

# ...What's the big idea?



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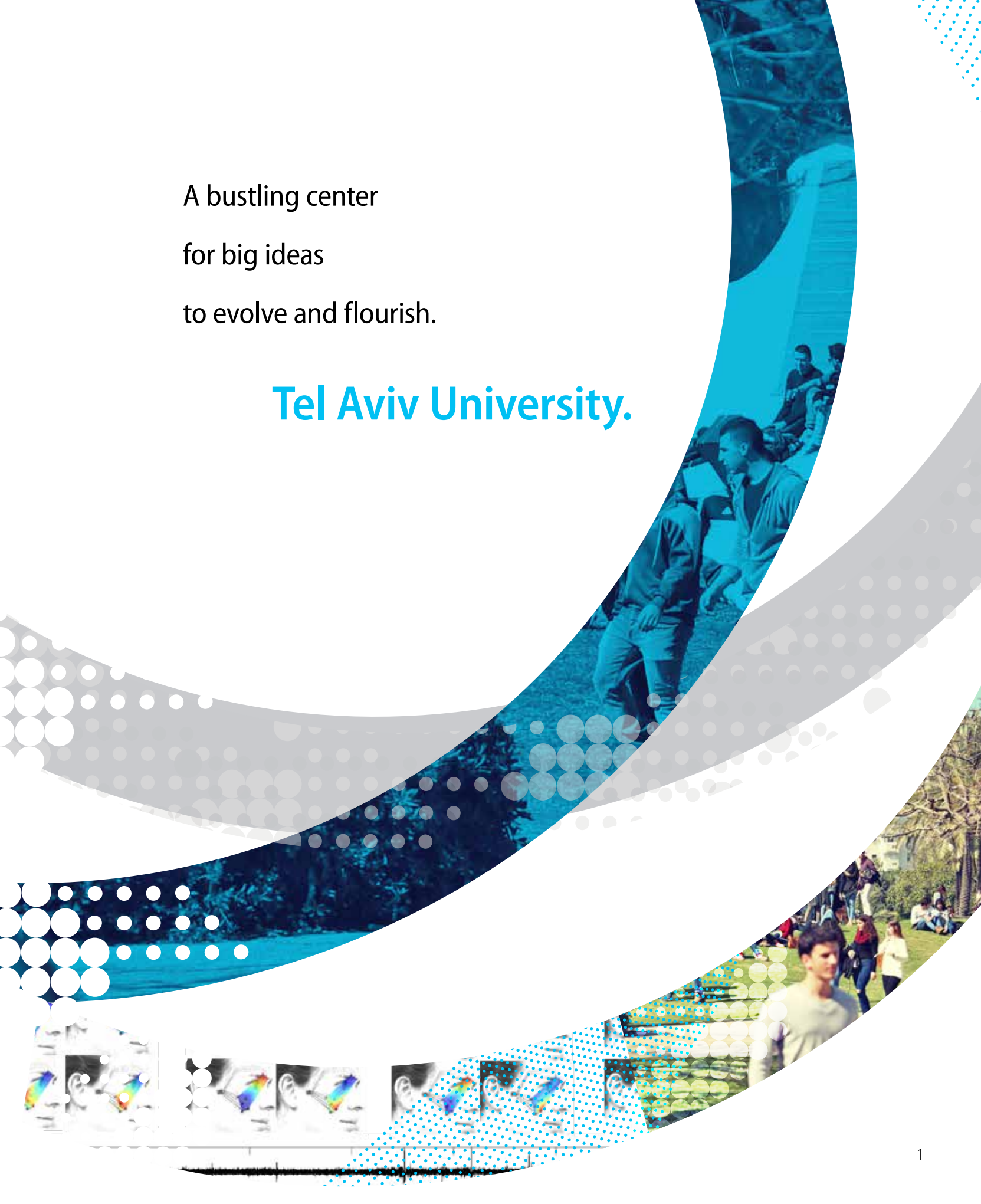
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A bustling center  
for big ideas  
to evolve and flourish.

**Tel Aviv University.**



# When theater sets you free

STRONGER SOCIETY

Directed by TAU Impact course instructor Keren Cohen, BA student **Ziv Shaham** (foreground, left) and MA student **Heyam Diab** (right) demonstrate improvisation to teen participants as part of TAU's Activist Theater Program, headed by **Dr. Chen Alon** (Arts).

At Fest'Factory, a public arts center in Bat Yam, community members are guided by artists-in-residence and TAU students to express their pain, fears and longings through theatrical works that they write and perform themselves. The activity is one of 50 courses offered through the TAU Impact initiative for embedding social engagement into the curriculum. Students choose accredited courses in social causes that matter to them. "Our vision is for all TAU graduates to enter the workforce as skilled, knowledgeable and sensitive agents of change," says Dean of Students **Prof. Tova Most** (Medicine & Education).





## Widening the circle of innovation

In a study partially funded by Canadian Friends of TAU, and carried out jointly with the Munk School of Global Affairs at the University of Toronto, **Dr. Amos Zehavi** (Social Sciences) points out that innovation, driver of many economies, is generally promoted in a way that widens the socio-economic divide. Examining innovation policies in the US, Canada, Germany, Sweden, and Israel, he finds that they leave underrepresented groups at a further disadvantage. He proposes innovation policies, some already adopted in Canada, which can promote economic equality together with economic growth.

## The rule book for ending wars?

PhD candidate **Elad Uzan** (Law) at the Zvi Meitar Center for Advanced Legal Studies has written the first dissertation to offer moral and legal guidelines for the conclusion of non-international armed conflict. He constructs an economic model based on the idea that moral costs and benefits determine whether a conflict is justified, and proposes practical tools for promoting legal frameworks such as international humanitarian law and laws of armed conflict.

## Getting folks to use the train

In what's known as the "first and last miles problem," many people avoid taking trains because of poor transit connections from their home to the train station and from the end station to their final destination. Now, a team led by **Dr. Tal Raviv** (Engineering), who heads the new Shlomo Shmeltzer Institute for Smart Transportation, is devising a low-cost, smartphone app-managed system that dynamically routes a fleet of shuttles to transfer passengers to and from train stations. The same concept could be applied to other sites such as university and corporate campuses.



# STRONGER SOCIETY

TAU is partnering with cities across Israel to create “online academic high schools”

Together with a talented young staff, **Yuval Schraibman** (pictured 6th from right), CEO of TAU Online–Innovative Learning Center, aims to create nothing short of a nationwide academic revolution. In participating cities, high school pupils take TAU’s state-of-the-art online courses during regular school hours, led by their local schoolteacher. At year’s end, they can attend final exams for the courses on the TAU campus, earn academic credit, and begin their application to TAU via a new digital admissions track. The project equips both pupils and teachers with 21st century skills; helps close the “college preparedness gap”; overcomes socioeconomic and geographic disparities; and guarantees the flow of talented graduates from diverse backgrounds into the economy. Pilot cities include Hod Hasharon and Dimona.



The Pouran and Izak Parvis Nazarian Building  
under construction

# They're going to rebuild higher education

## How can we battle online discrimination?

Affiliated with TAU's Edmond J. Safra Center for Ethics, **Dr. Tamar Kricheli-Katz** (Law) is examining the phenomenon of discrimination and inequality that puts women and blacks at a disadvantage in the shared economy – the peer-to-peer online exchange of goods and services. With current laws failing to address the issue, her work highlights how anti-discrimination policy can and should be revised.

