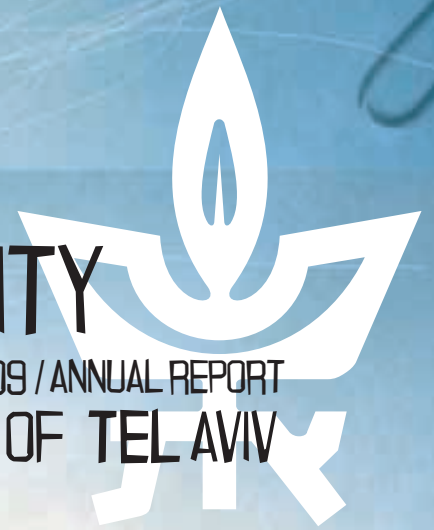


TEL AVIV UNIVERSITY

09 / ANNUAL REPORT

100 YEARS OF TEL AVIV



Rothschild Blvd.

Balfour Street

Suzanne Dellal Center
Neve Tzedek

Suzanne Dellal Center
Neve Tzedek

Shlush Street

Cymbalista Synagogue and
Jewish Heritage Center
Tel Aviv University

Rothschild Blvd.

Dr. George S. Wise
Senate Building
Tel Aviv University

Chen Blvd.

Azrieli Center
Petach Tikva Road

Tel Aviv City Hall
Ibn-Gvirol Street

Buchman Faculty of Law
Tel Aviv University

Smeoriz Auditorium
Tel Aviv University

Tel Aviv University

Alma Beach

Peretz Kahalil Building
Tel Aviv University





TEL AVIV THE CITY THE UNIVERSITY

If Tel Aviv is modern Israel's vibrant heart, then Tel Aviv University is the city's heartbeat. Attracting the brightest minds from across the country and the globe, Tel Aviv University feeds the city's business, high-tech and cultural life, infusing it with the creativity and expertise of its graduates. University faculty and students also improve the lives of residents in innumerable ways, from social welfare programs to legal clinics, from dental care to community theater, and from adult education to urban renewal.

Can you imagine a Tel Aviv without Tel Aviv University? Neither can we.



TEL AVIV

09 / ANNUAL REPORT
00 YEARS OF TEL AVIV


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TEL AVIV
YAFU



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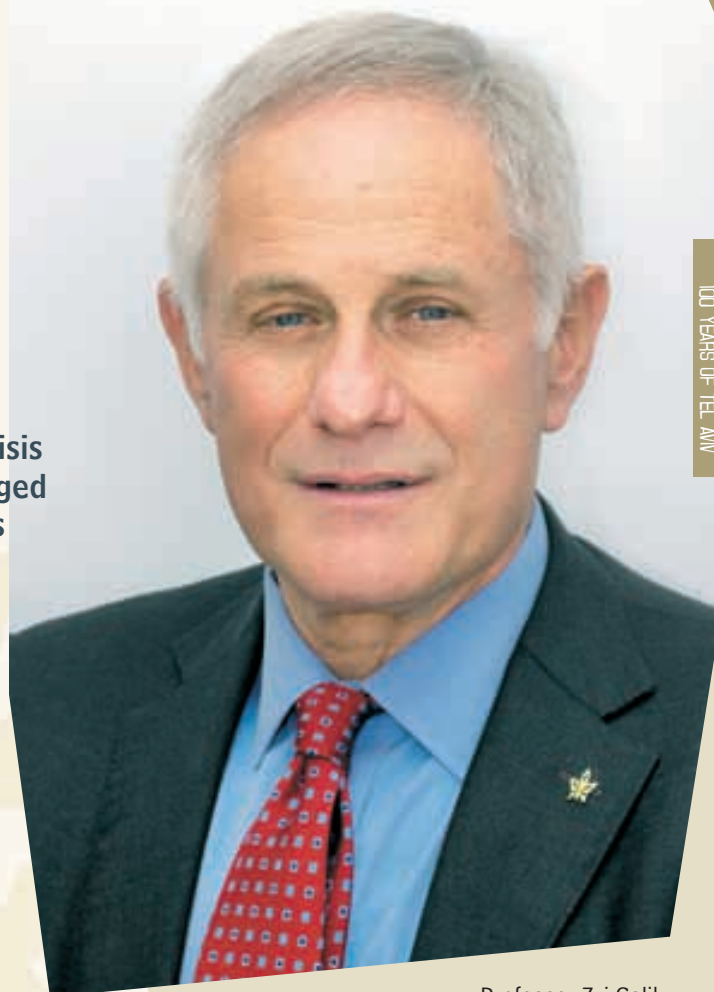


PRESIDENT'S MESSAGE

Despite the budget ax, global financial crisis and a war in Gaza, Tel Aviv University surged forward this year with young faculty hires and new, major projects

My first year as president was greeted by a 13-week faculty strike. The academic year started three months late. One might have hoped for this year to be quiet and normal, by Israeli standards at any rate. One would have been disappointed. This year had not one, but three unfortunate developments. These were, in chronological order: a problematic start of the academic year, a global economic crisis, and the military operation in Gaza.

The budget of higher education in Israel was cut by over 20 percent in the last seven years. The outcry led to the creation, three years ago, of the governmental "Shochat Commission," which recommended restoring and even increasing the budget. About 25 percent of the recommended increase was supposed to come from a tuition increase. The government, which decides the level of tuition, could not tackle this issue politically and has never discussed the recommendations of the commission. The Treasury insisted on an "all or nothing" deal – no budget increase without increasing tuition fees – which resulted in a stalemate. The universities, after years of cutbacks, were on the verge of financial collapse. As an act of desperation, the presidents threatened not to open the academic year. At the last moment, after much discussion and many late-night meetings, the previous Prime Minister, over the objection of the Finance Minister, mandated an additional budget for the universities. The additional funding helped cover the rise in faculty salaries stemming from the settlement of last year's strike, and hardly anything more. It could not be viewed by any means as a first step of implementing the Shochat Commission's recommendations.



Professor Zvi Galil

We had expected to be able to manage on a slim but balanced budget. This hope was dashed by the global financial meltdown, which started last year and has continued in full force since. The plunge in the value of stocks and certain Israeli corporate bonds caused a decrease in the value of our endowment and a subsequent reduction in the endowment income that supports many valuable activities. Since we still need to support many of these activities, this has created a big hole in the budget. The economic downturn hurt many of our friends and supporters, so fundraising is becoming much more difficult. The Madoff affair, while not causing us direct damage, wiped out or severely affected a number of foundations that have supported us. In one particular case, we were left with the challenge of providing a generous start-up package to a young returning scientist that was going to be funded by one of these foundations.

The 22-day military operation in Gaza disrupted the first semester for over 200 of our students who were called up for reserve duty. Our academic and administrative staff have made special efforts to accommodate them and make their return to studies as smooth as possible. Help was provided to the returning students by the office of the dean of students and the Ruth and Allen Ziegler Student Services Division.

In February, underscoring a deep belief that personal example speaks louder than any words in demonstrating commitment to our institution, the university management decided to take a pay cut of five percent for a 12-month period. I am deeply grateful to my colleagues for responding promptly, positively and generously to my initiative. The decision affected the salaries of the president, vice presidents, rector, vice-rector, director-general and his deputies, the faculty deans, the academic secretary and the legal adviser.

Israeli history is about nothing if not the overcoming of insurmountable odds. Let me turn to the accomplishments of Tel Aviv University, in the face of the difficulties I have just described.

World ranking

TAU has risen in the international ranking of universities to the 114th place, up from the 188th in 2005. If we compute the ranking based on the academic components alone, we rank in the mid-sixties. In the number of citations per faculty, TAU is 21st in the world, a most impressive achievement. My goal for TAU has not changed – to become the best university in Israel and among the top 50 universities worldwide.

To become one of the elite global universities, TAU needs to orchestrate three endeavors: 1) setting strategic priorities and promoting excellence; 2) expanding the financial base; and 3) soliciting greater involvement and support of constituents and stakeholders. For this last endeavor we have set up, with the enthusiastic support of the Israeli Friends of TAU and their energetic President, Mr. Amos Shapira, advisory boards on five issues: differentiation and relative advantages; fundraising; alumni and friends recruitment; relations with the business and public sectors; and reviving demand for the humanities and basic sciences. Each board is led by TAU academic leaders and comprised of faculty, senior administrators, students and key figures from the public and business sectors. We are also engaging members of the Board of Governors and the chairs of our worldwide friends associations in this process.

“Demonstrating commitment to our institution, the university management decided to take a pay cut.”

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; Poalim Capital Markets and Investments Ltd.; and 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.



Young academic stars

Renewal is crucial to every institution of higher learning. Many universities have gone into a hiring freeze, yet despite the difficulties TAU hired 30 young researchers in each of the past two years. This was made possible by donors' generous support. We hope to be able to continue and recruit more young Israeli stars who work in the best universities abroad. In a reversal of fortunes, the global economic situation may actually allow us to recoup some of Israel's losses to brain drain. We also hope that some of the government funds dedicated to the stimulus of the Israeli economy will be devoted to the most important national infrastructure – our human capital.

“Many universities have gone into a hiring freeze, yet despite the difficulties TAU hired 30 young researchers in each of the past two years.”

Stellar research

The research achievements of our faculty members are impressive and heartening. Since 2000, the number of competitive grants won, and the total funding received, increased by more than 50 percent; funding per faculty doubled. The excellence of our faculty is widely recognized. Six members won this year's Israel Prize, the highest honor the state bestows on its citizens: Professors Israel Levin in Hebrew literature, Reuven Tsur in general literature, Yehuda (Judd) Ne'eman in cinema, Zvi Laron in medicine, Zahava Solomon in social work and Mordechai Shani for lifetime achievement. Three other faculty members won this year's Emet Prize, awarded for academic achievement that constitutes a unique contribution to society: Professors Joshua Jortner in chemistry, Yitzhak Sadai in music and Sasson Somekh in Arabic language and literature.

Globalization

We have made significant progress toward making TAU a more international university. We have launched the Adler-Buchmann International Program for Outstanding Foreign Music Students at the Buchmann-Mehta School of Music. It already supports 22 talented young musicians from 16 countries. We are launching the Sofaer Family International MBA program at our Faculty of Management—Leon Recanati Graduate School of Business Administration, and the program's first class will commence studies in October.

Student recruitment

This year Tel Aviv University has significantly expanded its marketing and public outreach efforts. The past three years have seen, for a number of reasons, a marked slowdown in the demand for university study in Israel, after a number of years of relatively high growth. If once most applicants sought entry into an institution of quality and prestige, and were ready to enter the humanities and the basic sciences, today many young people apply straight to colleges offering mainly professional studies. We have taken steps to reduce the erosion of our “market share”: potential applicants were invited in February to an open day (a practice that has been revived after a break of seven years), our consulting services to potential students have been expanded, the registration center has been made more accessible, and our website has been revised. Newly enrolled students also benefit from merit scholarships, which we introduced to attract top students to certain fields. This year, our university was the best performer among the Israeli universities with a more than 10 percent increase in the number of new undergraduate students.

“Since 2000, the number of competitive grants won, and the total funding received, increased by more than 50 percent.”

