



TAU is You



Tel Aviv University
Annual Report
2011

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**Positioning
Israel as the
knowledge
nation**

**Creating
Diaspora ties
that bind**

**Discovering
technologies
for a healthier
society**

**Rewarding
student
excellence**

**Globalizing
academic reach**

**Advancing
regional
cooperation**

**Producing
next-generation
research**

**Reducing social
inequality**

**Strengthening
Jewish identity**

TAU is

making countless major contributions to every
aspect of everything that's important to



YOU

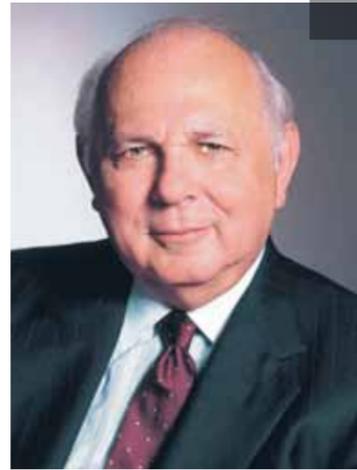
CHAIRMAN'S Message

In the nine months since my election as Chairman of the Board of Tel Aviv University, I have been astonished by the wealth of talent that surrounds me at this remarkable university — the caliber of our students, the achievements of our faculty, and the commitment to excellence of our leadership.

I have thereby become convinced that with the support of our Board of Governors, alumni and friends, no vision for the future of Tel Aviv University is beyond its capabilities.

I believe that the University can become a major player on the world stage; that it is fully capable, and well positioned, to attract students, faculty and visiting professors from around the world; that it can in effect become a magnet for the best and the brightest, wherever situated.

“ No vision for the future of Tel Aviv University is beyond its capabilities. ”



With our recent efforts to add more international and English-language programs, we are partly there now. This is a solid foundation on which to build our future – a university with ever-increasing global stature and influence.

My years on Wall Street have taught me the value of committed partners with shared goals. I feel fortunate to have such partners across the campus and around the world — and I am eager to work with you to further our dreams.

Harvey M. Krueger
Chairman, Board of Governors

What
we
do
is what
you
care
about.



Now every so often, as a scientist and teacher, I encounter a young researcher with talent of such Himalayan proportions that I am ready to do anything and everything to help him or her succeed.

That's the way I feel about Tel Aviv University as a whole. The combined talent, brainpower and entrepreneurial energy of our students and faculty holds enormous promise, not just for the University but for Israel and the world. I trust that you – the community of University supporters and alumni – similarly identify with the potential of the University. And that you will join me in doing anything and everything to help the University succeed.

Prof. Joseph Klafter
President, Tel Aviv University

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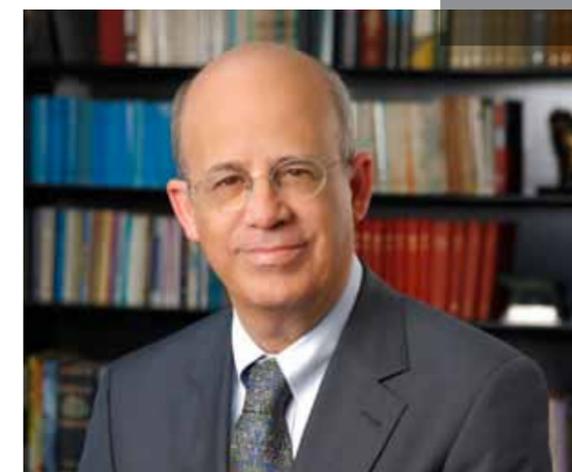
“ No vision for the future of Tel Aviv University is beyond its capabilities. ”



PRESIDENT'S Message

This past year – my first full one as TAU president – brought the University forward in leaps and bounds. TAU ranked first in Israel in research output, student admission test scores, student popularity and employer demand; our citation ranking went from 22nd in the world to 11th; and we recruited 50 new young faculty, up from 34 last year and more than any other university in Israel. Four major building projects are in the works and several others in the planning stages.

The upcoming year will be focused on recruiting more outstanding young scientists and making sure they all have the advanced facilities they need. We'll be adding new international study programs that draw on our unique Israeli expertise. And we will, of course, be pouring efforts and resources into our research programs, especially in fields where we excel globally.



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WHAT'S THE BIG IDEA?

Michal, 26, is passionate about international relations and Israel's image in the world, but her decision to study medicine, her other passion, left no time for anything else. Finally fed up with the biased media coverage of Israel, she decided it was time to do something. She and 23 fellow TAU students, all of whom had participated in an international Israeli advocacy program, StandWithUs Fellowship, worked together to found the first International Humanitarian Medicine Conference. It drew 60 medical students from 25 countries to TAU.



Michal Faktor
3rd year medical student

“Humanitarianism is part of Israeli society. I wanted to convey this.”

“Humanitarianism is part of Israeli society. I wanted to convey this, but you can't just bring people over and brainwash them to your way of thinking,” Michal says. So the TAU student group created a non-political, professional conference that provided training for humanitarian work. “The aim was to give participants real tools and say, look, this is how it's done by Israel.”

One Bosnian participant, Anel Okic, summed up the impact of the conference: “I arrived antagonistic and expecting a politically motivated event, but was amazed by the things I learned.” Adds Michal: “It was a real eye-opener for the participants, people who would otherwise never have come to Israel or understood the real facts behind what's in the media.”

The conference was sponsored by the TAU Sackler School of Medicine. Other partners included the TAU Student Union and the Federation of Israel Medical Students.

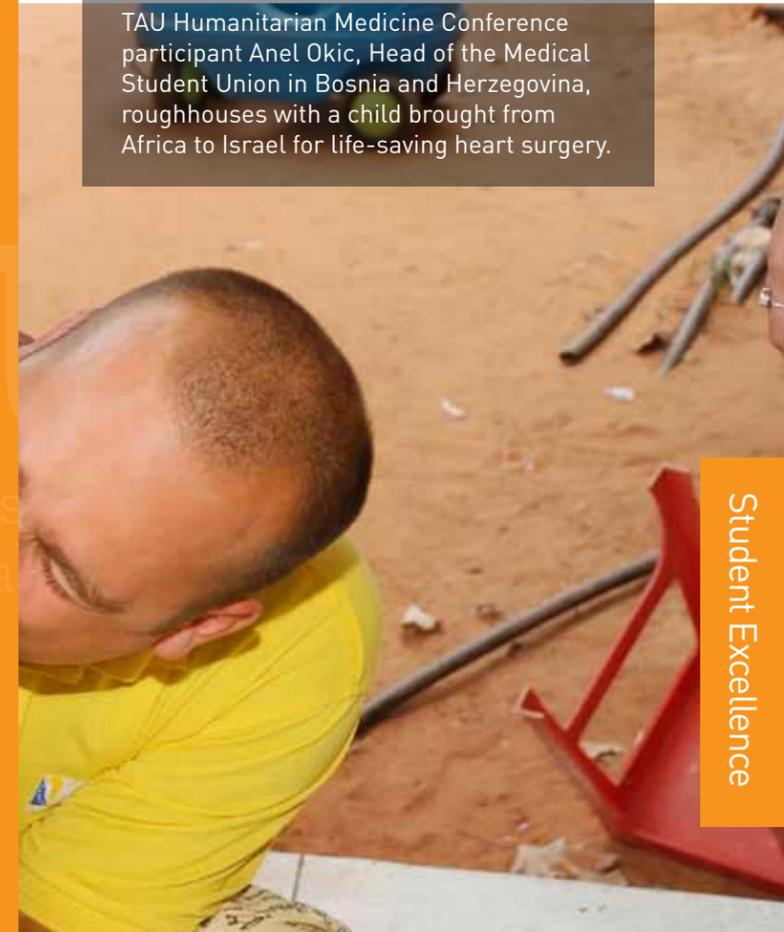


FROM IDEA TO ENTERPRISE

Since then, StarTAU has opened offices on campus, employs seven students, and has enrolled over 150 aspiring entrepreneurs in its courses given by guest lecturers from the business world – CEOs, CFOs, and owners of leading companies. “Israel is known as the start-up nation,” says Oren, “TAU, its biggest university, should be the start-up university.” The TAU administration agrees, and StarTAU now receives funding from the TAU President and Vice President for Research & Development.

With StarTAU already registering successes such as a start-up that's selling its product in the US market, Oren continues to initiate new ideas. These include the Mentor Forum whose 45 members – company CEOs – help start-ups enter into the market, and the Ladies' Business Forum for Entrepreneurship and Career Development.

TAU Humanitarian Medicine Conference participant Anel Okic, Head of the Medical Student Union in Bosnia and Herzegovina, roughhouses with a child brought from Africa to Israel for life-saving heart surgery.



Student Excellence

Anyone out there getting positive news about Israel?

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 drugs
 ness World
 Jewish art is
 beauty, it's a

What we do is what you care about

TAU

They are.