## Link between environment and wellbeing

Initiated by **Dr. Talia Margalit** and architect/lecturer **Tula Amir** (both from Arts), students of the Azrieli School of Architecture joined with the Shalem Fund in aid of people with intellectual disabilities. After analyzing residential and work environments of special needs populations in several Israeli cities, the students suggested modifications promoting wellbeing. Aid workers' eyes were opened to new possibilities. "It seemed to change them," says Amir, "and it changed our students too after they learned what it means to live with disabilities."

## Bridging the school readiness gap

**Prof. David Mioduser** and PhD student **Michal Levi** (both of Education) developed an alternative training program for children with developmental delays, designed for relevance to their daily lives and focusing on technological thinking. Children were given construction kits, asked to sketch what they built, and engaged in problem solving and robotics tasks. Following a year's training for children ages 5-6, results clearly indicate that this innovative program helped advance and improve skills required for school readiness and academic success among special needs children.



## Drivers of social good

As BizDev Director of the Young Entrepreneurs NGO, TAU alumna and lecturer **Maayan Knafo** (Management) guided a group of 14-15 year olds in their startup, which won 1st prize among 200 startups conceived by young Israelis and 1st runner-up among 37 European competitors. As part of promoting entrepreneurship among youth, Knafo encourages girls to step up and take leadership positions. She also chairs Topaz, an organization aimed at nurturing social ventures; runs DirAct, which encourages young managers to be board members in non-profit organizations; and founded Saha, an online platform that fosters women's wellness in the Middle East.

## Clinics that teach advocacy

At the Clinic for Social and Economic Change, supervised by **Dr. Lia Levin** (Social Work) in partnership with the NGO, Yedid, students propose bills and collaborate with Knesset members and policymakers to improve citizens' welfare in Israel. Former Pinkas Scholar **Avital Rotshtein** knows the deep importance to a disabled child of something so simple as being able to join healthy peers on the playground; her brother is confined to a wheelchair and served as the inspiration for her clinic project. She and her team are enlisting the relevant authorities to ensure playgrounds throughout Israel are accessible to disabled children.

## What's the best road to coexistence?

Recipient of the Israel President Scholarship for Scientific Excellence and Academic Innovation, PhD candidate **Natalie Levy** (Social Sciences) is conducting a comparative study of Jewish and Arab students in mixed or segregated schools. Preliminary findings indicate that Arabs attending predominantly Jewish schools strongly identify with the Israeli group and not at all with the Palestinian group, while Arabs attending either highly mixed or all-Arab schools show a strong opposite affiliation. Natalie aims to advance understanding of how to optimally integrate majority and minority populations.

## What does it take to be a great teacher?

For **Almog Shiloach** (pictured left), TAU alumnus (Humanities) and 2017 National Teacher of the Year, it's passion. "I love teaching and I'm excited each day as if it's my first," says Almog, whose fields are history, civics and Arabic. He sees himself as an agent of change. "You take a kid from point A to point B and help him believe in himself. You can change someone's world." Almog is grateful for the scholarships he received at TAU that enabled him to fulfill his dream. His students are too.

STRONGER SOCIETY



# “What do you

When your robot facilitator prompts discussion and fresh views

STRONGER SOCIETY



# say, Mr. Robot?"

In the classroom of the future, robot assistants will enable teachers to run multiple small discussion groups simultaneously – making learning all that much more active, personalized and fun. TAU alumna and post-doc **Dr. Rinat Rosenberg Kima** (pictured left), working in the Curiosity Lab of **Dr. Goren Gordon** (Engineering), combines education, computer science, psychology and social robotics to assess the effectiveness of robot facilitators for encouraging student discussion and debate. The robots also record the session for later evaluation and fine-tuning of the method. Part of TAU's Minducate framework run by the Sagol School of Neuroscience, the research could be transformative by enabling a new, scalable and pedagogically updated educational platform. Funders include the Walanpatrias Foundation and Schmidt Futures.



Obsessive-compulsive disorder (OCD) is the most common mental disorder after depression. Studies of animals' repetitive behavior by zoologist **Prof. David Eilam** (Life Sciences) revealed an underlying mechanism for the motor rituals of OCD sufferers, such as compulsive washing of hands, which Eilam analyzed as "actions with no defined end" or "lack of a sense of ending." This insight led to a simple and non-invasive tool, developed by Eilam's medical colleagues, for quickly diagnosing OCD among human patients upon their initial arrival at psychiatric clinics.

S U S T A I N A B L E P L A N E T

# What can animals teach us about... human mental disorders?

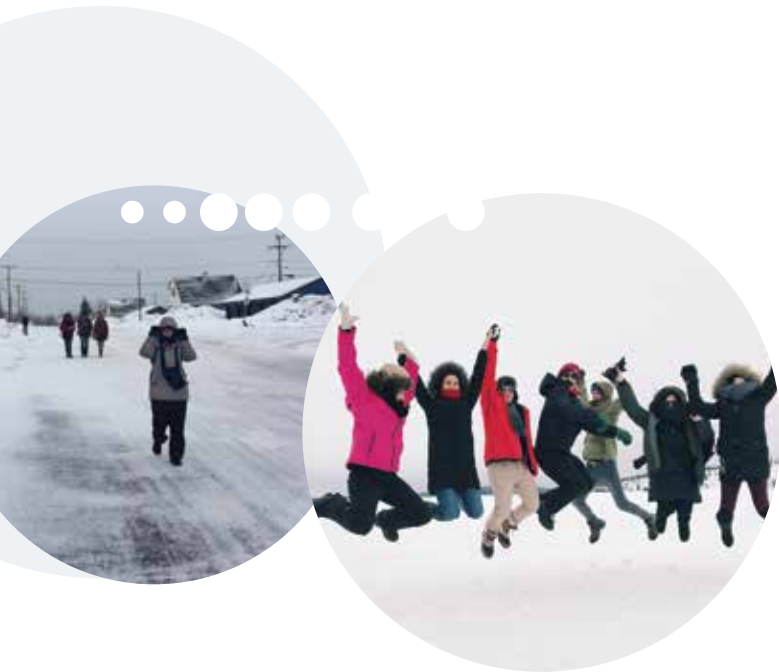
A study of animal behavior in zoos culminated in a diagnostic tool for OCD



A fennec fox at TAU's research zoo

## Do plants "decide" which way to grow?

**Dr. Yasmine Meroz** (Life Sciences) and her interdisciplinary team are analyzing an interesting plant behavior: Instead of reacting to environmental conditions immediately, plants react to a history of stimuli, suggesting that they accumulate information over time. This ability is the foundation of decision-making for plants and animals alike. A seedling growing under a forest canopy, for instance, will "decide" to grow in the direction offering the most reliable light source. Applying mathematical models, physics and experimentation, the lab aims to decipher how plants reach their decisions.