Campus growth

After years with little construction on campus, I am happy to announce three construction projects: Student City, the Eco-Building to house the Porter School of Environmental Studies, and a building for the National Collections of Natural History. In these difficult times we have made sure, before starting such projects, that the full funding for the construction, as well as for at least five years of maintenance, is in hand. In addition, in some cases the planned construction is modular to protect against an increase in building costs.

- **A thriving campus life:** Student City consists of eight buildings dedicated to student housing; the first of the buildings is to be named for Moise and Chella Safra of São Paolo, Brazil. The project, which has been years in planning, includes the renovation of the existing dormitory complex. Last month the first of the renovated dorms reopened and I had the honor of affixing the mezuzah. When completed, Student City will more than double the number of dorm units at our university and will enable us to expand our international programs.
- **Landmark green building:** The Porter School of Environmental Studies is a unique multidisciplinary graduate school that involves all nine faculties of the university. The new Eco-Building for the Porter School is funded by a generous gift from the Porter Foundation led by Dame Shirley Porter. The first green building in the university and one of the first in the country, it will make use of passive and active technologies for generation and conservation of energy, and for recycling of water and waste.
- **Home for national treasure:** The National Collections of Natural History will be united in a dedicated building. The collections, all of which are treasures of national importance, include millions of zoological, botanical, archaeological and anthropological specimens. The new building will serve three inter-related purposes: teaching; research, mostly on the biodiversity of Israel and the region; and public education. The collections will be open to the public, mostly to school groups. The building will enhance the operation of Nature Campus – which brings over 10,000 youth to the university's zoological and botanical gardens annually. It will serve as a nucleus for a nature learning center for children and families in the increasingly urban metropolitan area of Tel Aviv. The building is funded by private and governmental sources, including the

Council for Higher Education and four ministries: Agriculture, Environmental Protection, Science and Tourism. The building will be named after Michael Steinhardt, the former chairman of our international Board of Governors, who pledged the leading gift.

TAU leadership

Let me close with a few words on developments in the university's top management. After eight years of service as chairman of the Executive Council, Dov Lautman stepped down in March. I thank Dov for his dedicated service to our university in perhaps the most difficult period of its existence. Dov has made numerous contributions to our university, the most important of which was orchestrating the recovery plan that significantly reduced the huge deficit that we had in 2002. He has also been a long-term and generous benefactor of academic and community outreach programs at TAU. Dr. Leora Meridor was elected by the board to serve as its next chair. I welcome Leora and am looking forward to working closely with her.

Fundraising has been drastically affected by the current economic crisis. We are fortunate indeed in our staunch friends who have made special efforts to support us, and keep us afloat this year despite our financial straits. We are grateful to our lay leaders all over the world who help keep our Friends organizations going in these difficult times.

Our standing as a leading research university rests on a solid foundation – our excellent faculty and staff. We will do our utmost to ensure that the present budgetary difficulties do not lower the quality of teaching and research at our institution. I am certain that, together, we will overcome this adverse period and succeed in steering the University onto a path of renewed development and growth.



Professor Zvi Galil
President
Tel Aviv University



CELEBRATED TEL AVIV



Mayor Ron Huldai, recipient of a 2009 honorary doctorate of Tel Aviv University, reflects on the meaning of the university for the city, the country and the Jewish people.



Honored Friends,

Tel Aviv University's 2009 Board of Governors meeting coincides with the centennial celebration of the birth of Tel Aviv, the first Hebrew city.

Bialik, the founding father of Tel Aviv's cultural life, did not live to speak at the 1935 ceremony marking the opening of the School of Law and Economics, which represented the first step toward the establishment of a university in the city. But the words he spoke ten years earlier, at the cornerstone-laying ceremony of the Hebrew University of Jerusalem, would have been most pertinent: "Our national schools – the heder, the yeshiva, the bet midrash – were our strongest fortresses in the days when we struggled hard to survive. In those times of trouble and turmoil, we took refuge behind the walls of these fortresses and, there, we also polished the weapon which remained in our possession – the Jewish mind – to ensure it would not rust."

Since these words were spoken, 84 years have passed. The Jewish mind is just one weapon in the arsenal of our sovereign state but it is, still today, the best and most powerful. Our universities, which cultivate daring paths of thought and academic freedom of expression, safeguard the Jewish mind – to ensure it will not rust.

Tel Aviv University is a true Tel Aviv institution that perpetuates and enriches the cultural and spiritual heritage of this city, the heritage of an open, free and tolerant society which thirsts for knowledge and which creates and consumes quality culture.

This is the glory of the university and the pride of our city.

Yours,

Ron Huldai
Mayor, Tel Aviv-Yafo Municipality



HIGH-TECH TEL AVIV

GIL SHWED TAKES PRIDE IN HEADQUARTERING CHECK POINT, HIS ICONIC ISRAELI HIGH-TECH COMPANY, IN BUSTLING TEL AVIV

Gil Shwed is founder, chairman and CEO of Check Point Software Technologies, the globally recognized leader in Internet security. Last year, the company established the Check Point Institute for Computer Security at TAU, and since 2006, Shwed has served as the chairman of the board of the Youth University, an educational outreach project of TAU's Unit for Science Oriented Youth that targets talented high school students from Israel's outlying cities.

What made you decide to locate your business in Tel Aviv?

There were three of us to start with, two from Jerusalem, and where to locate was a discussion. Tel Aviv was chosen for several reasons. As the country's business center, it attracts a talented



train people who will want to work here. We also find the contact between TAU and the business world an attractive feature; it's important that professors and business people talk to each other, understand each other.

What is your involvement with the Youth University initiative at TAU?

I am very enthusiastic about it as it coincides with my aim to encourage excellence. Check Point promotes education in the community, rescuing drop-outs and helping gifted children achieve all they can. The Youth University is a great initiative, allowing young people to realize their potential. It brings in youth from all over Israel, showing them that they too can be part of the mainstream.

What's your take on the relationship between business and academia?

Long-term research goals should be discussed. Education should be broader than specialized areas of work. Lecturers come to Check Point to talk about non-technical subjects, such as cultural differences – very important for an international company. It's not enough to be good in your field of expertise. A successful company needs management and people skills and a successful education needs to be broad.

workforce. Its central location makes it easily accessible from a wide radius, and its proximity to TAU means large numbers of young well-educated people. Tel Aviv was where we had the largest reservoir of the best possible workforce.

Were there other advantages to doing business in Tel Aviv?

We don't actually do business in Tel Aviv. We're a global company and from the beginning our customers were overseas. But our customers and guests always enjoy visiting here. The city has so much to offer.

Is there a Tel Aviv character to Check Point?

Yes, there is. It's a very active environment. The workforce is young and dynamic. We work hard and long hours and we like to have fun. In Tel Aviv you can finish work at midnight and still go out and enjoy yourself, have a life-after-work. Restaurants, pubs, clubs, everything stays open and it's all nearby. You don't find that anywhere else in the world.

Why did you establish a research institute at TAU?

It was a natural choice because of TAU's proximity, making it easy to cooperate and brainstorm together. We hope the institute will



The Tel Aviv scene photographed by Gil Shwed

TRANSFORMING THE CITY INTO ISRAEL'S CENTER FOR CONSERVATION AND BIODIVERSITY ACTIVITY

NATURAL TEL AVIV

New Building for National Treasure

Tel Aviv will soon receive Israel's first and only museum of natural history – championed and supported by Michael H. Steinhardt, former Chairman of the TAU Board of Governors. To be constructed on the TAU campus with the help of the municipality, the building will house the National Collections of Natural History, an estimated five million specimens of animal and plant life indigenous to Israel and the Middle East region.

“The new building will promote our natural heritage,” says Prof. Tamar Dayan (Life Sciences), director of the collections and initiator of the project. “It will preserve the collections, a priceless and unparalleled scientific resource that is used by hundreds of researchers and students each year. Just as important, it will serve our enduring goal of engaging new generations of young people who are the future caretakers of our natural environment.”

Housing laboratories, exhibition halls and classrooms, the building will enhance the operation of Nature Campus, the University's nature education outreach program. It will instill knowledge, respect and enthusiasm for the land of Israel among thousands of visiting children and youth annually, many from disadvantaged backgrounds.

The approximately \$15 million project is being funded by private and governmental sources, including the Planning and Budgeting Committee of the Council for Higher Education and the Ministries of Agriculture, Environmental Protection, Science and Tourism. It will be named after Mr. Steinhardt, who pledged the leading gift.



Sparking Scientific Interest Early

Established in 2000, TAU's Nature Campus serves over 10,000 visitors each year. It is Israel's leading program for biodiversity and sustainable development education, introducing children, educators, conservation professionals and policymakers to the world of scientific research in nature-related and environmental fields. Schoolchildren participate in customized programs at the University's I. Meier Segals Garden for Zoological Research, Botanic Gardens, and research labs in biology, and take part in “science days,” camps and other immersion activities dedicated to understanding plant and animal life.



Saving *Telavivensis* – How a Fish Found Refuge in TAU

In Israel most freshwater ecosystems suffer from groundwater withdrawal, habitat modification, rampant pollution and the introduction of non-native, opportunistic species. These caused the precipitous decline, and in some cases the local extinction, of Israel's 32 native freshwater fish populations.

It could have been the same bleak ending for the "Yarqon bleek," known to scientists as *Acanthobrama telavivensis*. This small endemic fish, which once dominated the coastal rivers, was on the brink of extinction due to drought in 1998-1999. Luckily, Prof. Menachem Goren (Life Sciences), curator of fishes in TAU's National Collections, intervened. A few days before the streams completely dried out, Prof. Goren collected 150 fish and brought them to the Ichthyological Laboratory at TAU's I. Meier Segals Garden for Zoological Research. A suitable facility was built and within five years more than 14,000 fish were raised. Having the fish under controlled conditions allowed study of its biology and ecology – knowledge that was critical for engineering sites for the species' reintroduction into the wild. TAU-born fish were released into 10 monitored sites and by 2008 they were flourishing in the wild again. Prof. Goren accomplished a world first in saving an endemic freshwater fish from extinction and reintroducing it successfully into its native habitat.

The I. Meier Segals Garden for Zoological Research is an internationally recognized center for field and laboratory zoological research focusing on the animal life of Israel and the Middle East, and an important facility for conservation research and education. The zoo houses the country's largest variety of local fauna – birds, mammals, reptiles, and amphibians – and also provides the research infrastructure for insect and fish research and conservation. Its researchers investigate the reproductive strategies of endangered species, with the aim of maintaining a captive-breeding nucleus population and of releasing back to nature, when possible, the offspring. Twenty years of conservation research have borne results – the white-tailed eagle can be seen once more in the Hula Valley, and the lanner falcon and griffon vulture are back in the skies over Mount Carmel.



TEL AVIV

Jaffa Gimel

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Meir Buhadana (pictured) and his wife Ruti immigrated to Israel from Morocco in 1956 and settled in Jaffa to be near Meir's place of work. They moved only once since then, when they were told their building was dangerous and were relocated by the housing authority to their present residence. They have 5 children and 9 grandchildren and live off their national insurance allowance and pension.



SOCIALLY JUST TEL AVIV

TAU FACULTY AND STUDENTS COME UP WITH WINNING PLAN TO PROTECT THE RIGHTS OF CITY DWELLERS

There's a Problem in South Jaffa

Fourteen apartment buildings in an advanced state of disrepair have been declared dangerous. Residents have received orders from the city for immediate renovation or they'll face heavy fines and court summonses. Lacking financial resources, the worried residents are as much at a loss as to how to cope with the problem as is the Tel Aviv municipality. Enter TAU.

