

Faculty Altruism

Turkish-Israeli Relations

Mathematical Superstars



A dose of ptimism

Drug Development
Pipeline Leads
through TAU



Summer 2009

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Dear friends,

Can Tel Aviv University revolutionize medical treatment with its scientific advances? We aspire to no less than that. We have been investing significant resources in building new, world-class laboratories; recruiting innovative young researchers from top institutions such as the NIH and Harvard; awarding fellowships to our most talented master's and doctoral students; and dedicating the time and energies of our professionals at Ramot, TAU's technology transfer arm, to developing the business potential of campus discoveries.

Our mandate is to create a better and healthier world. If the application and commercialization of the university's intellectual property translates into revenues, all the better: we can and do channel this income back into our research effort.

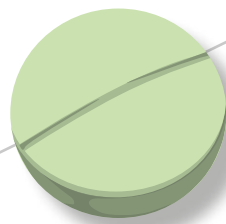
In this issue of *TAU Review*, we focus on discoveries that demonstrate the highest potential for development into breakthrough therapies. We are introducing a new section that features in-depth analysis of current affairs by leading TAU scholars. The inaugural article is by Prof. Ofra Bengio on rehabilitating Turkish-Israeli relations.

Scientific investigation stirs our curiosity, while compassionate giving warms our hearts. This issue also presents a sampling of the wonderful volunteer work of our faculty in social welfare, education, the arts and medicine, activity that the entire TAU community can be proud of.

Sincerely,

Professor Zvi Galil
TAU President

A Dose of



optimism

Getting to that “**Eureka!**” **moment** of discovering new treatments for Alzheimer’s, cancer or heart disease requires many years of painstaking basic science in the university or hospital laboratory. Then come development costs that can reach \$900 million per drug, clinical trials that can drag on for a decade, and a grueling FDA approval process. But for several TAU researchers, life-changing new drugs based on their pioneering technologies now stand on the verge of clinical success and commercialization.



Hundreds of senior scientists and graduate students at TAU work in drug-related research fields on campus and at affiliated hospitals. Their common goal: to produce candidates for drugs and therapies that are ready for pharmaceutical companies to develop into working – and possibly life-saving – remedies.

“About 20 recently licensed projects for drugs and medical devices are coming down the TAU pipeline,” says Dr. Ze’ev Weinfeld, the CEO of Ramot, the university’s technology transfer company.

“Tel Aviv University is a powerhouse in commercializing drug-related innovation, particularly for



“

We're coming up with novel thinking about the most stubborn medical problems.

the treatment of diseases and injuries of the central nervous system,” says Weinfeld. In Alzheimer’s drugs alone, Ramot has licensed out six technologies that are in various stages of development from pre-clinical testing to advanced clinical trials. Three of them are from the laboratory of Prof. Beka Solomon, who was cited last year by *Scientific American* as being one of the top 50 innovators in the world.

“We are confident and optimistic that out of these technologies we’ll see a drug on the market that will help patients and their families combat this dreadful disease,” says Weinfeld.

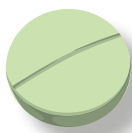
Prof. Zvi Galil, the TAU President, attributes the wealth of drug-related

projects to the university’s broad cross-disciplinary research expertise. “We’re coming up with novel thinking about the most stubborn medical problems because our researchers draw from knowledge in medicine, life sciences, exact sciences and engineering.”

Tel Aviv University is unique among the world’s leading biomedical research centers, he says, because of this multidisciplinary approach. The university’s teams incorporate

Dr. Ronit Satchi-Fainaro and her team are developing drugs that target malignant tumors.





practiced molecular and cell biologists, geneticists, biochemists and biophysicists, neuroscientists, psychobiologists and computer scientists. They are joined by physicians, surgeons and imaging experts at TAU-affiliated hospitals in the Tel Aviv metropolitan area that serve the largest patient population in Israel.

Biomedical research by TAU faculty in recent years has led to the development, beyond the half-a-dozen candidates for Alzheimer's drugs, of potentially better treatments for schizophrenia, cancer, cardiovascular disease, burns and diabetes. The following overview briefly describes TAU breakthroughs that hold promise for business development, are currently being tested or have already hit the market.

Q: How to prevent damage to brain function?

Preventing Plaque

Prof. Beka Solomon of the Department of Molecular Microbiology and Biotechnology at the George S. Wise Faculty of Life Sciences is the only TAU scientist



 Prof. Beka Solomon

to currently have a drug in the final stage of clinical testing. The Romanian-born neuro-immunologist is closing in on a treatment that will prevent the build-up of plaques in the



**In Alzheimer's drugs alone,
we've licensed out six
technologies that are in various
stages of development.**

brain. These accretions of toxic material, made up of amyloid beta peptides – snippets of protein – are the hallmark of Alzheimer's disease. The deposits form in the areas of the brain that control memory and cognition, leading to the deterioration of the surrounding cells and tissue, and the impairment of those functions.

Once lodged there, the peptide aggregates cannot be dissolved, resulting in Alzheimer's – until now an incurable, degenerative and terminal disease that was first described by German psychiatrist Alois Alzheimer in 1906.

Solomon is targeting the antibodies which allow the plaques to cleave to brain cells; by disrupting their formation, she envisions preventing the creation of new plaques. Thus she hopes to block further brain deterioration.

"If you can stop the neuron damage when people are only 40 or 50 years old, you can prevent the disease," she says.

The technology has been licensed to both the Ireland-based neuroscience biotechnology company, Elan Corporation plc, and the US pharmaceutical giant Wyeth. (In January Wyeth merged with Pfizer in a \$68 billion deal to create the world's largest drug development business.) The

two companies are now engaged in Phase III clinical trials on humans which Solomon hopes will be completed in eight months. If efficacious, and contingent on FDA approval, the drug will be marketed internationally.

Prof. Solomon has been working on a second approach for preventing Alzheimer's. She has developed antibodies called BBS1 that inhibit the formation of the amyloid beta peptide to begin with, so that harmful amyloid plaques can never

form. The therapy could be administered in the form of a vaccine that would prevent the disease altogether.

The BBS1 technology was recently licensed to NasVax Ltd., an Israeli company that works in the field of prophylactic vaccines and immunotherapeutics.

Viruses R Us

Solomon is optimistic about her technologies that are mainly preventive in nature. At the same time, though, she is striding down another avenue of research, one that could potentially lead to a cure for Alzheimer's.

In former Soviet countries, phage therapy – the therapeutic use of viruses to fight bacterial infections – was extensively employed for some 90 years. Phages, a ubiquitous part of our environment, affect bacteria without being harmful to humans, she explains.

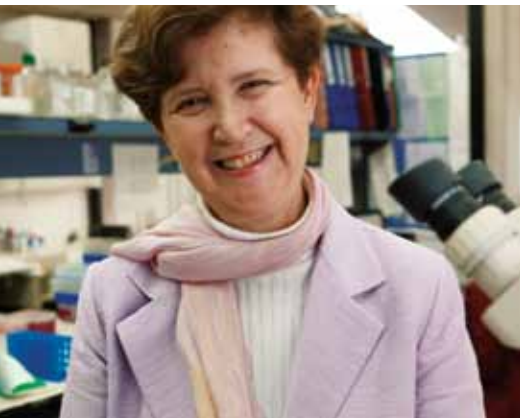
Though the controversial phage therapy has not been approved in any Western country, Solomon posits that the filamentous phage could potentially dissolve plaques in the brain – until now considered non-soluble – and reverse Alzheimer's symptoms.

A start-up called Neurophage Pharmaceuticals of Cambridge, Massachusetts, is funding Solomon's

research, which is still at the pre-clinical phase of development. Solomon's novel approach of using phage viruses to physically disaggregate amyloid plaque has shown very promising results in the laboratory for Alzheimer's, Parkinson's and ALS.

Natural Shield for Brain Cells

While Prof. Solomon is working to prevent the buildup of plaques in Alzheimer's, Prof. Ilana Gozes of the Sackler Faculty of Medicine is taking a different approach. She aims to harness naturally occurring com-



pounds with the unique ability to defend brain cells against damage by Alzheimer's disease and an early onset type of dementia called frontotemporal dementia.

Prof. Gozes, Director of both the Adams Super-Center for Brain Studies and the Levie-Edersheim-Gitter Institute for Functional Brain Imaging and incumbent of the Lily and Avraham Gildor Chair for the Investigation of Growth Factors, has been investigating the function of natural brain proteins for many years together with Dr. Douglas Brenneman, formerly of the US National Institutes of Health.

The drug candidate Gozes and her colleagues have invented – davunetide (AL-108) – has been shown to significantly improve the memory of

THE ABCs OF CLINICAL TRIALS

Drug developers across the world conform to an international system of standardized clinical trials, each phase of which has a different purpose and helps scientists answer different questions:

In Phase I trials, researchers test an experimental drug or treatment on a small group of people (20-80) for the first time to evaluate its safety, determine a safe dosage range, and identify side effects.

In Phase II trials, the experimental drug or treatment is given to a larger group of people (100-300) to see if it is effective and to further evaluate its safety.

In Phase III trials, the experimental drug or treatment is given to large groups of people (1,000-3,000) to confirm its effectiveness, monitor side effects, compare it to commonly used treatments, and collect information that will allow it to be used safely.

In Phase IV trials, post-marketing studies delineate additional information including the drug's risks, benefits and optimal use.

Source: The US National Institutes of Health's website, www.ClinicalTrial.gov

patients suffering from the mild cognitive impairment that precedes Alzheimer's disease. In clinical trials, the drug, which is given in the form of a nasal spray, not only improved functioning but was confirmed to be safe and well tolerated by participat-

ing patients, demonstrating its potential to serve as an effective therapy for the disease.

The active component of the drug is a fragment derived from a naturally occurring neuron-protective brain protein known as ADNP, which

Prof. Ilana Gozes



A STORY OF EPIX PROPORTIONS

"One of the most inspiring moments of my life was when our Alzheimer's drug was administered in human trials," says TAU alumna Dr. Sharon Shacham (pictured). She has good cause for satisfaction. The PhD work she pursued at TAU yielded an important three-dimensional protein modeling tool for the research of drug candidates.



The resulting Alzheimer's drug, PRX-03140, has the potential to improve cognition and memory and slow the progression of the disease.

The drug is being developed by the US drug company, Epix Pharmaceuticals, where until recently Dr. Shacham held the post of Senior Vice President of Drug Development. Her partners in the TAU patent are Prof. Zvi Naor, who holds the Abraham E. Kazan Chair in Structural Biology at the George. S. Wise Faculty of Life Sciences, and former TAU faculty member Dr. Oren Becker.

"Having started with a 3D model of a protein, based on the technique we developed at Tel Aviv University, and a virtual molecule on a computer screen – and now having a drug being administered to tens of people with an excellent safety profile and potential breakthrough for this terrible disease, makes me believe in science and technology, and the human spirit," says Shacham.



Gozes and her colleagues discovered and first published in 1999. The fragment has been shown to restore the function of structures in the brain called microtubules that are critical for communication in and between brain cells.

The drug candidate is in Phase II clinical trials.

"It is important to note that the clinical trials demonstrate that ADNP is a promising drug development target, meaning that other therapies we are developing based on this and related proteins have clear relevance for other central nervous system diseases," says Gozes.

Davunetide and other brain protecting drug candidates discovered and studied by Prof. Gozes at TAU are licensed exclusively for clinical development to the Canadian company Allon Therapeutics, of which Prof. Gozes is founder and Chief Scientific Officer.

Science Daily recently hailed Gozes' work to limit brain damage as offering hope for an effective treatment against Alzheimer's and diseases where patients suffer from cognitive deficits, such as Parkinson's and schizophrenia.

Head of TAU's Felsenstein Medical Research Center and Director of the Research Unit at the TAU-affiliated Geha Mental Health Center, one of Israel's leading mental health institutions.

A generation ago schizophrenia was treated with anti-psychotic medications that induced severe Parkinson's disease-like side effects including tremor, rigidity and a frozen facial expression. While second generation medications are a great improvement over their predecessors in that they reduce such symptoms, they too have an unwanted side effect of appetite stimulation, resulting in obesity.

brain activity can spiral out of control into delusional thoughts, hallucinations and other symptoms of psychosis. However, simply administering GABA to an affected person is not possible because the GABA molecule can't cross the blood-brain barrier – a protective membrane stretched around the entire brain.

Weizman and his colleagues have found a way to allow GABA to safely "hitchhike" across the blood-brain barrier by linking it to perphenazine – an efficient anti-psychotic drug that has been in clinical use for decades.

"We hope this will emerge as a true bonus for millions of schizophrenia



From left:
Dr. Irit
Gil-Ad,
Prof. Avi
Weizman,
Prof.
Abraham
Nudelman
and Dr.
Ada
Rephaeli



Prof. Weizman, together with colleagues Dr. Ada Rephaeli and Dr. Irit Gil-Ad of the Felsenstein Center and Prof. Abraham Nudelman of Bar-Ilan University, have developed a new drug for schizophrenia, called BL-1020, with none of the devastating side effects of the other anti-psychotic medications.

Their approach harnesses the beneficial properties of GABA, a naturally occurring chemical in the brain that regulates neural activity. GABA serves as the brain's "brakes," reining in over-excitability. When these brakes are not working properly,

sufferers," says Weizman. "The new 'super-molecule' we've designed seems to be a very efficient treatment and it doesn't produce Parkinson's symptoms or metabolic side effects."

BL-1020 is presently in the final stages of Phase II clinical trials. Two related treatments Weizman and his colleagues are developing, one for neuropathic pain and the other for Parkinson's disease, are in pre-clinical studies. All three substances have been licensed by TAU's Ramot and Bar-Ilan Research and Development Ltd. to the Jerusalem-based pharmaceutical company BioLineRx, Ltd.

Q:

How to create kinder schizophrenia drugs?

Helping the Brain Put on the Brakes

"Schizophrenia is a severely debilitating disease that develops frequently in adolescence and ends with 10 percent of its sufferers committing suicide. Nearly one percent of the general population is afflicted, making it humankind's number one mental health issue," says Prof. Avi Weizman,

Salirasib Could Be Key

Instead Kloog came up with an alternative postulation: Rather than prevent the formation of mutated Ras, why not try and prevent it from locking itself down into the cell membrane and wreaking havoc?

In clinical tests to date at Johns Hopkins University in Baltimore, Maryland, the drug, taken orally in tandem with pancreatic tumor drug

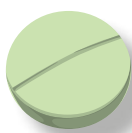
Both Solomon and Savion are optimistic that FDA approval will be granted soon, and Lipimix will be available outside of Europe.

While still pending FDA approval, 50,000 tablets have already been manufactured and randomized phase

Rosin-Arbesfeld's revolutionary treatment uses a specific type of antibiotic to deactivate mutations in a gene called APC that, when function-



A large number of colorectal cancer patients have a so-called "nonsense mutation" in the APC gene. These mutations change an amino acid into a "stop sign" that interferes with the tumor suppression function of APC. As a result, the body unwittingly permits the growth of cancer-



ous polyps, which, if not surgically removed in time, will almost inevitably prove fatal.

"By using our novel treatment we are trying to tell the cell to ignore the stop sign, and produce a functional APC protein," says Rosin-Arbesfeld. Tests in a lab setting have succeeded in shrinking polyps and restoring APC gene function.

Rosin-Arbesfeld's research has received support from the Colton Family Next Generation Technologies Institute and is today supported by the Nofar project of the Chief Scientist of the Israeli Ministry of Trade and Industry.

Rosin-Arbesfeld's work is carried out by a lab team of eight who view their work as a personal crusade. "Quite a few of the students who study with me had someone in their family die of colorectal cancer," she says.

"If we bring it to the marketplace," she says of her gene therapy, "it would be amazing."

Starving Tumors of Blood Supply

New faculty recruit Dr. Ronit Satchi-Fainaro and her students are developing cutting-edge targeted drugs that cut off the blood supply to malignant tumors, causing them to shrink and die, or at the very least, to cease growing.

Malignant tumors develop new blood vessels to supply and fuel their growth in a process called angiogenesis. To date, drugs developed to destroy this supply line have proved toxic to the patient. Dr. Satchi-Fainaro and her laboratory team at the Department of Physiology and Pharmacology of the Sackler Faculty of Medicine have developed a new family of drugs which, acting selectively, inhibit tumor angiogenesis without poisoning other parts of the

body. This holds significant promise for the development of therapies that could keep tumors permanently dormant, making cancer a chronic but manageable disease.

Satchi-Fainaro believes her revolutionary pharmaceutical treatment will have further applications including new treatments for diabetic retinopathy (blindness), arthritis and inflammation. Her drug candidates, now in active business development, have been supported by the Israel Science Foundation, the Bi-National Science Foundation and the Israel Cancer Association.

Satchi-Fainaro already holds five patents from her last three years of research at TAU, as well as seven more from her years at Harvard University, Boston Children's Hospital and the University of London.

Q: How can we help the body heal faster and better?

Medical Implants with Added Value

Dr. Meital Zilberman is engaged in research at TAU's Department of Biomedical Engineering that promises to transform fields as diverse as burn treatment and bone and tissue regeneration.

Dr. Zilberman, of the Iby and Aladar Fleischman Faculty of Engineering, is developing a new generation of medical implants with biological properties that allow for the controlled release of drugs and protein molecules to the surrounding tissue.

In the field of wound healing, Dr. Zilberman and her team are developing a cutting-edge artificial skin graft



Drug crystals located on top of a biodegradable film. The film is used to build an active implant.

that can deliver antibiotic drugs directly to burns or wounds. "Seventy-five percent of the deaths resulting from severe burns to large parts of the body occur because of infection," says Dr. Zilberman. "Our artificial skin implant, which is made of a combination of biodegradable polymer films and fibers, combats infection effectively by delivering antibiotics directly to the affected area."

In the area of cardiovascular disease, the team is developing novel biodegradable coatings for vascular stents that have the unique ability to release drugs for preventing restenosis – re-narrowing of the arteries – a common occurrence after surgery. The system releases the drug molecules to the blood vessel wall in a controlled manner.

Another interesting development in Dr. Zilberman's laboratory is the design of scaffolds for tissue and bone regeneration. Used to support or substitute for damaged or missing tissue, the team's unique biodegradable

structures incorporate molecules that enhance tissue growth and healing – effectively generating new tissue.

Zilberman's research won the Technion Institute of Technology's Juludan Prize for Excellence in Scientific Research with Clinical Application.