Oren Simanian
 BA in Economics and Accounting, TAU

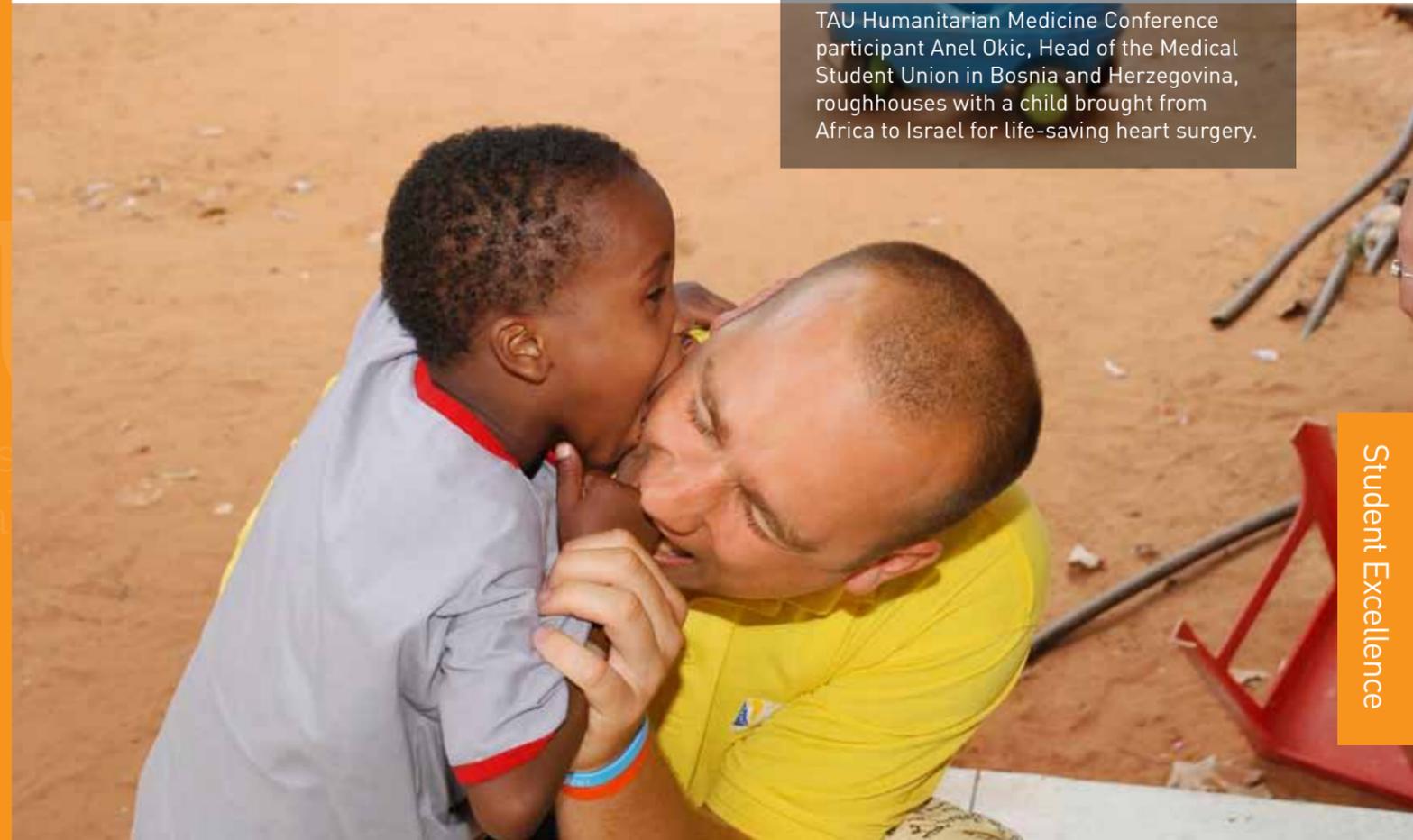
Two years ago, Oren, then 26 years old and a TAU student, had an "aha" moment. Plenty of creative people on campus have entrepreneurial ideas, he thought, but what they need to turn an idea into a business is connections and management skills. "So I set up StarTAU, the Tel Aviv University Center of Entrepreneurship, to provide exactly that," Oren says.

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RONI'S LEARNING MACHINE

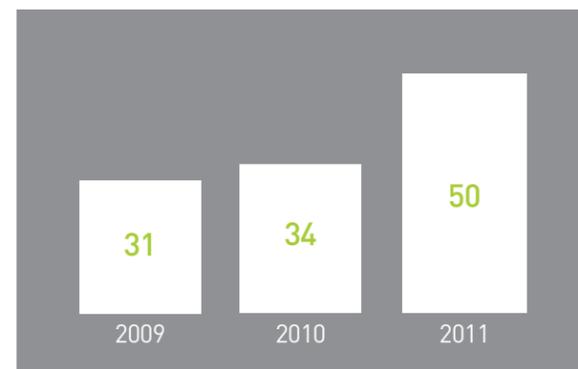
After completing his degree in mathematics at TAU in the Program for Outstanding Students, Roni worked with a start-up on creating natural language dialogue systems, or, more simply, teaching a computer to talk. That's when he became intrigued by linguistics and decided to pursue a doctorate in the field at MIT.

Now, Roni has returned to TAU as a recently hired faculty member with a simple mission – to model learning in the human brain. He is building a “learner,” a computer program that mimics the learning processes of small children. “I have built a program that learns basic grammar using only the bare minimum of cognitive machinery – the amount that children might have,” he explains.



Dr. Roni Katzir, 37, Humanities
 Head, Computational Linguistics Lab
 BSc in Mathematics, TAU
 PhD in Linguistics, MIT
 Visiting Professor, Cornell
 Married

Roni's goal is to shed light on how the complexities of language are universally learned at an early age. Beyond contributing to our understanding of language acquisition, machine learners like Roni's could have far-reaching applications, from advanced multi-language translation, to the ability to categorize masses of documents by content, or to summarize documents. Based on linguistically sophisticated searches, they could even draw conclusions about a document, such as whether it is characteristic of a news item or of a communication about a planned terror attack.



BRAIN GAIN STATS
 TAU young faculty recruitment on the rise

How do we maintain TAU and Israel's scientific edge?

ROY'S MILLION-DOLLAR BABY



THINKING INSIDE THE BOX
 Roy's small-angle X-ray scattering machine – custom made and the only one of its kind in the world – measures biomolecules on the nano scale.

In his million-dollar lab set up with partial funding from the Raymond and Beverly Sackler Institute of Biophysics, Roy examines the behavior of groups of biomolecules and how they organize themselves into functional living systems. This is a new area of research, lying between physicists' study of individual molecules and biologists' study of whole organisms. It promises to lead to better medical treatments and diagnostic tools, and novel ways of getting drugs precisely where they need to go.

↓ RONI'S LEARNING MACHINE

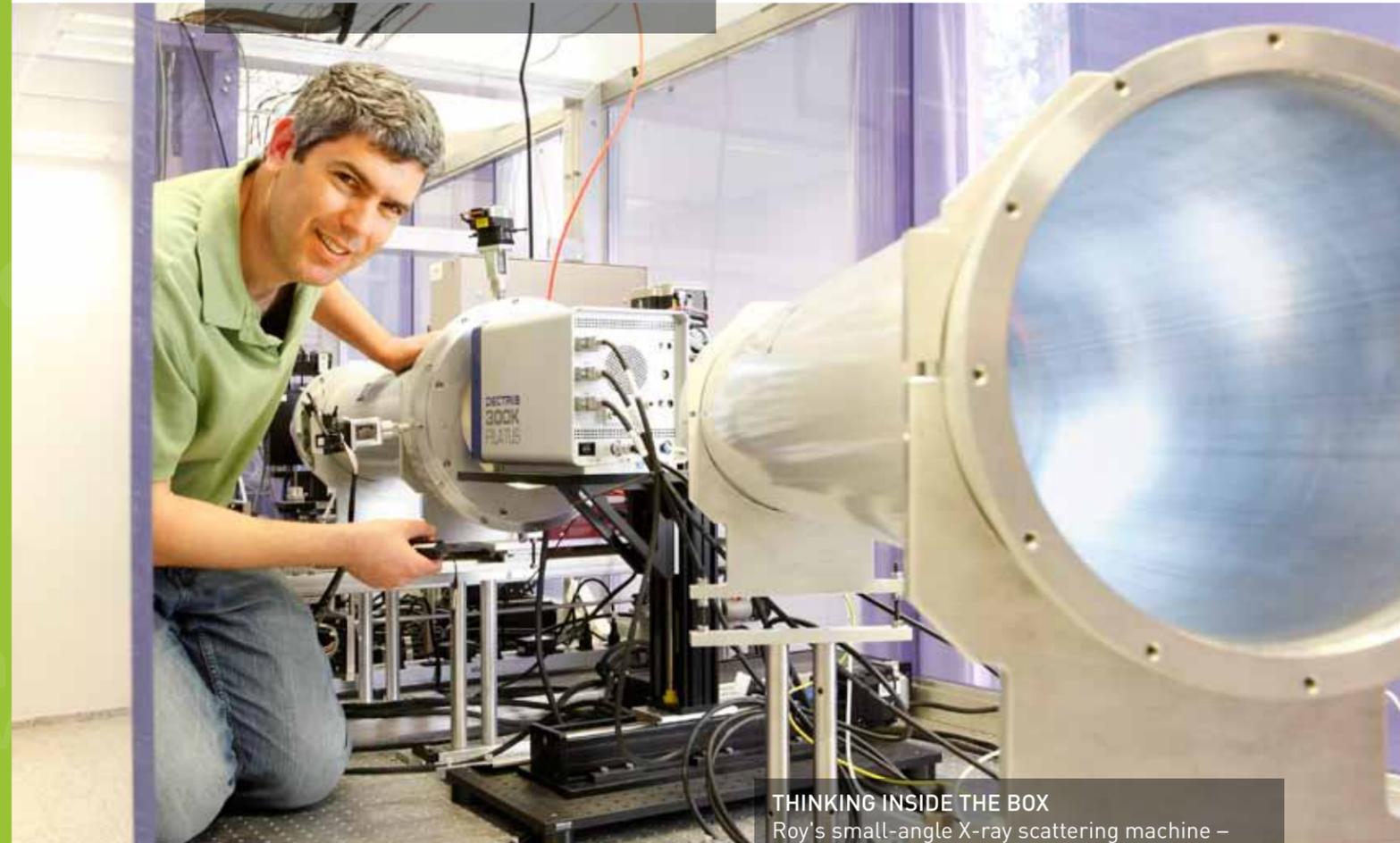
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By
recruiting
**the very
best
Israeli
scientists
and scholars
working
abroad.**

Dr. Roy Beck-Barkai, 35, Exact Sciences
Head of the Laboratory for Experimental Biophysics
BSc in Physics and Computer Science, TAU
PhD in Physics, TAU
Post-doc in Biophysics, University of California, Santa Barbara, USA
Married +2

ROY'S MILLION- DOLLAR BABY



THINKING INSIDE THE BOX
Roy's small-angle X-ray scattering machine – custom made and the only one of its kind in the world – measures biomolecules on the nano scale.