The Buchmann Faculty of Law's Social Welfare Law Clinic, headed by attorney Ora Bloom, has been helping these Jaffa apartment owners through the legal maze and representing them in court. Now joined by the Chaim Katzman Gazit-Globe Real Estate Institute supervised by Dr. Efrat Tolkowsky (Management), and the Planning, Environment and Community (PEC) Lab under Prof. Tovi Fenster (Humanities), the TAU team has put their heads together to find a way out of the quandary.



Ruti Meir, head of the residents committee, helps organize meetings with the team from TAU.

Omer Yaniv, a TAU law student in the clinic, regularly meets with individual families in Jaffa and represents them in court.

Ronny Bar, a Tel Aviv native, holds a BA in architecture from TAU and is now an MA student in geography and human environment. She augments the Law Clinic's legal expertise with urban planning and architectural savvy, talking to residents and understanding their special needs.

Attorney Ora Bloom has been running the Jaffa project at the Social Welfare Law Clinic, part of TAU's Elga Cegla Clinical Legal Education Program, since 2006. She has gained the trust of residents in Jaffa.

The Tel Aviv-Jaffa Academic College suffers from the area's dearth of student housing. The proposed plan provides it with a welcome solution.



The Tel Aviv Municipality has agreed to waive the residential density rule to allow for the proposed student housing. All that's needed is to find a quick route through the red tape.



The Solution

Creative thinking has yielded a solution with added value for the entire community. The plan is to offer a building contractor an attractive deal. In return for renovating the apartment houses, the contractor will be permitted to add an extra floor on each building. A nearby educational institution, the Tel Aviv-Jaffa Academic College, is interested in supplying more housing for its students, and they've asked that the extra floors offer student units, which the contractor can rent out. Result: The buildings get repaired, the residents rest easy, the college gains much needed dorms, and the area is revitalized with the influx of a young dynamic population.





ENTREPRENEURIAL
TEL AVIV



TAU ALUMNA RONY ROSS SOLD SOFTWARE TO MICROSOFT IN THE FIRST-EVER MAJOR HIGH-TECH PURCHASE IN ISRAEL'S HISTORY

Ms. Rony Ross is Founder, Executive Chairman & CTO of Panorama Software Ltd., an international leader in business intelligence software solutions. She holds a BA in Mathematics and an MBA in Marketing from Tel Aviv University, and an MSc in Computer Science from the Weizmann Institute of Science. Ross is an active member of the Business Academic Club of the Israeli Friends of Tel Aviv University.

25 years ago, is this where you thought you'd be today?

Absolutely not! Nobody even knew how to spell "exit" 25 years ago. I matured into building my own business both personally and academically. In the development of Panorama – a business intelligence software product for enhanced business decision making – I was able to bring together all aspects of my background – MBA, math and computer science.

Microsoft scooped up your product in 1996. How did that happen?

They loved it from first sight. The funny thing was I was afraid Microsoft would have second thoughts when they saw our basement office/apartment – all of us working together in one big room. But 10 years later that same team was still sitting together in Microsoft's offices in Redmond, Washington.

Why did you choose to locate your company in Tel Aviv?

First, it's full of life, full of culture and it's home. But more important, business in Tel Aviv has a different rhythm. It's more dynamic, creative, and more likely to have a concentration of smart innovative people because they are drawn to the city. Tel Aviv is unique. It's Israel in a nutshell.

How does doing business in Tel Aviv compare with other big cities?

Tel Aviv is like one big beta site. Here, 80 percent of Israel's Fortune 100 companies are practically on your doorstep – just a short drive in any direction. Within two years I had a tremendous diversity of clients. You can't do that anywhere else in the world. I got so much feedback from so many different types of users, and that helped us develop our product into the world leader it is today.

Have you found it difficult being a woman in the Israeli business world?

In the Tel Aviv of about a decade ago, I definitely felt that, had I been a man, it would have been easier for me to inspire confidence and raise venture capital. Today I feel there is no longer a glass ceiling and the main frontier for women in the business world is their own attitude – their willingness to take as much responsibility as their male partners for bread-winning in the family.

How would you like to see Tel Aviv grow and develop?

What I love to see is dilapidated old neighborhoods getting new life breathed into them and becoming the latest hotspots for artists and yuppies. It's a delicate balance, combining old and new, keeping the city's original look but also modernizing, and that's what I hope to see more of in the future.

How do you view Tel Aviv University's role in its home city?

I think TAU is a great addition to the city. It attracts bright young people that contribute to the city socially and economically, while it offers a range of advanced education activities to the city's general population, especially its vibrant retiree community. I would love to see TAU take an even more active role as the city's cultural center.

SUSTAINABLE TEL AVIV

TAU AND THE CITY OF TEL AVIV SHARE A VISION OF AN ECO-FRIENDLY FUTURE

Pioneering Green Architecture in Israel

Made possible by a generous gift from the Porter Foundation, the Porter School of Environmental Studies is finalizing plans for the Eco-Building – its new, 2,000-square meter home on the TAU campus. This is the most ambitious and advanced “green building” project in Israel to date. The Eco-Building will embody everything the school represents in the area of environmental research and education. It will serve both as a living laboratory and as a model of sustainable design and environmental technologies for students, scientists, architects, clean-tech firms and the broader community. The building will be situated on a hill overlooking the Ayalon Highway, metropolitan Tel Aviv’s main artery, ensuring that tens of thousands of residents daily will view this dynamic symbol of sustainable urban design.

Some of the building’s novel features include photovoltaic panels to generate electricity and recycle rainwater, a roof garden to cool the building, a wind tunnel for ventilation, and an eye-catching, translucent bubble that will digitally display public information such as temperature and time. The building aims to meet Israeli and international green building accreditation standards.



Catastrophic Transformation, a prize-winner.
Noam Dvir, Dan Shapira, Neriya Ravid and Eyal Furmanski,
Azrieli School of Architecture, TAU.



Suburban Uprising. Laurie Bélanger
and Stephanie Helen Tremblay, McGill
University, Canada.



Room with a Sea View.
Liu Zhongshi, University of
Pennsylvania, USA.

How Will Tel Aviv Look in 100 Years?

Architecture students from 12 leading schools around the world were challenged to unleash their imaginations as to what Tel Aviv might look like in 50 to 100 years. Their entries were submitted to an international student competition entitled “Tel Aviv Green” jointly held by TAU’s David Azrieli School of Architecture and the Tel Aviv-Yafo municipality to promote more sustainable urban development in the coming century. The competition was conceived by Dr. Eran Neuman (Arts), who was invited by the city to be academic consultant for the Centennial Conference on Urban Development and Sustainability. It attracted more than 80 entries and the first place was shared by five projects, including two by students of the Azrieli School.



“A lighthouse for green architecture”: Following a design competition among 40 leading Israeli architects, the Porter School of Environmental Studies awarded the Eco-Building contract to Yasha Grobman of Axelrod-Grobman Architects with partners Joseph Cory of Geotectura and Chen Architects. “The building will be a like a lighthouse for green architecture – leading the way for other architects in the country,” said Cory.



Tel Aviv Gives Students the Green Light

At the Porter School of Environmental Studies, students don't just study the environment, they engage with it. The new Porter Internship Program provides a unique framework for TAU students to work with environmental non-governmental organizations (NGOs) in the Tel Aviv area. The program provides students with 10 weekly hours of practical experience under the supervision of environmental professionals, while also enabling NGOs to benefit from the students' knowledge, enthusiasm and commitment. In coordination with the Tel Aviv-Yafo municipality, one of the students is devising a green building standard for renovating buildings which the municipality hopes to adopt in its requirements for renovation permits.



LEGAL TEL AVIV

**ATTORNEY MEIR LINZEN, CLASS OF 1980,
CREDITS TEL AVIV UNIVERSITY WITH
CREATING ISRAEL'S LEGAL LEADERSHIP**

Meir Linzen is one of Israel's leading tax experts and a managing partner in the largest law firm, Herzog, Fox & Neeman. Listed in BestLawyers.com since 2008, he specializes in cross border transactions. Linzen holds an LLB with honors from TAU's Buchmann Faculty of Law and serves on the university's Board of Governors.



Asia House
Weizmann Street



What made you choose TAU for your law studies?

The simple answer is because it was the best. I graduated almost 30 years ago, but today the law school is even better because of the high level of both professors and students. TAU has the advantage of the natural resource of Tel Aviv, the country's biggest metropolis.

What's your connection with TAU today?

Half of our 60 partners are TAU graduates, as are 100 of our 170 lawyers and many interns. I feel a commitment to support TAU in return, and we do this in a number of ways. We give annual scholarships to needy students, we make an annual donation to the Zvi Meitar Center for Advanced Legal Studies, and we support the Elga Cegla Clinical Legal Education Program. We also encourage clients to donate funds and we act as trustees of foundations that support TAU.

What is TAU's impact on the legal field?

As Israel's leading academic institution, TAU is creating the country's legal leadership. We see this in the judiciary, where three Supreme Court judges are TAU graduates, in private practice, and in the business community. CEOs of Israel's largest corporations are graduates of the TAU law school and remain involved with it.

How do you see the relationship between Tel Aviv and TAU?

The university is an integral part of the city – it produces the city's skilled workforce. But the city could benefit much more if the relationship were stronger. The university opens its doors for cultural events, but both the university and the municipality should increase this and promote it more.

How would you like to see the city develop in the future?

Tel Aviv should continue as the country's business and cultural center, but with more sensitivity to the rest of the country – sending its culture, exhibitions and so on out to the rest of the country.

Do you feel TAU prepared you for where you are today?

Definitely. I feel grateful to TAU and now want to do what I can to return their investment in me. I'd like to develop a model for the continued involvement of graduates in the life of the university through donations, assistance with fundraising and participation in TAU activities. I also feel TAU could have stronger relations with its successful graduates outside of Israel. They have a lot to offer and give back to the university.

What advice would you give to today's graduates of law?

Graduating from TAU is already a good start. The more you excel in your studies the more in demand you'll be.



MEDICAL TEL AVIV

GREATER TEL AVIV'S HOSPITALS USE TAU EXPERTISE TO PIONEER BETTER, MORE ADVANCED HEALTHCARE

What's on Your Mind?

Blazing entirely new directions in neuroscience, the Levi-Edersheim-Gitter Institute for Functional Brain Imaging is a joint venture between Tel Aviv University and its affiliated big-city hospital complex, the Tel Aviv Sourasky Medical Center. At the institute, a multidisciplinary team of TAU master's, doctoral and medical students, led by Prof. Talma Hendler (Medicine & Psychology), use advanced, non-invasive brain mapping methods to translate basic scientific knowledge into cutting-edge clinical applications.

Institute researchers are among the first in the world to test human brain function using two methods simultaneously: functional magnetic resonance imaging (fMRI), which provides detailed images of brain activation related to cognitive, emotional and sensory processes, and electroencephalogram (EEG) signals, which plot the brain's electrical activity. The findings are processed, analyzed and ultimately applied to the development of novel diagnostic and preventive treatments for a broad range of brain-related disorders. The TAU imaging team has already made several groundbreaking discoveries, including one that could help gauge susceptibility to

post-traumatic stress disorder and another to indicate early signs of schizophrenia. Both these clinical findings could contribute to earlier and more effective therapeutic approaches.