## Building for more extreme weather

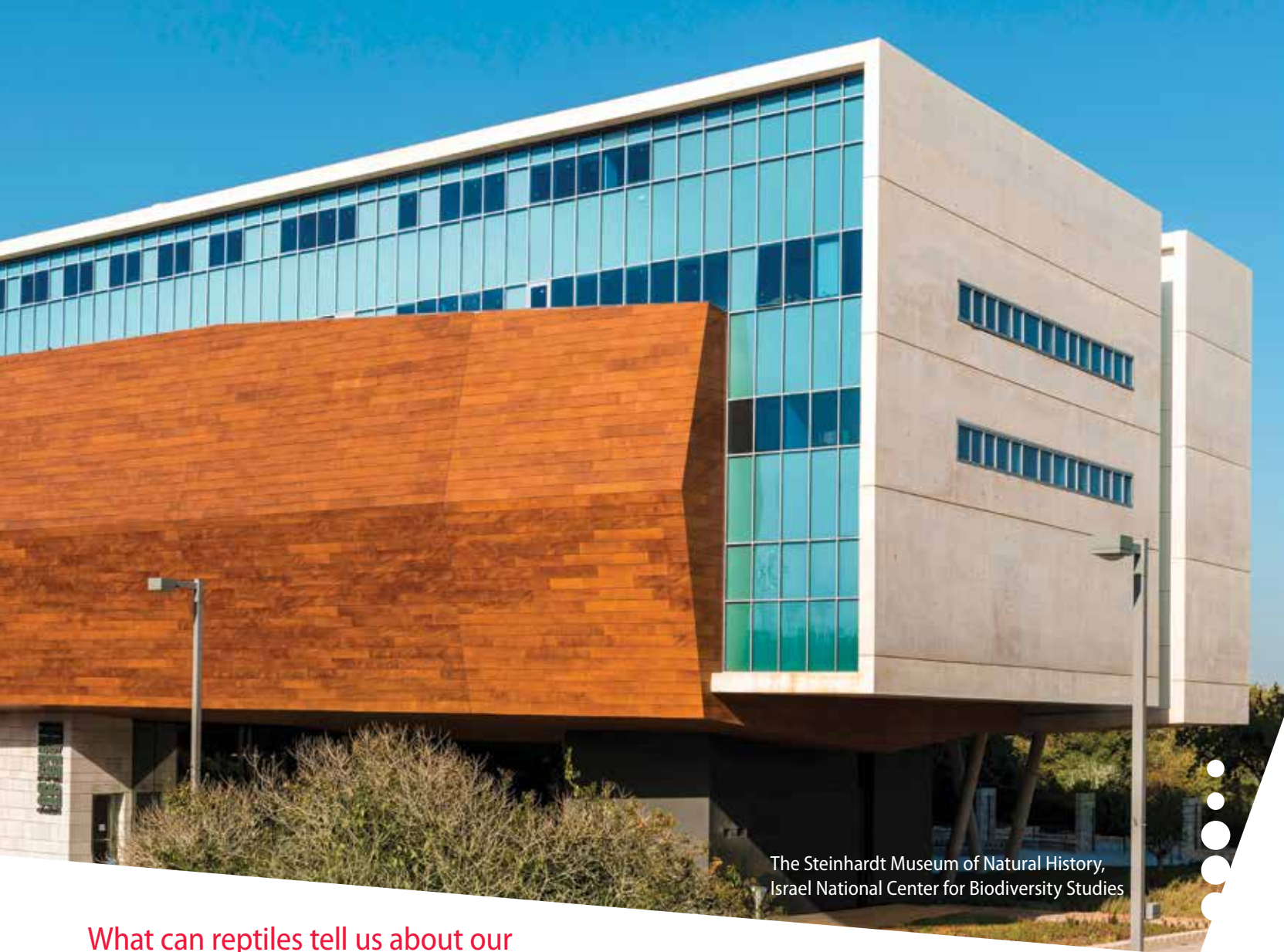
Global Studio is a collaboration between TAU's Azrieli School of Architecture, McGill University and the Technion. Led by TAU alumnus and architect **Tamir Lavie**, Israeli students braved freezing weather in Canada, while Canadian students experienced Israel's broiling desert. They then shared ideas on how to build for extreme weather conditions. Creative designs for settlements in such regions demonstrated the project's success, with plans for a repeat performance next year.

## Where does hospital wastewater go?

Hospital wastewater containing toxic chemotherapy drugs and other organic micro-pollutants (OMPs) currently undergoes only standard wastewater treatment. However, insufficiently treated OMPs can seep back into the environment as a health hazard. The team of **Prof. Dror Avisar** (Exact Sciences) and **Prof. Hadas Mamane** (Engineering), of the Moshe Mirilashvili Institute for Applied Water Studies, installed a pilot treatment system at an Israeli hospital to degrade and remove these toxic drugs from the wastewater before it enters municipal plants for routine treatment. This pilot serves as an important field study for future international projects.







The Steinhardt Museum of Natural History,  
Israel National Center for Biodiversity Studies

## What can reptiles tell us about our conservation efforts?

**Prof. Shai Meiri** (Life Sciences), Curator of Tetrapods at TAU's Steinhardt Museum of Natural History, never met a lizard he didn't like. Thanks to Meiri and the GARD international research team, we now have the first ever complete atlas of the world's reptiles. A map showing distribution of all known species, some 10,500 of them, revealed that many reptiles, predominantly lizards and turtles, are left out of global priority regions and protected areas. "Such data is essential for achieving inclusive conservation planning that encompasses all of our planet's biodiversity," says Meiri.

## Might the most valuable food product be... seaweed?

PhD candidate **Arthur Robin** (Porter School) thinks so. Plentiful, accessible, easy to grow, sustainable, and filled with valuable ingredients, seaweed is his chosen research subject. Using an energy-friendly process called pulsed electrical field (PEF), he is basically poking holes in seaweed to extract its contents. Once the salt is removed, he is left with a high protein product that can be used in animal feed and particularly as a healthy human food additive.



**Shivprasad Shivtratri (foreground) and Aakash Jog,** both from India and studying in the International BSc Program in Electrical and Electronics Engineering, examine sensor chips at TAU's Botanic Garden.

# Harvesting big data from small farms

Can we find the answer for world food security?

The hundreds of millions of small farm holders in developing countries make up 75% of the world's extreme poor. Their food security will require dramatic advances in productivity – but they first need access to modern knowledge. **Prof. Yosi Shacham** (Engineering) and **Prof. Adi Avni** (Life Sciences) and their students have conceived a novel family of sensors that are low-cost, rugged, and easy to use for monitoring crop and soil conditions. Data will be used to introduce precision agriculture into farming methods.

In a related development, the Boris Mints Institute for Strategic Policy Solutions to Global Challenges and Tata Trusts are embarking on the Indo-Israeli Innovation Villages program, led by **Dr. Ram Fishman** (Social Sciences), to bring Israeli agricultural expertise and technology to India's farms. A group of TAU students already spent last summer doing fieldwork in India and the program is now set to expand. Partial funding also comes from the Manna Center Program for Food Safety and Security.

## Conquering space with...cubes?

The establishment of an institute to teach about, build and launch "cube-sats," small cube-shaped exploratory satellites that attach to each other like Lego, is a new initiative supported by the Porter Foundation and led by **Prof. Colin Price** (Exact Sciences), head of the Porter School of Environmental Studies. The satellites will collect data to help better monitor and understand climate change.