Sprouting New Blood Vessels

On the experimental horizon is the research of Dr. Britta Hardy and Prof. Alexander Battler of TAU's Felsenstein Medical Research Center, Sackler Faculty of Medicine, whose work promises an entirely new treatment avenue for vascular and coronary disease.

For the past six years the pair has been studying angiogenesis – the sprouting of new blood vessels – with the goal of preventing gangrene in limbs suffering from oxygen deficiency. In laboratory tests, the two were able to restore blood flow in tissue that lacked proper blood circulation by injecting peptides that induced the generation of new, alternative blood vessels.

Hardy compares finding these peptides – novel, small protein molecules – to finding a needle in a haystack. The advanced technologies used by Hardy enable the right peptide to be selected from a library consisting of a billion different combinations of amino acids.

Another use of the peptides is for coating stents used in angioplasty procedures for clogged blood vessels. "One of the main problems with stents today is that blood clots, or thrombosis, can form in them, often leading to death," explains Hardy.

"In the lab we have shown that our peptides can bring about the growth of a film of arterial tissue that could coat the stent from within, leave the blood vessel open and prevent clots. We hope the peptides will be used in

a way that can reduce the threat of in-stent thrombosis," says Hardy.

The research is supported by the Colton Family Next Generation Technologies Institute together with Johnson & Johnson.

Q: **How to put an end to diabetes suffering?**



Solving the transplant conundrum

With over 20 years experience in the field, Prof. Shimon Efrat, incumbent of the Nancy Gluck Regan Chair in Juvenile Diabetes at the Sackler Faculty Medicine, is harnessing the power of stem cells to develop what could be the first cure for diabetes.

One of the main indications of Type 1 diabetes is a significantly reduced amount of insulin-producing cells in the pancreas. Until today,

START-UP FOR WOUND CARE

Prof. Amihay Freeman of TAU's Department of Molecular Microbiology and Biotechnology is interested in comprehensive wound care. His start-up EnzySurge develops innovative treatments for chronic wounds resulting from

diabetes, bedsores or ulcers of the skin. The company's flagship DermaStream® product, based on the proprietary Continuous Streaming Therapy technology (CST) licensed from Ramot, treats wounds with a constant stream of specially designed liquid solutions for wound debridement (removal of necrotic dead tissue), reduction of harmful bacteria and faster wound closure.

What does this continuous streaming actually do?

"It lets the therapeutic fluid stream continuously over the wound, removing discharges and dead tissue while moisturizing and soothing. The treatment allows much greater control of the healing process and markedly reduces the patient's pain," says Freeman.

Designed for use in hospitals, outpatient clinics, nursing homes and for home care, CST is an enormous improvement over the traditional treatment of chronic wounds with bandages or by surgery in that it shortens healing time, prevents hospitalization and reduces treatment costs. CST and EnzySurge have gained support and collaboration from experts and senior physicians in Israel and the US, Freeman says.

The company has completed clinical trials in Israel with highly promising results, and has recently received a green light to launch its first clinical trial in the US. EnzySurge is seeking FDA approval for its products and plans to launch marketing activities in the US within a year.



Prof.
Amihay
Freeman



DRUG DELIVERY MAN



Dr. Dan Peer

Dr. Dan Peer of the George S. Wise Faculty of Life Sciences, a TAU graduate who has recently returned from Harvard University, is one of dozens of TAU scientists engaging in drug delivery research.

Peer is combining nano-medicine and drug delivery to create nano-sized drug carriers – tiny submicron particles – that can hone in like a GPS system on specific cancer and immune cells. The nano-carriers developed by Peer and his team incorporate a new class of molecules called siRNAs that can block the production of any faulty protein produced in these cells and deliver multiple therapeutic agents simultaneously to eradicate the disease.

In the case of Crohn's disease, for example, the carriers will target over-active immune system cells in the gut. In other diseases such as cancer, they can deliver material to specific cancer cells, leaving the surrounding healthy cells intact. "The technology we are developing represents a potential breakthrough for the treatment of immune diseases and has applications in breast, pancreatic and brain cancers and for a vaccination against HIV," says Peer.

these insulin-producing cells – known as beta cells – could not be regenerated, and a pancreas transplant was the only effective way to reverse the phenomenon. Yet transplants pose their own problems: organ donors are few and far between, and the threat of immunosuppression – whereby the body rejects the transplanted pancreas – is constant.

Now, TAU geneticist Prof. Efrat has found a way to overcome these hurdles.

Using genetic engineering he has developed a new source of human insulin-producing cells

based on the patient's own bone marrow stem cells. In the lab, he has shown these beta cells to be capable of restoring and maintaining normal blood sugar levels. Efrat's approach could potentially yield a pioneering treatment, or even cure, for diabetes by providing an abundant source of insulin-producing cells for transplantation that will not be rejected by the patient's immune system.

Combating insulin resistance

With up to 300 million people expected to develop Type 2 (adult onset)

diabetes by 2025, there is an urgent need for efficient and targeted new therapies. Molecular biologist Prof. Hagit Eldar-Finkelman of the Sackler Faculty of Medicine heads the world's first research group to have discovered a method that could reverse resistance to insulin, the substance that helps our bodies break down sugar properly.

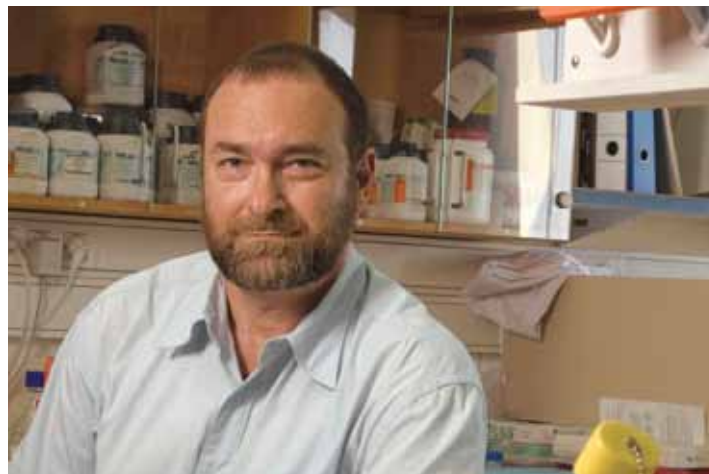
Eldar-Finkelman's research focuses on understanding the linkage between obesity and diabetes. In particular, she is seeking out specific molecular defects that occur in response to a high-fat diet – defects that underlie the development of

insulin resistance and trigger the onset of Type 2 diabetes. After discovering that one of the main contributors to insulin resistance was the GSK3 enzyme, her team set about finding ways to block it and improve insulin action in fat cells.

Today, Eldar-Finkelman and her team have developed several novel drug candidates that act as inhibitors of GSK-3. They are working in collaboration with Dr. Moshe Portnoy of the Raymond and Beverly Sackler School of Chemistry to formulate and optimize drug compounds and to de-



Our business development team understands both sides of the academy-industry equation.



Prof. Shimon Efrat



Prof. Hagit
Eldar-
Finkelman

the fundamental basis for the degeneration process in the different cases, we can develop drugs for Alzheimer's disease without being a neurobiologist, and for diabetes without being an endocrinologist."

Gazit's patented technology to manipulate the structure of nano-assemblies has been licensed by the German company Merz Pharmaceuticals, a leading international player in the area of Alzheimer's disease research and treatment.

Gazit's Alzheimer's research made the 2008 list of 100 top technological innovations of the AUTM

(Association of University Technology Managers) and has been featured on the cover of *Nature Nanotechnology*, the foremost scientific journal in this area of science.

Summing up the drug pipeline at TAU, Gazit says, "Tel Aviv University is truly a world leader in the development of drug candidates. The combination of excellent basic science together with the desire to translate it into drugs for the benefit of society is at the basis of our activity."

Gil Zohar contributed to this article

termine how to best administer and deliver them to the patient.

Interestingly, the enzyme has also been shown to hold potential as a drug for neurodegenerative disorders including Alzheimer's disease.

Multi-Purpose Drug Platform

The TAU Vice President for Research and Development, Prof. Ehud Gazit, is involved in the development of drugs to treat prevalent degenerative diseases such as Alzheimer's, Parkinson's and Type 2 diabetes. He and his team at the Department of Molecular Microbiology and Biotechnology are studying the way in which tiny aggregates of proteins, known as nano-assemblies, form and cause damage to the surrounding tissue.

"While Alzheimer's and diabetes seem to be so different, in both cases very similar nano-assemblies are being formed," says Gazit. If these nano-assemblies are formed in the area of the brain associated with learning and memory, it leads to Alzheimer's disease, notes Gazit. If they are being formed in the pancreas it leads to late-stage Type 2 diabetes. "Being a nanotechnologist who understands

WHAT'S THE BIG DEAL?

RAMOT CONNECTS PROFESSORS WITH INDUSTRY

Life science discoveries that translate into drugs can bring in substantial sums of money to a university in the form of licensing and royalty fees, which can amount to millions of dollars a year, says Dr. Ze'ev Weinfeld, who is the CEO of Ramot, the university's technology transfer and commercialization arm.

"Our business development team is made up of people who have a scientific education and who have spent substantial time working in industry, so they understand both sides of the academy-industry equation," says Weinfeld, who himself holds a PhD in physics from TAU and has over 20 years of industry experience.

Ramot's licensing professionals work at identifying promising new technologies at the university and their potential applications. They find partners in industry who can take on these technologies and develop them into products, and they negotiate the appropriate deals that will ensure diligence in developing the technologies, so that they result in income to the university.

Apart from their work in pharmaceuticals, Weinfeld and his staff of 30 pursue licensing agreements in the areas of engineering, high tech, computer science and the exact sciences.


Ramot also secures funds to "bridge the development gap" for inventions that are not quite ready to be licensed, says Weinfeld. "We've brought in philanthropic money, private investments and funds from commercial companies such as Johnson & Johnson."

Seven TAU projects were developed in the framework of the Tel Aviv University Future Technology Partnership, an \$8.5 million venture fund that was set up in 2003 and is yielding results. Ramot now seeks to establish a new multimillion dollar fund that will work on the same principle.

"We're looking for investors. They get a certain percentage of what we receive from the commercialization. I believe it's a generous one," says Weinfeld.

In the final analysis, says Weinfeld, "a success for Ramot is to see Tel Aviv University-based drugs that save and improve lives."



 Dr. Galia Sabar with a boy in Ghana and, above, receiving an award from the Dalai Lama

Beyond the Call of Duty

TAU faculty are **volunteering their time** and expertise to change lives in Israel and abroad

Dr. Galia Sabar of TAU's Department of Middle Eastern and African Studies describes herself as a mother first, and a teacher and scholar of Africa second. She is also the first Israeli to receive the Unsung Heroes of Compassion Award from the Dalai Lama.

The award is granted under the auspices of the San Francisco NGO "Wisdom in Action," which selected 50 people from around the world who quietly volunteer their efforts to serve the disenfranchised and their communities, exemplifying a unique heroism that rarely makes news headlines. Sabar was chosen for the award in recognition of her work with African refugees and mi-

grant workers in Israel, a community whose search for a better life is constantly thwarted by harsh political realities.

Sabar is not alone in her dedication. Beyond the dozens and dozens of institutionally-backed social involvement projects at TAU, individual faculty members have been volunteering their professional training, skills and expertise where they can make the most difference. In Israel and abroad, within Israeli society and in cultures throughout the world, these TAU professors, physicians and administrative staff members are improving society, and often learning hard and valuable lessons along the way.

In the course of more than two decades, Sabar's odyssey of compassion brought her in and out of Africa, researching and working with diverse African populations in Ethiopia, Kenya and even Tel Aviv. A hallmark of Sabar's approach is that she has succeeded in intertwining her academic research in issues with direct, hands-on involvement.

Rescuing Ethiopian Jewry

Sabar's journey began in mid-1980s Ethiopia, just before Operation Moses, when she worked undercover to help Ethiopian Jews escape a tyrannical regime. At the time, Sabar was 22 years old and earning an undergraduate degree at TAU in Middle Eastern and African Studies. At first, Sabar says, she was kept in the dark about the true nature of her own ac-

tivities: As far as she knew, her job was simply to act as a tour guide to North American Jewish leaders visiting the Jewish community in Ethiopia.

Gradually Sabar came to realize that these “tourism ventures” were in actuality a cover for preparations for Operation Moses. On several occasions, Sabar’s tour groups were accompanied by an undercover Mossad agent.

“Being in Ethiopia was dangerous,” Sabar acknowledges. “We were bringing money and information to Ethiopian Jews, which was against Ethiopian law. We were encouraging them to walk by foot to Sudan – a distance of hundreds of miles – where they could be airlifted in planes from the Israeli Navy.”

But once the Ethiopian Jews arrived *en masse* in Israel, Sabar discovered that her work was just beginning. “I had gotten very involved in the lives of the Ethiopian Jews prior to their journey to Israel,” she explains. “So when they came to Israel I felt that I had a responsibility to bring their culture and rich history to the awareness of Israelis who were handling the absorption and aliyah processes.”

With an eye toward educating the Israeli public about Ethiopian Jewish society, and thereby generating tolerance, Sabar lectured around the country at various government, educational and public institutions. “My goal was that Israelis wouldn’t see Ethiopian Jews as primitive people, but rather as a people with a full and rich social and religious life in their country,” she says.

For her PhD dissertation, Sabar shifted her research focus to Kenya, where she gathered data about the sociopolitical causes of AIDS. Once back in Israel, she helped to organize an international research group to study the behavioral causes of AIDS, taking AIDS research out of the science lab and into the realm of hu-

man behavior for the first time. Sabar soon joined forces with the Jerusalem AIDS Project, a local NGO, devising AIDS programs for African groups in Israel and abroad.

Africa in Tel Aviv

Sabar’s passion for researching African culture was to continue, but this time she discovered Africa right next door. “In 1997 I realized that I didn’t have to go to Africa to continue my research – Africa had come to Israel,” recounts Sabar.

Twenty thousand West African migrant workers were living in South Tel Aviv at that time. Sabar came upon the community by chance, when she heard an African woman in the street singing a gospel song in an African language. “I approached the woman and said, ‘This is amazing, what are you singing?’” Sabar recalls. “It was the beginning of a wonderful friendship.”

Sabar discovered that a vibrant community had sprung up in Tel Aviv, replete with churches and businesses. She began to research the culture of the community. When the community was ultimately deported, she followed them to Africa to research the trauma of their deportation and their readjustment to life in Africa – a process especially difficult for the children. And once

again, Sabar’s research translated to social action: She joined the board of the Hotline for Migrant Workers, an Israeli NGO.

Today, Sabar focuses mainly on instilling an appreciation for African culture in her students at TAU. “In the courses I teach, I try to inspire in my students first curiosity and then, I hope, knowledge and a zeal to learn about other cultures,” Sabar explains. “I see over the years that the more my students know, the less afraid and prejudiced they are, and the more open.”

Making Art, Not War

There are currently no art museums in the Arab towns of Israel, and Prof. Mordechai Omer of TAU’s Department of Art History is determined to fill the void. His goal: to help establish a museum in the Israeli Arab city of Umm el-Fahem that will showcase the vibrancy of Arab contemporary art in Israel. Exhibitions in the museum will include works of art produced by a diverse array of populations in Israel: Muslim and Christian Arabs, Druse and Bedouin.



Prof. Motti Omer



The Okashi Museum in Acre



Prof. Gideon Biger



Omer, who holds the Carlo and Karin Giersch Chair for Research in Modern Painting at TAU and serves as Director of the Tel Aviv Museum of Art as well as of TAU's Genia Schreiber Art Gallery, is also advising museums in Israel's geographic periphery. Among them is the Okashi Museum in Acre, a city which is populated equally by Arab and Jewish residents and which has become a

meeting point for the exchange of artistic cultural traditions and heritage. The museum's exhibits bridge past and present through arts and crafts as well as high-level contemporary art.

Such projects, Omer explains, will enable Arab artists to express their voice in Israeli society. "Our goal is to convey to the Israeli public that these artists exist, that they live and create here, and that it's wonderful," says Omer.

Omer's background in Umm el-Fahem extends many years back to when he volunteered as an advisor for their art gallery. Now he is championing an expanded, full-fledged museum in a variety of ways. The

founder of TAU's two-year post-graduate museology course, Omer is training four Arab art historians and artists for the upcoming task of running the museum. He is also volunteering his help in the various aspects of establishing the museum, which include advising the director, raising funds, choosing an architect, and planning the layout.

Omer believes that providing opportunities to Arab artists can ultimately help pave the road to peace in the region. He concludes, "Art is the best way to build bridges between cultures and between people."

A Geographic Imperative

One of the world's leading authorities on Israel's geographic boundaries, Prof. Gideon Biger of TAU's Department of Geography and Human Environment is now exploring the realities of life within those boundaries. Given the opportunity to take a sabbatical year, Biger opted to volunteer as a high school geography teacher in the Israeli development town of Dimona.

From participating in high-level political negotiations with Syria, Biger now derives satisfaction from preparing teenagers for their high school exams. "I felt I had to give back something that I got all my life from Israel, and wanted to share it with the people here," he explains.

Located in the Negev desert, Dimona is often regarded as a backwater. But Biger was pleased to discover that this perception is far from reality. The people of Dimona, he points out, are well-traveled, educated and fiercely independent, with a burgeoning cultural life. He describes Dimona as a green area of the desert where people are welcoming of strangers.

But the one thing that particularly impresses Biger about Dimona is the value the residents place on education. In contrast to more central cities in Israel, where children with disabilities can get lost in the shuffle, in Dimona the school system invests money and time to educate children with disabilities. In doing so, says Biger, residents of Dimona are demonstrating that they recognize their future lies in education.

"When I'm here in Dimona, I really understand that the south is no less important than the Tel Aviv area. I feel more connected to Israel as a whole," says Biger. "This experience may draw me to research the connection between Israel's center and periphery, to discover how the center can learn and benefit from the peripheral cities."

Saving a Life, or Just a Smile

Beauty may only be skin deep, but that is cold comfort to children with facial deformities. That's where Operation Smile comes in. The international charity organization is dedicated to providing plastic surgery to repair children's facial deformities



in developing countries around the world.