Additional projects reveal new and unusual junctures between neuroscience and other fields, such as a study being undertaken with the Department of Film and Television on the neural fingerprint of emotional experience. Cinema provides an excellent research medium for probing the complexity of human affections and their interaction with thoughts, beliefs, cultural attitudes and rituals. One issue currently under investigation is the neural characterization of the individual's way of reacting to violence and despair. "We hope that better understanding of the effect of culture and prior personal experience on brain function will point to new educational approaches that could eventually ease personal suffering," says Prof. Hendler.

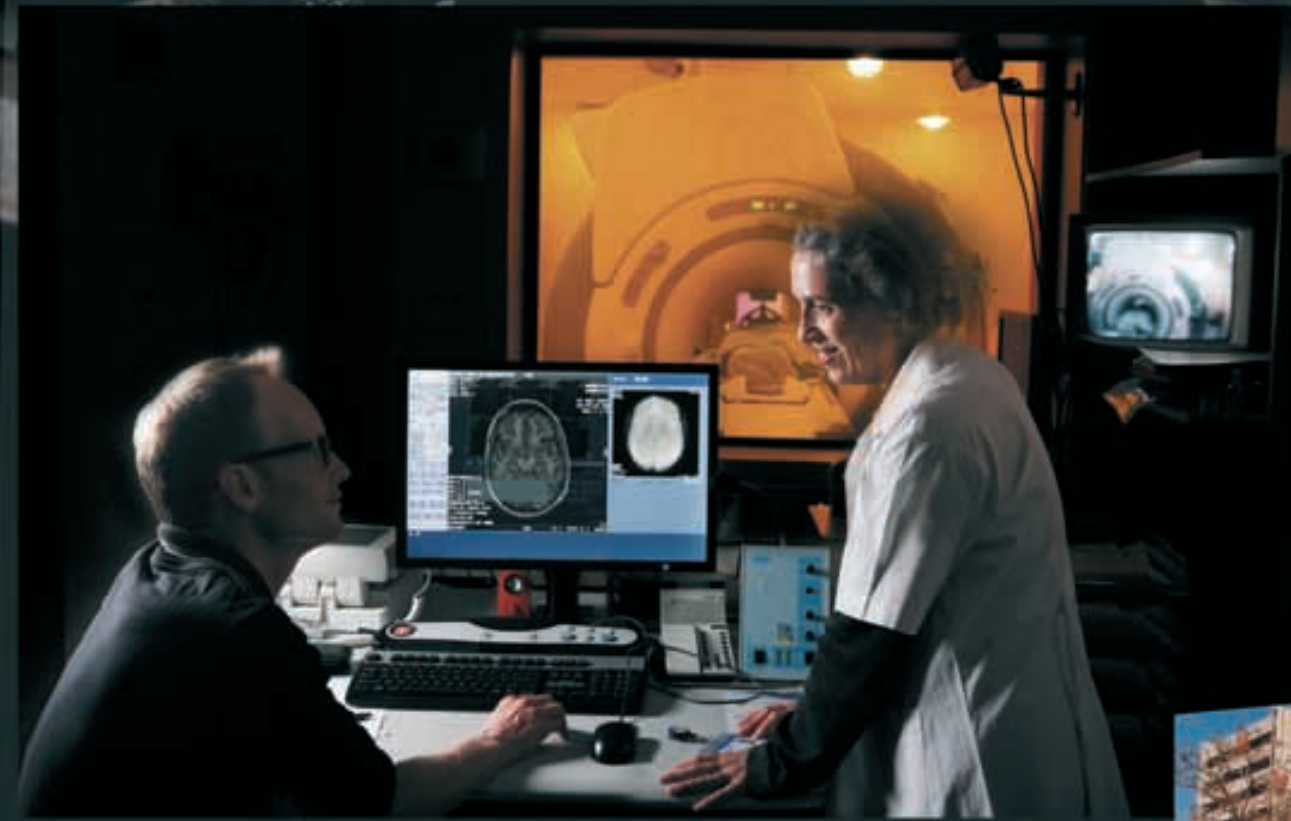


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Tel Aviv Sourasky
Medical Center



Biomedical Research Powerhouse

TAU's Sackler Faculty of Medicine is Israel's leading medical research complex, encompassing six schools, 30 departments, 27 research institutes, and 45 academic chairs. It is home to Israel's largest concentration of scientists and clinicians – 1,400 of whom are working in TAU-affiliated medical centers throughout the central region. Investigating all aspects of human health and disease, they are particularly renowned for their research in cancer, cardiovascular disease, allergy, genetics, neuroscience, cell biology, endocrinology and anthropology. Over 3,500 students are currently enrolled in degree programs at the Faculty, which are consistently the most sought-after on campus. The University's ongoing collaborative research with the world's leading research centers such as the NIH, Harvard and the Pasteur Institute has made it a vital artery in the network of world-class medical science.

STUDIED TEL AVIV

Architecture – Anatomy of a City

📍 Getting up close and personal

Dr. Edina Meyer-Maril's (Arts) research seminar on urban and architectural development took students out of the classroom on walks through Tel Aviv, bringing new insights into the influences and evolution of the city's architecture. A special focus on Ramat Aviv – the neighborhood of the TAU campus – revealed the history of the area and previously overlooked outstanding architectural works of the 1950s and 1970s. Further architectural tours are planned for faculty, students and the public to enhance the connection between TAU and the city.

📍 Taking pride of place

Known as The White City for its abundance of International-style architecture, Tel Aviv has been named by UNESCO as a World Heritage Site, adding to the importance of the continued study, documentation and preservation of the city's character. This is precisely the aim of the Tel Aviv Institute for Study and Research of Architecture, Environment, Culture and Community, in collaboration with the UNESCO Chair on Modern Heritage, the Azrieli School of Architecture and the Porter School of Environmental Studies. The Institute promotes interdisciplinary research into all aspects of the city, with current studies being conducted by students of architecture, environmental studies, engineering, law, humanities and social sciences. Sharing its findings with the public, the institute also holds open lecture series.

New Perspectives on History

📍 What was here before?

This is the question at the heart of a unique theatrical production that weaves together a place and the families that once inhabited it. Peeling away layers of history at the corner of Tel Aviv's Dizengoff and King George Streets, today the site of a popular shopping mall, one finds shabby huts housing Polish refugees, vineyards cultivated by Arab peasants, and finally the eternal sands of the Mediterranean coast. Prof. Ruth Kanner's (Arts) year-long workshop culminated in a production using innovative story-telling theater techniques and based on a book by TAU alumna Dr. Tamar Berger, *Dionysus in Dizengoff Centre*. Recreating family histories intertwined with public and political history, the production, first performed at TAU, has been invited to appear in many festivals and venues.



Cooling Down a Hot City

↑ What do cities look like from space?

Seen from a satellite, densely populated urban areas appear as islands of heat. In an ongoing study for the Tel Aviv municipality and the Ministry of Energy, TAU's Interdisciplinary Center for Technological Analysis & Forecasting (ICTAF), headed by Dr. Yair Sharan (Engineering), has been analyzing thermal satellite images of Tel Aviv to help minimize the urban heat island effect by pointing out hot spots – particularly high temperature areas that cause physical discomfort, increased energy consumption and higher levels of pollution. When Abraham Tal, head of the ICTAF Space and Remote Sensing Division, suggested superimposing tree density maps over thermal satellite images, this revealed a dearth of trees in the hottest areas. Since trees not only cool their surroundings, but increase ventilation and purify the air by absorbing pollutants, increasing tree density in hot spots is one of the many suggestions offered by ICTAF to city planners for improving the environment.

↑ Greening a city

In further studies of the urban heat island, researchers at the Department of Geography and Human Environment have been fine tuning how best to cool the city. Dr. Hadas Saaroni and Prof. Eyal Ben-Dor suggest integrating metropolitan development with forestation of the city on rooftops, between buildings, in parks and along boulevards, while taking care not to block sea breezes. Meanwhile, Dr. Oded Potchter and team found that parks containing tall trees with wide shade canopies are most effective in reducing temperatures. Parks containing lower and densely planted trees also significantly lower daytime temperatures but can become uncomfortably humid at night, while open spaces of grass can increase heat stress.

↑ Flashes of things to come

Based on the hypothesis that extra heat and pollutants over densely populated urban areas might influence the behavior of storms and particularly of lightning, master's student Gadi Binshtok (Environmental Studies), under the supervision of Prof. Colin Price (Exact Sciences) and Prof. Yoav Yair of the Open University, studied the incidence and intensity of lightning over Tel Aviv and other urban areas for a three-year period and compared it with areas of open countryside. He found that not only was the incidence and intensity of lightning higher over the city, it was slightly lower on weekends. He was also able to define one type of lightning with peak intensity downwind and east of the city. Considering the potential damage of intense lightning, such data can influence future planning of suburban development.

The Fabric of Society

↑ Invisible women

In their collaborative work with Jaffa's Social Services Department, Dr. Orna Cohen and Dr. Ronit Leichtentritt (Social Work) encountered a neglected sector of the population – women from the Palestinian Authority who are married to Israeli Arab citizens. With no official legal status, these women could benefit from neither social nor health services. Bringing their plight to the attention of relevant authorities has resulted in the availability of medical care and social services including language instruction and support groups.

↑ Marginalized populations

In a study of four generations of Israeli Arab women in Jaffa, Lois and Martin Whitman Scholar Hana Hamdan (Humanities) describes factors that marginalize them in society – gender, especially as women in the patriarchal Arab culture, the location of their neighborhoods on the margins of Tel Aviv, and being members of a national minority. These factors negatively impact their feeling of belonging. Hamdan's study, supervised by Prof. Tovi Fenster, examines the ways in which these women create their own "spaces of belonging" to enable them freedom of mobility within their urban environment.

↑ Tel Aviv neighborhoods – a tapestry of differences

The traditional model of urban living describes homogeneous areas, each characterized by its own ethnic group and life-style. Dr. Itzhak Schnell (Humanities) proposes a very different model for Tel Aviv. Despite the city's high level of ethnic awareness, it was found that this does not translate into homogeneous ethnic areas. Tel Aviv's population is a varied mixture within its neighborhoods, and even within its buildings. Indications are that this new model of the structure of social space will more accurately describe other urban centers throughout the world.



TEL AVIV

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A UNIVERSITY SPROUTS FROM A CITY

The modern Jewish city that was to be established in Eretz Yisrael – Tel Aviv – was described by Theodore Herzl as a modern European metropolis with cultural assets, including a theater, municipal museum and opera house. Herzl never mentioned a university.

By Yaacov Shavit

Prof. Yaacov Shavit is a member of TAU's Department of Jewish History, Lester and Sally Entin Faculty of Humanities. His main fields of study are the history of modern Palestine and modern Jewish intellectual and cultural history. Together with Prof. Gideon Biger of the Department

of Geography and Human Environment, Shavit co-authored a monumental four-volume history of Tel Aviv – the most comprehensive history of a modern city ever to be produced. Unique in its


scope, it encompasses every aspect of the city from geography to architecture, cultural life to sports, and ethnic composition to politics. The story of Tel Aviv, the first modern Hebrew city and today a global metropolis, is the story of the settlement and development of Israel.



