



**Brain
Gain**



New arrivals

Exciting beginnings

They've returned to Israel from Harvard, Berkeley, Yale and other leading institutions in America and Europe. Bringing contagious energy and ambitious plans, they have chosen to pursue their academic careers at Tel Aviv University. They believe in Israel and its contribution to the world. They are the university's "brain gain" – the new young faculty members recruited for positions across the campus this year.

We invite you to meet, in the following pages, a few of the talented and creative young researchers who are forging the future excellence of TAU.

TAU HEADLINES ↘

Insomniacs Get New Lease on Sleep

↘ The European Union has granted marketing approval for Circadin, a novel melatonin-based sleeping pill for treating insomnia in people over 55 that was developed by TAU's Prof. Nava Zisapel, Wise Faculty of Life Sciences. The pill is the result of 15 years of basic, preclinical and clinical research, and is the first of its kind in the world to have been shown to improve quality of sleep as well as subsequent daytime functioning. The drug will be marketed by multinational pharmaceutical companies, and TAU will receive royalties from sales of the product based on intellectual property patents issued worldwide.



Young TAU Musicians at the UN

↘ The Symphony Orchestra of TAU's Buchmann-Mehta School of Music performed with Zubin Mehta before an audience of 1,800 diplomats and guests at the United Nations in New York. The concert was part of the UN's International Day of Commemoration in Memory of the Victims of the Holocaust. Held in cooperation with the Israel Philharmonic Orchestra and the UN Israel Mission, the first-of-its-kind performance was made possible through the generosity of TAU benefactor and music school founder, Josef Buchmann.

National Treasure to Get Permanent Home

↘ After years of planning and hard effort, TAU has secured funding from a donor and private foundations, as well as several Israeli government ministries, to build a new facility for its National Natural History Collections on campus. The building will serve as Israel's largest center for biodiversity and conservation research and education, and will house an estimated three-to-five million specimens of animal and plant life. Additionally, the Ministry of Science and Technology acknowledged the Natural History Collections as a National Knowledge Center, awarding it a major grant over three years.



Rare Jewish Newspapers Go Online

↘ A project to digitize Jewish newspapers published in Hebrew, English, French, Spanish, Yiddish and other languages from the late 18th century up to the present, and make them available via the Internet, was launched as a joint venture of TAU's Jews of Islamic Countries Archiving Project and the National Library of Israel. Prof. Yaron Tsur, Head of TAU's Chaim Rosenberg School of Jewish Studies, Entin Faculty of Humanities, founded the Web site, "Historical Jewish Press," which recently received generous funding from a private foundation. The project involves international Jewish institutions and libraries such as Alliance Israélite Universelle in Paris. Prof. Tsur hopes eventually to upload most past Jewish papers and journals, including extremely rare ones to which access has been previously impossible. <http://jpress.tau.ac.il>

BEST OF THE BEST

TAU scientists and scholars have been recognized as among the most influential in the world:

→ The three Israelis selected for the *Scientific American Top 50 Breakthroughs in 2007* were from TAU. **Prof. Beka Solomon** of the Wise Faculty of Life Sciences was cited for her novel nasal spray for treating Alzheimer's, and **Prof. Eshel Ben-Jacob** and **Dr. Itay Baruchi** of the Raymond and Beverly Sackler Faculty of Exact Sciences were recognized for their development of a memory and information-processing chip made of living neurons, in work that was partially supported by the Lazlo N. Tauber MD Charitable Fund, USA.

→ Two Israeli-developed technologies were featured in the annual list of *100 technological innovations of the AUTM* (Association of University Technology Managers) – and both were developed at TAU. One is a novel drug candidate that targets the very early stages of Alzheimer's and was developed by **Prof. Ehud Gazit** of the Wise Faculty of Life Sciences; the other is a cinnamon extract that could be used as a treatment and vaccination against human and avian viruses that was developed by **Prof. Michael Ovdia**, also of the Wise Faculty.