## Coming soon... an unseasonal change of seasons

PhD candidate **Assaf Hochman** in collaboration with **Dr. Tzvi Harpaz**, **Prof. Hadas Saaroni** and **Prof. Pinhas Alpert** (all of Exact Sciences), have predicted that greenhouse gases will cause summer to lengthen by two months in the eastern Mediterranean and Israel by century's end. "We better try to prevent more climate change or at least prepare for it," says Hochman, a student at the Porter School of Environmental Studies and fellowship recipient of the Boris Mints Institute for Strategic Policy Solutions to Global Challenges. "Altered seasons will cause water shortages, ecological damage, pollution and health hazards."

## If plants can do it, why can't we?

Inspired by the process of photosynthesis that converts sunshine into energy, **Dr. Iftach Yacoby** (Life Sciences) and **Dr. Lihi Adler-Abramovich** (Medicine) are heading a project in collaboration with Dr. Dror Noy of the MIGAL Galilee Research Institute to develop a fuel cell based on hydrogen and solar energy. Constructed from smart materials that form nanostructures, their proposed fuel cell promises far higher performance than ordinary batteries, while being a clean, low-cost and sustainable energy source. The project won Centers of Excellence funding from the Israel Science Foundation (ISF).

S U S T A I N A B L E P L A N E T



# Jump-starting cancer drug trials

In spite of more than 10,000 known human diseases, only 500 FDA-approved families of drugs are available to doctors. Now, in a first for Israel, TAU will be working with its 17 affiliated hospitals to test drug candidates directly with patients. **Prof. Dan Peer** (Life Sciences), who heads the new Translational Medicine Initiative, says, "We can take exciting lab discoveries to the next stage in drug development – and make TAU a worldwide leader for life-saving treatments." One project run by the Sackler Faculty of Medicine has already produced initial success: Researcher **Prof. Rina Rosin-Arbesfeld** (pictured left) is working on clinical trials with physician **Dr. Revital Kariv** (right), of the Tel Aviv Sourasky Medical Center, to prevent colorectal cancer by repurposing an existing medication. Prof. Rosin-Arbesfeld is also a grant recipient of the Varda and Boaz Dotan Research Center in Hemato-Oncology.

## HEALTH & WELLNESS

Translational medicine aims to close the innovation gap in pharmaceuticals



## Advanced sequencing – Now on campus

The new Genomics Research Unit supported by the Alfredo Federico Strauss Center for Computational Neuro-Imaging brings to campus state-of-the-art DNA sequencing capabilities for researchers in a variety of fields. Until today this work had to be outsourced. Now TAU scientists will have faster results and greater control over the sequencing process, and will be able to develop new approaches to a wide range of questions from how viruses mutate, to how drug resistance develops or how babies develop antibodies. Head of the unit is **Prof. Judith Berman** (Life Sciences).

## What if kids with ADHD didn't have to take drugs?

In the recently upgraded Attention Lab supervised by **Prof. Lilach Shalev-Mevorach** of the Jaime and Joan Constantiner School of Education and Sagol School of Neuroscience, researchers are learning more about attention deficit disorders.

- MA student **Shira Frances-Israeli** is using EEG to study brain activity in children with and without ADHD. She hopes to develop an EEG profile of memory impairment to allow early identification and treatment before children fall behind academically.
- PhD candidate **Inbar Lucia Trinczer**, supported by TAU's Minducate initiative, is working on developing a drugless cognitive treatment for ADHD in which children play computer games based on software developed in the lab. Promising results were achieved and plans are to offer the treatment outside the university.

## The 60-second diagnosis

A recipient of the inaugural TAU Breakthrough Innovative Research Grants, **Prof. Noam Shomron** (Medicine), together with MSc student **Artem Danilevsky** and lab technician **Avital Poltsky**, is pioneering a method for accurate diagnosis of disease and infection within 60 seconds. His approach involves a combination of data collection from patient samples, a special process called nanopore sequencing for data analysis, and computer deep learning for "signature" recognition of the type of disease. The new TAU grant program, which encourages creative and novel research, is managed by Vice President of R&D **Prof. Yoav Henis** (Life Sciences) and receives funding from Schmidt Futures.

Prof. Shomron is also applying big data and genetic techniques to saving breast cancer patients in a project supported by the Adelis Fund for Scientific and Medical Research.

## What do traditional Indian dance and biochemistry have in common?

According to international PhD student **Anjana Shenoy**, who does both, their common thread is the striving for harmony, balance and control. Anjana is studying breast cancer in the lab of **Prof. Tamar Geiger** (Medicine), focusing on a particular protein's involvement in chemotherapy resistance. Of her time in Israel, Anjana says, "it has been an extremely enriching experience that has allowed me to push both my creative and scientific boundaries."

## Beam me better

Given that stem cells can help restore and regenerate injured or even missing parts of the body, zoologist **Prof. Uri Oron** (Life Sciences), a member of the Sagol School of Neuroscience, has developed a novel way of accessing and harnessing them therapeutically. A low level laser beam focused on bone marrow causes stem cell proliferation and release into the bloodstream. The cells then migrate to an injured or blood-starved organ where they perform their repair. Clinical trials for repairing heart muscle following heart attack have confirmed the method to be safe and effective.

## Shouldn't people with special needs get special care?

Putting into practice the aim of the Maurice and Gabriela Goldschleger School of Dental Medicine, which is to provide everyone access to excellent dental care, the school's Special Care Center was recently inaugurated in the presence of Israel's Minister of Health, Rabbi Yaakov Litzman. It features nine treatment rooms and two operating rooms, all geared to special needs children and adults. The Center was funded by generous donors mostly from the US, Canada and France.

## Brain, heal thyself

**Prof. Talma Hendler** (Medicine, Psychology), Head of the Center for Brain Function at Tel Aviv Sourasky Medical Center, wants to teach "do-it-yourself" neuroimaging. People will use it to modulate their brain function for improved emotional regulation and resilience, and for overcoming psychiatric disturbances. Her lab has developed a novel, cost-effective device for the home or clinic that combines methods from EEG, fMRI and machine learning analytics. The technique has attracted funding from the US Department of Defense and EU programs for treating stress and PTSD. Hendler's work is part of TAU's newly formed National Center for Traumatic Stress and Resilience.







# Doesn't practice make perfect?

Don't put textbooks away just yet, but early findings show that glimpses of information could replace heavy learning

Recipient of the 2017 Sieratzki Prize for Advances in Neuroscience, **Dr. Nitzan Censor** (Social Sciences) and his team study the impact of modulating brain activity on learning and memory. They are challenging the idea that only "practice makes perfect" by investigating another model of learning based on reactivating visual memories. "Initial findings show that brief glimpses of visual information could possibly do the same job as long periods of practice," says Censor (pictured right), who is a member of the School of Psychological Sciences and Sagol School of Neuroscience. Now, using non-invasive brain stimulation and neuroimaging, the team is searching for the brain mechanisms underlying learning modulation.

HEALTH & WELLNESS



## CHAIRMAN'S MESSAGE

This year, as we mark Israel's 70th anniversary, we can celebrate the country's shining success in creating a knowledge society – and Tel Aviv University's prominent role in that.