According to the master plan prepared by Scottish architect Patrick Geddes in 1926, Tel Aviv was to be a garden city with an active national cultural center. Large tracts of land were allocated for the establishment of a theater, opera, central library, science museum and art museum.

City leaders and entrepreneurs of culture perceived these institutions as assets for the general audience, and they also believed that these cultural institutions would play an important role in creating a Hebrew culture. When opera conductor Mordechai Golinkin initiated the founding of an opera in the fledgling city in 1923, he saw it as a key element of the arts center required by every large city. At the same time, he felt that the opera would have a national-cultural role since librettos would be sung in Hebrew, and original operas in Hebrew would be performed.

To convince the city council to allocate land for an opera house seating 2,000 to 2,500 people, Golinkin explained that a city builds an opera house only once and that a large hall would enable the general populace – not only the rich – to enjoy operatic performances. Although the mayor, Meir Dizengoff, was not an opera lover, as a Zionist he wanted Eretz Yisrael “to have it all” – including a municipal opera house.



Hebrew theater held a more prominent status in the vision of cultural revival. When the Habimah Theater, which was founded in Moscow in 1917, arrived in Tel Aviv in 1928, a significant group of public figures published an advertisement to the entire yishuv, calling on people to purchase a symbolic “brick” as their way of participating in the construction of a theater on the plot of land allocated by the municipality. The advertisement appealed to “every individual in Israel” and explained that Habima was not just a theater troupe, “but rather an intense and bold expression of a nation’s yearning for beauty, vision and artistic pathos that has lain hidden in the national soul throughout its exile and which has now found a voice.”

Opera, theater and museums were not to be merely “windows to Europe” or “Europe in Israel.” These institutions were to serve as a breeding ground for, and a profound reflection of, the revival of the Jewish culture – the new Hebrew culture. No longer the domain of a minority, this new culture was being forged by a Jewish society for a Jewish society, in Hebrew, and in all facets of cultural pursuit simultaneously. And Tel Aviv was the center of the Hebrew enterprise.

Tel Aviv – the first Hebrew city – is where most of the cultural and artistic institutions operated, where hundreds of authors, translators, journalists, actors, musicians and artists lived, and where most of the culture consumers could be found. The dedication in the city of Haim Nachman Bialik’s house in the fall of 1925 endowed Tel Aviv with the spiritual dimension it had been lacking, and was no less symbolic than the opening of the Hebrew University in Jerusalem in 1925. The intellectuals and men of letters who lived in Tel Aviv made a decisive contribution toward shaping the new national Jewish consciousness, its values and symbols.

Meir Dizengoff wrote in the summer of 1935: “How great is young Tel Aviv’s share in creating Hebrew culture in Israel: books and newspapers, theater and music, education and art – all of these are concentrated in Tel Aviv not only in exhibits, but in the people’s daily lives. For out of Tel Aviv shall go forth the Torah, and it will serve as a cultural center not only for Israel, but for the entire Diaspora.”

Those sentiments were not very far from the truth: a city with some 40,000 inhabitants in the 1920s and about 150,000 residents in the 1930s carried the weight of the new Hebrew culture on its shoulders.

And yet, even then, Tel Aviv had a reputation as a flighty and hedonistic city, where people lived for the moment. Just prior to his death in 1934, Bialik warned that Tel Aviv was being “enticed by cheap entertainment” and that “all kinds of ‘institutions’ were being established merely for the sake of fun, dancing and wasting time”; that it had become a “capricious” city, even “wanton” and “self-indulgent.” No wonder there were those who believed that Tel Aviv was not the appropriate place for a university, those who expected such an educational institution to be a spiritual temple.

Nor was a university part of Tel Aviv’s municipal vision at first. The city’s leaders felt that the first Hebrew city did not need an academic ivory tower that would engage primarily in research and would be detached from the public. They felt that academic education had to be “popular” and an integral part of the city’s cultural life. Each year hundreds of lectures on a variety of subjects were held, and in 1926 the Oneg Shabbat evenings were introduced by Bialik himself. These evenings, which were held in the Ohel Shem building on Balfour Street that was constructed in 1928 for just this purpose, were attended by hundreds of listeners.

In December 1934, Tel Aviv began to hold “external courses” in various scientific fields (Tel Aviv University continues this tradition today with lectures that are open to the general public), and one year later the School of Law and Economics was founded with municipality support. When the municipality announced the founding of Tel Aviv University in 1956, it completed a process begun in the 1930s. This act embodied the enterprising spirit of Tel Aviv since its inception: Tel Aviv University was the result of grassroots activity. The new Tel Aviv University completed Tel Aviv’s cultural riches and ensured its place in the world as a culturally sophisticated city.



TEL AVIV UNIVERSITY: THE BEGINNING (1952-1956)

Overcoming objections, the City of Tel Aviv pressed for its own university – and prevailed. Here’s the story of a unique urban-academic initiative.

By Dr. Uri Cohen

Tel Aviv has always been a restless city. In 1952, at just four decades in existence, the city was eager for its own university. It could not wait for the state to formulate the relevant policy, but rather acted on its own, in the hope that the central government would join the effort later. Nor could Tel Aviv wait for Jewish organizations and communities in the Diaspora to sponsor the creation of an academic institution, as had been the case with the Hebrew University in Jerusalem, the Daniel Ziv Institute (later the Weizmann Institute), the Technion and Bar-Ilan University. Instead, the city moved forward in what was to prove an innovative urban-academic initiative, and a first in Israel: the municipality would take complete financial and academic responsibility for founding the university.

Establishing a university in Tel Aviv did not go smoothly, however. In early 1952, city leaders under Deputy Mayor Chaim Levanon began to explore the idea of creating a university to be backed and funded by the municipality. In the next four years, before their vision became reality in June 1956, they faced off against a powerful social and political coalition that vehemently opposed the founding of the university. Three entities led this coalition: the Hebrew University of Jerusalem, which feared for its academic hegemony in Israel; Mapai, the ruling party at the time, which did not view the project as furthering its interests; and *Ha'aretz* newspaper, which claimed that establishing a new university would cause a decline in the country’s academic standards.



Dr. Uri Cohen is a senior lecturer at the Jaime and Joan Constantiner School of Education. A graduate of Tel Aviv University and the Hebrew University of Jerusalem, he specializes in the history of Israel’s universities and the stratification of Israeli society.



In August 1953, the Tel Aviv City Council unanimously decided to establish the Academic Institute of Natural Sciences, which would “form the core of a future university.” A short time later, Hebrew University appointed a committee to clarify the questions that were raised by Tel Aviv’s plans to establish a university. The committee stated that the measures taken by the municipal authorities were likely, in time, to seriously jeopardize the vital interests of the Hebrew University of Jerusalem. One of the committee members, Dr. Yehoshua Praver, recommended expanding Hebrew University’s institutional control and academic supervision over the entire country to ensure high standards and the tight monitoring of any academic institution that would arise. A five-year plan was proposed, at the end of which Tel Aviv would have, funded by the municipality and under Hebrew University’s supervision, an academic institution that would be called “Hebrew University – Tel Aviv.” This institution would house the faculty of the humanities and students there would study only toward a bachelor’s degree. Studies for more advanced degrees – master’s and doctorates – would be conducted solely at Hebrew University.

During that same period, Hebrew University leaders had been promised the unconditional support of Minister of Education Prof. Ben-Zion Dinour (Dinburg), a member of Hebrew University’s academic faculty and of Mapai. Even as Tel Aviv made preparations for its university, the government declined to allocate funds for it and announced that the state would not recognize any degrees it granted. The newspaper *Davar*, considered a Mapai mouthpiece, heatedly claimed that the state should first resolve the social and educational problems that had arisen in the wake of the massive aliyah to Israel, and only afterward should it turn to the creation of a university in Tel Aviv: “The shame of the pathetic shacks of the public school in Kiryat Shalom, where 35 pupils crowd into a single classroom, cries out to the heavens...and the question gnaws at you: Is the time really ripe for a university in Tel Aviv as the city’s leaders are planning?”

Ha’aretz voiced the warning of opponents that “jealousy between universities would diminish wisdom” and that “a second university in Tel Aviv would lower standards and have a negative impact on higher education,” while supporters argued that competition between the universities would raise academic standards, offer young researchers better opportunities for advancement and enable new populations to obtain a higher education, especially those of little means. *Ha’aretz* recommended improving the train line between Tel Aviv and Jerusalem to solve the problem of students who couldn’t afford to study in Jerusalem.

The plans of the Tel Aviv municipality for the first phase of the new university’s operations were based on academic cooperation with, or even sponsorship by, the Hebrew University of Jerusalem. However, after the veteran university withdrew its cooperation, it was decided to establish an independent urban university in June 1956. In response, Hebrew University deployed a broad range of countermeasures against the incursion of this new and significant academic player, including preventing representatives from the university in Tel Aviv from participating in the Council for Higher Education, the highest body in Israel for accreditation and the allocation of university funds.

The dramatic change in the standing of the fledgling university came with the rise of a municipal coalition headed by Mordechai Namir, a senior figure in the Mapai party and the Mayor of Tel Aviv from 1960 to 1969. Within a short time Namir was able to lead the university toward “a wonderful decade.” The resistance to a university in Tel Aviv began to dissipate, government support was granted, and political leaders such as Abba Eban and Pinchas Sapir competed with one another to fulfill the university’s requests. In 1960, six departments were authorized by the Council for Higher Education to grant a bachelor’s degree, and a seventh department (microbiology) was authorized to grant a master’s degree. In 1964, the Ramat Aviv campus was dedicated at a festive ceremony attended by the prime minister and the president of Israel. And in 1969, Tel Aviv University received full accreditation from the Council for Higher Education. Already providing high-quality education to thousands of students, the university was well on its way to achieving the top national and international reputation it enjoys today.



TEL AVIV

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Sheinkin Street



MY TEL AVIV

This isn't just any city. This is the life story of a family, a people, a nation – and the fulfillment of Herzl's vision of self-realization.

By Shira Prat, TAU journalism student

Tel Aviv has been the city that never stops, 24 hours a day, for 36,500 days. You can read about the history of this city in books or see it in films, you can hear about it in music or you can just walk around the city's streets. You can see the city's history between the faded pages of family photo albums. This is the history of a people, the history of a city, the history of families. It is the history of my family. My grandmother, who is now celebrating her 77th birthday, was born in this city. The wrinkles on her worn face are furrowed like the city's alleyways. She doesn't remember the names or faces of acquaintances very clearly, but if you ask her how to get to Gordon Beach or a restaurant on Dizengoff Street her face immediately changes expression and she will tell you exactly how to get there.

Her parents made aliyah from chilly Europe and established the city's first flour mill. Her brother performed onstage at the Habimah National Theater. Her cousin was killed in the fierce battles in Jaffa. Dozens of family members who managed to escape the horrors of Europe found refuge in their small apartment on Sheinkin Street.

Thousands of illegal immigrants arrived at the city's shores, sneaking into Israel in the dead of night, kissing the ground when they landed. This is where a new generation of Israeli sabras was raised, filling the streets of the fledgling city with their laughter. This was a period of a new spring – the city was flowering and new hopes were being born. It was in Tel Aviv that Israel's first movie theater was built and the first all-Hebrew school founded. It was in Tel Aviv that the establishment of the State of Israel was announced.