Last winter, Dr. Dean Ad-El, a plastic surgeon at the TAU-affiliated Rabin Medical Center and a member of TAU's Sackler Faculty of Medicine, journeyed to Madurai in South India with Operation Smile to operate on patients. Facial deformities are prevalent in the villages of South India due to intermarriage. In the course of two weeks, Ad-El operated on more than 20 patients.

Ad-El describes the instant gratification that surgery can bring in cases such as this. "The profession of plastic surgery is different from anything else, because in less than an hour you've transformed a malformed child into a new person," he says. "Most of the kids were very young, and you could see the joy in their parents' eyes – it was amazing."

Meanwhile, the doctors who volunteer for Save a Child's Heart (SACH), an Israeli-based NGO, are tackling life-threatening conditions in developing countries. The Israeli branch of the organization is headed by TAU's Dr. Lior Sasson, Director of the Cardiothoracic Department and Head of the Pediatric Cardiac Surgery Unit at the TAU-affiliated Wolfson Medical Center in Holon.

Dr. Lior Sasson examining a boy from the Palestinian Authority a day before surgery



The main goal of SACH is to improve the quality of pediatric cardiac care in developing countries. The organization is best known for bringing children from developing countries to Israel for emergency open-heart surgery, but it also trains doctors in developing countries and sends medical missions overseas. Over half the patients treated by SACH are from Arab countries, including the Palestinian Authority, Iraq and Jordan.

Dr. Sasson is intensely engaged in all three aspects of SACH: he operates, trains doctors from other countries and leads medical missions to

developing countries to work alongside local medical personnel. In Israel, SACH is currently training a surgeon from China, two cardiologists from Tanzania and two anesthesiologists from the Palestinian Authority.

Joining him as a volunteer for SACH is his colleague from the Wolfson Medical Center and Sackler Faculty of Medicine, Dr. Vadim Khazin, an anesthesiologist who has participated in missions to Ethiopia, China, Russia, the Ukraine and Moldova. Khazin's job is twofold: To examine children before surgery and anesthetize them, and to assist in training local doctors. The training process posed a challenge for Khazin in China and Ethiopia, since he doesn't speak the local languages. He was forced to resort to hand-gestures in order to communicate, as well as teaching by example.

But ultimately the training process has been successful. "After a few years we noticed improvement in the local doctors' performance, and now they can perform the surgery almost as well," says Khazin. "Every year they improve, but it's still not enough. A lot of people need our help."

TAU ADMINISTRATIVE STAFF MEMBER WINS KNESSET PRIZE FOR VOLUNTEERISM

Sophia Braun (pictured right), a specialist in medical informatics at TAU's Gitter-Smolatz Library of Life Sciences and Medicine, received the Knesset Speaker's Prize from then Speaker Dalia Itzik (left) for her volunteer work at the Center for Women's Health Information in the Ultra-Orthodox community of Bnei Brak. The multi-talented Braun, who holds master's degrees in library science and organic chemistry, has also won a Lifetime Achievement Award from the Israeli Cosmetics Manufacturers Association for her development of Dead Sea cosmetic preparations.

When 19 year-old Inna Entova went to Cyprus to represent Israel at the 2008 Southeastern European Mathematical Olympiad for University Students, she didn't realize she was heading toward the most wonderful experience of her life. Not only did she win a silver medal for her fine performance at the competition, but Inna also came home to Israel with a gold wedding ring – after getting married to her boyfriend on the last day of the contest.

Mathematical Sciences together with the Blavatnik School of Computer Science, both of the Raymond and Beverly Sackler Faculty of Exact Sciences.

The young participants in the program are recommended by their high school principals. They study alongside regular university students in TAU courses, garnering academic credits and, after they matriculate from high school, they can enroll officially in undergraduate studies.

changed her life. Currently serving in the Israeli Navy, she plans to return to TAU at the end of her IDF service to study toward graduate degrees and an academic career. Her husband, Rami Eisenbod, a PhD student in mathematics, was also in the program.

Increasing creativity

Prof. Arbel believes that the long-term impact of the program “is a steady flow of driven young people equipped with enthusiasm, creativity and focus who can achieve greatness in fields that are crucial to Israel's future prosperity and security.”

At the Cyprus Olympiad, the Israeli team took first place due in a large part to the TAU students' performance. Alongside Inna, TAU students Bar Goueta and Oleg Zlydenko won additional silver medals, while Alexey Gladkich brought home a gold.

Alexey, 20, emigrated from Russia

at age 10. He knew he had a special knack for numbers early on and became what he calls a “serious student of mathematics” in the fifth grade. He too is presently serving in the IDF.

Alexey shared a gold medal with his fellow Gifted Youth alumnus Dan Carmon at the

2008 International Mathematical Competition for University Students, held in Bulgaria, while Dan also won first prize at the 2008 International Math Olympics in Madrid, Spain.

Dan was identified as a mathematical prodigy at age 13 and entered the Program for Gifted Youth at 14. Today a soldier in the IDF, he plans to return to TAU for his master's and doctoral degrees and “hopes to become a professor someday.”

Doing the Math



The Israeli team in Cyprus

Students from TAU's Program for Gifted Youth in Mathematics and Computer Science are taking top prizes at international competitions

By Carl Hoffman

Inna is one of several students at TAU who have been winning top prizes at international mathematics competitions. While they vary in personality and backgrounds, these young math whizzes have one thing in common: They all started out at TAU's Program for Gifted Youth in Mathematics and Computer Science. The program, aimed at 12 to 18 year-olds, is run by the Raymond and Beverly Sackler School of

Prof. Michael Krivelevich, head of the mathematics school, says: “The program, informally known as ‘Beno's program’ after Prof. Beno Arbel who has run it wonderfully for many years, has firmly established itself as a major source of undergraduate and graduate students and, eventually, faculty members.”

Inna readily declares that the Gifted Youth Program not only taught her mathematics but also

Evolutionary theoretician Dr. Lilach Hadany, 36, has come home to TAU and a faculty position at the Department of Plant Sciences after several years of researching and lecturing in the United States.

For Hadany, coming back to TAU was about returning to her alma mater. “It is my university. It’s the university I studied at all the way. I was here as a child in the university’s Unit for Science-Oriented Youth. Also, the department I’m in is very strong,” she says.

At TAU, Hadany is investigating the intricacies of biological evolution. A particular interest at present is the evolution of sexual reproduction – specifically why sex became necessary for organisms to reproduce, long a major issue among biologists.

Hadany argues that asexual reproduction – reproduction without sex – is theoretically a much safer and less risky way for an organism to produce the next generation. She explains the problem: “Why should an individual risk its good genetic makeup by mixing it with someone else’s and creating combinations that would not necessarily be as good?” Also, she notes, sexual reproduction is quite costly: “You need to produce males, individuals need to find each other, court each other, incur possible conflicts, and so on.”

A “reintegration grant” given by the EU enabled this young researcher to return to Israel and TAU.

Hadany suggests that organisms may have originally assumed the risk of mixing their genetic makeup with others only as a response to bad times, such as environmental challenges. At a later stage in evolution, sexual selec-

tion – or, choosing mates – came into the picture, transforming sex from a relatively rare event into an obligatory process for many higher organisms.

The irresistible offer of a post-doctoral fellowship at Stanford University lured Hadany away from Israel to the United States, where she later received a faculty position at the University

New faculty recruit Lilach Hadany searches for the evolutionary hows and whys of sexual reproduction

tion – or, choosing mates – came into the picture, transforming sex from a relatively rare event into an obligatory process for many higher organisms.

A Tel Aviv gal

Born and raised in Tel Aviv, Hadany received her bachelor’s degree in 1996 in TAU’s Adi Lautman Interdisciplinary Program for Outstanding Students, majoring in biology and mathematics, with additional studies in philosophy and psychology. Her master’s degree came a year later, awarded summa cum laude, followed by a PhD in 2001, focusing on the underlying theme that has guided her thinking and research ever since – the minute processes, or



of Iowa. In 2008, Hadany returned to Israel and TAU, supported by a Marie Curie EU reintegration grant, designed to enable expatriate scientists to return to and work in their home countries. This grant is of special importance to countries like Israel, which have long suffered from a serious “brain drain” of young professionals seeking opportunities overseas.

The university has exerted great efforts to provide Hadany with a work environment conducive to her research. These include converting what had been a normal “wet” lab – used for the study of biological specimens – to a “dry” lab for her computers and mathematical models.

In addition to that, TAU offered yet another attraction. Hadany says, “One real advantage to TAU is that the students here are excellent. We get much better students than similar universities in other places in the world.”

By Carl Hoffman



An anti-Israel rally in Istanbul

Miracles or Interests: What Keeps Turkish-Israeli Relations Going?

The recent crisis in Turkish-Israeli relations has raised questions both regarding the durability of these relations and the effect their decline would have on the larger strategic landscape in the region. Middle East scholar **Prof. Ofra Bengio** analyzes the dynamics of the relationship and their underpinnings

Israel's three-week offensive in Gaza in January 2009 threatened to wreck the unique relationship between Turkey and Israel. How could a crisis between Israel and a third party bring about such a deep transformation in the bilateral relations that had been developing between the two countries for more than 15 years?

The harsh Turkish reaction to the offensive was taken as a major indication of a Turkish volte-face at both the official and popular level. In a series of unprecedented attacks Prime Minister Recep Tayyip Erdogan lashed out at Israel, declaring that the blood of dead Palestinian children would not be left on the ground and that Israel's deeds were "a crime against humanity." Worse still, he called for the expulsion of Israel, his ally, from the United Nations for ignoring the organization's call to stop the fighting in Gaza.

Then came the Davos incident at the end of January in which Erdogan demonstratively walked off the stage

during a debate with Israeli President Shimon Peres. No wonder Erdogan came to be considered a hero by Gazans, Iranians and Syrians. Taking their cue from him, the media and the Turkish street escalated their anti-Israel and at times even anti-Semitic attacks to a point that in some instances surpassed those voiced in Arab countries. Huge anti-Israel demonstrations flooded the streets of Turkey's major cities and towns; demonstrators burned Israeli flags and waved anti-Israel and anti-Semitic slogans. One of the placards read: "Jews and Armenians cannot enter, but dogs can."

The reaction at the popular level was part spontaneous and part officially organized. The mobilization of schoolchildren pointed to a political hand acting behind the scenes. Turkey, caught up in these dynamics, appeared to be coalescing with Hamas, Syria and Iran in the axis of evil.

In fact, however, Turkey's stance on Gaza should be understood as part of the AKP (Justice and Development Party) government's domestic and foreign policy: it was a diversionist ploy at home and a challenge to rivals at home and abroad.

Evidently, there was genuine sympathy for the Palestinians among the Turkish people. But the government was also apparently attempting to manipulate this sympathy in order to mobilize support for the AKP in the Turkish local elections in March by deflecting attention from the Kurdish problem, challenging the military – the architect of relations with Israel – and enhancing Turkey's role among Arab and Muslim countries.

Yet for all its rhetorical and emotional reactions, the Turkish government did not initiate any "punitive" move against Israel. It did not recall its ambassador from Israel as it had done on an earlier occasion. Moreover, at

the very time that Erdogan was lashing out at Israel the two states reportedly signed a new bilateral arms deal.

Why stick with Israel?

Many Turks wonder why Turkey, a major power in the region, still needs strong relations with Israel at a time when the entire regional strategic map has drastically changed from that of the 1990s when the two forged their strategic ties. The answer seems quite obvious. To fulfill its proactive role, Ankara needs to remain on good terms with Israel and thus enhance its stature and maneuverability as an honest broker. It has to preserve its image as a role model of a democratic Muslim country, maintaining the age old balances between East and West, between the Arab world and Israel, and between Muslim and non-Muslim countries. Most important of all, Turkey needs to maintain its strategic alignment with Israel to ward off the primary dangers facing both countries, especially international terrorism and the nuclearization of the region.

In Israel, wisely enough, the official reaction to the Turkish attacks was low-key. Indeed, in the eyes of some Israelis it was even too conciliatory. In truth, Israel could not afford the luxury of antagonizing such an important partner in a largely hostile region. Jerusalem was willing to bury its resentment in the understanding that if it managed to contain the crisis in Gaza it would be able to weather the Turkish storm as well.

The correlation between progress in the peace process with the Palestinians and Turkish-Israeli relations, first apparent in the early 1990s, continues to hold. In the interim, the collapse of the peace process in October 2000 and the ensuing violence caused considerable damage to relations, whereas Israel's withdrawal from Gaza in summer 2005 engendered a flood

of visits by high-ranking Turkish officials and even the establishment of a hotline between Erdogan and then Israeli Prime Minister Ariel Sharon.

To sum up, for all the damage done to Turkish-Israeli relations due to the Gaza offensive, the historic bonds of amity between the two peoples and the two states are likely once again to prove strong enough to overcome the crisis, even though it might take much longer this time.



PROF. OFRA BENGIO

A Senior Research Fellow at the Moshe Dayan Center for Middle Eastern and African Studies and Senior Lecturer at the Department of Middle Eastern and African History, Entin Faculty of Humanities, Prof. Bengio specializes in contemporary Middle Eastern history and politics of Iraq, and the Arabic language. Her book, *The Turkish-Israeli Relationship: Changing Ties of Middle Eastern Outsiders* (2004), was recently translated into Turkish and published in Turkey.

The Call of the Wild

The song of rock hyraxes in the Judean desert communicates far more than just their readiness to mate



The mating cries of rock hyraxes (*Procavia capensis*) – small, furry badger-like mammals whose closest relatives are African elephants – reveal crucial information about the animals' vital statistics, including body weight and size, as well as their health and hormonal levels, says TAU zoologist Lee Koren.

Animal calls are known to signal danger, territory, and other vital so-

cial functions, but until now, there has been no attempt to break down complex songs into more meaningful elements.

For three years, Koren, whose research was carried out under the supervision of Prof. Eli Geffen of the Department of Zoology, George S. Wise Faculty of Life Sciences, recorded the tonal range of 20 adult male hyraxes at the Ein Gedi Nature

Reserve. According to Koren, the rock hyrax is an "excellent study system for behavioral ecology," since it lives in mixed gender social groups and can be studied in its natural environment. Moreover, the hyraxes communicate vocally all year round and their songs are complex and individually unique, she notes.

Wailing, which starts a typical hyrax song, indicates weight. The more wails, the heavier the singer. A mid-song sound that Dr. Koren calls "chucks" communicates size – body length and head diameter – and stress levels stimulated by the hormone cortisol. The researchers also discovered that songs concluding with a series of snorts were connected to the male singer's dominance in the group and the condition of the animal's pelt.

The research was published in *Behavioral Ecology and Sociobiology*.

With the growing use of nanotechnology in a wide range of applications, from biomedicine to electronics and materials engineering, scientists are concerned about how nano-particles – tiny aggregates made up of just a few hundred atoms – might interact with the environment, and more importantly, with the human body.

Now, researchers at TAU are leading a project to construct a database on the toxicity of nano-particles and their impact on the environment. The NHECD, Nano-particles Health and

Environmental Risks of Nanotechnology

TAU is leading a European-funded project to develop the world's most advanced database on nano-particle toxicity

Environment Commented Database, was established at the initiative of Prof. Oded Maimon, a member of the Department of Industrial Engineering, Fleischman Faculty of Engineering.

"What's unique about this database," explain Prof. Maimon, "is that it will analyze all the data that exists in the world about nano-particles, and will generate predictions, based on proprietary TAU mathematical models, on harm they might possibly do to our health and natural surroundings."

These findings will be made widely available to research institutions, industry, non-governmental organiza-

tions and the public at large via the Internet.

The four-year project includes researchers from leading European and Israeli institutions and is being operated on a budget of 1.5 million euros under the European Union's Seventh Framework Program for Research and Technological Development. The database's advanced algorithms for data retrieval were developed by Prof. Maimon and his team. Leading the toxicology work group is Prof. Rafi Kornstein of the Sackler Faculty of Medicine, while overall project manager is Abel Browarnik, a doctoral student at the Department of Industrial Engineering.





That Sinking Feeling

Dangerous sinkholes around the Dead Sea can now be detected through a TAU-developed monitoring system

In 1990, a passenger bus traveling down Highway 90 that hugs the western shore of the Dead Sea suddenly swayed and lurched. The bus had narrowly escaped the first of thousands of natural depressions known as sinkholes to appear on both the Israeli and the Jordanian sides of this biblically famous body of water. Now, TAU geophysicist Dr. Lev Eppelbaum has developed a system that can predict and monitor areas of sinkhole formation around the Dead Sea.

Eppelbaum, an associate professor at the Department of Geophysics and Planetary Sciences of the Raymond and Beverly Sackler Faculty of Exact Sciences, is developing the project under the NATO Science for Peace Program together with colleagues from Israel, Jordan and France.

His research is part of the ever-growing body of expertise on the Dead Sea that is concentrated at TAU, which leads Israel in the research of

this unique region – the lowest point on the surface of the earth. The university is now planning an expanded Dead Sea Interdisciplinary Research Center that will focus on trans-border processes taking place within the Dead Sea basin and be run in cooperation with international scientists and research institutions.

Detection of potential sinkholes is crucial because they not only damage the environment, but pose a direct threat to the tourist industry and agriculture. Sinkholes cave in and expand so fast that a one meter hole can become 10 meters deep in just three years. The hazard has forced the closure of popular campsites, halted construction of new hotel complexes and delayed the expansion of lucrative date groves.

Sinkholes are caused by the alarming drop in the water level of the Dead Sea due to poor rainfall, the diversion of much needed water from its upstream sources, pollution, and

industrial evaporation of water for the Dead Sea mineral industry.

Eppelbaum's monitoring system makes innovative use of 3D micro-gravity modeling, which detects extremely small differences in the Earth's gravitational field. A sinkhole, which is a cavity, has less gravitational field than the solid ground surrounding it. However, telling the difference between the gravitational field of a sinkhole and gravitational pull related to other geophysical features is especially difficult at the Dead Sea, which lies on an earthquake-prone fault line that causes shifts in rock and salt deposits underground.

Eppelbaum's modeling system is able to tell the difference between tiny variants in gravity caused by sinkholes and variants due to the unique configuration of the Dead Sea area. His new early detection system can now alert the authorities to the formation of sinkholes before they constitute a hazard.

By Esther Singer

Prof. Israel Finkelstein of the Sonia and Marco Nadler Institute of Archaeology and Jacob M. Alkow Department of Archaeology and Ancient Near Eastern Civilizations has been appointed principal investigator of a 3 million euro (\$3.9 m) European Research Council (ERC) grant for the world's largest project to reconstruct the history of biblical Israel by applying the hard sciences. The project supports students and post-docs in ten different research tracks, and is being conducted in cooperation with Prof. Steve Weiner and colleagues at the Weizmann Institute of Science.