↓ TAU alumnus Dr. Roy Beck had always planned on coming home to Israel following his post-doctoral studies abroad, but after four years in California, uprooting his family was becoming increasingly difficult. That is until he received a recruitment offer from TAU that outweighed all obstacles. “My field – biophysics – requires synergy between disciplines, and that for me was a key factor in returning to TAU,” Roy says. “It is a joy to be able to collaborate with 10 different people, all on campus and from different fields – medicine, biology, chemistry, engineering and physics. Interdisciplinary research is not just something we talk about. Here we do it.”

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Edina Zsigmond, 24,
Hungary, Business
"I was curious about my
Jewish origins."

Israel Sadovitch, 27,
Mexico, Business
Chose TAU over Yale and
London Business School.

Tanu Mehta, 38,
India, Conflict Resolution
Intends to expand her law
practice into the field of
mediation, which she'd like
to develop in India.

Roberta Frances, 21,
New Zealand, Conflict Resolution
"Talk about a diversity of opinions –
there are 40 people in my class from
20 different nationalities!"

Terry Wang, 34,
Taiwan, Business
Hopes to increase Taiwan-Israel ties.

Jonathan Opinya, 24,
Kenya, Music
"Being here has
encouraged me to
believe in myself and
my potential."

Ben Silsbee, 24,
USA, Middle East History
"The professors don't just present us with the
Israeli perspective."

Stephanie Spiro, 23, USA,
Crisis & Trauma Studies
Inspired by the concentration of so many experts in the field.

Emelia Klorkor Clotney, 27,
Ghana, Business
Plans to teach finance and
management back in Ghana.

Joanne J. Lee, 25,
Korea & Canada, TESOL
"I love Shabbat in Israel –
the quiet and sense
of rest."

Daniel Lanthier, 24,
Canada, Music
Time spent with his
oboe teacher is "very
precious" to him.

If academic expertise is the product,
then please meet the latest batch of "Israeli exports."

↘ All in all, 800 overseas students are currently studying at TAU in English-language programs ranging from the Sofaer International MBA Program, which graduated its first class this year, to the Adler-Buchmann International Program for Outstanding Foreign Music Students, and specialized MA programs in Conflict Resolution and Mediation; Security and Diplomacy; Middle Eastern Studies; Crisis

and Trauma Studies; and Teaching English to Speakers of Other Languages (TESOL). Next year the university is expanding its international degree offerings to include four new programs: an MA in Jewish Studies; MA in Environmental Studies; MA in Political Science in Action: Leadership, Communication and Elections; and an Executive Master's in Emergency and Disaster Management.

TAU INTER NATIONAL



Dr. Tamar Raz
VP for Marketing and Strategy
Ramot at Tel Aviv University Ltd.

TRIP TO THE PHARMACY

↳ **Ramot**, the university's technology transfer arm, has 25 drugs in the pipelines of pharmaceutical companies. As breakthroughs emerge from TAU basic science laboratories, Ramot works to transform them into life-improving and disease-curing drugs. Ramot's Dr. Tami Raz explains what's involved in this transformation process.

How does TAU get a drug from the lab to the pharmacy?

First of all, the University doesn't develop drugs – that's the realm of pharmaceutical companies and it can cost hundreds of millions of dollars for each drug. What our researchers do is study disease processes and mechanisms. This can lead to the development of new technologies that can serve as a basis for the creation of drugs.

Can you give an example?

We know that a cancerous tumor generates extra blood vessels in order to grow. A scientist studying this process in the laboratory would look for all the molecules and chemicals involved and try to understand what influences what. That could lead to finding, or even synthesizing, a chemical that stops the generation of new blood vessels. This would be what we call a "drug lead" – a good candidate for developing a drug that inhibits the growth of malignant tumors.

How does the researcher go about having it turned into a drug? What's the next step?

The next step is testing the drug candidate in the laboratory to verify that it actually influences the disease process in the desired way. Once that's proved and patented, the compound is presented to companies that may be interested in licensing it for further R&D. Then begins a long and exhaustive process of rigorous pre-clinical and clinical studies that are conducted by the drug development company.

How long before the drug can be administered to patients?

Moving from initial drug technology to commercially available medication can take 8 to 12 years and sometimes even longer. The cost is between \$800 million and \$1 billion for each drug. Only one out of every 1,000 drug candidates actually makes it from a university lab through all the testing procedures to become a drug.

That's quite a daunting statistic. Doesn't it put scientists off even trying?

I don't think so, as their main goal is to understand diseases and perform excellent science. That's why it's so important to have basic science laboratories where researchers just seek to deepen knowledge. Of course they all want this knowledge to ultimately lead to treatments that ease suffering and save lives.

Miracle drugs start with new understanding of how chemicals, molecules or cells behave.

TWO PATENTS PENDING ALREADY

↳ Born in Moscow and living in Israel since age seven, 27-year old Elizabeta joined the research team of Prof. Yoel Kloog (Life Sciences), incumbent of the Jack H. Skirball Chair in Applied Neurobiology, whose drug Salirasib for treating pancreatic cancer is now in advanced-stage clinical trials in the USA. For her research, she decided to look more closely at the FTS molecule discovered by Prof. Kloog that was found to inhibit cancer cell proliferation.

"Further study of FTS showed it could also be helpful in the treatment of auto-immune diseases like diabetes and multiple sclerosis," Liza says. Her published results have led to Ramot's filing two new drug technology patents. Liza is now focusing her energies on further understanding and developing FTS for the treatment of a variety of cancers.

Elizabeta Aizman, PhD student
Smolarz Family Graduate
School of Life Sciences



Dr. Tami Raz

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They start right here in TAU labs.



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Elizabeta Aizman, PhD student
Smolarz Family Graduate
School of Life Sciences

There are many right ways to be Jewish.



7,000 students participated last year in Hillel programs at Tel Aviv University.



Pnina Felago Gaday
Director, Hillel House
at Tel Aviv University

FEELING COMFORTABLE WITH YOUR CHOICES

Tel Aviv University has warmly welcomed on its campus a Hillel House, one of 530 branches of the world's largest Jewish campus organization. Hillel offers students a home-away-from-home for celebrating Jewish holidays and participating in educational, social and community-building activities. TAU Hillel's Pnina Felago Gaday, the first and only Ethiopian-Israeli director in the organization and only 29 years old, describes Hillel's special role in Israel.

A meeting place for Jewish students in Israel sounds counterintuitive. What's Hillel doing here?

Our branch was originally set up for American overseas students or new immigrant students who sought it out when they arrived in Israel as the social framework they knew. But it soon became clear there was a real local need as well.

Why?

First of all, TAU is the world's biggest Jewish university – it needs to become a leading center for promoting Jewish identity. And second, Hillel is addressing the challenge of Jewish identity among Israelis.

How would you define that challenge?

In a country where religion is politicized, there is often tension between secular and religious groups, and a general feeling that you belong to either one or the other, with nothing in between. Students need a place where they can find out what it means to be Jewish without necessarily being religious, a place that strengthens their Jewish identity and enables them to express that identity through action.

So you encourage a liberal interpretation of Judaism?

Hillel is open to all young Jews across the religious spectrum. We teach tolerance and hold open discussions. If you understand all the different shades, you have the knowledge to choose.

Who attends your activities?

A wide range of students – foreign ones for whom Hillel is the only framework where they can meet and mix with Israelis, Israeli students who want to meet Americans, young couples participating in our wedding workshops, religious and secular students who attend discussion groups and Shabbat dinners, and many others.

Do you feel you're achieving your aims?

The university environment is the last chance to catch young adults before they go off and make life decisions. By legitimizing alternative expressions of being Jewish, we introduce a whole spectrum of options. Students who attend our activities come away with expanded horizons. They feel more comfortable with their own choices and can ultimately take pride in being part of the Jewish people.

THE CLASSROOM AS DIGITAL COMMUNITY

↘ Dovi Weiss is leading a revolution in Israel's educational system. As co-founder and Chief Pedagogical Officer of Time To Know, the company established by high-tech entrepreneur Shmuel Meitar, Weiss has not only developed the world's first interactive classroom system using a totally computer-based curriculum, but the company is giving it away free to any local Israeli municipality smart enough to ask for it. So far, 14 municipalities in Israel have adopted the system and now New York City is implementing it in 26 schools with more than 3,500 children.

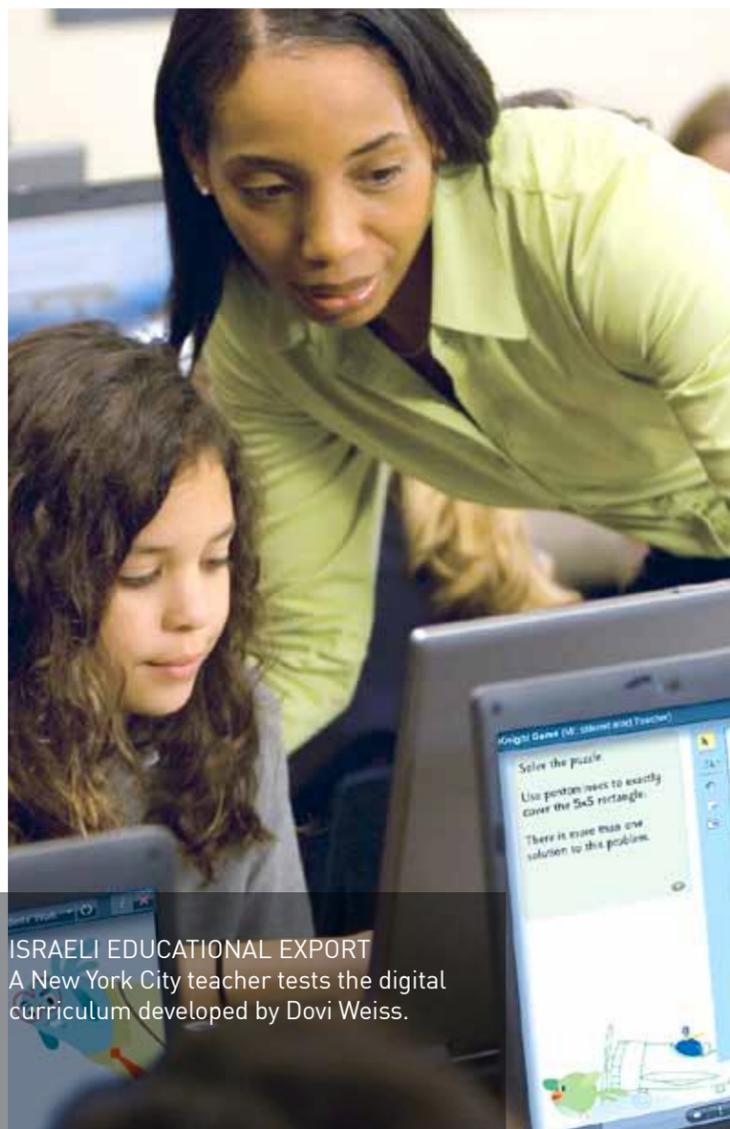
The digital curriculum relates to children's everyday experiences and keeps them engaged, while at the same time giving teachers full control of the classroom and of everyone's different learning pace. The results speak for themselves: After three years of piloting the system in Israel and one year of piloting it in the US, Weiss and company have seen significantly higher performance for children using the new system compared with those in conventional classrooms.