→ **The Institute for National Security Studies** (INSS) was ranked *one of the top ten public policy think tanks* out of 5,080 in the world, according to the journal, *Foreign Policy*.

→ The research of **Prof. Colin Price**, Raymond and Beverly Sackler Faculty of Exact Sciences, on the link between lightning storms in Africa and hurricanes in the US, was ranked 25th in *Discover Magazine's Top 100 Science Stories of 2007*.



TAU Gets Green Thumbs Up



→ TAU's Porter School of Environmental Studies is spearheading an initiative to secure a "Green Campus" endorsement from the Israel Ministry for Environmental Protection. Bringing together units across campus, the school is raising awareness of issues such as the provision of environmental studies courses at TAU, the university's impact on natural resources and waste production, and its contribution to the community.

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Cover illustration: Outstanding master's student Eitan Tako, who recently received the Liebenstein Family Scholarship at the Jaime and Joan Constantiner School of Education, sportingly agreed to be our cover boy this year. Born in Kibbutz Na'an, near Rehovot, he is researching the investment in education on kibbutzim and plans to continue on to a PhD.

President's Message

This is the first time I have the honor, as president of Tel Aviv University, of preparing the annual message for this exceptional institution. Beginnings are never easy, but for me the learning curve was particularly rocky as a result of the student strike that ended just before I took office, and the thirteen-week nationwide senior faculty strike that was the lengthiest in Israel's history.

But the silver lining of shared tribulations is that they often yield a sense of community, closeness and renewed trust. And indeed, during the strike, the close coordination and mutual support among the faculty, administration, students and staff enhanced our esprit de corps and the belief in ourselves as an institution. This spirit was recently on full display on our annual "open day," during which thousands of prospective students were welcomed by over 200 enthusiastic faculty members, administrative staff, students and alumni.

The sense of unity of purpose is vital to our achieving our stated goal of demonstrable excellence – to be among the top 50 universities worldwide, and the acknowledged top university in Israel.

I have no doubt that Tel Aviv University has all the necessary intellectual resources to attain this goal. This past year, our faculty have had wonderful achievements and won accolades and recognition both in Israel and abroad. Four of our professors – two historians, one mathematician and one in theater – won the Israel Prize, the highest honor the state awards its citizens, for 2008, Israel's 60th anniversary. Dozens more of our professors have won the Israel Prize in many different areas over the years.

Our achievements are not limited to the halls of academe; many have direct relevance to building a more prosperous, safer, healthier future for generations to come. Of the 50 top innovations for 2007 selected by *Scientific American*, two were

from Israel – both from TAU. *The Better World Report's* 2008 issue published the 100 success stories in technology transfer; again, two were from Israel, and again both were from TAU.

This being Israel's 60th anniversary, it is appropriate to look not only to the future, but also to contemplate the road we have traveled thus far – Tel Aviv University and Israel, together.

Our faculty have always been intensely involved at all levels and in all facets of public life and society. Perhaps most directly, they have served as ministers, members of Knesset, ambassadors and Supreme Court justices.

Our Raymond and Beverly Sackler Faculty of Exact Sciences and Iby and Aladar Fleischman Faculty of Engineering have made obvious contributions to Israel's outstanding, widely celebrated high-tech industry – with its 3,000 start-ups and \$20 billion in annual revenues. TAU is acknowledged as one of the world's best universities in the sciences: the Raymond and Beverly Sackler School of Mathematical Sciences is ranked 21st and the newly named Blavatnik School of Computer Science the 23rd in scientific citations in the past decade. The Faculty of Engineering has been at the forefront of research in developing new technologies of broad applicability in telecommunications, aeronautics, hydrology, microelectronics and new materials.

More quietly acknowledged but no less important have been the Exact Sciences' contributions to Israel's security; the late Professor Yuval Ne'eman founded Israel's nuclear physics research and six of our professors won the Israel Defense Prize.