"With very few contemporary records, with biblical testimony that was written a long time after the events described took place, and with the strong theological agenda of both the original authors and some modern scholars, reconstructing the world of ancient Israel is a complex matter that requires going beyond traditional scholarship," says Finkelstein, who holds the Jacob M. Alkow Chair in the Archaeology of Israel in the Bronze and Iron Ages. "The exact and life sciences are able to reveal data that is not visible to the naked eye," he says.

Prof. Israel Finkelstein



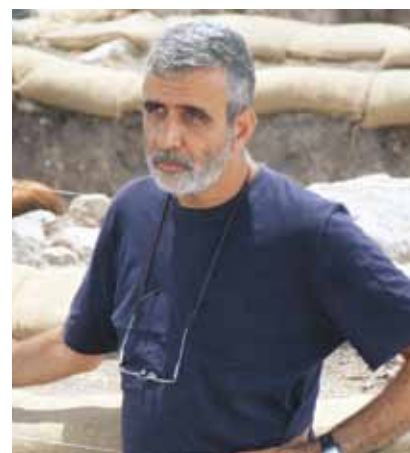
Large-Scale Multidisciplinary Archeology Project to Be Led by TAU



The project draws on a range of technologies to examine ancient material finds. Research teams are examining how mathematical knowledge in ancient Israel was deployed in managing complex administrative systems such as taxation and commodity storage; analyzing pollen records to reconstruct past vegetation and climate; studying the relationship between diet and human genetics; and analyzing Hebrew inscriptions from the First Temple Period through clustering and handwriting recognition algorithms from computer science.

In the Laboratory of Comparative Micro-Archaeology, headed by TAU's Prof. Yuval Goren, ceramic petro-

graphy – the mineralogical analysis of stone and pottery using techniques commonly used by earth scientists – is being utilized to identify the raw materials and fabrication meth-



Monitoring Pollution from Space

A TAU-developed system that can warn of problems with air quality or agricultural crops will be incorporated into a German Space Agency project

An innovative system for analyzing atmospheric and soil pollution levels developed by Prof. Eyal Ben-Dor of TAU's Department of Geography and Human Environment will be installed on the German Space Agency's first environmental mapping satellite – Hyperspectral EnMap. The satellite is slated for launch in 2012 at a cost of 150 million euros and is expected to significantly advance the field of environmental monitoring.

Ben-Dor, a specialist in remote earth sensing, notes that until now air pollution and soil monitoring by land-based systems provided only limited local information. The system he is developing will enable rapid and simultaneous mapping of more extensive land areas and is equal to hundreds of land-based monitoring systems on the ground.

The device measures reflected solar radiation and relays the data to

an Earth-based computer. It can map levels of ozone, water vapor, oxygen, carbon dioxide and mineral species, and provide information on land contamination and soil fertility, including soil moisture levels and damage to vegetation resulting from pests or water and nutrient shortages.

According to Ben-Dor, data collected over a ten-year period from a special airborne spectral imaging device over Israel has demonstrated the potential of the technology. "The system can be used for mapping the salinity of agricultural land prior to the planting season or to pinpoint areas where cotton crops are suffering from insufficient watering," he says.

TAU professors in the humanities and exact sciences are excelling in winning substantial grants from the European Research Council for outstanding projects

ods of vessels. According to Goren this information can help establish trade patterns, manufacturing processes and even political organization. Among the rare written texts to have survived from the kingdom of Judah are ostraca, which are writings on ceramic sherds, and bullae, clay sealings attached to scrolls and papyri that were sent from one authority to another. Determining their geographical origin will help map the network of administrative correspondence, says Goren.

Mathematics and molecular electronics

In addition to the funding for archaeology, two other projects

at TAU received substantial ERC funding. Prof. Noga Alon of TAU's Raymond and Beverly Sackler School of Mathematics and the Blavatnik School of Computer Science, an Israel Prize laureate and incumbent of the Florence and Ted Baumritter Chair in Combinatorics, was awarded over 1 million euros (\$1.4 million) for a research project on "Discrete Mathematics: Methods, Challenges and Applications." The project's objective is to investigate fundamental problems in discrete mathematics, the branch of mathematics dealing with finite structures, as well as their connection to problems in information theory, additive number theory, graph theory and theoretical computer science.



Prof. Noga Alon

Prof. Abraham Nitzan, incumbent of the Riwka (nee Schechter) and Iser Kodesz Chair in Chemical Dynamics at TAU's Raymond and Beverly Sackler School of Chemistry, was awarded an ERC grant of approximately 850,000 euros (\$1 million) for a

research project that specializes in the growing field of molecular electronics, a branch of nanoscience. Molecular electronics, explains Nitzan, is a new approach for devising tiny electronic devices on the molecular scale. Applications include sensors, displays, smart materials, molecular motors, logic and memory devices, molecular-scale transistors and energy transduction devices. According to Nitzan, the advantage of molecules in these devices stems from their ability to bind to one another, recognize one another and assemble into larger structures.

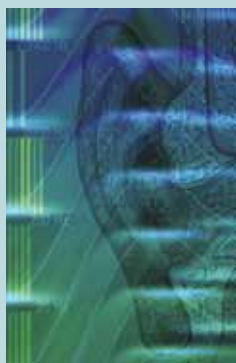


Prof. Abraham Nitzan

This is the first year the ERC is disbursing prestigious Advanced Grants to outstanding, established research leaders. Last year the Raymond and Beverly Sackler Faculty of Exact Sciences made a strong showing in the ERC's first Starting Grant competition, with young faculty member Julia Kempe of the Blavatnik School of Computer Science ranking 1st among 9,000 young researchers of 88 nationalities.

TAU researchers have developed a new method for processing sound that can enable the hearing impaired to understand speech in noisy environments. Impaired hearing ability in noisy places is largely due to the loss of tiny hair cells in the inner ear. The technique, developed by Prof. Miriam Furst-Yust and her team at the School of Electrical Engineering, Fleischman Faculty of Engineering, reproduces the functioning of the lost hair cells in noisy background situations.

To date, the most common solutions for amplifying sound are hearing aids that work by stimulating residual hearing in the inner ear,



Filtering Out Loud Noise

or cochlear implants that convert sounds into electrical impulses that stimulate the auditory nerve. Both techniques have proven effective in quiet environments, but are not designed to filter out background noise in loud places.

The method, which is based on a mathematical algorithm, can be incorporated into hearing aids or cochlear implants and has been proven effective in tests on hearing impaired individuals under noisy conditions. The technology has been patented by Ramot, TAU's technology transfer arm, and is currently being marketed for commercialization.



Predicting the Next Big Thing in Music

A TAU-developed algorithm is helping to forecast the musical future and could make talent scouts a thing of the past

If Brian Epstein hadn't spotted the Beatles at an obscure Liverpool club in 1961, we would probably never even have heard of the group, and they would certainly never have reached international stardom.

Now, TAU's Prof. Yuval Shavitt of the School of Electrical Engineering has developed software that can predict who will make it onto the next billboard charts – without the need for a talent scout. Using data collected from Gnutella, the most popular peer-to-peer file-sharing network in the United States, Shavitt has developed a computer algorithm that can spot an emerging artist several weeks or months before national success hits. Clearly, this ability to predict the next music phenomenon could become a profitable tool for music producers and record labels.

A new frontier in the record business

"Until now, talent scouts for record companies used instinct to predict the next rock personality," says Shavitt. "Our software has an astonishing success rate – in some cases up to 50%. We've crossed a new frontier in the record business."

Shavitt has already used the technology with notable success. The new releases of Soulja Boy and Sean Kingston were both flagged by his system in April 2007, and both songs became Billboard hits when they entered the charts two months later.

Shavitt developed the algorithm with graduate students Tomer Tankel and Noam Koenigstein. They examined millions of Gnutella user queries for unknown artists over a nine-

month period during 2007. After filtering out unrelated information during the first three month period, the team used data from the remaining six months to track the increasing popularity of emerging artists and compare them to the Billboard chart. The resulting information enabled them to develop a system to predict which artists would break out of their local markets.

“

The key was understanding the role of geography.

Location is key

"The key was understanding the role of geography in the rising popularity of these artists," says Shavitt. His team realized that the artists who eventually make it big nationally first have a sizable number of user queries in their local region, even when they have zero queries from elsewhere in the US.

The numbers for new artists started small, often with five, then 20, then 150 queries within the artist's home city each week. At first glance these numbers seem insignificant, but Shavitt explains that exponential growth in search queries from one geographical region proved a reliable predictor of a future breakout artist.

In an effort to continue collecting data for future study, Shavitt has now started his own collection network on Direct Connect, which gets about a million hits a day. His student, Koenigstein, is hoping to expand the scope of the algorithm predictions to look at individual songs by well-established artists. "Will a Madonna song sell because it's a hit, or just because it's sung by Madonna?" he asks. "That's what we're looking at now."



Korea through the Lens

An exhibition of photographs of Korea sponsored by the Meitar Collection helped promote interest in Korean studies at TAU

South Korea and Israel have a lot in common: both countries gained independence in 1948 and had to struggle for international legitimacy, while remaining under constant threat from their neighbors. Both countries have dynamic economies characterized by flourishing high-tech industries. In both countries, modern urban living coexists alongside a more traditional, religious way of life.

This fusion between the modern and traditional was reflected in an exhibition by photographer Adi Segal entitled, "South Korea through the Lens of the Camera," which was held at TAU and initiated and sponsored by the Meitar Collection.

In her photographs, Segal, 23, whose work in Korea was supported by a stipend from the Meitar Collection, creates a colorful social and cultural document of Korean life, juxtaposing images of high rise buildings and advertisements for global brands with traditional dancing girls and Buddhist monks.

The Meitar Collection, the creation of TAU benefactor Zvi Meitar, founder of the Zvi Meitar Center for Advanced Legal Studies at TAU's Buchmann Faculty of Law, comprises some 150,000 negatives and photographs reflecting the history of the State of Israel, including works by seminal photographers Boris Karni, Beno Rothenberg and Moshe Levine. The collection is dedicated to conserving and exhibiting these works.

Dafna Meitar Nechmad, Zvi Meitar's daughter and director of the Meitar Foundation, says the exhibition emphasizes the deep ties between

the Meitar family and South East Asia. "Cultural scholarships represent a way of sponsoring the work of promising young photographers," added Meitar, who attended the exhibition opening along with the Ambassador of the Republic of Korea to Israel, Young-Sam-Ma; TAU President Zvi Galil; Vice Rector Prof. Aron Shai, founder of TAU's Department of East Asian Studies; and Prof. Zvika Serper, Chairperson of the department.

Toward a Korean studies track

The exhibition was an important step in enhancing the academic study of Korea at TAU. Currently, some 40 students take courses in Korean studies that include a seminar on Korea's economic, foreign and security policies made possible in part through the support of the Korea Foundation. The department hopes to expand this core curriculum into a Korean study track including Korean language instruction.

Dr. Alon Levkowitz, a TAU specialist on Korea, says that with trade between Korea and Israel now accounting for \$2 billion a year, there is a growing appreciation of the importance of South Korea among Israeli students. "A Korean study program will enable students to gain a deeper understanding of South Korea's role in North East Asia and enhance their knowledge of South Korea's culture and contribution to the world," notes Levkowitz.

Prof. Aron Shai, incumbent of the Shoul N. Eisenberg Chair for East Asian Affairs, noted that the department has proven experience building up specializations in Japanese, Chinese and Indian studies and will be able to draw on that experience for the Korean specialization.



Dafna Meitar Nechmad (left) and Adi Segal



Prof. Chongko Choi

TAU's first ever visiting professor from Korea, Prof. Chongko Choi, an expert in South East Asian legal jurisprudence, taught for one semester this year at the Zvi Meitar Center for Advanced Legal Studies at TAU's Buchmann Faculty of Law as part of a cooperation agreement between TAU and his home institution, Seoul National University. Choi was at TAU to introduce Israeli students to the Confucian approach to legal philosophy, an approach that he says is more "communitarian" than Western "rights-based" jurisprudence.

Choi, who says he was amazed at the popularity of his course, expressed a deep sympathy for Israeli students. According to Choi some 30,000 Korean tourists visit Israel each year, many of them Christian pilgrims. "About 35% of Koreans are Christians and have deep messianic ties to the Jewish people and the Old Testament," he says.

America's financial crisis may seem like a problem for the new millennium, but Herman Melville was already exploring the potentially deadly milieu of Wall Street back in the 1850s. His famous short story, "Bartleby the Scrivener," was discussed by researchers from Israel and the US at a multidisciplinary conference jointly held this winter by Tel Aviv University and the Hebrew University of Jerusalem.

The story tells of the law clerk Bartleby who declines to perform his duties, constantly responding that he "would prefer not to." At last Bartleby is fired but refuses to leave the office, and ultimately ends up tragically starving to death.

"The odd ambiguity of the story, and the enigmatic, piteous and unreasonable character of Bartleby, continue to intrigue students and scholars alike," says Dr. Milete Shamir, Chair of the Department of English and American Studies at TAU, who co-organized the conference. Speakers at the two-day meeting provided insight into the story from fields as diverse as communication, labor studies, and Asian-American studies.

The clerk

One of the distinguishing trademarks of "Bartleby" is its innovativeness: it is one of the first stories ever published in America that explored office life. Until it was written, most fiction of the period was either set in private homes or in adventures overseas. With the advent of Bartleby, corporate America is for the first time rendered in a fully formed artistic depiction.

In his lecture on the period in which Bartleby takes place, Dr. Michael

Zakim of TAU's Department of History focuses on how the rise of capitalism in the 19th century led to the idea of "the clerk" – a figure that had previously not existed – and ultimately to the birth of corporate America as we know it today.

Until the 19th century, explains Zakim, most men took on their fathers' professions or took charge of the family business. It was only during

required of him, and ultimately dies because he "prefers not to" eat, are representative to Zakim of individualism and free choice taken to pathological extremes.

Corporate culture

The power structure of the law office in which Bartleby works, and the significance of the story vis-à-vis concepts of power, are explored by

Prof. Gideon Kunda of TAU's Department of Labor Studies, the author of the award-winning book, *Engineering Culture: Control and Commitment in a High-Tech Corporation*.

Kunda finds it fascinating that the themes expressed in "Bartleby" are so closely related to his own study of the emotional under-life, often dark, of modern corporate culture.

In his lecture, Kunda contrasts the management techniques of Captain Ahab in Melville's *Moby Dick* with those of the lawyer in



Fear and Loathing on Wall Street

Melville's "Bartleby the Scrivener," the subject of a TAU conference, remains as startlingly relevant today as when it was published 150 years ago

Melville's time that people began to leave the comforts of family for the stringent demands of the corporate world. A new tradition of urban life had begun. The concept of individualism and personal ambition moved to the forefront of men's consciousness.

Consequently, thousands of young men became clerks in the hope of striking it rich – with the accompanying paradox that it was nearly impossible to rise in the ranks from a clerk's position.

Zakim sees Bartleby as a courageous and incisive critique of a flawed system, long before many people were taking notice of its flaws. Bartleby's seemingly irrational behavior, in which he says that he "prefers not to" perform the tasks that are

"Bartleby." Kunda suggests that in Bartleby, Melville provides a subtle sequel to *Moby Dick*, and answers the question, "What does Ishmael do after he's cast in the water?" The answer according to Kunda is that he is washed up on the shores of Manhattan, and becomes a passive, maladaptive worker – Bartleby.

Subtle hints in the text, such as the juxtaposition of Bartleby with a bust of the great Roman orator Cicero, suggest that he still retains skills of leadership, but simply "prefers not to" use them anymore.

Dr. Shamir's lecture involves the interrelationship of capitalism and Protestant Christianity, and how business became a symbolic form of worship as people began to associate piety

with industry. "I think Bartleby has a lot to tell us about the crisis of today," says Shamir. In her view, Bartleby's boss, by firing Bartleby and indirectly causing his death, represents a value

system that places money over human kindness. Shamir concludes, "Melville is critiquing a moral blindness that remains in corporate culture today." Partial support for the conference

was provided by the Cohen-Porter Fund at the Department of English and American Studies, other units funded by the Porter family, and the Clinton Fund for American Studies.

GATEWAY TO THE SEA

A joint initiative between TAU and an Italian port city aims to make Israel's coastal cities more like their Mediterranean counterparts

Ever since the illegal immigrant ship *Exodus 1947* left the port of La Spezia en route to Israel, the Italian city has considered itself a "gateway to Zion." In the framework of La Spezia's longstanding ties with Israel, TAU architect Peter Keinan initiated "Port Cities," an architectural planning and city building project in La Spezia that emphasizes the preservation of urban heritage.

Nine fourth-year students from TAU took part in the project, alongside their Italian counterparts, planning projects including parks, buildings, squares and streets in four sites earmarked for development by the La Spezia Municipality.

Now in its second year, the Port Cities project aims to develop an awareness of and affinity with Mediterranean cultures generally, and

with the Israeli coastline particularly, among Israeli planners and architects. "Israel is a country of refugees, and the sea is mostly blocked from our view in coastal cities," says Keinan, a lecturer at TAU's Azrieli School of Architecture, Katz Faculty of the Arts. "We look at the sands, whereas in Italy people look toward the sea, which has always been an inseparable part of life. Israel needs a planning policy for its waterfront cities that will make the sea play a more integral role."

The TAU students learned about the La Spezia sites while they were still in Israel, seeing them for the first time only when they submitted their projects in Italy. "This is how things happen in the era of cross-border architectural planning, competitions and outsourcing," explains Keinan, who accompanied the students to Italy.

In the past, La Spezia was an important European port city that primarily served the Italian Navy. Today the military has left the area, and the city is changing its character and encouraging collaborations such as the Israeli project to consolidate a comprehensive planning concept that will maintain its architectural and cultural heritage.

A view of
La Spezia



The project was a joint initiative of Tel Aviv University, the Technion Institute of Technology, the WIZO Haifa Academy of Design and Education, La Spezia Municipality and the Universities of Florence and Genoa.