Education has always been a supreme Jewish value. As Chaim Nahman Bialik, Israel's renowned national poet and a pillar of early Tel Aviv cultural life, said:

"Our national schools – the cheder, the yeshiva, the bet midrash – were our strongest fortresses in the days when we struggled hard to survive. . . We also sharpened the weapon which remained in our possession – the Jewish mind."

Indeed, even when the young state of Israel faced the challenges of war, massive immigration and food shortage, it still prioritized the building of educational strongholds. It still decided to sharpen minds. Merely two decades after the nation's founding, Tel Aviv University was already thriving as a center for research and learning, as were several other major universities.

Today we can view with pride Tel Aviv University's contribution to the Israeli academic success story. According to the *Global Innovation Index*, a joint publication of Cornell University, INSEAD and WIPO, Israel places 3rd in the world for the quality of its research institutions. It ranks 4th in capacity for innovation. And it still prioritizes brainpower – ranking 2nd in the world for research and development (R&D) spending as a percentage of GDP.

Tel Aviv University continues to play a vital role in building up Israel's human and intellectual capital. Our mission now, moving forward, is to make sure that the next generations of young minds have the best possible conditions to contribute their own breakthrough ideas. We count on our friends who share our vision to join us in this strategic national mission.

**Prof. Jacob A. Frenkel**  
Chairman, Board of Governors  
Tel Aviv University



## PRESIDENT'S MESSAGE

Over the past year I've been traveling the world, inviting audiences to be part of the next big idea coming out of Tel Aviv University and Israel. Whether in Melbourne or Monaco, Hong Kong or Delhi, listeners' excitement has been palpable. People everywhere are eager to hear about our famous TAU ecosystem. They want to feel the Tel Aviv energy and creativity; they want to learn the secrets of entrepreneurial thinking.

Our University goal is to keep driving the innovation engine that has brought spectacular results for our campus, the State of Israel and the world. But it's not easy. To remain competitive, we need to keep recruiting the best faculty and students. We need to keep expanding our research and teaching programs, together with our social responsibility. We need to make sure that we're ready both for new challenges clouding the skies and new fields glimmering in the distance. In short, we need to be prepared for the future, not just of the University but also of the State of Israel.

For this reason, TAU took on an academic leadership role by launching the \$1 billion Global Campaign. Supporters have responded magnificently. Key projects this year include renewal of the campus-wide Blavatnik Initiative, dedication of Millie

Phillips Student City, and the launch of the Koret Foundation TAU-Bay Area Collaborative Initiative. Other major donations will advance cancer research, drug development, dental care, neuro-imaging, nanotechnology, water treatment, global economics, machine learning, smart transportation, applied engineering, economics, anthropology, and Dead Sea studies.

Our continued growth – and preparedness for the future – depends on the vision and generosity of our supporters. We're grateful and proud to be partnering with them in generating the next big change-making ideas.

**Prof. Joseph Klafter**  
 President  
 Tel Aviv University

# TAU OFFICERS

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Faculty of the Arts

**Prof. Michael Krivelevich**  
Dean of the Raymond and Beverly  
Sackler Faculty of Exact Sciences

**Prof. Tova Most**  
Dean of Students

# DISTINCTIONS

**Prof. Gadi Algazi**, Humanities, 2017 Natalie Zemon David Lectures at Central European University

**Prof. Roy Beck-Barkai**, Exact Sciences, Juludan Research Prize

**Dr. Michal Ben Naftali**, Humanities, 2017 Sapir Award for Literature

**Prof. Erez Ben Yosef**, Humanities, 2018 Kadar Family Award for Outstanding Research

**Dr. Nir Bitansky**, Exact Sciences, Alon Fellowship

**Prof. Niv Buchbinder**, Exact Sciences, SIAM Outstanding Paper

**Dr. Yaron Carmi**, Medicine, Alon Fellowship

**Dr. Nitzan Censor**, Social Sciences, 2017 Sieratzki Prize for Advances in Neuroscience

**Dr. Guy Cohen**, Exact Sciences, Hermann Kümmler Early Achievement Award

**Prof. Daniel Deutch & team**, Exact Sciences, VLDB 2017 Best Paper

**Prof. Tal Dvir**, Life Sciences, Rappaport Prize for Biomedical Sciences

**Prof. Amos Fiat**, Exact Sciences, 2016 ACM Paris Kanellakis Theory and Practice Award

**Prof. Zvi Fishelson**, Medicine, European Complement Network (ECN) Medal for Lifetime Achievement

**Prof. Chaim Gans**, Law, Jordan Schnitzer Book Award

**Prof. Amit Gefen**, Engineering, European Pressure Ulcer Society's 2017 Experienced Investigator Award

**Prof. Aeyal Gross**, Law, Gorni Award in Public Law

**Prof. Iftach Haitner**, Exact Sciences, 2018 Kadar Family Award for Outstanding Research

**Dr. Michael Halperin-Sternfeld**, Medicine, Colgate Award for Excellent Research in the Israeli Division IADR meeting; Marian Gertner Institute for Medical Nanosystems Excellence Award

**Dr. Roni Ilan**, Exact Sciences, Alon Fellowship

**Prof. Moshe Israelashvili**, Education, 2017 International Collaborative Prevention Research Award (SPR)

**Ms. Malka Itzkovitz**, Medicine, Prof. Chaim Ring Memorial Lifetime Achievement Award

**Prof. Alexandra Kalev**, Social Sciences, 2017 HBR McKinsey Award

**Prof. Marek Karliner**, Exact Sciences, Foreign Member of the Polish Academy of Arts and Sciences

**Prof. Nadine Kuperty-Tsur**, Humanities, IMERA Fellow at the University of Aix-Marseille

**Prof. Martin Kupiec**, Life Sciences, Landau Prize for Genetics

**Dr. Eliav Lieblich**, Law, Alon Fellowship

**Prof. Menachem Mautner**, Law, Mifal Hapais Landau Prize

**Prof. Tova Milo**, Exact Sciences, 2017 VLDB Women in Database Research Award

**Prof. Abraham Nitzan**, Exact Sciences, Joseph O. Hirschfelder Prize

**Prof. (emer.) Emanuel Peled**, Exact Sciences, Ministry of Defense Prize

**Prof. Assaf Pinkus**, Arts, 2018 Kadar Family Award for Outstanding Research

**Prof. Itamar Rabinovich**, Humanities, Washington Institute 2017 Book Prize Gold Medal

**Prof. Assaf Razin**, Social Sciences, 2017 EMET Prize for Economics

**Dr. Oded Rechavi**, Life Sciences, Blavatnik Award for Young Scientists in Israel

**Dr. Shlomi Reuveni**, Exact Sciences, Azrieli Faculty Fellowship

**Prof. Eliora Ron**, Life Sciences, President-elect of the International Union of Microbiological Societies

**Prof. Dana Ron-Goldreich**, Engineering, 2018 Kadar Family Award for Outstanding Research

**Prof. Issachar Rosen-Zvi**, Law, Fatal Prize for Legal Research in Procedural Law; Holon Prize for Scholarship on Local Government

**Prof. (emer.) Eugene Rosenberg and Ilana Zilber-Rosenberg**, Medicine, Karl August Möbius Fellowship for lifetime achievement