In a reflection of Israel's identity as a cultural crossroads and a largely immigrant society, immense efforts were made by the Faculty of Exact Sciences, in particular, in absorbing the large numbers of scientists and students from the former Soviet Union during the massive waves of immigration in the 70s and again in the 90s. I emphasize this point because an important measure of a university's character lies not only in the brilliance of its minds but in its sense of responsibility, shared humanity and willingness to cross boundaries of language and nationality.

Members of the George S. Wise Faculty of Life Sciences founded the Society for the Protection of Nature in Israel; another member has resolved the complex structure of a plant photosystem, which could have a great impact on future development of



Professor Zvi Galil

biofuels. Members of the Sackler Faculty of Medicine made major discoveries in the study of a number of genetic diseases. Researchers in life sciences and medicine have invented drugs and drug delivery systems for various diseases. Currently six groups are developing drugs for Alzheimer's disease.

In the Lester and Sally Entin Faculty of Humanities, the Moshe Dayan Center for Middle Eastern and African Studies is considered among the top think tanks in the world. Members of the Dayan Center are found in sensitive and critical junctions of decision making. The Stephen Roth Institute for the Study of Contemporary Anti-Semitism and Racism is one of the very few to academically study these phenomena, and it maintains the only database of anti-Semitic incidents in more than 30 countries. The Peace Index, an ongoing survey that gauges public sentiment regarding the Palestinians and the potential for a peaceful solution, was developed by the Tami Steinmetz Center for Peace Research, jointly of Humanities and the Gershon H.

“ The silver lining of shared tribulations is that they often yield a sense of community, closeness and renewed trust.”

Gordon Faculty of Social Sciences. It is the major instrument for evaluating public opinion concerning peace and is world renowned in the media and among policy makers.

Members of the Eitan Berglas School of Economics have played (and still play) important roles in both the Bank of Israel and the Treasury – one led a major tax reform, another is the current head of the National Economic Council of the Prime Minister's Office. A member of the Faculty of Management—Leon Recanati Graduate School of Business Administration chaired the Tel Aviv Stock Exchange for a decade. Other faculty members have chaired important national committees. One, a joint member with the Buchmann Faculty of Law, chaired the Advisory Committee of the Government on Government Companies and the committee that redrafted the Law of Mergers and Antitrust Law.

At the Yolanda and David Katz Faculty of the Arts, the Buchmann-Mehta School of Music is a unique partnership between TAU and the Israel Philharmonic Orchestra, with Zubin Mehta as honorary president. The school trains Israel's elite young musicians in every musical domain: performance (instrumental and vocal), composition and theoretical research. This last January, the school's orchestra played in the General Assembly of the United Nations on the International Day of Commemoration in Memory of the Victims of the Holocaust.

The Law Faculty has founded legal clinics that provide legal services free of charge to the needy. It was the first to introduce affirmative action which enabled TAU to admit promising young students from Israel's geographic periphery.

But arguably our greatest impact on Israeli society has been through the intellectual toolsets we have provided our 120,000 graduates over the course of TAU's existence – graduates who

have gone on to shape Israeli society, and indeed the world, in more ways than can be mentioned in these pages, or indeed imagined by their author.

These are all remarkable accomplishments. I list them, however, not with the intent of resting on TAU's laurels but in order to persuade you to set even higher expectations of our institution in years to come. As I have mentioned above, TAU has more than enough talent to maintain and improve its position as a center of excellence in Israel and the world. As president, it is my responsibility to ensure that the university's intellectual resources have the benefit of proper administrative and financial support, ties with external institutions, a coherent strategic framework within which the different faculties can chart their individual – or collaborative – paths to growth and excellence, and a sense of shared direction and communal pride in our institution. Here are some of the ways I intend to fulfill this responsibility over the next few years:

Faculty Recruitment. TAU does not employ its faculty. Our university IS its faculty. Accordingly, the recruitment of young faculty who are rising stars in their fields – the theme of this annual report – is one of our top priorities. This is not an easy endeavor when some of our best young minds, as well as distinguished senior faculty members, are leaving the country to pursue their academic careers abroad. A recent study reveals shockingly high rates of emigration for Israeli scientists and academics.