Bringing Science to the TAU Community

A popular new lecture series for university staff members and students entitled "Science and Knowledge" was launched this year at the initiative of Vice President for Research and Development, Prof. Ehud Gazit, with assistance from Prof. Abraham Katzir of the Raymond and Beverly Sackler School of Physics and Astronomy. Featuring lectures by TAU researchers, the series exposes the wider university community to outstanding research being conducted on campus. This year's lecture topics included laser weaponry, Israel's Christian communities and their visual works, Alzheimer's disease and autoimmune diseases. The series is one of the initiatives launched by Prof. Gazit to strengthen the connection between the academic and administrative sectors on campus.



"The Birds" TAU-Style

Leshem of TAU's Department of Zoology, and that was sponsored by the Society for the Protection of Nature. The hoopoe won 35 percent of the votes, beating the graceful prania and the goldfinch. "The campaign was a way to get 4,500 schools, 9,500 kindergartens, all IDF units and the public involved with birds and to learn about them and the importance of protecting them," said Leshem, who directs TAU's International Center for the Study of Bird Migration in Latrun. The results of the competition were announced by Israeli President Shimon Peres.

The hoopoe bird beat nine other finalists to secure the title of Israel's national bird in a nationwide competition held under the leadership of Dr. Yossi

CANCER RESEARCHERS POOL RESOURCES

TAU researchers have joined together with scientists throughout Israel to launch the Israeli Society for Cancer Research, a new framework for specialists in cancer to pool their resources in the struggle against the disease.

The new framework will act as a "vital tool for the prevention, early diagnosis and treatment of cancer," says TAU's Prof. Eliezer Flescher, who serves as Secretary of the Society. Flescher, of the Department of Clinical Microbiology at the Sackler Faculty of Medicine, has discovered a new family of vegetal substances that have

anti-carcinogenic properties. Serving as honorary president of the society is Prof. Isaac Witz of the Department of Cell Research and Immunology at TAU's George S. Wise Faculty of Life Sciences, a pioneer in the research of cancer microenvironments

– interactions between cancer cells and molecular systems in the body – and the impact of these interactions on the spread of malignancy.

The society will act as a coordinating body for the exchange of information between cancer researchers and students in Israel and around the world. This includes publicizing funding opportunities, organizing conferences and in-service training, and facilitating professional networking in the field. The society will also aid students to expand their careers.

The society's first ever meeting was hosted by TAU at the Miriam and Adolfo Smolarz Auditorium and was attended by some 600 scientists and physicians. The keynote lecture was delivered by Prof. Anne-Lise Borresen-Dale, President of the European Association for Cancer Research. Over 120 research posters were on display at the conference. Support for the conference was provided by the Israel Cancer Society, which has welcomed the initiative.



 Prof. Eliezer Flescher



Prof. Karen Avraham

US Government Funds AIDS Research at TAU

A new project for a center for AIDS and infectious diseases funded by the American Schools and Hospitals Abroad (ASHA) program of USAID was launched at a conference supported by

the American Friends of TAU and TAU's Ela Kodesz Institute for Research on Cancer Development and Protection.

The project is headed by Prof. Amnon Hizi of the Sackler Faculty of Medicine and Prof. Jonathan Gershoni of the George S. Wise Faculty of Life Sciences, both leading experts in the field.

In his introductory remarks to the conference, R. David Harden, Deputy-Director of USAID at the United States Embassy in Tel Aviv, noted that 33 million people worldwide are now HIV-AIDS carriers. He commended TAU for its commitment to fighting the HIV-AIDS virus and for "bringing excellence, innovation and the power of Israel's finest minds to this struggle."

Guest of honor at the conference was Dr. Gary Nabel, Director of the Vaccine Research Center at the US National Institutes of Health (NIH). The conference was co-organized by Professors Hizi and Gershoni, Prof. Karen Avraham of the Sackler Faculty of Medicine and Dr. Eran Bacharach of the George S. Wise Faculty of Life Sciences.



New Research Consortium Targets Disease Therapy

A multidisciplinary colloquium for the research of microRNAs was launched at TAU at a conference attended by some 125 researchers, physicians, graduate students and post-doctoral fellows of the Sackler Faculty of Medicine and affiliated medical centers, the George S. Wise Faculty of Life Sciences and the Blavatnik School of Computer Science.

MicroRNAs are tiny pieces of RNA, the chemical building blocks that carry genetic information between DNA to the protein and that control the production of proteins. They play a crucial role in growth and disease, including cancer. MicroRNA research holds the promise of providing avenues for disease therapy in the future. At TAU the unique experience of basic researchers and physician-scientists in the fields of genetics,

cell biology, computational biology and cancer research is being applied to study microRNAs in normal and malignant development.

The consortium was recently awarded a research grant from the Wolfson Family Charitable Trust. Support for the conference was received from the TAU Vice President of Research and Development, the Constantiner Institute of Molecular Genetics, Agentek, Danyel Biotek, Bio-Rad, Eldan and Getter.

The opening lecture at the launching conference was given by Prof. Reuven Agami of the Netherlands Cancer Institute. The conference was organized by Prof. Karen Avraham of the Sackler Faculty of Medicine, Prof. Shai Izraeli of the Sackler Faculty of Medicine and the TAU-affiliated Sheba Medical Center, and Prof. Orna Elroy-Stein of the Wise Faculty of Life Sciences.

Reich-Ranicki Chair Gets Tel Aviv Launch

The Marcel Reich-Ranicki Chair in German Literature of TAU's Entin Faculty of Humanities was inaugurated at TAU at a festive evening devoted to the German-Jewish poet Heinrich Heine. The chair is named for Prof. Marcel Reich-Ranicki, a celebrated German literary critic and TAU honorary doctor, and was donated in his honor by private donors and institutions in Germany.

At the event, which took place at TAU's Buchmann-Mehta School of

Music, TAU's Prof. Moshe Zuckermann delivered a lecture on Heine's poetry, especially his love poetry, against the background of German Romanticism on the one hand, and the transition to European modernity on the other.

Soprano Daniella Lugassi and pianist Xu Yi-An, both TAU students, performed *Dichterliebe*, Heine poems set to Robert Schumann's music.

In his remarks, Prof. Jose Brunner,



Director of TAU's Minerva Institute for German History, spoke on Marcel Reich-Ranicki's life and achievements as one of Germany's foremost cultural figures. At 88, Reich-Ranicki still has

tremendous national influence in promoting high culture and reading among the German public. At the dedication of the chair that took place in Frankfurt in 2007, Reich-Ranicki expressed his hope that the chair would introduce young Israelis to German literature.



Prof. Marcel Reich-Ranicki



Prize Rewards Expertise in Turkish History

Prof. Amy Singer of TAU's Department of Middle Eastern and African History won first place in the 2008 Sakip Sabanci International Research Award competition. Singer's prize-winning article, entitled, "The Persistence of Philanthropy," addressed this



year's theme of "The Ottoman Legacy for Contemporary Turkish Culture, Institutions and Values."

Forty-one researchers from around the world competed for the award, which is named for the late Sakip Sabanci, a prominent Turkish business leader and philanthropist. The award is designed to promote fresh thinking and original research in Turkish studies conducted in the social sciences and humanities. The award is administered by the Trustees of Sabanci University and the prize winners are selected by an independent, international jury.

Singer, an expert in Ottoman socioeconomic history, specializes in the study of charity and philanthropy in Ottoman and Islamic societies.

Texas Instruments Awards Teaching Prize

Jacob Fainguelernt, Engineering Supervisor of the Signal Processing and Communication laboratories at the Fleischman Faculty of Engineering, received the DSP Educator Award of Texas Instruments for his contribution in training students in digital signal processing techniques and establishing labs in the field. "This award underlines the university's strong working relationship with Texas Instruments," said Fainguelernt at the award ceremony. Texas Instruments supports a number of laboratories and research facilities at the faculty.



Jacob Fainguelernt



Prof. Amy Singer (left) and Güler Sabanci, Chair of the Board of Trustees of Sabanci University, at the award ceremony

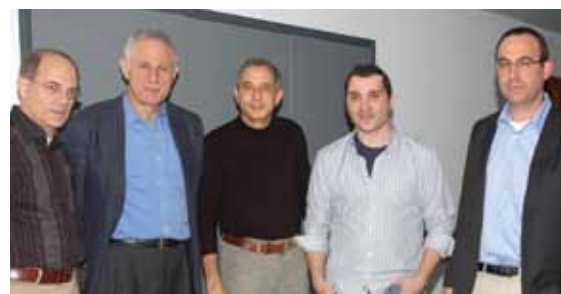
COMPETITIVE RESEARCH AWARDS

Prizes recognizing the competitive standing of TAU researchers within the university were awarded for the third year by Prof. Ehud Gazit, TAU Vice President for Research and Development. The prizes reward faculty members who have submitted an unusually high number of research proposals, received substantial research funding from outside sources or filed for numerous patents.

This year's prize in science and technology was awarded to Prof. Yosef Shilo of the Department of Molecular Genetics, Sackler Faculty of

Medicine, incumbent of the David and Inez Myers Chair for Cancer Genetics, for his work on cellular response to DNA damage. The prize for humanities and social sciences went to Prof. Noah Lewin-Epstein, Dean of the Gordon Faculty of Social Sciences, for his research into perceptions of citizenship and solidarity among populations in various countries and the social and cultural integration of immigrants. The final prize, for applied research, was given to Prof. Fernando Patolsky of the Raymond and Beverly School of Chemistry, for developing

nano-devices for use in electronics, chemistry and medicine, and for filing six patent applications.



From left: Prof. Yosef Shilo, TAU President Zvi Galil, Prof. Noah Lewin-Epstein, Prof. Fernando Patolsky, and Vice President for Research and Development Prof. Ehud Gazit

people

Austrian President Receives Honorary Doctorate

Dr. Heinz Fischer, Federal President of the Republic of Austria, was awarded a TAU honorary doctorate in a festive ceremony held at TAU and presided over by President Zvi



Dr. Heinz Fischer

Galil in the presence of President of the Jewish community in Vienna Dr. Ariel Muzicant, Chief Rabbi of the Jewish Community of Vienna Paul Chaim Eisenberg, government ministers, ambassadors and members of the Austrian Friends Association of TAU.

Dr. Fischer, who has longstanding relations with TAU's Austrian Friends Association as an Honorary Board Member, was recognized for his dedication in the service of the Austrian parliament and people spanning over four decades, his contribution to redressing the suffering caused by the Holocaust as President of the National Fund of the Republic of Austria for the Victims of National Socialism,

and for his consistent support for Israel.

TAU President Zvi Galil said at the ceremony, "Dr. Fischer inspires our deepest respect and admiration. He has taken an active and vocal role in the fight against anti-Semitism and extremism and has been a steadfast supporter of the State and of higher education in Israel for over four decades." He thanked Dr. Fischer for graciously hosting participants at the university's 16th European Regional Conference in 2007 at the former Imperial Palace of Vienna.

Dr. Fischer has served as President of Austria since 2004 and has held numerous governmental and political posts including Federal Minister of Science and Research, Executive Chairman of the Socialist (Social Democratic) Group in the Austrian Parliament, and Deputy Chairman of the Party of European Socialists.

A professor of political science and law, Dr. Fischer is the author of numerous books and articles and the co-editor of the *Austrian Journal of Political Science*.

While at TAU, Dr. Fischer opened an exhibition entitled, "In Between: Contemporary Austrian Art," held at TAU's Genia Schreiber University Art Gallery. The exhibition was sponsored by the Federal Ministry for Education, Arts and Culture of the Republic of Austria and the Austrian Embassy in Israel.

Russian Ambassador Launches New Diplomats Forum

Russian Ambassador Piotr V. Stegny spoke on "Russia and the Middle East in an Era of Change" as guest of TAU's S. Daniel Abraham Center for International and Regional Studies and the English-Speaking Friends of TAU. The lecture was the first in a new Ambassadors Forum series, aimed at presenting the perspectives on international relations of foreign diplomats resident in Israel.

German Delegations



German Minister of Education Dr. Annette Schavan with TAU President Zvi Galil

• A high profile delegation of university heads and scientists visited TAU under the leadership of German

Minister of Education and BMBF, Dr. Annette Schavan. They were in Israel to mark the German-Israeli Year of Science and Technology.

UN ENVOY TALKS PEACE

Robert H. Serry, the United Nations Special Coordinator for the Middle East Peace Process, discussed regional issues and the UN's relations with Israel at a special event sponsored by TAU's S. Daniel Abraham Center for International and Regional Studies and other TAU units. Serry, who represents UN Secretary-General Ban Ki-Moon in peace discussions, said that too many Israelis tended to view the UN as hostile to Israel and that it was important for him to try and change this image. He told the audience of students, professors and the wider public that "a far more positive agenda is now being pursued between the UN and Israel."



UN Special Middle East Coordinator Robert Serry

• Vice President of the German Bundestag Petra Pau (left) and a delegation from the



German Embassy and the Bundestag were hosted by Prof. Dina Porat (right), Head of TAU's Stephen Roth Institute for the Study of Anti-Semitism and Contemporary Racism, and the institute team. Discussions focused on current issues in anti-Semitism and possible ways of combating its manifestations.

Dr. Leora Meridor, Chairperson of Executive Council



Dr. Leora Meridor has been appointed Chairperson of Tel Aviv University's Executive Council, replacing Dov Lautman who has completed an eight-year term of office. Meridor studied math, physics, and economics at the Hebrew University of Jerusalem, where she received her BSc, MSc and PhD. She also pursued post-doctoral research at MIT in the US.

Dr. Meridor held several positions in the Bank of Israel, including Head of Research; was the Chairperson of the Board of Bezeq International, of Poalim Capital Markets and Investments Ltd., and of Walla Communication Ltd.; and was Senior Vice President and Head of the Credit Division and Risk Management at the First International Bank. She is a member of the board of directors of several companies including Teva Pharmaceuticals Ind. Ltd. and Osem Investments Ltd.

Prof. Aron Shai appointed Vice Rector



Prof. Aron Shai of the Department of East Asian Studies, incumbent of TAU's Shoul N. Eisenberg Chair for East Asian Affairs, has been appointed Vice Rector. Prof. Shai received his BA and MA from the Hebrew University of Jerusalem, and his PhD from Oxford University. He joined TAU in 1972 and served as Chairman of both the Department of History (1993 to 1996) and the Department of East Asian Studies (1994 to 1997). Between 2007 and 2009 he was a member of the Council for Higher Education.

Prof. Shai has been a visiting professor at the University of Toronto and the East-Asian Institute, Columbia University; Director of Studies at the School for Advanced Studies in the Social Sciences, Paris; and Academic Dean at the David Yellin College of Education, Jerusalem. He has also served as member of the Board of Directors of the Israel Phoenix Assurance Company Ltd, and of the Israel-Foreign Trade Risks Insurance Corporation Ltd, and was a member of the Academic Council of the Open University of Israel and of Safed College. He has published several books on China and international affairs and two historical novels.

Prof. David Moskona of TAU's Maurice and Gabriela Goldschleger School of Dental Medicine has received an honorary doctorate from Plovdiv University, Bulgaria. He was recognized for his outstanding contribution as the founder of a chair for the development of dental treatment.



Dr. Ze'ev Weinfeld, who holds a PhD in physics from TAU, has been appointed CEO of Ramot, the TAU technology transfer company. He brings to the position over 20 years of industry and technology transfer experience. Dr. Weinfeld joined Ramot in 2001 as Vice President for Intellectual Property and Business Development and later served as Executive Vice President for Business and Development. Prior to this he was Director of Image Guided Surgery and Intellectual Property at Biosense Webster, a Johnson and Johnson company, and a member of the management team in Israel. Before that he served in a number of managerial positions in the R&D and Marketing Departments of Elscint Ltd.'s Nuclear Medicine Division.

Arik Rosenblum has been appointed Director of the Development and Public Affairs Division. For the last four years Arik was the Chief Operating Officer and Senior Development Executive of the International Relations Division of the American Jewish Joint Distribution Committee. In the past, Arik has served as a *shaliach* (emissary from Israel) to the Jewish Community of Hartford, Connecticut, as well as the director of development for several leading Israeli non-profit organizations.



Appointments: • **Prof. Tammie Ronen**, Social Sciences, Director of the Renata Adler Memorial Research Center for Child Development and Psychopathology • **Dr. Vera Kaplan**, Humanities, Director of the Cummings Center for Russian and East European Studies • **Dr. Yaniv Assaf**, Exact Sciences, Director of the Alfredo Federico Strauss Center for Computational Neuro-Imaging • **Prof. Abraham Katzir**, Exact Sciences, Director of the Abramson Center for Medical Physics • **Prof. Mark Shtaif**, Engineering, Director of the Advanced Communication Center • **Dr. Nir Osherov**, Medicine, Head of the Ela Kodesz Institute of Host Defense against Infectious Diseases • **Prof. Yossi Shain**, Social Sciences, Head of the Frances Brody Institute for Applied Diplomacy • **Prof. Baruch Wolach**, Medicine, incumbent of the Leon Alcalay Chair in Pediatric Immunology • **Prof. Oded Maimon**, Engineering, incumbent of the Chair in Industrial Engineering

Six TAU Faculty Receive 2009 Israel Prizes



Prof. Zvi Laron – Israel Prize for Medical Research

Prof. Zvi Laron of the Sackler Faculty of Medicine is a founding father of pediatric endocrinology in Israel. His groundbreaking studies on growth hormones and biological tissue have set the international standard for the treatment of dwarfism among children. He founded Israel's largest center for the treatment of Type 1 (juvenile) diabetes. Working at the TAU-affiliated Beilinson Hospital and Schneider Children's Medical Center of Israel, he has practiced as a physician for over 50 years.



Prof. Mordechai Shani – Israel Prize for Lifetime Achievement

Prof. Mordechai Shani's achievements serve as benchmarks in the history of medicine and public health in Israel. A member of the Sackler Faculty of Medicine and former director-general of the Ministry of Health, he founded Tel Hashomer Hospital, restructured modern psychiatric care in Israel, created and advanced the National Health Insurance Law, established numerous research institutes and foundations, and nurtured new generations of physicians.



Prof. Israel Levin – Israel Prize for the Study of Hebrew Literature

Prof. Israel Levin, a member and former chair of the Department of Hebrew Literature, Entin Faculty of Humanities, holds a place of honor in the study of medieval poetry and literature. His work combines analytical, aesthetic and ideological approaches, demonstrating connections between different cultures, between generations of writers, between the religious and the secular, and between original Hebrew works and their Arabic sources of inspiration.