**Dr. Lena Salaymeh**, Law, American Academy of Religion Book Award for Excellence, Textual Studies category

**Dr. Osnat Segal**, Medicine, Chair of the Israeli Speech, Language & Hearing Association

**Prof. Roded Sharan**, Exact Sciences, RECOMB 2017 "Test of Time Award"

**Dr. Arie Shaus**, Exact Sciences, IS&T's 2018 Charles E. Ives Journal Award

**Prof. Yossi Shavit**, Social Sciences, Member of the American National Academy of Education (NAEd)

**Dr. Eran Socher**, Engineering, Rosetrees Trust Interdisciplinary Prize

**Prof. Arieh Solomon**, Medicine, Silver Fellow in the ARVO Fellows Class of 2017

**Dr. Eran Stark**, Medicine, Rosetrees Trust Interdisciplinary Prize

**Dr. Yael Sternhell**, Humanities, 2017 Binkley-Stephenson Award

**Dr. Guy Stiebel**, Humanities, 2017 SAF Awards Program

**Prof. Amnon Ta-Shma**, Exact Sciences, STOC 2017 Best Paper

**Prof. Eli Turkel**, Exact Sciences, IS&T's 2018 Charles E. Ives Journal Award

**Prof. Tomer Volansky**, Exact Sciences, Member of the Israeli Young Academy

**Prof. (emer.) Isaac Witz**, Life Sciences, Honorary Doctorate from the University of Vienna

**Dr. Omri Wurtzel**, Life Sciences, Zuckerman STEM Leadership 2017-18 Faculty Scholar

**Prof. Neta Ziv**, Law, Cheshin Prize for Excellence in Legal Scholarship

# NEW PROJECTS

## Academic Development

- Support for Institute for National Security Studies – S. Daniel Abraham, USA
- Academic Institute for Structural Reforms – Adv. Shraga Biran, Institute for Structural Reforms, Israel
- Renewal of the campus-wide Blavatnik Initiative – USA
- Rebecca (Rivka) and Shimon Bergman Fund in Nursing and the Study of the Aged – Israel
- Support for Parasol Foundation International Program in Law – Gibraltar
- Support for Minerva Center for the Humanities – Daniel E. Cohn, USA
- Support for Online Learning, Collier School of Management, and project to be determined – Clement Erbmman, USA
- Support for Evens Program in Conflict Resolution – GCE Property Holdings, USA
- Support for American Studies Program – Anonymous, USA
- Support for Jamie and Joan Constantiner School of Education – Dr. Arturo and Caren Constantiner and Victor Constantiner, USA/Mexico
- Support for Institute for National Security Studies – Diane and Guilford Glazer Advised Fund, USA
- Goldrich Family Foundation Advanced Yiddish Studies Forum – USA
- Tel Aviv University-Bay Area Collaborative Initiative – Koret Foundation, USA
- Support for Law Clinics and Summer Research Institute – Estate of Estelle and Jacob Kossman, USA
- Arline and Seymour Kreshek Practice Piano Center – USA
- Support for Institute for National Security Studies – Mr. and Mrs. Ronald Lauder, USA
- Support for Manna Center Program for Food Safety and Security – Steven Lavin, USA
- Operating Support – Lorry I. Lokey, USA
- Estate of Claire Maratier – France

- Support for Institute for National Security Studies – Ambassador Alfred H. Moses, USA
- Support for Institute for National Security Studies – Mr. Joseph Neubauer and Mrs. Jeanette Lerman Neubauer, USA
- Support for Institute for National Security Studies – Robin Chemers-Neustein, USA
- Support for Institute for National Security Studies – One8 Foundation, USA
- Project to be determined – Dr. Garry Rayant and Dr. Kathy Fields Rayant, USA
- Support for Institute for National Security Studies – Stewart Resnick, USA
- Support for Edmond J. Safra Center for Ethics – Liechtenstein
- Collier Ignite Project – Alan and Carol Silberstein, USA
- Support for Institute for National Security Studies – Mr. Jeffrey Silverman, USA
- Yandex Initiative for Machine Learning – Russia

## Research

- Ayala Zacks Abramoff Academic Research Fund – Israel
- Breast Cancer Research Fund – Breast Cancer Research Foundation, USA
- Chaoul Center for Nanoscale Systems – Switzerland
- Gail White and Anne and William Cohen Multidisciplinary Brain Center Research Program – USA
- Research Fund for Prof. Israel Finkelstein in Archaeology – Dan David Foundation
- Support for Varda and Boaz Dotan Research Center in Hemato-Oncology – Israel
- Richard Eimert Research Fund on Solid Tumors – Helena Eimert, Switzerland
- General Research Fund – David Eisenstein Estate, USA
- Research Fund for Artificial Intelligence – Facebook, USA
- TAU-Stanford Collaboration for Digital Living 2030 – Daniel Feldman, USA
- Research Fund for Prof. Daniel Michaelson – Harold Foonberg, USA

- Jacob Frenkel and Mort Zuckerman Institute for Global Economics – Eric Gertler and James Gertler, USA
- Cukier, Goldstein-Goren Center for Mind, Cognition & Language (“The MiLa Center”) –Italy
- Research Fund for Prof. Noga Kronfeld Schor – Helinger Estate, Israel
- Research Fund for Prof. Yoel Rafaeli – Joan and Irwin Jacobs Fund, USA
- Research Fund for Prof. Gil Ast – Estate of Lena Levy, USA
- Moshe Mirilashvili Institute for Applied Water Studies – Michael Mirilashvili, Russia/Israel
- Research Fund for Dr. Natalia Freund – Adam Neuman, USA
- Support for Prajs-Drimmer Institute for the Development of Anti-Degenerative Drugs – Sruel Prajs and Norma Drimmer, Germany
- Mark A. Ratner Institute for Single Molecule Chemistry – USA
- Research Fund for Educational Technologies & Social Robots – Schmidt Futures, USA
- Research Fund for Nano-Structured Contact Lenses – Schmidt Futures, USA
- Grants for TAU Breakthrough Innovations – Schmidt Futures, USA
- Shlomo Shmeltzer Institute for Smart Transportation – Israel
- Zimin Institute for Engineering Solutions Advancing Better Lives – Russia

## Campus Development

- Upgrades for the Attention Lab in Education – Latin America
- Eva and Les Erdi Educational Gallery – Australia
- Robotic Lab Equipment for Virus Research of Dr. Adi Stern – Harel Insurance and Finance, Israel
- Campus Development Fund – Karl-Heinz and Hannelore Kipp, Germany
- Millie Phillips Student City – Australia
- Robert Russell Memorial Peace Grove at Millie Phillips Student City – USA

- Support for National Collections of Natural History – Michael H. Steinhardt, USA
- Equipment for Optical Research of Dr. Alon Bahabad, Electrical Engineering – Wolfson Foundation, UK

## Student Aid & Fellowships

- Support for Ariane de Rothschild Fellowship for Women Researchers – Caesarea Foundation, Israel
- Feiler Family Fellowships – USA
- Scholarships for Needy Students – Estate of Eugenie Fromer, USA
- Sharon and Herb Glaser Scholarship Fund – USA
- Thérèse and André Harari Fellowships for Students of Ethiopian Origin – France
- Doctoral Fellowship Fund – Israeli Friends of TAU
- Presidential Scholarships – Israeli Friends of TAU
- Scholarships at the Coller School of Management – Ann Kolb, USA
- Miles S. Nadal and Family Duvdevan Scholarship Fund – Canada
- Schlindwein Family Endowment Fund for Excellence – Timothy A. Schlindwein, USA
- Support for Scholarships – Steven and Henryk Schwarz, Schwarz Foundation, USA
- Erwin Shenkar Medical School Scholarship Fund – Israel
- Diana Mary Steyer Scholarship Fund for Excellence in Music Performance – Thomas Mark Steyer and Helen Sarah Steyer, USA
- Support for the Ruth and Allen Ziegler Student Services Division – Ruth Ziegler, USA

## Community

- Mentoring Training Program in Social Work – Israeli Friends of TAU

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

# Change-Makers Club: TAU Global Campaign

TAU's 10-year, \$1 billion Global Campaign aims to help our talented students and researchers conceive and develop their big ideas. Thanks to the vision and generosity of our donors from around the world, we are achieving this goal. In five years we've reached the half-way mark, gaining the resources we need to fulfill our leadership role in shaping the future of Israel and the world – today.