Dovi is about to complete his PhD in mathematics and science teaching under the supervision of Prof. Tommy Dreyfus (Education). It will join the list of academic degrees to his credit, including a Wharton-Recanati MBA from TAU and a diploma from the Mandel School for Educational Leadership in Jerusalem. Practicing what he preaches, Dovi likes to learn and is teaching others to like it too.



Dov Weiss, PhD student
Jaime and Joan Constantiner
School of Education

Named one of Israel's 50 most influential people in education in 2010



ISRAELI EDUCATIONAL EXPORT
A New York City teacher tests the digital curriculum developed by Dovi Weiss.

93%
of disadvantaged kids in the Youth University go on to become university students

EDUCATION- THE SOCIAL EQUALIZER

Adam Haisraeli
Head of the Youth University
Dov Lautman Unit for
Science Oriented Youth

↘ The only program of its kind in Israel, the Youth University proactively recruits outstanding high school students from poor cities and towns across the country. It houses them in TAU's dorms and integrates them into the regular university curriculum for a full semester, during which they study alongside university students who are at least three years their senior. The program shows the 14 to 18-year olds that they can succeed on the university level and gives them the confidence to see higher education as an attainable goal.

The Youth University hosts 600 highly motivated teens every year. It aims to reach 1,000. The youngsters – a mix of Jews, Arabs and Druze, religious and secular – share rooms together on campus. Adam Haisraeli, 35, who heads the Youth University and has made it the subject of his PhD studies, describes the learning experience: "The kids study hard all day in subjects of their choosing and get full credit for their courses toward a future degree. We also take them on special outings such as to an opera or concert. They've never seen anything like it," Adam says.

The Youth University has been generously funded by the Ilse and Willi Rothschild Fund, Check Point Software Technologies Ltd., the Landa Foundation, the Lautman Fund, the Dorset Foundation and the Israel Ministry of Education, together with a number of additional institutional and private donors.

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as opposed to **only 15%** who achieve higher education from the same sector in the general population.

ELECTRIC AVENUE
A youngster from Nazareth learns about static electricity first hand during a physics demonstration at TAU.



Adam Haisraeli
Head of the Youth University
Dov Lautman Unit for
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A RICHER PICTURE OF JEWISH LIFE

How much more could we learn about history if we had images of long past events? In a way, we do. A new kind of historian is emerging, looking at art as visual documentation of the past.

Dr. Naomi Feuchtwanger-Sarig (Humanities), a Research Fellow at TAU's Goldstein-Goren Diaspora Research Center, coordinates the center's new, groundbreaking and interdisciplinary Jewish Art and Visual Culture Research Project.

"Art conveys visual messages about history, culture and customs that one doesn't find in texts alone," Naomi explains. Providing an example from her own personal research, Naomi describes a rare illustrated German manuscript from 1589 that she found in a Nuremburg library.

"Jewish art is not just about beauty, it's about history."



"The illustrations tell us about so many aspects of daily life, from the way Jews dressed and conducted their ceremonies, to the kitchen utensils and furniture they used. The images give us a picture of Jewish life in 16th century Germany that was thriving and well integrated," she says.

Additional research directions within the project's framework include a collaboration with the prestigious CNRS in Paris; and the translation and re-publication of the first journal series dedicated to Jewish arts, which was written in Hebrew and Yiddish from 1922 to 1924.

Naomi's project is one of a dozen major projects or units at the Goldstein-Goren Center, which, with 30 researchers, investigates the broadest range of Diaspora topics, countries and time periods in the world. A project on "Prayer, Prayer Books and Jewish Culture" funded by the Landy family of the UK is the latest research initiative. The center also holds international conferences, publishes three English-Hebrew academic journals, houses the Mehlmann Library, and answers e-mails from across the globe sent by people seeking information on their family history and on Jewish communities, past and present.

TAU architecture students interviewed Shanghai old-timers, such as the woman pictured here, who remembered the Jewish Ghetto.



SHANGHAI THE INSIDE STORY

"I had no idea China had accepted Jewish refugees during the Second World War, or that life in Shanghai had ever been part of the Jewish experience." This was the reaction of students from TAU's David Azrieli School of Architecture, led by then school head, Prof. Moshe Margalith, who were approached by Tongji University and the Shanghai-Tongji Urban Planning and Design Institute to cooperate on restoring the long-abandoned Shanghai Jewish ghetto. Between 1933 and 1941, some 30,000 Jewish refugees from Europe crowded themselves into the poorest section of the city, where they established schools, synagogues and hospitals. Most left in 1949, and by 1957 only some 100 Jews remained.

Today, revisited, this little known Diaspora site of Chinese-Jewish interaction is inspiring students of architecture from both worlds as well as strengthening Israel-China academic links. The goal of the joint TAU-Tongji University project is threefold: To present the Hongkou district municipality of Shanghai with a plan for refurbishing the ghetto; to preserve the original character and history of the neighborhood, while integrating it into the increasingly modern surrounding urban area; and to help save the historical site from demolition.

The year-long project headed by Prof. Margalith, who holds the UNESCO Chair of Modern Heritage and heads the Tel Aviv Institute for Architecture, Environment, Culture and Community, both at TAU, involves joint workshops and visits by students, professors and dignitaries from Tel Aviv and Shanghai.

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Prof. Yoav Ariel
Dean of Students

NEW PROJECTS

Listed: Projects of \$100,000 and above,
by alphabetical order within categories

Young Faculty Recruitment

Argentinean Friends of Tel Aviv University Fund for
Recruitment of Outstanding New Faculty Members –
Latin America

DIC Doctoral Fellowship Fund for Returning Scientists'
Research Teams – Discount Investment Corporation
(DIC) Ltd., a member of the IDB Group, Israel

Israeli Friends of Tel Aviv University Doctoral
Fellowship Fund for Returning Scientists'
Research Teams – Israel

Young Faculty Recruitment Fund at the Porter School
of Environmental Studies – Porter Foundation, UK

Academic Development

American Studies Program – USA

Support for Frances Brody Institute for Applied
Diplomacy – Frances Brody Estate, USA

Support for Institute for National Security Studies –
Crown Family Foundation, USA

Eylah Dan Fund for the Promotion of Production
Studies in the Theater Arts Department – Israel

Support for Moshe Dayan Center for
Middle Eastern and African Studies –
Crown Family Foundation, USA

Jack Fleischer University Support Fund – USA

Support for President's Fund –
Frank Lowy, Australia

Judaism as Culture Study Program
Renewed Funding – Posen Foundation, UK

Support for President's Fund – Judge Barbara Seal,
CM, and Donald W. Seal, QC, Canada

Joe Rosen University Support Bequest – USA

Buchmann-Mehta School Swiss Friends
Choir – Switzerland

Swiss Friends Fund for Environmental Justice,
Housing and Economic Empowerment at the
Legal Clinics – Switzerland

Swiss Friends MA Program in String
Pedagogy – Switzerland

Swiss Friends MA Program in Wind
Pedagogy – Switzerland

Research

Ovarian Cancer Research – The Ted Arison
Family Foundation, Israel

Support for Breast Cancer Research –
Breast Cancer Research Foundation, USA

Maria Milecki-Chelius Medical Research Fund –
Australia

David Cohen ALS Research Fund – Israel

Personalized Pancreatic Cancer Therapy Project –
Enav Cancer Research Foundation, Switzerland

Fejo Stiftung Neurobiology Fund – Latin America

Diane and Guilford Glazer Alzheimer's Disease
Research Fund – USA

Kauffman Research Project in Personalized Drug
Delivery for Prostate Cancer – Canada and USA

Harry and Gertrude Landy Study of Prayer,
Prayer Books and Jewish Culture – UK

Telomere Research Fund –
Manna Foundation, Argentina

Pears Foundation International
Development Research Program – UK

Biophysics Research Endowment Fund –
Raymond and Beverly Sackler, USA

Quantum Information Science Research Fund –
Wolfson Family Charitable Trust, UK

Campus Development

New Wing at the David Azrieli School of Architecture –
David Azrieli, Canada

Kesher Sculpture by Ron Arad in Tribute to Our
Ethiopian Brothers – Michaël Benabou, France

Mary Shapiro Kantor Neurodegenerative
Research Laboratory – Canadian Friends of
Tel Aviv University, Montreal

Support for Laboratory at the Check Point
Founded Institute for Information Security – Israel

Support for the Yehiel Ben-Zvi Visitors Center –
Dr. h.c. Karl-Heinz Kipp, Germany

Zeev Segal Hall – Israel

Laboratory in Memory of Prof. Youval Shvo,
a Founding Member of the Organic Chemistry
Department – Israel

Equipment for Energy Research –
Wolfson Family Charitable Trust, UK

Equipment for Tracking of Fluid Particles –
Wolfson Family Charitable Trust, UK

Equipment for Vision Research – Wolfson Family
Charitable Trust, UK

Student Aid and Fellowships

Israel and Ariela Cohen Scholarship Fund – Israel

Crown Family Foundation Graduate Fellowships in
Math and Science – USA

Aaron Gutwirth Scholarship Fund
in Rector's Office – Israel

Oscar, Berta and Steven Leo Halbreich
Scholarship Fund – Israel

Israeli Friends of Tel Aviv University
Presidential Scholars Fund – Israel

Victor Teshale Madar Scholarship Fund
for Ethiopian Students – France

Dominique Romano Scholarship Fund
for Students in Reserve Duty – France

Swiss Friends Merit Scholarships
in Music – Switzerland

Walanpatrias Doctoral Fellowships – Lichtenstein

Ruth and Allen Ziegler Graduate Fellowships – USA

Ruth and Allen Ziegler Scholarships
and Student Services – USA

Community

Support for Access for All Project – Matanel
Foundation, Luxembourg

BUILDING INITIATIVES

Porter Ecobuilding – Highest Accreditation for Sustainable Design

Ground has been broken for the Porter School of Environmental Studies EcoBuilding. The building will significantly raise the bar for green building standards, delivering Israel's first LEED Platinum Certified building, the highest accreditation of the US Green Building Council. The building will provide a dedicated space for experiments and demonstration of environmental technologies. It will consolidate lectures, research, exhibitions, conferences and the school's administration under one roof.