Prof. Zahava Solomon – Israel Prize for the Research of Social Work

Prof. Zahava Solomon symbolizes Israel's excellence in the research of social work. Her research assesses the psychological toll of trauma on individuals including Holocaust survivors and terror victims, with a particular emphasis on former prisoners of war and traumatized soldiers. Prof. Solomon's studies at the Bob Shapell School of Social Work, Gordon Faculty of Social Sciences, and for the Israel Defense Forces have deepened our understanding of human responses to traumatic stress as well as raised public awareness of these issues.



Prof. Reuven Tsur – Israel Prize for General Literature

Prof. Reuven Tsur of the Department of Literature at TAU's Entin Faculty of Humanities is a prominent literature researcher in Israel, a theoretician of extraordinary originality and a scholar of international renown. He is one of the founding fathers of the cognitive approach to literature, and coined the term "cognitive poetics." Prof. Tsur has translated poetry into Hebrew and published studies in translation theory, metaphor, literature instruction, hypnotic poetry and critical competence.



Prof. Yehuda "Judd" Ne'eman – Israel Prize for Cinema

A former chairman of the Department of Film and Television at TAU's Katz Faculty of the Arts, Prof. Yehuda Ne'eman is a filmmaker and cinema researcher. The combination of artist and thinker is expressed in Ne'eman's complexity, lyricism and humanity, and in the depth of his artistic and academic work that serves as an exemplary tool of film instruction.

Honors: • AIS Fellow, **Prof. Dov Te'eni**, Management • Vice President of the Latin American Jewish Studies Association (LAJSA), **Prof. Ranaan Rein**, Humanities • President of the Association for Research in Otolaryngology, **Prof. Karen B. Avraham**, Medicine • First recipient of the Teresa Award for the Advancement of Feminist Scholarship, **Prof. Dafna Lemish**, Social Sciences

Errata: *TAU Review*, Winter 2008/9
Check Point Systems is based in Tel Aviv, Israel, and not as stated (p. 11).
The painting by Reuven Rubin is of Jerusalem in the 1960s, and not as stated (p. 25).



TEL AVIV
UNIVERSITY

Insider

Peace through Business Education

New Sofaer Family
International MBA program
in English welcomes top
candidates from Asian,
Indian and Arab nations

This fall, when the new academic year begins, 40 gifted young business students from many different lands will meet each other for the first time at TAU. Shy smiles and introductory handshakes will be passed around in what will be remembered by the participants for years to come as the beginning of many friendships and meaningful business associations. During the year, studying together and sharing a rare educational opportunity at the newly established English-language Sofaer Family International MBA program, these future business leaders of their respective countries will form the strong international ties – with each other – that will serve them throughout their careers.

With this important new initiative, the Sofaer family reaches far beyond the academic and global business worlds. They wish to help ameliorate the Middle East conflict through a shared philosophy of commerce, supported by a powerful network of personal partnerships.

“Everyone would like to see peace in the Middle East,” says Prof. Asher Tishler, Dean of the Faculty of Management at TAU, the new program’s home, “but the Sofaer family is taking an innovative step toward that end. Their program will not only promote Israel as a powerhouse in business, it will be a nexus of sustainable business relationships, a bridge across the East-West divide.”

Indeed, moving forward, it has been provisioned that at least two thirds of the participating students must be foreign nationals, with an



emphasis on candidates from Asia, India and Arab countries. The remainder will consist of young Israelis, both Jewish and Arab, as well as students from the Palestinian Authority. The enrollment of Arab women in particular will be highly encouraged. Several generous scholar-

ships, given out on the basis of both outstanding academic perform-

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INSIDE:

SUPPORT FOR
YOUNG FACULTY

BUDAPEST
REGIONAL
CONFERENCE

PROFILE: JOSEPH
HACKMEY

From the President's desk



Dear Friends,

Out of adversity springs opportunity. In this last year Tel Aviv University has faced three considerable hurdles: continued government cuts to the higher education budget; the disruption to studies caused by the war in Gaza; and fallout from the worldwide financial crisis.

Yet if anything, the university community has linked hands more determinedly than ever before. Mr. Amos Shapira, the President of the Israeli Friends Association, is leading an effort to improve our branding with the aim of emerging from the current situation an even more competitive institution than before. Faculty and administrative staff worked closely together to ease the burden on students who were called up for IDF reserve duty in Gaza.

Most encouraging of all has been the support of our governors, donors and friends. I was heartened by the excellent turnout at our European Regional Conference in Budapest in March. Our friends associations around the world continue their outstanding activities, which draw thousands, and our dynamic lay leaders – some newly recruited – evince dedication and enthusiasm.

Thanks to our staunchest supporters, we will end this fiscal year with giving levels at about those of last year, especially in the United States and Israel. We greatly value this vote of confidence. We anticipate that next year, 2010, will be more challenging, but our will is strong and our university infrastructure solid. With your continued partnership and engagement, we will succeed in our mission of excellence.

Professor Zvi Galil, TAU President

Brody Endowment Benefits Israeli Diplomacy

The generous spirit of Frances Brody, an esteemed friend of TAU who died in Los Angeles in 2008, will live on for many years to come through the Frances Brody Institute for Applied Diplomacy. Endowed through a bequest to the American Friends of TAU, the institute bearing her name will realize one of her most cherished visions: teaching the practical skills needed by diplomats and others who officially advocate for Israel around the world.

A dear friend of the State of Israel and TAU, who passionately believed that "Israel is a bastion of world learning and scientific progress,"



Frances Brody

Frances Brody was a most remarkable woman. She entered the wholly male-dominated world of industry as a young girl in 1930, working as a bookkeeper for the Alpert & Alpert Iron and Metal Company. Without any formal training, she soon mastered the business, becoming its only administrator through the trying times of the Great Depression, then rising to full partner in 1947, and assuming the company's leadership role a decade later. For the next 27 years, she guided her company to new heights, contending successfully in the challenging arena of international commerce, and inspiring new generations of women to break through the "glass ceiling."

Upon her retirement in 1984, Brody became a major force in philanthropy.

She had this to say about her gift to TAU: "Personal experience got me thinking that Israeli representatives need training. It is not just their message that is important. It is how they conduct themselves that reverberates back on people's impression of the country. And that takes training. I believe Tel Aviv University is uniquely constituted to provide such training."

The new Frances Brody Institute for Applied Diplomacy will rely on the knowledge and expertise of distinguished TAU fac-

ulty members with experience in diplomacy, government and the media. Intended to become a national center, it will offer workshops and seminars to enhance the professionalism of Israel's foreign service personnel as well as other official representatives of the nation from the trade sector, defense industry, Jewish Agency and more.

"Frances's generosity of spirit touched countless lives. Her philanthropy was heartfelt, wide-ranging and innovative. We will all miss her wisdom and warmth, and are very grateful for her innovative endowment," eulogized William F. Cohen, Chairman of the American Friends of Tel Aviv University.

The Institute will be headed by Prof. Yossi Shain, Head of the Abba Eban Program in Diplomacy at TAU's Gordon Faculty of Social Sciences, and Romulo Betancourt Professor of Political Science.



Prof. Yossi Shain

A Family Affair

A prize in poetry and a fund in diabetes mellitus are among the many projects at TAU supported by the extended Gutwirth family

Each year, the descendants of Rabbi Tuviah Gutman Gutwirth's eight children – now reaching the fifth generation – travel to Israel from around the globe to reunite and celebrate the generosity of the family and their legacy of supporting higher education in Israel.

During their recent trip, the members of the extended Gutwirth family visited TAU and met with recipients of the numerous

funds the family supports at the university.

Prof. David Mindich, great-grandson of Rabbi Gutwirth, used the visit to TAU as an opportunity to do some research into the family history, which he shared with a group of more than 60 family members, scholarship recipients and faculty at an award ceremony on campus. This was Prof. Mindich's first visit to Israel within the framework of the Gutwirth family reunion, and he was joined by his 12-year old son, Isaiah Mindich, and brother, Jeremy Mindich.

"Tuviah's children and his children's children have not only given my generation a gift, but have created something extraordinary here at Tel Aviv University and at other institutions around Israel," said David Mindich in a moving speech describing his family's legacy in Israel.

The funds established by members of the Gutwirth family include the nationwide

Looking Back and Paying Forward

When Dr. Mark Fleisher MD of Jacksonville, Florida, contemplated visiting Israel with his wife and two sons, he remembered a silent covenant he made upon graduating from the Sackler School of Medicine. "When I signed the book at graduation with the letters MD affixed to my name for the first time, I closed my eyes and made a silent promise that I would someday show my gratitude," he told his family in their kitchen one morning. He knew that day had come. He sat down and sent a letter along with a check to his dear friend and mentor Marsha Warner at the New York State Office of the Sackler School of Medicine.

Upon visiting Israel, Dr. Fleisher and his family were received by TAU President Prof. Zvi Galil, who thanked them for their generosity. Prof. Galil noted that the Fleisher family contribution would help start a new initiative at the Sackler Faculty of Medicine: establishing a Medical Education Center.

"The Medical Education Center will focus on enhancing the processes of medical educa-



The Sackler Faculty of Medicine

tion, both in Israel and worldwide," explains Prof. Yoseph Mekori, Dean of the Sackler Faculty of Medicine. "It will conduct research on the development and assessment of faculty, curricula and teaching techniques, and will also operate a Clinical Skills Laboratory. We are very proud and happy to receive such a generous donation for this important project from one of our successful graduates, and we hope that this will be the first step in our endeavor to establish an actively involved alumni organization."

"People often ask me where I went to school," says Dr. Fleisher, "and even though I went to quite a few in my life, the only one I mention is Sackler. It gave me three things: an education, a perspective and, most importantly, an opportunity. For these things I will be forever grateful."

TAU Sackler School of Medicine alumnus Dr. Mark Fleisher expresses his gratitude with a generous thank-you gift

Dear Marsha,

Eighteen years have passed since graduation. In that time, Rhonda and I have been quite fortunate. Our two boys, Max and Samuel, are thriving. Medicine is both fun and fascinating. How did I get so lucky? Although America is the Land of Opportunity, I never had the opportunity to attend medical school in my own nation. In essence, it is a land where opportunity must be earned. That's fair. On the other hand, Israel is the Land of Redemption. Throughout our history, we speak of how G-d redeemed us and that Israel allows us to redeem ourselves. That's unique.

MacArthur spoke of "Duty. Honor. Country." As a graduate of the Sackler School of Medicine, I think in terms of duty, honor and countries: America and Israel. It has been too long since I have been in Israel. This June, we look forward to spending our twentieth wedding anniversary with our sons in Israel. We are happy to be able to donate \$100,000 to my alma mater. Use it as you wish. It is a gift to people who gave me quite a gift.

Love,
Mark Fleisher MD
Sackler School of Medicine
Class of 1990



The extended
Gutwirth
family at TAU

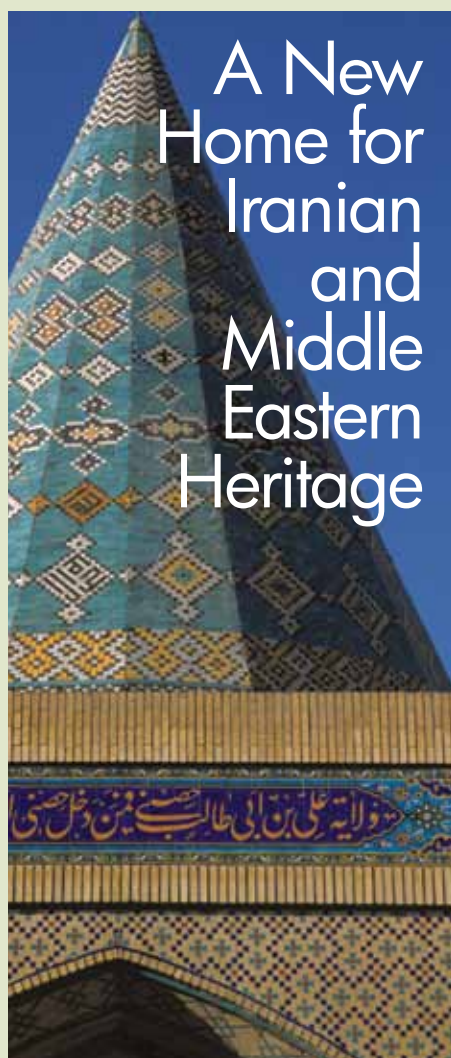


TAU student Jeremy
Martziano (left) and
Jeremy Mindich

Miriam and Aaron Gutwirth Scholarship Fund, donated by the Aaron Gutwirth Fund; the Lotty Zucker Gutwirth and Charles Zucker Scholarship Fund for new immigrant students, donated by Benjamin Zucker, Margot Mindich Zucker and Francine Zucker in memory of their parents; the Bernice

Schaffer Bessin Prize in Poetry, donated by Barbara Bessin Zucker and Dr. Margaret Bessin Peppercorn in honor of their mother; and the Moshe Dorf Fund for the publication of the *T'enda* series in Jewish Studies, to honor Moshe Dorf, a close friend of the Gutwirths. Additionally, the Hendrik and Irene Gutwirth

Research Prize in Diabetes Mellitus, donated by Vivien and Paul Zimmet of Australia, in memory of her parents, is awarded at TAU annually.



A New Home for Iranian and Middle Eastern Heritage

The name of Dr. Habib Levy (1896–1984), a scholar, Zionist, community leader, philanthropist, businessman and medical professional from Tehran – will be commemorated through a new TAU facility that is under construction: the Dr. Habib Levy Floor for Iranian and Middle Eastern Collections.

The planned **Dr. Habib Levy** Iran Floor will incorporate a library of rare Iranian documents



Center for Iranian Studies, salutes this leader of Iranian Jewry and author of the classic work, *Comprehensive History of the Jews of Iran* (1960). The project has received seed money from a fund established by Dr. Levy's granddaughter, Laura Merahe, and her husband David.

"Because of the political situation in Iran today, little is known about current developments in the country's society, culture and internal affairs. People also tend to forget that Iran has a splendid cultural heritage and a grand history that go back thousands of years," says Laura Merahe, who resides in the United States and visits Israel several times a year. "We wish to bring this incredibly rich field of knowledge to the attention of young Israeli researchers and the entire Israeli public. We feel that Tel Aviv University is the perfect partner for this mission."

The new Dr. Habib Levy Floor will comprise 6,500 square feet on the third story of the recently renovated Wiener Library on the

TAU campus. Its core will comprise Dr. Levy's own private collection of rare books and documents. Other remarkable collections to be housed on the floor include the complete personal holdings of renowned Middle East scholar Prof. Bernard Lewis; the libraries of Prof. Franz Rosenthal of Yale University and Prof. Farhad Kazemi of New York University; the historical documentation archive of the Iranian Jewish engineer Iraj Safai; the archives of the Center for Iranian Jewish Oral History in Los Angeles, including interviews with over 100 Jewish Iranian leaders; and the Herbert Cohen collection of rare books from the 16th, 17th and 18th centuries.

"We intend to develop the Dr. Habib Levy Floor into one of the world's major reference centers for Iranian Jewish history and culture, as well as the general history of Iran and the Middle East," says Prof. David Menashri,



Head of TAU's Center for Iranian Studies and Dean for Special Programs. "The special collections gathered here will serve the advanced research needs of scholars and students from Israel and abroad. We

have no doubt that the comfortably furnished setting, complete with an authentic Persian garden at the center, will be conducive to excellent academic study and research."

Dr. Joel Sinnreich recognized for tuition scholarships

Numerous talented students from disadvantaged backgrounds have been able to pursue their education at Tel Aviv University in the past years thanks to the generous support of the Scholarship Committee of the



Dr. Joel Sinnreich

for the duration of their studies.

Dr. Sinnreich grew up in Israel and received his PhD from the Weizmann Institute of Science. He is a member of TAU's Board

Swiss Margarete und Walther Lichtenstein Foundation, which is chaired by Dr. Joel Sinnreich. The scholarships are allocated by the foundation to undergraduate students

of Governors and has been volunteering for the past decade to promote education among youth.

Bestowing a certificate of recognition on Dr. Sinnreich, TAU President Zvi Galil wrote: "Behind every scholarship lies a story of talent and need. With the cost of higher education increasing exponentially, more and more students fall into this category each year. Dr. Sinnreich's continuous, annual support in financing the future of both the students and the country can be seen as a message of hope."

Check Point Establishes Institute at TAU

Check Point Software Technologies Ltd., the highly successful, Israeli-founded global leader in information security, which is headquartered in Tel Aviv, has joined forces with TAU to establish the Check Point Founded Institute for Information Security – a unique research facility dedicated to this critical field of study. Financed jointly by both organizations, the Institute operates under the auspices of TAU's Blavatnik School of Computer Science, and is headed by Prof. Ran Canetti, a leading Israeli information security expert. Prof. Canetti has returned to Israel especially for this purpose, after residing in the US since 1995 – first as a post-doc at the Massachusetts Institute of Technology, and then working at IBM Laboratories in New York.

"As today's global society is embracing information technology and becoming increasingly dependent on information systems, the notion of information security is taking on a whole new meaning," says Check Point

CEO Gil Shwed, who is a TAU Governor and Chairman of the Board of TAU's Youth University. "Because securing information systems is a complex task that involves a multi-level approach and touches many fields and disciplines, the Check Point Institute will promote both interdisciplinary research and in-depth research in specific disciplines, thus enhancing collaboration between the academic world and industry," Shwed says.



The Check Point Institute will support selected research projects conducted by faculty, graduate students and post docs at TAU. Workshops and symposiums, where creative ideas can be exchanged and developed, will also be organized and hosted by the institute.

"One of our first projects is developing an advanced system for electronic elections," says Prof. Canetti. "A project like this combines a vast range of areas: first there's the hard scien-



Prof. Ran Canetti is an expert in cryptography and network security.

tific core – the mathematical algorithm and the computer's structure. But other considerations

– such as sociological and legal aspects and user friendliness – are also critical." Other studies already launched at the institute deal with techniques for protecting software from unauthorized tampering and the standardization of protocols for secure communication over the Internet – hot topics in the field of information security today.

TAU President Prof. Zvi Galil saluted Check Point for its vision and contribution, especially at a time when Israel's higher education is experiencing increasing financial hardship. "The Check Point Institute will enable us to foster the future generation in information security," he said.