TAU does not employ its faculty.
Our university IS its faculty.”

In large part this brain drain is the result of inadequate resources available to Israeli academic institutions to persuade young faculty to stay. For quite some time now, Israel's universities have had to cope with stiff cutbacks in funding as a result of government policy. Knowing the source of a problem, however, is not enough to fix it. While we wait for the government to carry out its funding commitments, TAU is energetically pursuing alternative sources of funding, turning to donors and foundations in order to help absorb and recruit new faculty, and provide them the necessary wherewithal to pursue excellence.

This year we hired about 30 new faculty members, five of whom won the prestigious Alon Fellowship.

Student Relations. If the faculty are TAU's core, the students are its constituency. From the beginning of my tenure as

president, I pledged to work closely with the student body to ensure that students receive the commitment and resources from TAU that they deserve. This pledge was soon put to the test against the backdrop of the faculty strike. Both during and in the aftermath of the strike, I met repeatedly with student leaders in true dialogue, working with them to accommodate their needs without sacrificing the integrity of the academic year. I salute the maturity and open-mindedness of both the student body and the faculty representatives in accepting difficult compromises under challenging circumstances; this episode was a showcase of TAU's community spirit.

My pledge to students does not apply only during times of crisis, of course. We have already begun implementing a plan for improving student services. Our Faculty of Engineering is a test case for these efforts, having begun a two-year pilot program (2007-2009) to improve student services and teaching. We have brought student representatives into the faculty's steering committee, and set up task forces to boost teaching quality, improve curricula, and upgrade the physical learning environment. We have established online communication venues for students to raise their concerns and questions and have them addressed. A monthly “coffee with the dean” session, open to all, is another avenue for students to provide valuable input and feedback to the administration.

Strategic Roadmap. One of the vital roles of the university's top administration is to give the different Faculties a coherent strategic framework and to enable them to make long-term plans rather than react to short-term trends and disturbances. With this in mind, I asked the rector, Professor Dany Leviatan, to chair a strategic committee and provide recommendations. The main objective of this committee was to align the Strategic Plan launched in 2004-5 with the major developments that have occurred since then (further budgetary cuts, globalization, and changes in demand).

The committee came up with a strategic roadmap for the development and renewal of the university. The roadmap articulates a detailed series of activities aimed at meeting a set of goals that stem from a clear definition of key issues that TAU should deal with. One of the major recommendations refers to decentralization and empowerment of deans while maintaining accountability and working according to detailed work plans at the faculty level.

In order to realize the strategic roadmap TAU should expand its financial base, which has been severely eroded during the last seven years. Increasing efficiency and income are mandatory

but, alone, insufficient. More public funding is mandatory but the current political situation is less promising. The difference will need to be made up by fundraising, as described further in greater detail.

Marketing. The changes in the local higher education market – the rise of colleges and the tendency of more potential students to stick with their preferred discipline rather than with a type of institution – led TAU to take a more proactive approach to its student recruitment processes, i.e., to start marketing.

A comprehensive work plan aimed at tackling the entire student life cycle from application to graduation was developed. We have already begun implementing the first steps of the plan: holding an “open day,” distributing marketing materials, advertising in relevant media, expediting the admission process, inaugurating a new website and more.


We also entered a systematic process of learning the preferences and attitudes of our target audiences, and at the same time are exploring our offerings and designing new programs that better meet potential demand.

Development. We have embarked on major changes over the past year. These changes are reflected in both the make-up of the senior management of the Development and Public Affairs Division and some conceptual changes. In December 2007 a new Vice President assumed office: Dr. Gary Sussman replaced Yehiel Ben-Zvi who has, to my great delight, remained an integral part of our team.