"The Porter School's green building will stand as a symbol for Israel's desire to better the environment," said Dame Shirley Porter, benefactor of the school.



Student City Complex – 1,500 Additional Student Units

Construction has begun on the Student City complex, TAU's most ambitious building project to date. The complex will comprise eight residential towers for undergraduates from Israel's social and geographic periphery, married graduate students, young faculty and their families, and overseas students. The complex, which was launched with the cornerstone-laying of the Chella and Moise Safra Building, will create a dynamic living and learning environment that is also integrated with the wider cultural offerings of TAU and Tel Aviv. It will include shops, cafes and a student club, among other facilities.



New Wing for Architecture



Three additional floors with 1,400 meters of space are planned for the David Azrieli School of Architecture. Designed by architect David Azrieli, who established the school, the new wing will incorporate studios, classrooms, resting areas, terraces and a garden.

"The façade design is based on a double skin, the classic curtain wall and a modern *mashrabiya* – an element of traditional Arab architecture. The advantage is not only a unique texture and image for the building, but also a sophisticated shading system, adding to the building's sustainability," said Azrieli.

Permanent Home for National Treasure



Pending municipal approval, construction will begin for the Steinhardt National Collections of Natural History, a key project at TAU aimed at preserving its natural history collection of over four million specimens. The 7,000 square meter building, supported by former Chairman of the TAU Board of Governors, Michael Steinhardt, and his wife, Judy, will include laboratories and an auditorium and will be used by hundreds of researchers from Israel and abroad.

Public exhibitions and biodiversity activities will make the collections an invaluable teaching tool. The facility will be combined with the adjacent I. Meier Segals Garden for Zoological Research and the Botanic Gardens on the TAU campus to create the largest and most comprehensive center in Israel dedicated to the natural environment. The project has received additional major support from government and private charitable sources.



TOP NATIONAL PRIZES



ISRAEL PRIZE FOR
JEWISH THOUGHT

Prof. Michael Schwartz,
Humanities

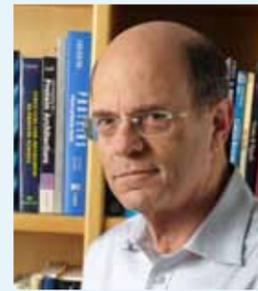
Professor emeritus Michael Schwartz is a worldwide expert in medieval Jewish and Islamic philosophy and has translated key works of Jewish thought from that period. His annotated translation of *Maimonides' Guide for the Perplexed* became the canonical translation for scholars and laypeople alike. Born in Salzburg, Austria, in 1929, Schwartz gained his BA and MA from the Hebrew University and his PhD from the University of Oxford. He joined the TAU faculty in 1971, becoming a fulltime lecturer in the Departments of Arabic Language and Literature and Jewish Philosophy in 1974 and a full professor in 1997.



ISRAEL PRIZE
FOR MUSIC

Prof. Noam Sheriff, Arts

Professor emeritus Noam Sheriff is one of Israel's premier composers and conductors, whose life's work has left an indelible mark on Israel's music culture. He is currently Musical Director of the New Haifa Symphony Orchestra and has held similar positions at the Israel Symphony Orchestra Rishon le-Zion and the Israel Chamber Orchestra. Sheriff has educated young musicians in his various teaching posts, including as professor of conducting and composition at TAU's Buchmann-Mehta School of Music (formerly the Rubin Academy of Music) from 1991 to 2004 and as the School's director from 1998-2000. He is a recipient of the 2003 EMET Prize. Among his well-known works is the trilogy, *Revival of the Dead*.



ISRAEL PRIZE IN LIFE
SCIENCES

Prof. Yosef Shiloh,
Medicine

A world leader in the field of human genetics, Prof. Yosef Shiloh discovered a key gene that protects the cellular genome from damage. His finding led to a new understanding of genetic defects that cause cancer predisposition and opened new directions in cancer research. Shiloh joined TAU in 1985, is the incumbent of the David and Inez Myers Chair for Cancer Genetics of the Sackler Faculty of Medicine, and is a member of the Israel National Academy of Sciences and Humanities. A 2005 EMET prize winner, he has been a Fogarty Fellow at the National Institutes of Health, USA, and is the first Israeli researcher ever to win the prestigious G.H.A. Clowes Award from the American Association for Cancer Research.



EMET PRIZE IN SCIENCE,
ART AND CULTURE

Prof. Itamar Singer,
Humanities

Professor emeritus Itamar Singer of the Jacob Alkow Department of Archaeology and Ancient Near Eastern Cultures is a specialist in the Hittite culture that flourished in Anatolia (ancient Turkey) as well as the history and culture of the peoples of Canaan. His work set milestones in modern research and is used as the basis for current scholarship and debate. Born in Rumania in 1946, he studied for his BA in archaeology and geography at the Hebrew University of Jerusalem, MA at Tel Aviv University, and PhD at both Marburg University, Germany, and TAU. Prof. Singer joined the faculty of TAU in 1975. His research has contributed to the development of Hittite scholarship in Israel, which for many years was the only center for the study of the ancient culture.

DISTINCTIONS

Prof. Yakir Aharonov, Exact Sciences,
United States National Medal of Science

Prof. Noga Alon, Exact Sciences,
Best Conference Paper at SPAA 2010 Conference

Prof. Pinhas Alpert, Exact Sciences,
World International Patent Organization (WIPO) Award

Prof. David Assaf, Humanities,
2010 Bahat Prize for the Best Scholarly Book of 2010

Prof. Karen B. Avraham, Medicine, President of the
Association for Research in Otolaryngology, USA

Prof. Amnon Bar-Or, Arts,
Knight Decoration by the Italian Government

Prof. Joseph Bernstein, Exact Sciences,
New Immigrant Scientist Award of the Ministry of
Absorption

Dr. Adi Efal, Arts, Fellow of the Forum of Young Humanities
and Social Sciences Researchers of the Israel Academy of
Sciences and Humanities

Prof. Haggai Erlich, Humanities,
2010 Michael Landau National Lottery Award for Science
and Research in the field of African Studies

Prof. Israel Finkelstein, Humanities, Honorary Doctorate
from the University of Lausanne

Prof. Rachel Gali Cinamon, Humanities, Journal of Career
Development's 2009 Best Paper Award

Prof. Avital Gasith, Life Sciences, Minister of the
Environment's Prize for Environmental Excellence

Prof. Yekutiel Gershoni, Humanities, Honorary Doctorate
from Ben-Gurion University of the Negev

Prof. Gabriel Gorodetsky, Humanities, Honorary Doctorate
from the Russian State University for the Humanities

Prof. Illana Gozes, Medicine,
2011 Gayle A. Olson and Richard D. Olson Prize

Dr. Ran Hacohen, Humanities, Tchernichovsky Prize

Prof. Yehuda Kahane, Management,
John S. Bickley Founders Award Gold Medal for Excellence

Prof. Joseph Klaffer, Exact Sciences, Foreign Honorary
Member of the American Academy of Arts and Sciences

Prof. Boaz Klartag, Exact Sciences,
Erdos Prize of the Israel Mathematical Union

Dr. Nelly Kravetz, Arts, New Immigrant Scientist Award of
the Ministry of Absorption

Prof. Dafna Lemish, Social Sciences, Fellow of the
International Communication Association (ICA)

Prof. Iris Levin, Humanities,
2010 Michael Landau National Lottery Award for Science
and Research in the field of Psychology

Prof. Simon Litsyn, Engineering, New Immigrant Scientist
Award of the Ministry of Absorption

Dr. Shai Meiri, Life Sciences, Krill Prize for Excellence in
Scientific Research of the Wolf Foundation

Prof. Tova Milo, Exact Sciences,
ACM PODS Albetro O. Mendelson Test-of-Time Award at
the Symposium of Principles of Database Systems (PODS)

Prof. Zvi Naor, Life Sciences,
2009 Novartis Prize in Neuroendocrinology

Dr. Ehud Nakar, Exact Sciences,
Israel Physical Society Prize for a Young Physicist

Prof. Nathan Nelson, Life Sciences,
2011 Katzir Prize of the Federation of Israel Societies of
Experimental Biology (FISEB)

Prof. Abraham Nitzan, Exact Sciences,
Honorary Doctorate from the University of Konstanz;
ranked among World's Top 100 Chemists, 2000-2010, by
Thomson Reuters

Prof. Vered Noam, Humanities, Michael Bruno
Memorial Award

Dr. Dan Peer, Life Sciences,
2010 Innovator Award of the Kenneth Rainin Foundation

Prof. Eliora Z. Ron, Life Sciences,
Honorary Doctorate from Ben-Gurion University of the Negev

Dr. Ronit Satchi-Fainaro, Medicine, Juludan Prize for the
Advancement of Technology in Medicine; President of the
Israeli Chapter of the Controlled Release Society

Prof. David Schmeidler, Sciences, Foreign Honorary
Member of the American Academy of Arts and Sciences