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Mr. Sami Sagol, Israel



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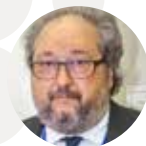
Mr. David Meller, UK



Mr. Miguel Pinkas, Venezuela



Mrs. Tova Sagol, Israel



Dr. Boris Mints, Russia

# What if... we had DNA barcodes?

The largest snippet of DNA that scientists usually look at comprises a few thousand chemical bases, which are the building blocks of our genes. Yet molecules of DNA can be up to hundreds of millions of bases long, encoding genetic interactions and disease mutations that, until today, have yet to be visualized. Enter **Prof. Yuval Ebenstein** (Exact Sciences), a member of TAU's Center for Nanoscience and Nanotechnology and a world pioneer in harnessing light to characterize single molecules. He's developing an optical technology to identify the distinctive physical signature – a "light barcode" – for genetic aberrations and mutations. "I envision diagnosing disease instantly, through a routine blood test, by reading the barcodes of diseased tissue anywhere in the body," says Ebenstein, who draws on bioinformatics, data mining and new chemical and imaging methods in his work.



Light emitted by altered DNA could reveal disease and infection at a much earlier stage

## What can the brain tell us about inferred meaning?

To discover what goes on in the brain when it processes and understands inferences, **Dr. Einat Shetreet** (Humanities) of the new Cukier, Goldstein-Goren Center for Mind, Cognition and Language ("The MiLa Center") is looking for underlying neural mechanisms in language-related cognitive functions. Her project, which brings together theoretical linguistics, experimental cognitive psychology, and methods of neuroimaging, is expected to make significant contributions to diverse fields from formal semantics to psycholinguistics, as well as improve understanding of language and communication impairments in children.

## What if you could look inside a chemical reaction?

New faculty recruit **Dr. Avner Fleischer** (Exact Sciences) is working on studying, imaging and controlling chemical reactions on the very minutest level, down to the electrons inside atoms. Capturing the movement of electrons required the building of special equipment – the "attoCamera" with a resolution of attoseconds (one quintillionth of a second). This new field of attoChemistry opens exciting new prospects, from ultra-fast data storage to breakthroughs in life sciences.

## When failure is good

Do we learn better from our successes or from our failures, and can we learn from others' failures? Focusing on the workplace, **Prof. Avi Carmeli** (Management) sought nuanced answers to such questions. He found the highest levels of performance among organizations whose management accepted failure as a source of new learning, and whose employees felt free to talk about flops and mistakes. Such a corporate culture improves the organization's strategic choices, adaptability and, ultimately, their chances to succeed.

## What if our smartphone screens were in 3D?

**Prof. Koby Scheuer** (Engineering) is developing a new technology that combines metasurfaces – surfaces covered with nano-structures – with reconfigurable materials that change the way they reflect light when their temperature is altered. This novel technology could lead to breakthrough applications such as eyeglasses that change focus as needed, holographic displays, cost-effective radar systems for self-driving cars, and a 3D smartphone screen.

## An entirely new kind of network

In a project supported by the Technology Innovation Momentum Fund managed by Ramot, TAU's business engagement arm, **Prof. Avishay Eyal** (Engineering) is devising a new kind of network that works where wireless does not. Based on optical cables and a unique interface, his technology enables simple and cost-effective deployment of a network of hundreds of diverse sensors, from microphones to gauges for temperature, gas, humidity, smoke and more. Applications include homeland security, transportation monitoring and smart cities.

## GLOBAL EDGE



### Oh, the joy of a prediction confirmed

In a 2014 paper, **Prof. Marek Karliner** (Exact Sciences), together with Prof. Jon Rosner of Chicago University, predicted the mass of a subatomic particle of a new kind. In 2017 a team at CERN (pictured) observed such a new particle exactly as predicted. This success led the duo to make two new predictions, including the first theoretical proof that fusion of subatomic particles with release of energy is possible, opening new territory in physics.

Entrepreneurially minded students and alumni can compete for VC funding from "TAU Ventures"



# Incubating the next Waze



## Who is teaching whom?

Machine learning, an area in artificial intelligence (AI), is revolutionizing every human sphere and is expected to have a major impact on Israel's high-tech industry and national economy. To stay ahead of the curve, TAU has established the Yandex Machine Learning Initiative at the Blavatnik School of Computer Science. Led by **Prof. Amir Globerson** (Exact Sciences), the Initiative will train the next generation of AI experts through courses, workshops, industry collaborations and lectures by visiting international experts.

## Making hot devices cool

**Prof. Yoram Selzer** (Exact Sciences), recipient of a TAU Breakthrough Innovative Research Grant, is addressing a problem that plagues the nano-electronics industry: Heat management in dense-circuit devices. To maximize performance while minimizing heat in these devices, he is working on understanding the underlying quantum thermodynamics. The new measuring technique he is developing promises to profoundly enrich understanding of thermal physics and help create electronic nano-scale devices with far better efficiency and stability.

The University's new early stage VC fund, TAU Ventures, recently opened for business in its slick new space, the Miles S. Nadal Home for Technological Innovation and Entrepreneurship. Says **Nimrod Cohen**, Managing Partner, "Not only do we provide VC capital to recipients from TAU and the community, but also access to TAU's scientific expertise, business support, industrial ties, successful alumni, and international network of collaborating universities and organizations." The first round of investors hails from the US, Canada, Singapore and Japan.



## Helping the MRI “see” in a new dimension

A widely used tool, magnetic resonance imaging (MRI) has its drawbacks. Its images are open to interpretation and it lacks the ability to peer into microscopic cellular structures. **Dr. Noam Ben-Eliezer** (Engineering) is working on transforming MRI from a high-end camera to a high resolution quantitative measuring device, or “quantitative MRI (qMRI)”. It will enable investigation of tissue micro-structures and standardize how MRI data is interpreted, while promoting new avenues of research.

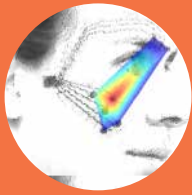
## Building international, interdisciplinary bridges

In a transformative TAU-Bay Area initiative funded by the Koret Foundation, TAU scientists led by **Prof. Irad Ben-Gal** (Engineering) will collaborate with their counterparts at Stanford University in the field of smart cities and digital living; and researchers led by **Prof. Ron Shamir** (Exact Sciences), head of TAU’s Edmond J. Safra Center for Bioinformatics, will work jointly with UC Berkeley in bioinformatics and computational biology. Among the aims of the project are promoting excellent American-Israeli science.