Tel Aviv, about which so many words have been written to tell its story and describe its varied sites, is a multifaceted city. Children play on Rothschild Boulevard, adolescents spend hours in Meir Park, young people cavort on the dance floors located throughout the city, young mothers push baby carriages along Chen Boulevard, business



meetings are held in cafes on Dizengoff Street, lovers walk along the promenade at sunset, retirees chat on the benches on Ibn Gvirol Street, tourists work on their suntans at the beach, artists exhibit their creations in Nahalat Binyamin, students work hard at the country's largest university, political parties and movements rally for change in Rabin Square. This incredible human mosaic cannot be found anywhere else in the world.

In the city's one hundred years, it has witnessed numerous changes. It is no longer the small neighborhood of Ahuzat Bayit that was founded in the early years of the 20th century. There are those who claim that Tel Aviv has become a "bubble," a world apart from what is going on outside its boundaries. "The Tel Aviv bubble" is a term that has a negative connotation, suggesting that the city is separate from the rest of the country. But when Herzl envisioned the Jewish state, he hoped for the establishment of a cultural nation, one where its liberal citizens live their lives aspiring toward self-fulfillment, yearning for knowledge and pleasure. "The State of Tel Aviv," an accepted concept for many years, is the very fulfillment of Herzl's vision: Tel Aviv is the epitome of culture, industry and technology, tourism and liberalism. It is a city teeming with life, where anyone can find himself and his own path toward self-realization. This city is a legend-come-true, the fulfillment of the vision of the nation's founding visionary.

I myself was born in the small moshav of Tuval, nestled among the orchards of the coastal plain. I always knew the day would come when I would venture out to the big city. Today I am 23 years old and I live in a small apartment on Sheinkin Street, in the heart of Tel Aviv. This city is not only the fulfillment of Herzl's dream, it is the realization of my own personal dream. Small cafes, dark and smoky pubs, glittery nightclubs. Movie theaters that screen unique films, museums large and small, top-class restaurants that are as good as those of the world's top chefs. Stores that are open 24 hours a day, public transportation seven days a week. Here you will find an assortment of races and religions, and here everyone can become whatever they've always dreamed of being.

Whenever I walk the city's streets I imagine my great-grandmother, who came from Russia and was an intelligent and gentle woman. With her own two hands she planted the trees that stand above me today. I imagine my grandmother, who was born

here and was our family's first sabra. I imagine my mother, who was also born in this city, and where she learned at school, attended scouts, grew up. Did they ever imagine that in the year 2009, as the city celebrates its 100th birthday, I would be living in the house they once lived in, carrying on their private dream, the dream of my family and the dream of Tel Aviv?

I am certain that one day my own grand-daughter will sit underneath the ficus tree that my great-grandmother planted, and that I can see from my window, and she will continue our personal family dynasty. I know and feel deeply that my roots are here, buried right here in Tel Aviv's soil. Because this isn't just any city: This is the life story of a family, a people, a nation.

This essay won first prize in a competition held by the Koteret School of Journalism, part of TAU's Caesarea Rothschild School of Communication, and sponsored by TAU President Zvi Galil.



Shira Prat, 23, is enrolled in journalism studies at Koteret and in the BA program at the Department of Sociology and Anthropology, Gershon H. Gordon Faculty of Social Sciences. Since first grade Shira has dreamed of becoming a journalist and has worked professionally in local papers. The oldest of three children, she served as a tank instructor in the Artillery Corps during her IDF service, and today lives in her family's apartment in Tel Aviv.

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Argentina PhD Honors Program of the Smolarz Family Graduate School of Life Sciences – Argentinean Friends of Tel Aviv University

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Diane Pregerson Glazer and Guilford Glazer University Support Fund, USA

Hackmey Hebrew Classical Library – Israel

Support for TAU-IPO Concert – ILE Education Fund

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University Support Fund – Estate of Tola Landau, USA

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Fabian-Cyril Boisson Auditorium in the Health Professions – Monaco and France

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Dr. A. Peri Doctoral Scholarship Award in Psychology – UK

Hannah and Randy Polansky Scholarship Fund for Medical Students – USA

Judge Barbara Seal, C.M. Scholarship – Canada

Swiss Friends Fund for Outstanding Young Musicians – Switzerland

Topchik Helmi Fellowships in Egyptian Studies – Mr. and Mrs. Alan M. Topchik, USA

Ruth and Allen Ziegler Graduate Fellowships – USA

📍 Community

The Ilse and Willi Rothschild Summer Youth University – Latin America

"University Home" project for Summer Youth University – Dov Lautman, Israel

TOP NATIONAL PRIZES

Israel Prize for the Study of Hebrew Literature Prof. Israel Levin, Humanities

Prof. Israel Levin, a member and former chairman of the Department of Hebrew Literature, 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. Through his numerous books and many years of teaching, Prof. Levin has inspired new generations of literature scholars with his expansive ideas, rigorous scientific standards and instructional skills. Polish-born Levin made aliyah at age 10, was a veteran of Israel's War of Independence, and joined TAU in 1965.



Israel Prize for Medical Research Prof. Zvi Laron, Medicine

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. Among his many contributions in the field of endocrinology, Prof. Laron described a new syndrome of growth hormone resistance in 1966 that bears his name ("Laron syndrome"). He was also the first to employ a multidisciplinary approach in the treatment of diabetes among children, and founded Israel's largest center for the treatment of Type 1 (juvenile) diabetes. Born in Romania, he arrived in Israel in 1947 after being released from a British detention camp in Cyprus. 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.

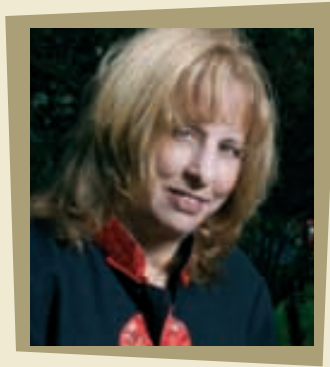
"The Israel Prize has robbed me of the privilege to grumble that my work is only appreciated abroad!"



Israel Prize for General Literature Prof. Reuven Tsur, Humanities

Prof. Reuven Tsur is a prominent literature researcher in Israel, a theoretician of extraordinary originality and a scholar of international renown. A member of the Department of Literature, he is one of the founding fathers of the cognitive approach to literature, and coined the term "cognitive poetics." He is particularly recognized for applying his cognitive assumptions to the study of poetic prosody – meter, rhythm, musicality and rhyme. Prof. Tsur has translated poetry into Hebrew and published studies in translation theory, metaphor, literature instruction, hypnotic poetry and critical competence. Born in Transylvania, Romania, Prof. Tsur made aliyah at age 17, and later published his Holocaust memoirs in Hebrew and Hungarian.

“This prize acknowledges the invisible psychological injuries of Israel’s trauma victims that have gone unrecognized for years, and I accept it on behalf of all of them.”



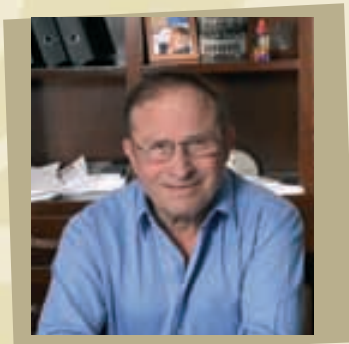
Israel Prize for the Research of Social Work

Prof. Zahava Solomon, Social Sciences

Prof. Zahava Solomon symbolizes Israel’s excellence in the research of social work. Her main research area is coping with traumatic stress, a topic that is central to the well-being of Israeli society. 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 and for the Israel Defense Forces have deepened understanding of human responses to stressful situations and contributed to the diagnosis and treatment of trauma victims around the world.

Israel Prize for Lifetime Achievement

Prof. Mordechai Shani, Medicine



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, 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. The endeavors of Prof. Shani, who served as Director-General of the Ministry of Health among other leadership roles, have contributed to social welfare and the treatment of disadvantaged populations throughout Israel.

“Every human being wants to get public recognition for his work and its contribution to society. The prize has done this for me.”

Israel Prize for Cinema

Prof. Yehuda “Judd” Ne’eman, Arts

Prof. Yehuda Ne’eman is a filmmaker and cinema researcher at TAU’s Department of Film and Television, of which he is also former chairman. A physician by training, Ne’eman never studied film, yet he has left his mark on the major junctures of Israeli cinema history since the late 1960s. The unique 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. Many of his students have become leading filmmakers and scholars, and have influenced 21st century Israeli cinema.





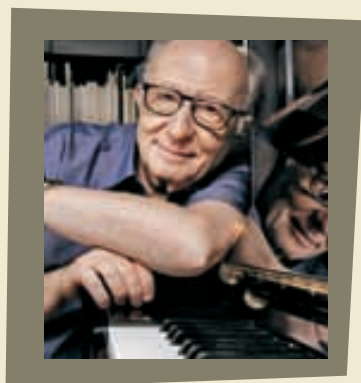
EMET Prize for Exact Sciences

Prof. Joshua Jortner, Exact Sciences

Prof. Joshua Jortner of the Raymond and Beverly Sackler School of Chemistry was awarded the EMET Prize for his unique and original research that has led to the emergence of new areas within physical chemistry, as well as for his tremendous contribution to academia in Israel and worldwide. Polish-born Prof. Jortner has received numerous prestigious awards including the Israel Prize for Science. He was founding chairman of the TAU School of Chemistry, former vice president of TAU, and former president of the Israel Academy of Sciences and Humanities, and is a member of 13 academies of science in the US, Europe and Asia.



“This distinguished prize demonstrates the national and international recognition of the contribution of my ‘scientific family’ to modern chemical physics.”



EMET Prize for Music

Prof. Yizhak Sadai, Arts

A graduate of the Israel Conservatory of Music in Tel Aviv, Prof. Yizhak Sadai was awarded the EMET Prize for his original and valuable contribution to the field of music phenomenology and epistemology, for theorizing and exemplifying the most essential systemic principles of tonal music, and for creating new teaching and analytical methods. His publications have made a significant contribution to musical thinking of our time, and he is acknowledged as one of the greatest Israeli and international intellectuals in the field of music. Born in Sofia, Bulgaria, Prof. Sadai made aliyah at age 14. He is a former head of TAU’s Samuel Rubin Israel Academy of Music, now the Buchmann-Mehta School of Music.



EMET Prize for Middle Eastern Studies

Prof. Sasson Somekh, Humanities

Prof. Sasson Somekh, scholar of Arabic literature and translator of poetry, was awarded the EMET Prize for his valuable contribution to the interpretation and understanding of modern Arabic literature and for fostering cultural ties between Israeli society and the Arab-speaking world. A member of the Department of Arabic and Islamic Studies, he has dedicated himself to translating modern Arabic poetry into Hebrew, and has published four anthologies in this field. His work earned him the Arberry Prize for the Study of Arabic Literature, awarded by Pembroke College, Cambridge (1982), and the 2005 Israel Prize in Oriental Studies.