Tel Aviv University has traditionally under-invested in development. I am committed to reversing the process. At my direction, the development team has embarked upon an ambitious undertaking to build upon Yehiel’s excellent work and address new areas and challenges. Some key issues that the division will focus on:

- Formulating a strategy to brand TAU and thinking of ways to link branding to development.
- Significantly increasing the proportion of money raised in Israel by developing an effective alumni system.
- Revitalizing various “Friends” operations. At present these efforts are focused on the US, UK and Canada.
- Rebuilding and improving donor recognition and stewardship.

Notwithstanding the numerous challenges, we have enjoyed a record year in development. It is my sincere hope that we can maintain or even exceed the new levels we have achieved, despite the worsening global economy.

 We developed a strategic roadmap for the development and renewal of the university, including the empowerment of deans.”

International Programs. One of the main goals set by our new Strategic Plan is globalization. Tel Aviv University seeks to promote both graduate and undergraduate international programs in English to attract foreign students to spend a semester or a year here. We will encourage each Faculty to offer several courses in English for both Israeli and non-Israeli students. In this way we will better prepare our students for their graduate programs – here or abroad – as well as enlarge the international presence on campus.

Alongside the School for Overseas Students, a wide variety of courses in English is already offered by the Faculty of Law and the School of Business Administration. At the same time, we are making an extra effort to attract excellent post-doctoral fellows from all over the world, on a competitive basis. This initiative, together with ongoing research collaborations and exchange agreements we have with many universities around the globe, will significantly enhance both the ranking and the prestige of Tel Aviv University in the international arena.

The outline above provides only the merest summary of the numerous, interrelated initiatives and plans being implemented on all levels at TAU. Nor can this outline convey the full seriousness of the challenges facing us. It is vital that we approach these plans, and face these challenges, together – animated by a cohesive sense of community, and guided by the principles and values that befit a premier academic institution.



Professor Zvi Galil
President
Tel Aviv University



Every Nobel Prize starts with an empty room

Dr. Gali Prag
**Incumbent of the Sandor Szego Young Faculty
Recruitment Chair**

George S. Wise Faculty of Life Sciences
Post-doc, NIH; PhD, Hadassah Medical School, Jerusalem

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A third-generation Israeli born on Kibbutz Ein Harod, Gali went to the United States to do post-doctoral work on the 3D structure of protein complexes at the National Institutes of Health (NIH). Six years later, married with two children, Gali is returning home. "I feel that I'm part of the Israeli destiny," Gali says. He says that he knows about 75 Israeli post-docs working at the NIH who would love to come back to Israel, if only there were positions available for them.

"TAU offered me an outstanding package," he says. "The university is demonstrating a real commitment to developing my field of structural biology and x-ray crystallography," fields at the forefront of science that require very expensive equipment and materials. "And the caliber of TAU students is very high. I chose my research team of two doctoral students from among 18 applicants."

Gali researches how cells interpret the ubiquitin protein signal on the atomic level. Structural insight into the signal lays the groundwork for the future development of smart drugs that could block the development of cancer and neurodegenerative and infectious diseases.

From NIH ↻ to TAU



My dream came true
when I got my
own lab here.”

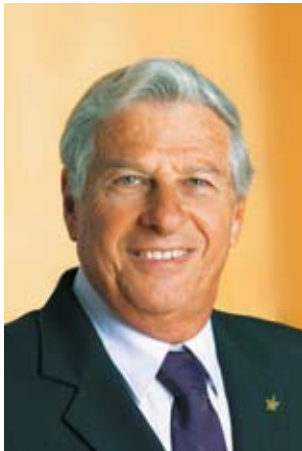
Dr. Gali Prag | Protein Biophysics



Stopping Brain Drain

Israel's most important natural resource is not oil – it's brain power. **And there is a leak.**

Israel's universities are the powerhouses that generate the educated human foundation of the country's excellence. It is they, more than any other single institution, that paved the way for Israel's future as a secure state in a hostile environment by assuring Israel's qualitative edge in all spheres.