## Shocks to the Bitcoin ecosystem

In one of 56 research projects supported by the Blavatnik Interdisciplinary Cyber Research Center, economist **Prof. Neil Gandal** (Social Sciences) and Dr. Tyler Moore, University of Tulsa, investigated the susceptibility of cryptocurrency markets to manipulation. They found that a single actor likely drove the US dollar-Bitcoin exchange rate from \$150 to \$1,000 within 2 months in late 2013. The research suggests that the cryptocurrency industry should work with regulators and researchers to share data so that more confidence can be placed in the veracity of exchange rates.





Wearable electrode stickers will simplify testing of muscle, heart or brain activity



# Smart tattoos



With double BSc degrees in math and bioengineering, **Lilah Inzelberg** (pictured) maps the tiny movements of facial muscles using ultra-thin, disposable “electronic tattoos” invented by **Prof. Yael Hanein** (Engineering) of the Center for Nanoscience and Nanotechnology and its Chaoul Center for Nanoscale Systems. “The face is a window to the brain,” says Inzelberg, a PhD student at the Sagol School of Neuroscience. “Signals emitted by facial muscle activity during sleep could indicate neurological disorders such as early onset of Parkinson’s.” Easy home use of the technology could, moreover, replace testing in clinics.

In a separate project, Prof. Hanein is an inaugural recipient, together with **Dr. Tom Schonberg** (Life Sciences), of a grant awarded by TAU’s new Zimin Institute for Engineering Solutions Advancing Better Lives, for joint research on behavioral change.

CULTURAL ASSETS





# Imagine many human-like species sharing the world...

This jawbone could rewrite the history of *Homo sapiens*' evolution, dispersal and interaction with other hominins

An almost 200,000 year-old jaw fragment found in an Israeli cave suggests that early humans migrated out of Africa for the Levant much earlier than previously believed. The finding was discovered and analyzed by **Prof. Israel Hershkovitz** (Medicine) together with Prof. Mina Weinstein-Evron of the University of Haifa and TAU colleagues at the Dan David Center for Human Evolution and Biohistory Research. "Our discovery could support a new theory of *Homo sapiens* appearing up to half a million years ago, implying that we shared the world for hundreds of thousands of years with other species such as Neanderthals and Denisovans," says Hershkovitz, whose research is also supported by TAU's Shmunis Family Anthropology Institute. "This puts to rest the idea that, as early hominins went extinct, modern man stepped in."

## CULTURAL ASSETS



## Digital storytelling at the technological forefront

At the Steve Tisch School of Film and Television, a new Digital Media Lab has been added to the Digital Media Program headed by **Prof. Nitzan Ben Shaul** (Arts). Managed by cinematographer, researcher and TAU graduate **Ehud Ben Arie** (Arts), the lab offers 16 computer workstations and all the latest postproduction software, media platforms and production equipment needed for budding filmmakers to develop novel methods for digital and interactive storytelling.

## How do the media influence what we remember?

In collaboration with Hebrew University's Prof. Paul Frosh, **Dr. Sandrine Bourdana** and **Prof. emer. Akiba Cohen** (both of Social Sciences), members of the Dan Department of Communication, are examining when and how iconic photos are repeatedly published and reframed in the media in ways that alter their meaning. The research will assess the media's contribution to, and influence on, the construction of national collective memory in Israel.

## How marital law has changed... or has it?

**Dr. Yifat Monnickendam** (Law and Humanities) is opening a new field of legal enquiry in late antiquity by focusing on non-legal documents – or in other words, law as it was practiced in the day-to-day. Comparing Christian family law with its Roman and Jewish equivalents, she found a disparity in marriage law. As opposed to Roman practice, some Christian writers saw the mere act of sexual relations as the tying of a matrimonial bond, regardless of intent, consent or any official ceremony. Monnickendam believes that studying ancient Jewish and Christian legal traditions can shed light on the relation between law, society and religion today.

## Did you know... Democracy began as a lottery

In the first study of the Greek lottery system since 1895, **Prof. emer. Irad Malkin** (Humanities) demonstrates how far we have strayed from the original workings of democracy. In ancient Greece, yearly or even daily lotteries determined government members, involving some 15% of the population in governing on an annual basis. Such random selection rendered public corruption useless, and promoted equality, fairness and rule of law.

Photo courtesy of TAU's Wiener Library on modern anti-Semitism, the Holocaust and the Nazi era, which is now available online after a comprehensive 3-year digitization process.

In a new approach to history – with implications for violent hotspots in the world today – **Prof. Havi Dreifuss** (Humanities) has exposed how Jewish individuals and the community dealt with the brutal last days of the Warsaw Ghetto. She painstakingly pieced together the fears, hopes and illusions of ordinary people by examining hundreds of diaries, calendars, memoirs, letters, official documents, photographs and maps. "Particularly in the light of current efforts to undermine Holocaust studies," Dreifuss says, "it's crucial to document personal histories and remember the small acts of heroism of Nazi victims in just keeping themselves and their families going for another day."

How do people cope under extreme duress?

# Diaries from the Holocaust

## Art that speaks. Theater you can taste.

A unique joint project of the Art History and Theater Arts Departments, Table Manners explores the relationship between food, culture and society in an event that involves all the senses. Two plays are being presented at the Genia Schreiber University Art Gallery, renowned artists are on display, and the audience is invited for a bite to eat. Organized by the respective department chairs of theater and art history, **Dr. Sharon Aronson-Lehavi** and **Dr. Sefy Hendler** (both of Arts), visual arts curator Nirith Nelson, and culinary curator Ronit Vered, the 4-month exhibition is being sponsored by Julius Baer Bank, Israel.



## Conquering the musical world at 29

**Lahav Shani**, a former outstanding student of TAU's Buchmann-Mehta School of Music, will be replacing Zubin Mehta to become the youngest ever music director of the Israel Philharmonic Orchestra. At only 29 years old, he is hailed as a prodigy by orchestras and audiences alike. So what's his secret? "It's not a matter of being in control of the orchestra," he says. "It's a journey where you listen to the players and direct from some inner knowledge of what you want from the music – and then it happens as though by itself. It's very exciting." He has been invited to conduct at numerous leading orchestras, including the Chicago Symphony, Bavarian Radio Symphony and Vienna Philharmonic.

## When the world's 3 major religions meet

In a first-of-its-kind study to receive a significant German-Israeli Project (DIP) grant, research teams led by Biblical scholar **Prof. Meira Polliack** and Arabic and Islamic Studies scholar **Prof. Camilla Adang** (both of Humanities), together with Prof. Sabine Schmidtke of Freie Universität Berlin, examine the impact of the meeting in the Middle East and Spain of Judaism, Christianity and Islam during the Middle Ages. Analyzing translations of the Bible to Arabic and how these influenced discourse between the religions, they propose that the Bible's availability in Arabic fostered awareness of similarities between Islam and earlier monotheistic religions, which all claimed Abraham as their common ancestor.

# Be Part of the Next Big Idea

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