Hungarian Rhapsody

TAU's European Conference was held for the first time in historic Budapest

Tel Aviv University's 18th European Conference was held in March in Budapest, Hungary, home to one of the largest Jewish communities in Europe prior to World War II. The conference's compelling program led the 80 participants – all dear friends and board members of TAU – on a fascinating discovery tour of Budapest's rich artistic and cultural heritage as well as of the history of Hungarian Jewry.

The conference's welcoming reception was held at Budapest's historical Gundel Restaurant, famous for its original wine cellars dating back to the 19th century. Greetings were delivered by Prof. Károly Molnár, Hungarian Minister without Portfolio in charge of Science, Research and Innovation; Prof. Zvi

Galil, TAU President, and Aliza Bin-Noun, Israeli Ambassador to Hungary.

On the following days, participants enjoyed visits to some of Budapest's outstanding historical sites, including the Hungarian Parliament, hosted by the Speaker of the House, Dr. Szili Katalin, the Labyrinth of Buda Castle, and the Dohány Synagogue, the largest synagogue in Europe and the second largest in the world.

On Friday night, participants attended a Kabbalat Shabbat and dinner at the Sofitel Budapest Hotel hosted by TAU governor and supporter Georg Katcz of Austria. Greetings were given by TAU President Zvi Galil and President of the Federation of Hungarian Jewish communities, Peter Feldmayer. Prof. Dr. Alfred Schoner, Rector of the Theological Seminary, University for Jewish Studies, Budapest, spoke on the past, present and future of Hungarian Jewry.

Other items on the program included thought-provoking lectures by TAU's Prof. Asher Susser on the ramifications of Israel's war in Gaza; a talk on genetics by TAU mo-



From left: TAU President Zvi Galil; Israeli Ambassador Aliza Bin-Noun; Hungarian Minister without Portfolio in charge of Science, Research and Innovation, Prof. Károly Molnár; TAU Vice President Yehiel Ben-Zvi; and Chairperson of the conference organizing committee Georgette Avruich.



Georg Katcz

lecular geneticist Prof. Karen Avraham and a lecture on the integration of former East European countries into the European Union by Hungarian Member of the European Parliament Dr. Alexandra Dobolyi.

Cultural highlights were a performance of Puccini's *Turandot* at the Budapest State Opera House and an excursion to the picturesque town of Szentendre. The event was capped off with a farewell dinner at the Udvarhaz Restaurant and performances of Gypsy music and folklore.

Donors Mobilized for Critical Mission

Recruiting the finest young researchers for TAU

Three young Israeli scholars, each a rising talent in his own field, have recently been able to return to Israel and join the academic staff of TAU, all thanks to the generous support of two donors: Israeli-Canadian businessman Nathan Jacobson and American real estate developer Guilford Glazer. These donors belong to an exclusive group of visionary supporters of the university who have helped TAU recruit young faculty during the last five years.

The support will enable each new recruit to conduct research and teach new generations of students in their area of specialty. With these important gifts, the donors have recognized the paramount importance of combating Israel's alarming brain drain, and reinforcing the front lines of the country's academia in general, and its largest university in particular, with fresh and brilliant young minds.



Nathan Jacobson: Gifts that make a difference

Nathan Jacobson

"G-d has given me the means to be able to help, and with this comes tremendous responsibility," says international business leader and highly active philanthropist Nathan Jacobson. He first came from Canada to Israel just before the Yom Kippur war, and is now moving here with his family. Inspired by his 8-year-old daughter Katya Ma'ayan, to whom he hopes, as he says, "to leave a more decent world," Jacobson focuses much of his giving on young people – from disadvantaged youth in Toronto to Jewish orphans in the Ukraine. Other beneficiaries of his generosity include the poor of Jerusalem, blind people in Canada, needy Jewish seniors in Kiev, Ukraine, and many others.

"I believe that during an economic crisis, people with money should give double the usual amount, because those who need it had nothing before, and now they have even less than nothing," he asserts.

Well aware that the entire higher education system in Israel is suffering from government cutbacks, and "that even a large and world-renowned institution like TAU needs help," Jacobson sponsored a TAU Technology



Dr. Micha Fridman

Showcase event in Toronto, and chose to fund two Young Faculty Recruitment Chairs at TAU. His donation is supporting Dr. Micha Fridman and Dr. Oded Hod, both of the Raymond and Beverly Sackler School of Chemistry. The support has enabled both young researchers to return to Israel – Micha from Harvard University and Oded from Rice University in Houston, Texas. Understandably

enough, the two new incumbents of the Nathan Jacobson Chairs are very grateful.

"Undoubtedly, the aid provided to us by people who are concerned with the fu-

ture of science is crucial to expanding human knowledge," says Micha, who is conducting advanced research on chemotherapy treatments and antibiotic-resistant bacteria. "For a young scientist like me, at a time like this, Nathan Jacobson's contribution is even more



Dr. Oded Hod

meaningful. It makes the difference between just jotting down new ideas, and conducting actual research that will lead to real medical solutions," he says.

Oded, a TAU graduate, studies the application of nano-materials for a variety of novel industrial and environmental uses. "Mr. Jacobson's important contribution comes to me at a critical stage, as I make my first steps as an independent researcher," he says. "I am confident that Mr. Jacobson's support will serve as a key factor on my way to becoming a leading scientist in my field."

Guilford Glazer: 60-year friendship with Israel

Ever since Israel became a nation, Guilford Glazer has been a steadfast supporter of the State, as well as a close friend of many lead-



Guilford and Diane Glazer

ers in Israel and the region, including David Ben-Gurion, Moshe Dayan, Golda Meir and Yitzhak Rabin. Together with his wife, Diane Pregerson Glazer, he has supported projects of the Israel Defense Forces, and sponsored numerous programs promoting peace in the Middle East.

At TAU, Glazer supported a regional dialogue program at the Moshe Dayan Center for Middle Eastern and African Studies, which he co-founded together with other donors. He has also provided support for PhD students from Nanjing University, China, to pursue Judaic studies at TAU and is supporting the publication of the complete works of Zvi Preigerson, a relative of Diane. Preigerson's



Dr. Roy Tzohar

writings in Hebrew offer a valuable and detailed portrayal of the plight of Soviet Jewry during the turmoil of much of the 20th century.

As one of the founding members of the American Friends of TAU, Glazer received an Honorary Fellowship from TAU in 1982, and has supported a range of projects at the university.

After so many decades of deep involvement in building the future of the State of Israel, it was only natural for the Glazers to accept the mission of advancing Israeli scholarship

by sponsoring a Young Faculty Recruitment Chair at TAU. The new faculty recruit, Dr. Roy Tzohar, 36, has returned to TAU from Columbia University, New York, where he researched Indian Buddhism for his PhD studies. Roy, a graduate of TAU's Adi Lautman Program for Outstanding Students, is very glad to be home.

"Needless to say, American academia offers many opportunities for growth and development. However, I was set on returning to Israel and TAU," says Roy, now head of the Indian Studies program at TAU's Department of East Asian Studies, which boasts the largest student body in the Entin Faculty of Humanities. "Here I hope to pursue exciting new approaches and create new vistas for my Israeli students."

SIERATZKI-KORCZYN PRIZE IN NEUROSCIENCES ESTABLISHED



From left: Dr. Jechil Sieratzki, Tova Korczyn, Prof. Amos Korczyn and Barbara Sieratzki

Tel Aviv University is proud to announce the launching of the Sieratzki-Korczyn Prize for Advances in Neuroscience, to be awarded on an annual basis. The prize was established by Barbara and Jechil (Harry) Sieratzki of Frankfurt and London to encourage young researchers in the field of neuroscience. The prize was announced at a conference honoring renowned TAU neuroscientist Prof. Amos Korczyn of TAU's Sackler Faculty of Medicine and the TAU-affiliated Sourasky Medical Center. Prof. Korczyn was honored for his four decades of work as a brilliant neurologist and an outstanding teacher of generations of students.

The Sieratzki family is founder of the Sieratzki Chair in Neurology at TAU's Sackler Faculty of Medicine, which is held by Prof. Korczyn. Barbara Sieratzki is a founder of the German Friends association.

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Peace through Business Education

ance and financial need, will make the program more accessible for top candidates of all nations.

The Sofaers chose to launch their project at TAU thanks to the university's world-class reputation, underscored by the significant role played by its graduates in both the national and global business communities. The CEOs of 30 of Israel's top 100 companies are TAU alumni, as are quite a few leaders of multi-billion dollar banks, pharmaceutical companies and high-tech conglomerates. Located at the hub of the sophisticated Israeli economy, recognized for its spirit of entrepreneurship and outstanding achievements, TAU's business school has a lot

to offer to promising young business people from every continent.

The Sofaer IMBA is part of TAU's Faculty of Management—Leon Recanati School of Business Administration, the only business school in Israel to receive international accreditation by the Association to Advance Collegiate Schools of Business (AACSB) – the highest standard of achievement for business schools worldwide. Sofaer program organizers at TAU expect it to significantly boost the university's global outreach, making it more attractive than ever to top graduate students the world over. The program's participants will enjoy a superbly enriching curriculum, taught by the first-rate academic staff of the Faculty of Management, together with visiting professors

from the best business schools in the world. In addition, the students will meet some of TAU's outstanding alumni, and will be continuously exposed to the unique entrepreneurial and innovative environment of Israel's business community.

"You do an MBA only once, and the experience stays with you forever," says the program's Academic Director and former Faculty dean, Prof. Simon Benninga. "Foreign business leaders have shown they want to be close to Israel because Israelis are proven entrepreneurs. In creating and funding this program, the Sofaer family is providing an avenue for promising young business people to be forever connected to Israel and to its unique entrepreneurial opportunities."

Sacklers Support Young Excellence through Career Chairs and Prize

Major TAU benefactors Dr. Raymond and Beverly Sackler are continuing to support growth at the Raymond and Beverly Sackler Faculty of Exact Sciences that bears their name, manifesting the couple's ethos of quality, academic excellence and international cooperation. Among their recent donations are career development chairs for two outstanding young researchers, and the annual Raymond and Beverly Sackler International Prize in Biophysics.

Nurturing a new generation of promising scientists

The Raymond and Beverly Sackler Career Development Chairs donated by the Sacklers are advancing the activities of two young TAU faculty members: Dr. Boaz Klartag of the Raymond and Beverly Sackler School of Mathematical Sciences, who came to TAU



Dr. Julia Kempe specializes in quantum computing, which may drive the high-powered computers of the future.



Dr. Raymond and Beverly Sackler

from the Institute for Advanced Study in Princeton, New Jersey; and Dr. Julia Kempe of the Blavatnik School of Computer Science, who was ranked number one by the European Research Council among 9,000 young researchers last year.

"The Sacklers' career support allows me to hire research assistants, invite guests from abroad, and attend international conferences, promoting the international collaboration which is absolutely crucial to my professional growth," says Klartag, who is the winner of the 2008 European Mathematical Society (EMS) Prize.



Dr. Boaz Klartag

Dr. Kempe heartily agrees: "The Sackler Chair is a great honor. To me, it means that the university recognizes and approves of my work. I will use it to send my students to workshops and conferences abroad, and to create the best learning and research environment for my team, a space where new ideas can be fruitfully exchanged."

Prize recognizes breakthroughs in biophysics

The Raymond and Beverly Sackler International Prize in Biophysics was awarded to three outstanding young scientists at a ceremony held on the TAU campus. The annual prize, established in 2006, recognizes the achievements of exceptional researchers up to the age of 45. This year, the prize focused on the physics of structure formation and self-assembly of proteins and nucleic acids – a field dealing with structural changes in proteins, a cause of some of the most devastating genetic diseases.

The three laureates for 2008, selected by an international panel coordinated by Professors David Andelman and Michael Kozlov of TAU, were recognized for seminal contributions to their respective fields of research: US National Academy of Science member Prof. David A. Baker of the University of Washington for computational studies of protein folding, structure and reactions, a research area that forms the basis for new treatments

of genetic diseases and mutations caused by flawed folding of proteins in body cells; Prof. Martin Gruebele of the University of Illinois for experimental studies of fast processes mediating the structural dynamics of complex biomolecular systems, and for developing new methods for measuring previously incomputable ultra-fast processes occurring within protein molecules; and Howard Hughes Investigator Prof. Jonathan S. Weissman from the University of California, San Francisco, for studies of protein folding in formation and transmission of prions and for generating new insights into the causes of brain diseases.



From left: Prof. Jonathan Weissman, Prof. David Baker, Prof. Martin Gruebele, Rector Prof. Dany Leviatan, Vice President for Research and Development Prof. Ehud Gazit, Prof. Michael Kozlov, Prof. David Andelman

The Sacklers' continuing support demonstrates their steadfast friendship and generosity and the profound mark they have made on the intellectual life of the campus over three decades.



australia

✿ Best Annual Oration Ever

More than 230 guests, among them state politicians and community leaders, attended the 2009 Oration organized by the Victoria Chapter of the Australian Friends. This was the largest audience in the 13-year history of the event. Guest speaker was Greg Sheridan, foreign editor of *The Australian*, who spoke on "Israel's Place in the World." This year's oration was sponsored by Bronia Raynor in memory of her husband Robert, an honorary member of the Board of Governors and a generous supporter of the university.

From left: Evi Selwyn, honorary secretary; Ronald Krongold, President of the Victoria Chapter; Vivien Zimmert, Vice President; and Bronia Raynor



brazil

✿ Israeli Expertise on Healthcare

Prof. Jacob Glazer of the Faculty of Management—Leon Recanati Graduate School of Business Administration was a guest speaker in São Paulo at a symposium on healthcare economics commemorating "60 Years of the Creation of the State of Israel." The event was organized by the Brazilian Friends led by Dr. Mario Adler together with IBMEC São Paulo and the Hospital Israelita Albert Einstein. Over 150 people, including the Brazilian Minister of Health, participated in the conference where Prof. Glazer presented his insights into handling the economic crisis of healthcare systems around the world.

argentina

✿ Over 1,400 Attend Global Economy Conference

The Argentinean Friends led by Polly Deutsch organized the 13th International Economic Symposium entitled "Changes and Challenges in the Global Economy: Repercussions in Argentina and in the Financial Markets," which took place in Buenos Aires. Attended by more than 1,400 people, the panelists included Prof. Leonardo Leiderman of TAU's Eitan Berglas School of Economics; Prof. Jacob Frenkel, CEO of the G-30 Group and former Governor of the Bank of Israel; and Dr. Mario I. Blejer, former President of the Central Bank of Argentina.

The symposium was followed by a farewell dinner given by Léon and Paula Arazi at their home in honor of Rafael Eldad, outgoing Israeli Ambassador to Argentina.

Guests included TAU governors, members of the Board of the Argentinean Friends, and leading figures of the business and Jewish community who have sponsored activities of the university.



Polly Deutsch and Prof. Leo Leiderman

✿ Focus on the Life Sciences

The Friends Association organized the first Argentine-Israeli Conference on Life Sciences in Buenos Aires, which attracted 600 visiting and local scientists and students. Keynote speakers were Prof. Martin Kupiec and Dr. Miguel Weil of TAU's George S. Wise Faculty of Life Sciences, who were also interviewed by the country's most influential print and TV outlets in the area of science.

TAU governors Adolfo and Miriam Smolarz hosted the TAU researchers to a luncheon at their residence. Prof. Kupiec explained the multiple activities carried out at the Faculty, which, in recognition of the Smolarzes' dedication to advanced scientific research, has dedicated its Graduate School in their name.



From left: Sergio Grosskopf, Arie Einar, Director of the TAU Department for Latin America and Spain; Mirta and Fred Chaoul, Polly Deutsch, Adolfo Smolarz, Kuky Grosskopf and Miriam Smolarz



canada

Toronto

✿ TAU Technology Showcase Event

The Toronto Chapter of the Canadian Friends organized a two-day symposium, the first of its kind in the country, entitled "Lab to Market: Matching Israeli Innovation to Canadian Know-How." Hosted by Fogler Rubinoff LLP and TSX, the event introduced TAU's technological innovations to Canadian businesses and investors in areas ranging from Alzheimer's drugs to wind energy and batteries. The goal of the event was to promote long-term partnerships between Israel and Canada in the commercialization of university discoveries.

Distinguished scientists from medicine, life sciences and engineering described some of the more exciting patented technologies that have recently come out of TAU laboratories. Among them were Prof. Ehud Gazit, Vice President for Research and Development; Professors Avi Seifert, Menachem Nathan, Irad Ben Gal, and Yosi Shacham-Diamand of the Iby and Aladar Fleischman Faculty of Engineering; and Prof. Amihay Freeman of the George S. Wise Faculty of Life Sciences. Moderator of the event was Ze'ev Weinfeld, CEO of Ramot, the technology transfer company of TAU.

Corporate supporters included Zeev Smilansky, Chief Science Officer of Anima

Cell Metrology; Benny Zeevi M.D., Managing General Partner, DFJ Tamir Fishman Ventures; Yair Ephrati, CEO and partner in DS Apex M&A Ltd.; and Jonathan Levy, the Israeli Trade Commissioner. Sponsors were TAU Governor Nathan Jacobson, President of IFG Canada, who made the event possible; Canadian Chamber of Commerce; Toronto Stock Exchange; Toronto Atmospheric Fund; Fogler Rubinoff LLP; Sandfire Securities; Zeifman & Co.; and CIIRDE.



From left: Sheldon Potter; Jonathan Levy, Israel Trade Commissioner in Canada; Prof. Irad Ben-Gal; Prof. Avi Seifert

Montreal

✿ TAU Professors Hosted

An audience of more than 300 heard Prof. Illana Gozes, Director of TAU's Adams Super-Center for Brain Studies, who presented the latest findings of her research in conquer-



From left: Margaret Adams, Prof. Illana Gozes and Sylvan Adams

ing Alzheimer's at an event co-hosted by the Canadian Friends in Montreal, Alzheimer Groupe and Congregation Shaare Zion.

✿ Child psychiatrist Dr. Doron Gothelf of TAU's Sackler Faculty of Medicine was guest of honor at a reception held by the Montreal Chapter which has launched a new initiative called "An Angel for Caroline." The evening was hosted by Harriet and John Miller.