Prof. Dany Leviatan



Prof. Zvi Eckstein

Yet today Israel has a higher percentage, at 25%, of its researchers living in the US than any other country, across all academic fields. This demonstrates the outstanding quality of Israel's scholars and scientists, but it also means that the most prestigious universities and companies worldwide are actively recruiting Israeli academics. If Israel is to maintain its outstanding reputation for scientific brainpower, it must transform brain drain into "brain gain."

Unfortunately, drastic reductions in government funding and belt-tightening in the Israeli academy since 2000 have meant that for every two scholars who retire, only one is accepted into the ranks of university faculty.

Many of the finest Israeli scientists and scholars residing abroad would choose to return to Israel in a heartbeat if given the chance. Their contribution to Israel's economy, stability and progress is potentially vast, yet their demands are modest: they wish to continue their research at a world-class institution with state-of-the-art facilities, and they seek a fair salary that will enable them to provide for their families.

Seeking additional perspectives on why so many of our most brilliant minds are leaving, and how we can lure them back, we spoke with two faculty members – TAU Rector, Prof. Dany Leviatan; and the Deputy Governor of the Bank of Israel, Prof. Zvi Eckstein, Eitan Berglas School of Economics.

Israel is facing a growing national problem in the loss of high level academics. What do you see as the major causes?

Prof. Leviatan: Today's generation of Israelis feels more a part of the global community and their good English allows them to easily manage abroad. The higher salaries and greater career opportunities overseas are a powerful pull.

And this is against the background of budget cuts in recent years that brought Israel's universities to their knees. We have lost many teaching assistantships, making it very difficult to continue to support our MA and doctoral students. Some assistantships have been replaced by fellowships, but with a yearly stipend of \$12,000, this is not enough to support a young growing family.

Prof. Eckstein: The driving forces of brain drain are low salaries, low research budgets, and in particular, lack of incentives for excellence. Academia in Israel is run according to an outmoded organizational system. It is based on the British model of the 1950s, which Thatcher broke. Our main failure today is that there is a lack of incentives to provide resources for teaching

and research based on performance. Countries such as Israel where there is enforced equal pay in academia – that is to say, no incentives – are typically the lower achievers. We also need resources to attract high quality academic leaders.

To what extent does TAU feel the effects of the brain drain phenomenon?

Prof. Leviatan: I just had a meeting with three deans from the exact sciences, medicine and life sciences. They each begged for an extra position. I had to tell them we can't. In economics and business, in particular, we are losing people due to the very lucrative top positions being offered in these sectors in the States.

Prof. Eckstein: Not too long ago the economics school had 26 faculty members. Today it has 15. Many of them hold dual appointments and divide their time between TAU and elsewhere. If we lose the leaders in their fields, people who would have been strong magnets for attracting other brilliant minds, we lose the advisors and mentors who could cultivate the next generations.

What can we do to improve the situation?

Prof. Leviatan: Following last year's recommendations by the Shochat Commission for Examining the Israeli Higher Education System, we were hoping for an extra 100 positions, as well as for other additional funds. However, as this has been linked to a rise in tuition fees, which the students object to, I don't think the government will be in a position to implement the reform. We need help absorbing new faculty members. We've had some success in rallying donors to establish Young Faculty Recruitment Chairs, but we need more TAU supporters to "adopt" a young faculty member.



Budget cuts in recent years brought Israel's universities to their knees."

Prof. Eckstein: We're a small nation with disproportionately large numbers entering academia. If we don't invest disproportionately more in academia, we won't maintain the levels of excellence we have achieved until now. In addition, the system must be changed to give the president and rector incentives to excel in research and teaching. We need the political wisdom to make this a major goal. And we need the financial resources to implement it. This has been implemented in England and we can adopt their system.

Recalibrating National Priorities

The steady decline in Israel of academic positions, and resulting unprecedented brain drain out of the country, reflect a massive shift in Israel's national priorities, argues Prof. Dan Ben-David, an economist at TAU's Department of Public Policy and a specialist on academic migration to the United States.

According to Ben-David, the state's founding fathers intuited the link between frontier research and innovation at the country's universities on the one hand, and productivity and economic growth on the other. The young state invested heavily in higher education, managing to raise the number of academic research personnel per capita to nearly American levels by the mid-1970s.