Prof. Ron Shamir, Exact Sciences,
2010 Michael Landau National Lottery Award for Science
and Research in the field of Bioinformatics

Prof. Roded Sharan, Exact Sciences,
Best Paper Award together with his PhD student, Nir Atias,
at the RECOMB 2010 conference

Dr. Inna Slutsky, Medicine,
Sir Bernard Katz Award for Excellence in Research

Dr. Marcelo Sternberg, Life Sciences, Chairman of the
Israel Society of Ecology and Environmental Sciences

Prof. Benjamin Svetitsky, Exact Sciences,
Fellow of the American Physical Society

Prof. Boris Tsirelson, Exact Sciences,
New Immigrant Scientist Award of the Ministry of Absorption

Prof. Michael Urbakh, Exact Sciences,
2010 Prize in Theoretical Electrochemistry of the
International Electrochemical Society

Prof. Arkadi Vigalok, Exact Sciences, 2010 Excellent Young
Scientist Award from the Israel Chemical Society

Prof. Amotz Zahavi, Life Sciences, Fyssen Foundation
International Prize

Dr. Luba Zuk, Medicine, Lifetime Achievement Award of the
Organization for Child Development Centers in Israel

Prof. Uri Zwick, Exact Sciences, David P. Robbins Prize of
the Mathematical Association of America; 2010 Lester R.
Ford Award

INTERNATIONAL & INTERDISCIPLINARY RESEARCH

Environmental Issues

Digging Up Information

Incumbent of the Mikhael Moshe Nebenzahl and Dr. Amelia Grossberg Chair in Geodynamics **Prof. Zvi Ben-Avraham** (Exact Sciences) is heading, together with **Dr. Moti Stein** of the Geological Survey of Israel, one of the world's largest earth science research projects in cooperation with the International Continental Drilling Program. Starting from the lowest place on earth, they drilled a hole 500 meters deep in the center of the Dead Sea, at a water depth of 300 meters, extracting and analyzing layers of sediment from up to 500,000 years ago. Project partners include Jordan, the Palestinian Authority, the US, Germany, Switzerland, Norway, Japan and others. The study will provide data about rainfall, droughts and earthquakes that will help in dealing with current and future climate change.

Plastics That Are Biodegradable

With funding from the German-Israeli Foundation for Scientific Research and Development (GIF) and the Britain-Israel Research and Academic Exchange (BIRAX), the research team of **Prof. Moshe Kol** (Exact Sciences), in collaboration with teams in Aachen, Germany, and in Bath, England, is developing a chemical catalyst that can be used to produce a new sustainable plastic. Made from renewable sources such as corn, wheat or sugarcane, this plastic is biodegradable, tougher and more heat resistant than conventional plastics made from petrochemicals, and versatile enough to be used for water pipes, disposable coffee cups, or textiles. The plastic has already proven useful in the form of bottles, bags and film, and is poised to be a strong industry competitor.

Designer Molecules for Bio-Fuels

Prof. Raphael Lamed (Life Sciences) is working in collaboration with several international research institutes on understanding the cellulosome, a complex of enzymes, and how it might be used in the production of bio-fuel. He discovered the cellulosome in collaboration with Prof. Edward Bayer of the Weizmann Institute of Science, and found it to be very good at breaking down cellulose, a major component of wood, cotton and other plant matter. Now focused on the design of artificial ("designer") cellulosomes with improved activity, his research provides a platform for biotechnological and nano-technological applications, including prospects for producing bio-fuels from plant cell walls – a goal of global importance in the 21st century.

Creating Future-Ready Industry

Prof. Yoram Reich and his research associate **Dr. Avner Engel** (both of Engineering) head a research consortium that recently won a 2.4 million euro grant from the EU 7th Framework Program to develop adaptable manufacturing systems that will consume less energy and natural resources, be more environment-friendly, and be more cost-effective. Aiming to bring European industry to a new level of performance, the TAU-led consortium will develop a methodology for designing manufacturing lines, product systems and customer services for optimal adaptability to changing needs, developing technologies and government regulations. The methodology will then be validated in six pilot projects covering a range of industry sectors.

Health Matters

Discovery of a New Gene

Dr. Eran Halperin (Life Sciences) collaborated with a research group from the University of California, Berkeley, on the study of non-Hodgkin's lymphoma, a collective name for a diverse group of blood cancers. Comprehensive genetic analysis led to the discovery of a new gene in chromosome 6 that was shown to be statistically associated with non-Hodgkin's lymphoma. Published in *Nature Genetics*, this discovery sheds new light on the disease and possible modes of treatment.

Unfolding the Mechanisms of Disease

Prof. Gerardo Lederkremer is coordinating an international collaboration between the research teams of **Prof. Ehud Gazit** and **Prof. Nir Ben Tal** (all of Life Sciences), and counterparts at Ben-Gurion University of the Negev and three leading German institutions. The focus of the consortium is the study of protein misfolding diseases such as Alzheimer's, Huntington's, Parkinson's, Type 2 diabetes, and many others. The research, funded by the German-Israeli Project Cooperation (DIP), aims at understanding the mechanisms of cell damage resulting from the malformation of protein molecules, and thereby prepares the ground for developing preventive and therapeutic interventions in the disease process.

Biomolecules, the Building Blocks of Life – and Illness

A 1.6 million euro German-Israeli Project Cooperation (DIP) grant has been awarded to an Israeli-German collaboration that includes TAU professors **Yoav Henis** (Life Sciences) and **Joseph Klafter** and **Michael Urbakh** (both of Exact Sciences), together with Israeli and German colleagues. The research team's mission is to study the behavior of proteins, the molecules responsible for most of the cellular functions required for life, by examining both single molecules and molecule ensembles. In particular, the TAU team is looking at the relationship between protein structure and function, and how the interactions of specific signaling proteins with the cell membrane regulate their function in health and disease. Such studies are essential for furthering the understanding of normal protein function and of their involvement in the onset of diseases such as cancer. Prof. Henis holds the Zalman Weinberg Chair in Cell Biology and Prof. Klafter holds the Heineman Chair of Physical Chemistry.

Society and Culture

Gatekeepers of the News

In a 17-nation research project, **Prof. Akiba Cohen** (Social Sciences), who holds the Moshe Theumim Chair in Communication, is investigating the TV presentation of foreign news. His research team is comparing foreign news presentation with that of domestic news, examining what the viewing audience makes of it, and to what extent the news gatekeepers – foreign news editors – are aware of both the material that is being aired and the reactions it elicits from the viewers. The manuscript of the book presenting the project and its findings is currently in preparation.

Two Cultures on Camera

In a joint project between the TAU Department of Film and Television and the German Film and Television Academy of Berlin (DFFB), initiated by **Prof. Reuven Palgi-Hecker** (Arts), teams of Israeli and German film students will work together on a unique project. Capturing on film everyday life and culture in both countries, they will be focusing on the influence Jews had and still have on German culture, as well as the influence of German culture on life in Israel.

TEACHING



Introducing the Lawyer-Humanist

A new interdisciplinary honors program for law students aims to produce law graduates who are more than accomplished legal technicians. The Buchmann Faculty of Law and Entin Faculty of Humanities are jointly offering a four-year program headed by **Prof. Jose Brunner** (holding a joint faculty appointment) that combines law with either philosophy, history, Hebrew culture studies or literature. In addition to their LLB, graduates will receive a diploma from the Faculty of Humanities.

Social Work with At-Risk Children

A new specialized training program headed by **Prof. Tammie Ronen** (Social Sciences) offers, for the first time, an MA in Clinical Social Work with Children and Adolescents. Affiliated with the Renata Adler Memorial Research Center for Child Welfare and Protection, the program is already in high demand, with 33 trained social workers currently enrolled. The program curriculum includes a research project as well as practical work in a variety of child and youth settings such as juvenile offender incarceration centers, orphanages and foster care services.

Teaching the Teaching of Music

The Buchmann-Mehta School of Music's new MA in String Pedagogy, headed by **Prof. Tomer Lev** (Arts), aims to meet the growing need in Israel for string music teachers as well as to update teaching methods to suit the 21st century child. The program's diverse student body, including immigrant, Israeli-Arab and Ultra-Orthodox musicians, will form an elite group of teachers capable of recognizing and nurturing young talent and encouraging activities such as teaching children in small groups, ensemble playing and improvisation. They will be training Israel's next generation of orchestra musicians. The program was made possible through the funding of the Swiss Friends of Tel Aviv University, longtime supporters of the music school.

Management for an Evolving Business World

New Organizational Behavior Lab

The Management Faculty's Behavioral Laboratory now offers Israel's most advanced technology for research and teaching in the field. A state-of-the-art video system enables unobtrusive filming of students in various simulated situations, such as conducting negotiations. The footage can be immediately viewed together with the instructor, providing the students with real-time feedback. The lab is headed by Management Dean **Prof. Asher Tishler** along with **Dr. Danit Ein-Gar**, **Dr. Danny Heller**, **Dr. Carmit Tadmor** and new faculty recruit **Dr. Shani Yaniv**.

Management in the High-Tech World

The new MBA program – Management of Technology, Entrepreneurship and Innovation – is designed for students with a background in engineering or the exact, life and computer sciences; graduates of economics or law; and those who hold key positions in the high-tech industry. Under the academic supervision of **Prof. Moshe Zviran** and the direction of **Dr. Iris Ginzburg** (both of Management), the twice-weekly, two-year course will include case studies, hands-on projects and lectures by Israel's industry leaders.

New International MA Programs

International MA in Environmental Studies

English-language studies at the Porter School of Environmental Studies will provide multidisciplinary insights into environmental studies, including courses on ethics, economics, policy, law, ecology, climate change, marine biology and resource management. Program Head is **Prof. Yehuda Benayahu** (Life Sciences), incumbent of the Israel Cohen Chair for Environmental Zoology.

International MA in Political Science in Action: Leadership, Communications and Elections

This program is tailored for students interested in the practical dimensions of politics and addresses the fusion between leadership, elections and media capacities in contemporary democracies. Program Heads are **Prof. Michal Shamir** and **Dr. Amal Jamal** (both of Social Sciences).

