects of which included Michelangelo • **Visit to the Jewish Ghetto** – still a dynamic Jewish community • Lecture sessions on the **Jewish-Christian dialogue** and on **Iran today** • Private reception at the **fashion house of Fendi** • Tour of “Cinecitta,” **Italy’s Hollywood**, where HBO’s *Roma* and Fellini’s masterpieces were filmed

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