✿ Prof. Asher Susser of TAU's Moshe Dayan Center for Middle Eastern and African Studies was guest of honor at an event in the home of Joe and Freeman Trager in Toronto. Prof. Hanoch Dagan, Dean of TAU's Buchmann Faculty of Law, participated in a discussion hosted by Sheldon Potter. Prof. Neta Ziv of the Buchmann Faculty was the guest speaker at a reception hosted by Robinson Sheppard Shapiro in Montreal. Prof. David Menashri, Dean for Special Programs and Director of the Center for Iranian Studies, was the guest speaker at the home of Adelia and David Bensoussan, and at an event sponsored by Irwin Beutel at the Spanish and Portuguese Synagogue.

germany

✿ A Literary Evening

The German Friends Association in cooperation with the City of Frankfurt held an event at Frankfurt's medieval city hall in support of the Marcel Reich-Ranicki Chair in German literature at TAU. The famous author and professor of German literature, Ruth Klüger, read from the second part of her newly-published autobiography. Participants included TAU honorary doctors Prof. Dr. h.c. Marcel Reich-Ranicki; Mayor of Frankfurt Dr. h.c. Petra Roth and President of the German Friends Dr. h.c. Ernst Gerhardt. Literary critic and journalist Uwe Wittstock welcomed the guests. A musical interlude featured well-known pianist Elisabeth Leonskaja who played works of Felix Mendelssohn.



From left: Elisabeth Leonskaja, Marcel Reich-Ranicki and Ruth Klüger. Photograph: Rafael Herlich, Frankfurt am Main

✿ Chopin Performance

Elisabeth Leonskaja also performed works of Chopin at the residence of Marija and Dr. Miso Aksmanovic in Frankfurt in honor of Tosia and Marcel Reich-Ranicki. The concert was followed by a reception.



✿ New Board Inducted

The annual general meeting of the German Friends of TAU hosted by Helaba Landesbank Hessen-Thüringen was recently held together with meetings of the executive board and the board of directors. TAU Vice President Yehiel Ben-Zvi represented the university. Appointees to the board of directors included 2009 TAU Honorary Doctor Charlotte Knobloch, Prof. Dr. Marek Fischel and Hanns-Eberhard Schleyer as Vice Presidents; TAU Honorary Fellow Peter Kobiela as treasurer; and Ari Schach as secretary of the board. Dr. h.c. Ernst Gerhardt was re-appointed President of the Association.

From left, first row: Dr. Dieter Blessing, TAU representative Dr. Mati Kranz, Ruth Wagner, Dr. h.c. Ernst Gerhardt, Charlotte Knobloch, Yehiel Ben-Zvi, Sophie Lohr and Peter Kobiela. Second row: Prof. Dr. Werner Meissner, Michael Hocks, Gerhard Kittscher and Ari Schach. Photograph: Rafael Herlich, Frankfurt am Main

✿ Anja and Dr. Reinhard Hermes hosted at their residence a fund-raising event organized by the German Friends in support of the Marcel Reich-Ranicki Chair in German Literature. Journalist, literary critic, novelist and author Prof. Dr. Hellmuth Karasek read from some of his works. Attorney Dr. h.c. Hendrik H. Foth presented President of the German Friends, Dr. h.c. Ernst Gerhardt, and Vice Chairman of the TAU Board of Governors, Dr. h.c. Josef Buchmann, with a portrait of Marcel Reich-Ranicki, painted by Dr. Foth's brother.



From left: Hellmuth Karasek, Anja and Dr. Reinhard Hermes and Marcel Reich-Ranicki. Photograph: Rafael Herlich, Frankfurt am Main

france



From left: Yehiel Ben-Zvi; Claude Goasguen, former minister, Deputy Mayor of the 16th arrondissement, and President of the Friendship Group France-Israel at the National Assembly; Dominique and Corinne Perben; Franois Heilbronn, President of the French Friends; TAU honorary doctor Prof. Jean Robert Pitte, and Eric de Rothschild

✿ Within the framework of the festivities of the 60th anniversary of the State of Israel, the French Friends Association organized a tasting of French and Israeli wines at the French National Assembly Hall. TAU Vice President Yehiel Ben-Zvi represented the university.



uk

✿ Theater Arts Fundraiser with Sir Tom Stoppard

The Tel Aviv University Trust in Great Britain in collaboration with TAU's Department of Theater Arts held a fundraising event with special guest Sir Tom Stoppard, 2008 Dan David Prize laureate, and featuring the Ruth Kanner Theater Group. The event took place at Gallery 176, a cutting-edge art gallery owned by Poju and Anita Zabłudowicz. The evening was sponsored by Stenham Client Services (Deputy Chairman Edwin Wulfsohn), with a generous donation of wines by the Carmel Winery.

More than 250 guests attended the reception including Israeli Ambassador to the UK Ron Prosor, TAU President Prof. Zvi Galil, TAU Governor Dame Shirley Porter; outgoing TAU Trust Chairman David Meller and his wife Wendy; philanthropists Sir Sidney and Lady Lipworth; Chairman of the Scottish Group of the TAU Trust in Great Britain, Leslie Wolfson, and his wife Alma; CEO of Goldman Sachs Europe, Mike Sherwood; TAU Governor Edwin Wulfsohn and his wife Dina; and Dean of TAU's Yolanda and David Katz Faculty of the Arts Prof. Hannah Naveh.



David Meller

The evening's guests enjoyed three short performances by the Ruth Kanner Theater Group, featuring graduates of the TAU Theater Arts Department

directed by Prof. Ruth Kanner of the Katz Faculty.

The evening included a talk by Sir Tom Stoppard and was presided over by master of ceremonies Stephen Pollard, editor of the *Jewish Chronicle*. The program ended with a panel discussion hosted by actress Tracy Ann Oberman.

Sir Tom Stoppard



❁ Lecture Series on Tel Aviv Centennial

Tel Aviv University together with the Centre for Jewish Studies at the School of Oriental and African Studies, University of London, held a lecture series entitled “One Hundred Years of Tel Aviv: 1909-2009.” The series was sponsored by the Pears Foundation, TAU Governor Sir Trevor Chinn, CVO; and the Sheila and Denis Cohen Charitable Trust. The purpose of the series was to present perspectives on Tel Aviv – the world’s first Hebrew city and today the center of Israel’s business and cultural life – to the academic community and the general public. Talks touched on the history and identity of the city, theater, architecture, and music.

TAU speakers were Prof. Anita Shapira, Head of the Chaim Weizmann Institute for the Study of Zionism and Israel and incumbent of the Dr. Ruben Merinfeld Chair for the Study of Zionism; Prof. Nurit Yaari, Chairperson of the Department of Theater Arts; Dr. Edina Meyer-Maril, Department of Art History and the David Azrieli School of Architecture; Prof. Tovi Fenster, Department of Geography and Human Environment; Prof. Tomer Lev, Head of the Buchmann-Mehta School of Music; and Prof. Irad Malkin, Chairperson of the Department of History and incumbent of the Maxwell Cummings Family Chair for the Study of Mediterranean Cultures and History.



Dame Shirley Porter (right) together with Ambassador Ron Prosor and the Cultural Attaché of the Israeli Embassy Sharon Harnoy



From left: Sir Tom Stoppard, Prof. Hannah Naveh, Tracy Ann Oberman, Prof. Ruth Kanner and Stephen Pollard

❁ New Chairman of TAU Trust



David Levin (pictured) has been appointed Chairman of the TAU Trust in Great Britain, replacing David Meller, who was named a 2009 Honorary Fellow of TAU. Levin received his BA and MA from Oxford University and his MBA from Stanford University. He served as Chief Executive at Psion PLC, Chief Executive Officer at Symbian Software Ltd., and he is currently Chief Executive Officer at United Business Media PLC, a global business publishing group with 5,000 staff worldwide. He is a member of the Finance Committee of Oxford University Press, Chairman of the International Steering Committee of One Voice, an organization aimed at promoting a peaceful resolution to the Israeli-Palestinian conflict in the Middle East, and Trustee of the LeadersQuest Foundation, a development catalyst charity.

❁ New Executive Director of TAU Trust

Cara Case (pictured) has been appointed Executive Director of the TAU Trust in Great Britain. Born in New York, Case received her BA in Art History from the University of Michigan, Ann Arbor. She later lived in Hong Kong and moved to the UK in 2004. She has been a Senior Membership and Development Associate in the Asia Society Hong Kong Center; Fundraising Chairman of the UJC, Hong Kong; Fundraising Advisor of the Springboard Project; and development officer for the New York City Ballet.



usa

✿ Perspectives on International Real Estate

With a talk entitled “Did You Hear the One about the Israeli, the Shopping Center and the President of Macedonia,” real estate magnate and TAU benefactor Chaim Katzman captivated American Friends at a New York cocktail reception hosted by Skadden



From left: Chaim Katzman, Gal Zak and Shulamit Rozen-Katzman

Aarps. Katzman and his wife, Dr. Shulamit Rosen-Katzman, both graduates of Tel Aviv University, support master’s and doctoral fellowships as well as the Chaim Katzman Gazit-Globes Real Estate Institute at TAU.



From left: Prof. Eyal Zisser, Director of the Moshe Dayan Center for Middle Eastern and African Studies; Robert and Phyllis Topchik and Prof. Asher Susser

✿ A Jazzy Boston Reception

As part of AFTAUs year-long celebration of the Centennial of Tel Aviv, Nadiv Tamir, Consul General of Israel to New England, hosted a group of American Friends at his residence. The reception, which featured a lively concert by the Israeli jazz ensemble The Secret Music Project, introduced AFTAUs to Boston area business, cultural, academic and Jewish leaders. New York friend Julie Tauber McMahon, who has been actively involved with the Tauber Initiative for the Advancement of Ethiopian Youth at TAU, introduced TAU alumna Dr. Yarden Fanta Vagenshtein, the first Ethiopian woman in Israel to earn a PhD. Dr. Fanta Vagenshtein is now pursuing post-doctoral studies at Harvard University with the partial support of TAU donors who believe in her potential to become Israel’s first Ethiopian professor.



From left: Ronit and Nadav Tamir, Richard Sincere and Yarden Fanta Vagenshtein

✿ “Lifting the Veil” in Beverly Hills

More than 50 American friends attending a dessert reception at the lovely home of Ruth Low were fascinated by the innovative and important security-related research described by TAU’s Prof. Abraham Katzir of the Raymond and Beverly Sackler Faculty of Exact Sciences.



Ruth Low and Prof. Abraham Katzir

✿ “What’s Next for Israel?”

In a post-Israeli election tour, Prof. Asher Susser, former director of TAU’s Moshe Dayan Center for Middle Eastern and African Studies, spoke to rapt audiences at the homes and offices of leading American Friends across the United States. In each venue, his timely topic – “After the Vote, After Gaza: What’s Next for Israel?” – was followed by a spirited question-and-answer session. Highlights of the tour included receptions graciously hosted by Phyllis and Robert Topchik in Boca Raton; Jacqueline Simkin in Miami Beach; Karen and Arturo Constantiner at their Manhattan home; James Dubin at the law firm, Paul, Weiss Rifkind, Wharton and Garrison in New York City; and Selwyn Gerber and Kip Hagopian in Los Angeles.

✿ Top Development Professionals Join AFTAUs

Mark S. Freedman (pictured), an experienced development executive in major gifts and capital fundraising, is Vice President of the Southeast Region of AFTAUs, based in Boca Raton. Previously Freedman was Executive Director of the Jewish Federation of San Antonio, and Executive Director of the Southeast Region of the American Jewish Congress. He holds a PhD from Ohio State University, an MA from the University of North Carolina, and a BA from Bard College. He was also a member of the faculty of Rutgers University.



✿ Lilli R. Platt (pictured), an accomplished development executive in capital and major gifts fundraising, is Vice President of the Northeast Region of AFTAUs. Ms. Platt has served as Executive Director of the Resource Department of the American Jewish Joint Distribution Committee (JDC); Assistant Dean for External Relations at the School of Law at Hofstra University; and Director of Development for the South Shore Y Jewish Community Center. She was awarded both MS and BS degrees by Brooklyn College.



Israel

❁ The Candidates Talk Education

Tel Aviv University together with the Hakol Hinuch ("all-education") organization held a conference entitled "Putting Education First." Held just before the Israeli elections, the conference featured the three leading candidates for Prime Minister: Tzippi Livni, Ehud Barak and Benjamin Netanyahu. All three came to explain their perception and vision for education and how each one would promote it. The conference was attended by economists, educators, senior TAU faculty and Friends of the University.



Netanyahu, Livni



Prof. Zvi Galil with Ehud Barak

❁ Club Deliberates Legal History, Israeli Cinema

The former president of the Supreme Court of Israel, Prof. Aharon Barak, was the guest of honor at a meeting dedicated to "Law and History" of the Business Academic Club of the Israeli Friends of Tel Aviv University. Justice Barak spoke about the role of the Israeli Supreme Court from an historical perspective, and he connected issue from legal history to the realities of contemporary public law. The forum was dedicated to the Buchmann Faculty of Law, whose graduates are leaders in the highest echelons of the Israeli legal system. Two Buchmann Faculty members delivered lectures: Prof. Ron Harris on "The First Great Mergers in History" and Prof. Assaf Likhovski on "Aggressive Tax Planning in an Economic Crisis: Lessons of History." President of the Israeli Friends Amos Shapira greeted the guests.



From left: Prof. Aharon Barak, TAU President Prof. Zvi Galil, Israeli Friends President Amos Shapira and Dean of the Buchmann Faculty of Law Prof. Hanoch Dagan

❁ A further meeting of the TAU Business Academic Club entitled "The Muses Never Remain Silent – Israeli Cinema, an Artistic and Economic Success Story," was held in honor of the Department of Film and Television. Participants included leading figures from the business world, senior university officials and representatives of the Israeli film industry. TAU President Prof. Zvi Galil praised the department in light of the impressive wealth of film prizes being garnered by its students and graduates, and President of the Israeli Friends Amos Shapira spoke of the successes of Israeli cinema alongside the successes of Israel's high-tech, security and biomedical industries.



From left: Roni Kobrovsky, President, Coca Cola Israel; Amos Shapira, and Sigal Adar, Executive Director of the Israeli Friends of TAU

❁ A Peek into the Past

More than 150 members of the Israeli Friends Association toured the Ramat Rahel excavation site after new discoveries were made there. Guiding the tour was TAU archaeologist and researcher Prof. Oded Lipschits, together with other young researchers from the Jacob Alkew Department of Archaeology and Ancient Near Cultures.



TAU doctoral student Omer Sergi explaining the excavations

❁ Friday Morning Mind Food

Lectures delivered within the framework of the Friday morning lecture series for the English Speaking Friends of TAU covered fields ranging from Israeli politics to bioterrorism and bird migration. The speakers were: Alon Pinkas, former Consul General in New York and President of the US-Israel Institute at the Rabin Center, "U.S. Elections and Israeli Elections: What Lies Ahead"; Prof. Daniel Cohen, Sackler Faculty of Medicine, "Emerging Infectious Diseases and Bioterrorism – A Global Threat"; Carmela Rubin, "Life Art and History in the Time of Reuven Rubin"; and Dr. Yossi Leshem, George S. Wise Faculty of Life Sciences, "Migrating Birds Have No Borders."

Creative donor Joseph Hackmey has established the Hackmey Hebrew Classical Library – a combined Hebrew and English series of the greatest Hebrew texts ever written, to be published jointly with Harvard University Press



An Important Contribution to Western Civilization

A man of culture in the deepest sense of the word, Hackmey has been a pillar of Israeli art and learning for the past three decades. “There are four great passions in my life: art, music, chess and physics,” he says, and indeed, he has made his mark on all of them.

From a biographical point of view, science came first, when 19-year-old Joseph earned a BSc in mathematics from MIT in 1964, followed a year later by an MSc in electronic engineering from the same institution. He pursued a distinguished career in insurance as Managing Director and then Chairman of the Phoenix Assurance Company; Chairman of the Israeli Insurance Association and of the Israeli Life Offices Association; and board chairman and member of several other companies. Still, he always found time and energy for his other true loves, and wherever he became involved, he made a difference.

Under his personal sponsorship, the Israel Phoenix Corporate Collection of Israeli Art became a driving force in the previously rather sleepy Israeli art scene, propelling it

forward significantly. As Chairman of the Israeli Chess Association he revolutionized the landscape of chess in Israel, increasing the number of Israel’s International Chess Grandmasters from 5 to 29 in just a few years. The Israeli Philharmonic Orchestra, the Israeli Opera, the Tel Aviv Museum of Art, the Israel Museum in Jerusalem, the Tate Gallery of London, and Israeli institutions of higher learning are all among his prominent beneficiaries.

At Tel Aviv University alone he has supported research in a wide range of disciplines, including physics, history, journalism, security studies and American studies, as well as the Genia Schreiber University Art Gallery, the Jubilee Fund and the Haim Rubin Tel Aviv University Press.

The combined impact of Hackmey’s life work is that thousands of talented young mu-

sicians, opera singers, artists, chess players, scientists and students have been given meaningful cultural and educational opportunities.

Now, Joseph Hackmey has chosen to crown his contributions with a gift that will surely have a significant cultural impact. The Hackmey Hebrew Classical Library joins its two world-famous predecessors at Harvard University Press – the Loeb Classical Library and the I Tatti Renaissance Library. Like them it will offer classical texts – in the case of the Hackmey Library, Hebrew and Aramaic in facing-page translation.

“It’s an awe-inspiring mission,” says Prof. Aviad Kleinberg, Director of the TAU Press. “This series will bring the greatest treasures of Hebrew culture to the English-speaking world. Indeed, the Hackmey Library is in itself an acknowledgement of the West’s Hebrew-Jewish roots, alongside its Greek and Roman foundations.

The first four volumes of the series, out of 25, are slated to come out in 2011, and four more will be published every year after that. Kleinberg will head an international advisory board of world experts that will select the texts and supervise their translation into English. Their first task is to choose texts from the entire body of classical Hebrew and Aramaic literature, from post-Biblical times to the 18th century. “Believe me,” says Kleinberg, “it’s not an easy choice!”

Hackmey says, “When Prof. Kleinberg suggested this new project, the idea appealed to me right away. I studied ancient Greek and Latin, and have learned to appreciate the enormous contributions of those cultures to science, philosophy and knowledge through the ages. But it was the Hebrew nation that gave the world its social concepts,

“This series will bring the greatest treasures of Hebrew culture to the English-speaking world.”

Joseph Hackmey

that was first to uphold compassion as a primary value. ‘Love thy neighbor as thyself’ is a Jewish precept through and through. And it’s high time that this vital gift to humankind receives proper recognition.”

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