Executive Master's in Public Health (EMPH) – Emergency and Disaster Management

Modeled after the extremely successful TAU program taught in Hebrew, this unique multidisciplinary program integrates academic knowledge and best-practice experience to train experts in crisis management for mass casualty events. Program Head is **Dr. Kobi Peleg** (Medicine).

International MA in Jewish Studies

Aimed at overseas students who are interested in a comprehensive approach to Jewish history, culture, Bible studies and mysticism, the program includes visits to heritage-rich sites in Israel. Program Head is **Prof. Ishay Rozen-Zvi** (Humanities).

Israeli and Palestinian Students Keep Dialogue Alive

Cross-Border Student Seminar

Students of environmental studies joined their Palestinian counterparts in a seminar on issues of concern to both sides. During four meetings, including lectures and field trips in Israel and the West Bank, participants succeeded in looking beyond political conflict to focus on common problems and interests. Co-organizers Rana Qaimary of Ramallah and TAU PhD student **Shahar Sadeh** (Porter School of Environmental Studies), whose dissertation is on "Environmental Peacemaking in the Middle East," are planning to continue group contact and are considering ways of moving on to collaborative action. The seminar was organized in cooperation with the Van Leer Jerusalem Institute and HPS Ramallah, with the support of the Leonard Cohen Fund for Reconciliation, Tolerance and Peace.

American Democracy Project

A first-of-its-kind seminar on the history of democracy in the United States was taught simultaneously in three institutions: TAU (headed by **Dr. Michael Zakim**, Humanities), Oberlin College, USA, and Al-Quds University, Palestinian Authority. The seminar facilitated a new model for American mediation by drawing on 250 years of democratic political experience and extracting from it lessons that Israelis and Palestinians could apply to solving their conflict. Initially, contact between the three groups was through teleconferencing, Skype, e-mail, and a dedicated website. The three groups then met for a two-week seminar at Oberlin College, followed by a tour of Washington DC.

Language and Culture

The Continued Evolution of Yiddish in Israel

Under the supervision of **Prof. Dorit Ravid** (Education), doctoral student **Netta Abugov** is conducting the world's first systematic study of the acquisition of Yiddish among children growing up in an Ultra-Orthodox community in Israel. Focusing on how the language is developing in close proximity with Hebrew, the study has attracted much international interest and has important implications for multilingual language acquisition as well as for applying, for the first time, the benefits of modern psycholinguistic science to the treatment of children in the Ultra-Orthodox Yiddish-speaking community. Netta's research received partial support from TAU's Goldreich Family Institute for Yiddish Language, Literature and Culture.

Jewish Family Tree Has Deep Roots

Dr. Saharon Rosset (Exact Sciences) co-authored a path-breaking study on the genetic origins of the Jewish people. A comparison of genomic data from 14 Jewish communities and 69 non-Jewish populations throughout the world showed a close genetic similarity between Jewish communities from such disparate regions as North Africa and Eastern Europe, as well as a genetic connection between Jews worldwide and modern populations in the Levant, or Eastern Mediterranean. The findings support the premise that most contemporary Jews are descended from common ancient origins likely related to the Levant region. Dr. Rosset's statistical analysis was central to the study's conclusions, which were published in *Nature* and widely covered by the popular media.

Groundbreaking Study of Arabic Dyslexia

As part of her doctoral research supervised by **Prof. Na'ama Friedmann** (Education), PhD candidate **Manar Haddad-Hanna** conducted a large survey to identify and characterize various dyslexia subtypes in Arabic. This marks the first time that the study of dyslexia has been extended to the Arabic language. Manar's study will improve diagnostic capabilities and lay the foundation for developing dyslexia treatment programs among Arabic-speaking populations.

The New Euro-Islamic Discourse

In his analysis of the clash in Europe between the radical right, the liberal elite, and the civic demands of the Muslim population, **Dr. Alberto Spektorowski** (Social Sciences) takes a different view of the liberal backlash than those who claim Europe is becoming racist. Rather than seeing the liberals' call for integration and return to nationalism as a demonstration of racism, he suggests that the new trend toward civic integration and its success are in fact the only barriers against racism.

The Psychology of Religion

With a focus on Islam, new faculty recruit **Dr. Hisham Abu-Raiya** (Social Work) is examining the psychology of religion and the relationship between religious and spiritual beliefs, practices and teachings on the one hand, and the physical and mental health and well-being of their proponents, on the other. Particularly interested in religious coping strategies for dealing with life's stresses, Hisham is examining how these might be incorporated into psychotherapy with religiously observant clients.

Power to Heal

Stem Cells Made Easy

Prof. Sandu Pitaru (Dental Medicine) has discovered a new and unique stem cell population in the oral mucosa (hOMSC). Although residing in adult and elderly tissues, these stem cells exhibit the advantages of embryonic stem cells while being far more accessible and safe for use. Dr. Sandra Treves and Keren Marynka-Kalmani, PhD students in Prof. Pitaru's group, have found evidence to support the therapeutic potential of hOMSC, with important implications for regenerative medicine. Their findings were published in the scientific journal, *Stem Cells*.

Venus Fly-Trap Good For Your Health?

Dr. Haviva Eilenberg and **Prof. Aviah Zilberstein** (both of Life Sciences), working in collaboration with **Prof. Shmuel Carmeli** (Exact Sciences) and **Prof. Esther Segal** (Medicine), discovered an unexpected benefit from carnivorous plants. The plants' prey-trapping cavities, known as pitchers, produce a substance that acts as an effective fungicide against human and plant pathogenic fungi. Further applied studies will aim to develop effective medications for humans based on this natural product.

Exacting Science

Keeping Cyberspace Efficient and Safe

Recently arrived at TAU from Princeton, **Dr. Binyamin (Benny) Applebaum** (Engineering) combines cryptography, computational complexity and security to develop codes that can keep data private and safe, even when stored or processed by external vendors of questionable trustworthiness. By creating highly efficient cryptographic tools, Benny is addressing the security needs of devices with less computing power, such as smart phones, netbooks and smart cards, which are becoming increasingly common in today's world of expanding Internet and e-commerce.

Shedding Fat... Molecules

Through his novel method for analyzing proteins, **Prof. Shaul Yalovsky** (Life Sciences) found that proteins responsible for cell growth, neural development and cancer metastases in humans, and for cell wall formation in plants, are activated by binding with fat molecules. This finding, which was widely publicized, has repercussions for both human and plant life. Finding a drug to prevent fat molecule attachment could help inhibit the spread of cancer, enhance wound healing, or improve regeneration of nerve cells. In plants, manipulating the protein-fat interaction could affect cell walls in a way that would benefit the production of bio-fuels.

New Discoveries in Cancer Research

A recent arrival at TAU from the University of California, San Francisco, **Dr. Neta Erez** (Medicine) is conducting research with a specific goal – to improve the therapeutic process in the treatment of cancer. Focusing on how cancer cells interact with and recruit normal cells for their own growth-promoting purposes, Neta is on the road to discovering these interaction pathways, aiming to then target them with specific drugs that inhibit tumor growth.

Discovery of a Black Hole Growth Spurt

Using giant telescopes in Chile and Hawaii, **Prof. Hagai Netzer** (Exact Sciences), who holds the Jack Adler Chair of Extragalactic Astronomy, and his PhD student **Benny Trakhtenbrot** have identified an era of prolific growth of the universe's most massive black holes. They used a method that was developed with other TAU astronomers to measure the mass of active black holes and ascertained that the growth spurt occurred when the universe was a mere 1.2 billion years old. Their discovery was published in the *Astrophysical Journal*.

Research Laboratories

How Nerve Cells Make Long-Distance Calls

New faculty recruit **Dr. Eran Perlson** (Medicine), who joined TAU from the University of Pennsylvania School of Medicine, has set up the Mary Shapiro Kantor Neurodegenerative Research Laboratory for studying diseases such as ALS (Lou Gehrig's disease) and Alzheimer's. Eran is trying to determine the molecular basis for long-distance signaling between nerve cells and their environment, to understand both how the process is regulated and which signaling information is needed to maintain healthy connections. His research is partially supported by the Canadian Friends of Tel Aviv University in Montreal.

New Safe Lab for Hazardous Pathogens

A new laboratory for investigating disease-causing microorganisms such as HIV and Legionnaire's disease has been created as part of the USAID-ASHA Center for AIDS and Infectious Diseases Project. The facility, which is under the direction of **Dr. Eran Bacharach** (Life Sciences), ensures the safety of researchers and the lab's surroundings by employing such advanced security measures as restricted entry, internal negative air pressure, and special filtration and air circulation systems.

Toward Personalized Drug Development

With donations by the Mexican Friends of TAU, the Cell Screening Facility for Personalized Medicine of **Dr. Miguel Weil** (Life Sciences) recently acquired advanced cell analysis equipment, making it the first laboratory of its kind in Israel to focus on the development of personalized medicine for rare and incurable diseases such as familial dysautonomia and ALS. Miguel discovered that these diseases are apparent in the patients' stem cells. Collaborating with TAU-affiliated hospitals, his research team extracts these live cells and uses them in cultures to test the effectiveness, or potential toxicity, of drug candidates, without having to test them on the patients themselves.

Working World

Preparing for Life After Work

A cooperative agreement aimed at disseminating knowledge about pensions, retirement and welfare has been entered into by the Department of Labor Studies (Social Sciences) and Clal Insurance Pensions and Finance Group. Included among the project's courses and research projects is a study headed by **Prof. Jiska Cohen-Manfield** (Medicine), who heads TAU's Rosita and Esteban Herczeg Institute on Aging, on the effectiveness of current retirement preparation programs designed to ease the transition from work to retirement.

Respect Improves Productivity

In collaboration with colleagues from Singapore and Canada, **Dr. Daniel Heller** (Management) made a daily survey of 100 employees in various organizations over a two week period to ascertain the link between perceived supervisor injustice and inappropriate employee behavior. Perceived injustice was shown to deleteriously affect self-esteem, which in turn resulted in undesirable employee behavior. Results suggest that if managers improve the quality of routine everyday interaction, and perhaps receive interpersonal sensitivity training, costly declines in employee productivity can be significantly reduced.