DISTINCTIONS

Prof. Noga Alon, Exact Sciences, Member of the Academia Europaea

Prof. Akiva Bar-Nun, Exact Sciences, Public Service Group Achievement Award of NASA

Prof. Zvi Ben-Avraham, Exact Sciences, Science and Environmental Quality Advisor to President Shimon Peres

Prof. Eliezer Ben-Rafael, Social Sciences, Landau Prize of Mifal Hapayis

Dr. Benny Dekel, Medicine, ICRF Clinical Research Career Development Award

Prof. Eddie Dekel, Social Sciences, Member of the American Academy of Arts and Sciences

Prof. Eli Eisenberg, Exact Sciences, 2008 Israel Physical Society Prize

Prof. Hagit Eldar Finkleman, Medicine, 2008 Lindner Prize of the Israel Endocrinology Society

Prof. Orna Elroy-Stein, Life Sciences, Teva Prize

Prof. Eliezer Gileadi, Exact Sciences, ECS Henry B. Linford Award for Distinguished Teaching

Prof. Boaz Klartag, Exact Sciences, European Mathematical Society Prize; Salem Prize

Prof. Michael Krivelevich, Exact Sciences, Amnon Pazi Memorial Award

Prof. Zvi Laron, Medicine, Knight, First Class, of the Order of the White Rose of Finland

Prof. Dafna Lemish, Social Sciences, first recipient of the Teresa Award for the Advancement of Feminist Scholarship

Dr. Yossi Leshem, Life Sciences, Lifetime Achievement Award for Environmental Protection of the Israel Ministry of Environmental Protection

Prof. Zev Levin, Exact Sciences, President of the IUGG/IAMAS International Commission on Cloud Physics, (ICCP); Landau Prize of Mifal Hapayis

Dr. Nissim Mizrahi, Social Sciences, American Sociological Association Award for best publication in the Sociology of Culture, 2008

Prof. Jacob Oded, Management, 2008 Graham and Dodd Scroll Award of the Financial Analysts Journal

Prof. Colin Price, Exact Sciences, 2008 Award for Excellence in Scientific Refereeing of the American Geographical Union

Prof. Yoel Rak, Medicine, Member of the Israel National Academy of Sciences

Prof. Talma Rosenthal, Medicine, ISH Stevo Julius Award supported by Novartis for 2008

Prof. Yehuda Shoenfeld, Medicine, Nelson Prize for Science and Humanism 2008 of Davis University Medical School, USA

Prof. Amy Singer, Humanities, First Prize in the 2008 Sakip Sabanci International Research Award Competition

Prof. Dov Te'eni, Management, AIS Fellowship

Dr. Galia Sabar, Humanities, Unsung Heroes Prize awarded by the Dalai Lama under the auspices of the Wisdom in Action Society

Prof. Moshe Semyonov, Social Sciences, 2006 Rosabeth Moss Kanter International Award for Research Excellence in Families and Work

Prof. David Vital, Humanities, Bialik Prize for Hebrew Literature

Prof. Isaac P. Witz, Life Sciences, 2008 Lifetime Achievement Award from the Institute of Human Virology of the University of Maryland School of Medicine

Prof. Amotz Zahavi, Life Sciences, Lifetime Achievement Award for Environmental Protection of the Israel Ministry of Environmental Protection

Dr. Shay Zucker, Exact Sciences, Representative of Israel for International Astronomy Year 2009

OUTSTANDING RESEARCH PROJECTS CAMPUS-WIDE

Science Fact

📌 Sewn up by a beam of light

The medics from Star Trek would feel right at home with a system for closing incisions after surgery developed by the Applied Physics Group headed by Prof. Abraham Katzir (Exact Sciences). The small pen-shaped device emitting a laser beam can bond together cut tissue. An alternative to stitches or staples, the method is quicker, heals faster, involves less risk of infection and leaves less scarring. The ability to precisely control the heat of the laser beam is the secret of the success of this innovative medical device.

📌 Electrochemical lab on a chip

It takes many scientists to make something so big, so small. In a joint project involving biochemists, molecular microbiologists, electrical engineers and nano-science experts, a chip has been developed to assess the effectiveness of anti-cancer drugs within the body, in real time. The chip samples a minute quantity of cancer cells and anti-cancer agents placed within its chambers. It then evaluates drug effectiveness through electrochemically-detected cellular enzymatic activity. Principal investigators are Prof. Judith Rishpon (Life Sciences) and Prof. Yosi Shacham-Diamand (Engineering).

📌 Discovering an Earth-Like Planet

Partners in the analysis of data from a French satellite, Dr. Shay Zucker, Prof. Tsevi Mazeh, and PhD student Avi Shporer (Exact Sciences) were part of the team that discovered a new Earth-like planet. Although 70 percent larger than the Earth, it is the smallest planet in a solar system outside our own yet to be discovered.

The Reign of Virtual Reality

📌 Finding your way in the dark

In research conducted both at TAU and MIT, Dr. Orly Lahav (Environmental Studies) has developed a tool for teaching the blind and visually impaired how to navigate through unknown spaces with confidence. A computer model of a real location generates a virtual environment with both tactile and audio feedback, allowing users to construct an internal cognitive map of the space and orient themselves accordingly. This unique virtual environment can serve as a tool for rehabilitation teachers and as a Google-Earth-type virtual orientation map for use by the blind or visually impaired.

📌 Arts on the Net

In a comparative analysis of 200 years of art, from the industrial revolution to the age of the Internet, PhD student Avi Rosen (Arts) examines the concept of time and space compression in cyberspace where the pace of life is accelerated and traditional barriers are obliterated. The project includes his digital works of art that engage the viewer as partner in the creative process, and hyperlinks to 28,000 video clips. He concludes that with the advent of the Internet and the popularity of the hyper-real (such as immersive virtual reality environments and computer games), art is now forever changed.

Where Science Has Never Gone Before...

📌 Communicating at the speed of light

Dr. Eran Socher has arrived from UCLA to head Engineering's new High Frequency Integrated Circuits Lab. This is the only lab in Israel and one of very few in the world where researchers can probe chips at frequencies as high as 325 gigahertz. The lab's unique capabilities open the door to new applications in communications, medicine and security, such as mobile devices that will transfer data at the speed of light, hand-held devices that will scan the body for tumors, or unobtrusive systems that will detect concealed weapons.

📌 More effective medicines

Dr. Micha Fridman's (Exact Sciences) recent arrival from Harvard has doubled the number of glyco-chemists in Israel. Glyco-chemistry, the study of sugars and carbohydrates, is an important and rapidly expanding field of research. Through manipulating the structure of sugars, he is working on developing the next generation of drugs, from anti-cancer agents to new antibiotics able to combat severe infection from bacteria that has become resistant to existing drugs.

📌 Biomedical engineering for tumor detection

Master's student Idan Steinberg (Engineering) is developing a new method for tumor detection, based on binding magnetic nano-particles to a tumor. The particles are then stimulated with short magnetic pulses, creating pressure waves on the surface of the patient's body. The processing of these waves allows tumor detection with precise information as to location, size and shape. This promises to be a quick, safe and cost-effective method for diagnostic screening.

📌 73-year old question settled

Since 1936, Church's Thesis has remained an open question for computer science. It states that if you can't conceptualize a way of calculating something, then neither will a computer be able to calculate it, and vice versa. In groundbreaking work published in the *Bulletin of Symbolic Logic*, Prof. Nachum Dershowitz (Exact Science), together with Dr. Yuri Gurevich of Microsoft Research, have now conclusively proved the validity of Church's Thesis. This has put to rest a nagging question facing computer scientists, proving once and for all that no matter what programming language is used or developed, there are problems that can never be resolved by computational means.

📌 A plethora of proteins

Proteomics is the study and characterization of proteins, vital components of living organisms. In a landmark study representing the first large-scale proteome analysis in plants, Prof. Shaul Yalovsky (Life Sciences), together with a group at the Swiss Institute of Technology (ETH) in Zurich, identified over 14,000 proteins of the plant *Arabidopsis*. Published in *Science*, this was hailed as the largest proteome effort described to date.

📌 Information technology and the immune system

Completing his PhD under Dr. Tal Pupko, Nimrod Rubinstein (Life Sciences) is working in a sub-field of bioinformatics, which applies information technology to molecular biology, called immuno-informatics. Rubinstein addresses the question of how antibodies of the immune system recognize foreign molecules and single them out for elimination. His insights enhance our understanding of how the immune system works, contributing to the future development of therapeutic drugs, vaccinations and diagnostic kits.

Safety on the Roads

📌 Predicting driver behavior

Occupational therapy is a logical lens through which to examine driving behavior as it involves both motor and cognitive functioning. Dr. Navah Ratzon (Health Professions) is developing a test for assessing just how accident prone professional drivers might be. It is hoped that a tool for effectively predicting driver behavior will lead to re-training and fewer risky drivers on the road.

📌 Effectively promoting change

Everyone agrees on the need for public campaigns promoting road safety, but these are typically viewed as ineffective in the long-run and criticized for extensive use of scare tactics. In a research project examining over 70 campaigns from 16 countries, Dr. Nurit Guttman and Prof. Yehiel Klar (Social Sciences) developed a typology of approaches that were persuasive. Analyzing the campaigns from a social marketing perspective, they present promising alternative models for the future development of more effective and ethical road safety campaigns.

Focus on Children

📌 What goes on in a child's mind...

Having verified the positive relationship between children's understanding of mental states and their comprehension of stories and real events, Lois and Martin Whitman Scholar Lina Boulus (Education) is continuing her work with Arabic-speaking kindergartners in Arab villages in Israel's north. Now focused on the pedagogical aspects of her findings, she hopes to demonstrate that the better the teachers understand how children perceive mental states, the better they are at clearly conveying these to the children, thereby helping to enhance their development and understanding of social behavior.

📌 Helping the youngest victims of hostilities

With funding from the French Friends of Tel Aviv University, Professors Michelle Slone and Thalma Lobel (Social Sciences) initiated a psychological study among Ashkelon schoolchildren during the height of Operation Cast Lead when Ashkelon suffered massive daily rocket attacks from Gaza. The intervention program they administered was found to effectively decrease the children's distress and anxiety, enhance resilience and encourage social adjustment. Funding from major TAU supporter Ruth Ziegler of the US is now enabling another project in Sderot and surrounding areas where schoolchildren will be screened for psychological disturbance and given appropriate individual and group therapies. These intervention programs can serve as models for child aid in other areas of conflict.



SHACHAR BUTZER IS A FIGHTER. AT AGE 13 HE ELICITED A GROUNDBREAKING SUPREME COURT RULING THAT ALL PUBLIC PLACES BE DISABLED ACCESSIBLE. NOW THE 26 YEAR-OLD ECONOMICS AND COMMUNICATION STUDENT IS HELPING MAKE ACCESSIBILITY A TOP PRIORITY AT TAU.

A CAMPUS ACCESSIBLE TO ALL

Why did you choose TAU?

I wanted to study here. I checked the campus first to see if I could manage to get to classes in my chosen subjects and saw that those buildings were okay. I think disabled students wishing to pursue other subjects – such as science – might not find the campus so accommodating.

What problems do you encounter on campus?

I often have to go a very long way around, avoiding stairs, unmanageable doors, or ramps that are too steep, to get from one building to another. Not every building has an elevator and when they do, the buttons are often too high. Lecture halls were not built to have designated space for wheelchairs.

What other complaints have you heard?

People with other disabilities encounter their own sets of problems. For instance, people with visual impairment need visible strips on stairs. They need banisters and voice announcements in elevators. And hearing impaired students require amplification systems and earphones in lecture halls.

Do you feel the university is dealing with these problems?