Just Following Orders – A Defense?

Ziv Bohrer's doctoral dissertation, supervised by **Prof. Eyal Benvenisti** (Law), incumbent of the Anny and Paul Yanowicz Chair in Human Rights, addresses the legal implications of "obedience to unlawful orders." He offers a new theoretical perspective on domestic and international legal systems, rejecting the one-rule-fits-all policy. Instead, he proposes different disobedience rules for different situations, such as peace or wartime, or for different positions, such as a low-ranking soldier or a high-ranking commander.

A Task of National Importance

Passion, dedication and a belief in social change are what spurred attorney Michal Herzog to take on the leadership of the Buchmann Faculty of Law's new alumni association. For Michal, strengthening the Faculty's ties with Israel's legal community remains a task of national importance and a way of ensuring the Faculty's standing as the top law school in Israel.



Michal Herzog

TAU law graduate, class of 1986
Founding head of the Buchmann Faculty of Law's Alumni Association

In her private practice Michal, an expert on white-collar criminal law, currently serves as a mediator and a representative of philanthropic foundations. In her public role, Michal has been working closely with Law Dean Hanoch Dagan over the last two years to reach out to the faculty's many graduates. The association now has 3,500 members, including Supreme Court judges, senior partners in prestigious Tel Aviv law firms, public prosecutors, and members of academia.

Heading the association also fulfills a Zionist mission, Michal believes: "The Faculty's world-class standing presents Israel in a positive light at a time when it is suffering from a poor image in the international arena."

Daring and Business Acumen Are Key

Israeli high-tech at its most successful can be demonstrated through the example of Igal Rotem. He is co-founder and former CEO of PowerDsine, pioneers of Power over Ethernet technology, which enables the transmission of electrical power and data communications through a single cable. With two TAU degrees under his belt – a BSc in Engineering and an MBA in Industrial Management – Igal led the company through successful rounds of private funding to its initial public offering on the NASDAQ exchange in 2004 and its acquisition in 2006 by Microsemi Corporation for \$250 million.

Igal maintains close ties with the Engineering Faculty's Shiluvim Alumni Association: he lectures, participates in panel discussions and helps organize class reunions. He frequently tells students that a combination of an engineering degree and business education, together with daring, business acumen and drive, are the keys to success in the high-tech field.



Igal Rotem

TAU graduate in engineering and industrial management, class of 1987
Ernst & Young (Israel) 2004
Entrepreneur of the Year

COMMUNITY



Providing Support Where Needed

Lights, Camera, Social Action

In a joint project between TAU's Department of Film and Television and the Ministry of Welfare and Social Services, 35 film students conducted meetings with 20 groups of children in distressed circumstances, with between 8 and 15 children per group. The students taught the children the basics of filmmaking, while providing them with positive role models and boosting their self-confidence. **Prof. Reuven Palgi-Hecker** (Arts) supervised professional aspects of the project while a representative of the Ministry provided emotional support and guidance.

Language Intervention for Children of Immigrants

Headed by **Prof. Liat Kishon-Rabin** (Health Professions), the Department of Communication Disorders ran a year-long project among children of immigrants and foreign workers in the Bialik-Rogozin school, which gained wide media attention this year as the subject of the 2011 Oscar-winning documentary, *Strangers No More*. The children grow up hearing a cacophony of languages, few spoken with mother-tongue proficiency, and have poor language skills. Weekly language therapy was provided by the department's students to the 25 lowest-scoring kindergarten children. By year end, these children showed significant improvement in all areas of language and academic performance, while researchers received verification of the effectiveness of their intervention – a win-win model. This project is fully funded by the Landa Foundation.

The Magic of Music

Based on the idea that perhaps children at risk don't need therapy in the traditional sense, but rather a corrective, super-positive experience, TAU and the Israel Philharmonic Orchestra (IPO) piloted the Sulamot ("Scale-Up") – Music for Social Change project this year. In three outlying towns, 150 school children had weekly meetings with music teachers, among them TAU music students, who taught them how to play wind & brass instruments. Within four months orchestras were beginning to play together. "The amazing thing," says **Prof. Tammie Ronen** (Social Work), "is that just by being provided with a musical instrument and taught how to play together, these children have improved their self-confidence, self-esteem, behavior and school performance." The project, a cooperative effort of TAU's Buchmann-Mehta School of Music, the IPO's "Keynote" education & outreach program and TAU's Renata Adler Memorial Research Center for Child Welfare and Protection, is sponsored by the Swiss Friends of TAU and Keren Hayesod–United Israel Appeal.

Clinics for What Ails Society

Environmental Policy Clinic – Learning While Serving Society

The Environmental Policy Clinic – aimed at promoting informed environmental policy in Israel – is a collaboration between the Porter School of Environmental Studies and the Department of Public Policy. Under the direction of **Dr. Dorit Kerret** (Social Sciences), a former Porter Fellow, law and public policy students both conduct research and gain hands-on experience at selected organizations, among them regional councils and municipalities. They then present the host organization with their policy recommendations.

Promoting Workers' Rights

The Department of Labor Studies has launched a new clinic run by **Prof. Gideon Kunda** and **Guy Mundlak** (Social Sciences). Aimed at helping find employment for disadvantaged populations and advocating for workers' rights, the clinic enables students to implement their theoretical knowledge in real-world situations and to bring their field experience to class discussion. Students in the clinic work with organizations that actively aid Ethiopians, Arab women, the long-term unemployed, and migrant workers, among other groups.

Clinic for the Rights of Holocaust Survivors

Some 40,000 of Israel's 221,000 Holocaust survivors live in poverty, with lack of knowledge and bureaucratic obstacles standing in the way of their exercising their rights. Now, a new legal clinic under the supervision of **Prof. José Brunner** (Law and Social Sciences) and TAU alumnus **Josef Hayut**, an attorney-at-law, is providing free legal aid to Holocaust survivors. With the intention of promoting justice rather than perpetuating charity, the clinic aims to ensure the dignity and welfare of Holocaust survivors through the use of legal tools, including direct legal assistance by a lawyer and a group of law students working under academic and professional supervision. The added value of the clinic is in the knowledge gained about the Holocaust and its consequences by the students – Israel's future jurists and lawyers.

Spreading the Wealth of Knowledge

Getting to Know Our Feathered Friends

Dr. Yossi Leshem (Life Sciences), an expert on bird migration, is ensuring that Israeli schoolchildren understand the rich avian diversity that fills Israel's skies. He and his team have led an initiative involving 94 schools in the north of the country, teaching children about bird populations and biodiversity. They have also developed an educational website (www.birds.org.il) that features cameras on nests and radar and satellite data on bird movement. During 2011 the website has had over 1 million hits from children in 450 schools.

Popularizing the Bible

Doctoral student **Omer Sergi** has been involved in a program aimed at improving Bible studies in secular Israeli society. Under the supervision of **Prof. Oded Lipschits** (Humanities), he participated in writing books for the series *Bible, History and Everything in Between* for elementary schools, and provided teacher training. Now, working with the Center for Educational Technology, Omer is introducing Bible studies to the digital age by making the teacher training program available on-line and freely accessible to teachers throughout Israel, as well as building student-teacher websites promoting Bible studies.

STUDENTS



Ruth and Allen Ziegler Student Services Division Continues Innovating

Helping Graduates Plan the Next Step

The School for Career Skills Development was established by the Ziegler Division to give graduates tools and skills to help them successfully integrate into the employment market. Among the courses offered are public and media relations, business English, training to become a personal coach, and training to become a clinical research associate (CRA) at a research institute or pharmaceutical company.

Extra Psychological Support

A new program, Supported Academic Education, assists students with psychiatric disabilities, helping them overcome personal and emotional difficulties on the way to achieving their academic goals. Aimed at students eligible for Ministry of Health rehabilitation services, the program is funded by the Ministry of Health and the National Insurance Institute and is a joint initiative of the Ziegler Division's Psychological Services Unit and REUT-Community Mental Health Organization.

More Motorola Israel Scholarships

Thanks to the long-lasting cooperation and deep ties between Motorola Israel and TAU's Fleischman Faculty of Engineering and Blavatnik School of Computer Science, the Ziegler Division was given the opportunity to apply directly to the Motorola Solutions Foundation for increased scholarship funding. The generous response resulted in more than double the number of Motorola Solutions scholarship recipients, enabling bright students of limited means to pursue academic technological studies and become Israel's future engineers and computer scientists.

Made-to-Fit Orientation Days

The Ziegler Division helps organize a variety of orientation days geared toward specific groups of future students. For example, hearing and visually impaired TAU students host high school students with similar disabilities. They learn about life on campus and courses of study available, and they visit campus laboratories that develop or provide learning aids. Customized orientation days have also been designed for Ethiopian and Arab students.

Students Light Up the Silver Screen

Fly the TAU Skies

In what may be a first in the world, El Al has signed an agreement with the University to feature TAU student films on its aircraft. Passengers will be able to view two dedicated channels – one documentary and one fiction. Selections from among the TAU film school's award-winning films from the last five years, including Student Academy Award nominees, will be changed every four months.

13th International Student Film Festival

Wholly planned and run by students and graduates of TAU's Department of Film and Television, the Tel Aviv Student Film Festival has developed into the largest event of its kind in the world. Last June, 140 overseas students arrived for the 13th festival from 80 film schools in 40 countries. One hundred and seventy films were screened, and guests included Oscar-winning producer and director Roger Corman. A festival first, the One-on-One program gave film students the opportunity to present their work at personal meetings with TV and film industry leaders.

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אוניברסיטת תל-אביב



1st

choice for Israeli students out of the country's 66 universities and colleges.

11th

place in the world, and first in Israel, in citations per faculty member.

22nd

place among world research institutions and Israel's leader in the number of patents filed.

63rd

place in the world, and the leader among Israeli universities, in the number of scientific publications.

29,600

students, more than at any other Israeli research university.

45,000

children and adults, many from disadvantaged backgrounds, brought to the campus for science and academic enrichment this year.

305,290

community service hours performed by TAU students annually.



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