The present TAU administration is demonstrably more pro-student, and their serious approach to the accessibility issue is part of it.

This past year a new Committee for Accessibility was established and a modest budget allocated. But to do all that needs to be done throughout the campus would cost millions of dollars. At present, all the university can do is "put out fires."

As an active member of the Student Union, what are you doing about it?

Partly at my insistence, a portion of the budget allocated to accessibility has gone toward obtaining expert advice, including the mapping out of a long-term, campus-wide plan that takes into account the needs of all disabilities. I am also organizing a tour of the campus for Board of Governors members who will sit in borrowed wheelchairs to demonstrate the difficulties of getting around.

What is your utopian university?

My ideal university is one in which a person with any kind of disability can be completely independent without needing the help of others – a place where disability becomes a non-issue.

Where do you envision yourself in 10 years' time?

I'm not sure yet, but I don't see myself in the business world. I plan to be involved in national decision-making, possibly as a politician or as an advisor to a member of Knesset or government minister.



Six Million Dollar Challenge

Tel Aviv University embraces the task of making the campus accessible to students and faculty at all levels of physical ability. All facilities built after the enactment of the 1998 Accessibility Law are disabled-friendly, and TAU has been making a concerted effort to work towards bringing older buildings up to current code.

A high-level committee has been set up by TAU Director-General Mordechai Kohn to prepare a detailed plan and raise awareness of the issue campus-wide. At the same time, says committee chairman Rahamim Hadar, immediate improvements are being made in response to specific requests such as installing electric doors, banisters and visibility strips on stairs. Other projects in the works, pending funding, include sound amplification systems for the hearing impaired, and ramps, lifts and elevators at various key locations throughout campus.

Total costs for the accessibility project are expected to reach NIS 25 million (just over \$6 million). In addition to receiving some support from National Insurance, TAU is also turning to foundations and donors to help support this crucial drive.

STUDENT HOUSING MILESTONE

As part of its ambitious Student City construction project, the University is modernizing the existing student dormitories on campus. TAU President Zvi Galil was on hand to welcome the first batch of students as they moved into the first newly-refurbished building, as were Dean of Students Prof. Yoav Ariel, Construction and Maintenance Division head Ofer Lugassi, and Chairman of the Student Union Gil Goldenberg.

“This represents an important milestone in our drive to provide our students with the best possible conditions to excel in their studies and, no less importantly, to enjoy campus life,” said Prof. Galil. When completed, the renovated dorms will house 1,200 students and Student City an additional 2,300 students.



Professor Zvi Galil (right) and TAU management delegation greet new student residents.

NEW TEACHING PROGRAMS

International MBA aspiring beyond academia

Meeting the modern challenges of a global business environment, TAU is offering a new English-language MBA – the Sofaer Family International Master's in Business Administration. Generous scholarships sponsored by the Sofaer family are being offered to students from a multitude of cultural backgrounds including Asian, Indian and Arab nations. Aspiring beyond academia, the program seeks to help neutralize regional conflict through a shared philosophy of commerce and the creation of long-lasting multicultural ties between young executives.

Nurturing scientific leadership

The first-of-its-kind, multidisciplinary Argentina PhD Honors Program has been launched at the Smolarz Family Graduate School of Life Sciences with the support of the Argentinean Friends of Tel Aviv University. Open only to top Israeli students on a strictly defined merit basis, it aims to prepare the next generation of expert scientists who will shape the future of Israel's high-tech, biotech and biomedical industries.

The language of music

Walking through the Buchmann-Mehta School of Music, one hears a mixture of languages, but they all harmonize in the international language of music. The new Adler-Buchmann International Program for Outstanding Foreign Music Students is offering young people a full scholarship and living stipend to work and study with TAU's and the Israel Philharmonic Orchestra's leading musicians, while adding a vibrant multicultural atmosphere to the school. Already in its first year 22 students will be participating from the US, South America, and throughout Eastern and Western Europe, as well as from Japan, Russia, and Kenya. Coordinating the program is Ayellet Shacham (Arts).

Developing more caring medical practitioners

- Medical Education and Communication II is a compulsory course for second-year medical students involving fieldwork with a family dealing with chronic illness. The focus is on "living with a patient" and ways of dealing with disability within the community.
- The Therapeutic Relationship in a Social Context, a new course, emphasizes the humanistic aspect of therapeutic relationships and aims at helping students experience the joy of giving.

Hands-on learning for budding engineers

In a dramatic improvement of facilities for engineering students, eight teaching laboratories were upgraded and are now operational in a wide range of fields. Among them is the new Tissue Engineering Laboratory, placing TAU at the international frontier of tissue engineering and cellular biomechanics. The new Materials Laboratory, the most advanced of its kind in the country, promotes understanding of the microstructure of materials, as well as their applications for industry. At the Computer Integrated Manufacturing (CIM) Laboratory, which has generated more than 300 projects, students are pursuing exciting new directions in robotics.

Humanities in all its variations

- Digital Culture & Virtual Reality is a new interdisciplinary BA specialization in cooperation with the Caesarea Rothschild School of Communications. Focusing on today's growing digital culture and preoccupation with computer-generated virtual realities, the program is the first and only of its kind among Israel's academic institutions.
- Religions of Today is a new MA program that focuses on a seemingly contradictory subject – the science of religions. It invites interdisciplinary research into past and present to understand today's religious belief systems.
- Israel Studies is an interdisciplinary BA focusing on all aspects of the country, including the building of a nation, immigration, multiculturalism and war.

New trends in the Social Sciences

- Teaching diplomacy: The Frances Brody Institute for Applied Diplomacy, to be inaugurated this year, will teach practical skills to ambassadors, consuls, public officials and diplomacy students in a hands-on environment. The Institute will complement and cooperate with the Abba Eban Graduate Studies Program in Diplomacy.
- Social responsibility: The Department of Communication now offers its first MA program. Supervised by Prof. Akiba Cohen (Social Sciences), the program places special emphasis on problems of Israeli society.
- Training agents of change: Adding a new dimension to the Social Work MA program, the course on Social Policy gives social workers the training and tools to actively engage in social policy formulation on a local or national level. As many course participants work in Tel Aviv, it is anticipated that projects emanating from the course will help improve the city's social services.

TAU AND THE COMMUNITY

A TRUE PARTNERSHIP

The Business of Beneficial Collaboration

📌 Opening the door to the computer age

Funded by Cisco Systems, a joint project between the Blavatnik School of Computer Science and the Unit for Social Involvement at the Ruth and Allen Ziegler Student Services Division offers guidance and assistance in computer technology studies to high school students from Israel's social and geographic periphery. Initiated by Professors Dan Halperin and Yehuda Afek (Exact Sciences), the project is in its third successful year, with TAU students teaching computer skills at high schools in five cities. The project's results have been so inspiring, improving participants' achievements as well as their self esteem, that Cisco expanded the project to include a computer school at another Israeli university.

📌 Learning how to balance the books

A collaboration between Citi, the Unit for Social Involvement at the Ruth and Allen Ziegler Student Services Division, and the Tel Aviv-Yafo Municipality assists clients of the city's welfare services bureaus to better cope with their financial difficulties, balance their income and expenses, and stand up for their rights. Students receive training throughout the year from the staff of the Unit for Social Involvement, from employees of both Citi and the welfare services, and from a broad network of volunteers who provide additional professional support. The students work in seven welfare offices in Tel Aviv-Yafo, offering the clients assistance and attentive support. Other TAU students give financial education courses to various populations, including battered women and senior citizens.

A Helping Hand for the Young

📌 Adopting a school

The student body of the Bialik-Rogozin primary school in south Tel Aviv consists of 700 children of foreign workers, refugees, new immigrants, single parent and low income families. Two TAU intervention programs have been focused on this needy population:

- **Language first:** Finding themselves in a confusing multilingual environment, many of these children have not sufficiently acquired any one language, which puts them at risk for cognitive and academic delays. The Communication Disorders Department of the Stanley Steyer School of Health Professions initiated the screening of first-graders under the supervision of Prof. Liat Kishon-Rabin, identified the most needy, and provided them with weekly remedial language sessions. Now, older children will also be screened and treated with substantial funding coming from the Landa Center for Equal Opportunity through Education at TAU.

- **Oral hygiene:** The Department of Pediatric Dentistry at the Maurice and Gabriela Goldschleger School of Dental Medicine has taken Bialik-Rogozin second graders under their wing, showing them movie presentations accompanied by explanations about dental health, and providing them with toothbrushes, toothpaste and instructions.

📌 A stitch in time

In the belief that the first years of childhood are crucial for future development, the Psychological Services Unit of the Ruth and Allen Ziegler Student Services Division runs a Child-Parent Center in Jaffa funded by the Zimmerman family. The center is dedicated to enhancing the child-parent relationship, helping parents recognize their child's developing needs and teaching parents how to meet those needs to ensure the child reaches full potential. Over 400 families, both Arab and Jewish, are receiving counseling.

All the World's a Stage

The Theater Arts Department is engaged in eight different community theater projects in Jaffa, Rishon Lezion and Naharia, supervised by PhD student Rimona Lappin (Arts). Whether involving the elderly, high school students at risk, or single parents, the projects tackle personal and social issues often left unaddressed and present them to the community for discussion, while providing students with valuable experience working with weaker groups in society. Among them:

- **Seniors in the spotlight:** In a cooperative project between TAU, the Tel Aviv Welfare Department, and the Neve Tamar and Porter Senior Centers, participants are encouraged to express their conflicts and memories through theater. The process culminates in the chosen drama being adapted as a play and presented to the community.
- **Arab-Jewish enterprise:** In a project with WIZO, Arab and Jewish single parents in Jaffa share their problems, bridge cultural differences and support each other, united by their challenges and their mission to produce a play together.
- **Young thespians:** In cooperation with the Rishon Lezion municipality, the project is aimed at high school students at risk and helps them express frustrations, work together toward mounting a production, and enjoy a feeling of accomplishment and worth.

Lay Leadership

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President
Argentinean Friends of Tel Aviv University

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Australian Friends of Tel Aviv University
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BRAZIL

Dr. Mario Arthur Adler
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São Paulo Chapter

Eng. Luiz Chor
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Rio de Janeiro Chapter

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CANADA

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Hon. Herbert Marx
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Canadian Friends of Tel Aviv University
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UK

David Levin
Chairman
Tel Aviv University Trust in Great Britain

URUGUAY

Ing. Carlos Spiller
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Uruguayan Friends of Tel Aviv University

USA

William F. Cohen
National Chairman
American Friends of Tel Aviv University (AFTAU)

VENEZUELA

Dr. Lia K. de Merinfeld
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Venezuelan Friends of Tel Aviv University

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Concept and production: Rava Eleasari
Text: hi-Text/Mimi Tanaman, Ruti Ziv, Pauline Reich
Graphic design: Issi Dvir
Photography: Yoram Reshef; Development and Public Affairs Division Photography
Department/Michal Roche Ben Ami, Michal Kidron; Dan Porges; ASAP; Flash 90;
Israel Government Press Office
Additional photographs courtesy of: TAU's Israeli Documentation Center for the
Performing Arts/Shimon Lev-Ari; Gil Shwed; Hagit Rozanes
Administrative coordination: Pauline Reich, Louise Shalev, Roy Polad
Printing: Eli Meir Printing



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