Since the 1970s, however, the country has experienced a near freeze in senior academic positions. Israel returned to rates of senior faculty per capita that existed in the mid-sixties, while the number of professors in relation to GDP is back to where it was in the mid-50s. Tel Aviv University alone has been forced to reduce the number of senior faculty positions by 21% since 1973, and this against the background of a total national increase of 355% in the number of academic degrees conferred per capita.

To return from the current 71 senior research faculty per 100,000 people to the level of 134 that Israel had in 1973 would require adding another 4,300 positions. Can Israel afford to up its academic outlay? "Can Israel afford not to?" asks Ben-David. "It is all an issue of recalibrating national priorities," stresses Ben-David, "of rethinking what the value of higher education means for the economy and society in general."

Source: Brain Drained (2008) by Dan Ben-David, TAU Department of Public Policy, Gordon Faculty of Social Sciences; and Center for Economic Policy Research (CEPR), London, England.

Brain
Gain

Rising Stars



A photograph of three people walking in a brightly lit hallway. On the left, a man in a brown blazer and grey trousers holds a coffee cup. In the center, a woman in a black coat and dark pants carries a black bag and a green folder. On the right, a man in a light blue shirt and green trousers carries a yellow folder. The hallway has a checkered tile floor and recessed ceiling lights. A sign above a doorway in the background reads "THE ED...".

Dr. David Schorr

| Environmental Law

Dr. Assaf Pinkus

| Medieval Art

Dr. Hanna Lerner | Comparative Politics



It's much more than just a position – it's taking part in shaping our cultural horizons."

From Freiburg ➔ to TAU

Dr. Assaf Pinkus
Yolanda and David Katz Faculty of the Arts
Post-doc, Freiburg University, Germany
TAU alumnus: PhD, Art History

Specializing in medieval German art, Assaf explains its attraction: "Back in the 14th century, before the era of 'art' in its Renaissance and modern sense, images didn't just hang on the wall for someone to look at. Rather, in medieval times the viewer manipulated the art's function through interacting with it. And today, looking at this art through 21st century eyes, we interpret it in our own way, again effectively changing it."

Assaf and his family were able to return to Israel from Germany because of the unique opportunity offered him at TAU. "The Department of Art History is changing its theoretical and teaching approach, and I can be a partner in the construction of a new ideological framework," he enthuses.

Assaf's current project examines the concept of voyeurism in late medieval art and religious practice, and how it links to such phenomena as reality TV. His ultimate goal is to raise awareness of culture and art as something relevant and influential in society, especially in current Israeli discourse. "This is one of the things that drives me to commit to more than even TAU asks of me."



It's important to me to be influencing the next generation of leaders and shapers of Israeli society and politics."

Dr. Hanna Lerner
Gershon H. Gordon Faculty of Social Sciences
PhD, Columbia University
TAU alumna: BA and MA, Philosophy

Hanna had compelling reasons for returning to Israel with her husband and two daughters after five years in New York: "My grandparents were dominant figures in my life and I wanted my children to know their grandparents too. And I love Israel. My entry into political science was deeply influenced by my desire to remedy what ails Israeli society, which has a lot to do with its lack of a written constitution."

Teaching democracy and comparative constitution making at TAU, Hanna finds that her students genuinely care about their studies.

When it comes to her research, Hanna points out that competing with scholars in top places like Harvard and Princeton requires more resources such as funding for research assistants. She would also like to see more outstanding young faculty recruited from abroad. "Otherwise," she says, "TAU could deteriorate before my girls get to university."

From Columbia ➔ to TAU

From Yale → to TAU

Dr. David Schorr
Buchmann Faculty of Law
JSD, Yale Law School

A father of six, including a set of triplets, David immigrated to Israel from Maryland, USA, in 1998. He pursued studies in history and law in both countries. How did he wind up at TAU? “It was perfect timing,” he says. “TAU was looking for someone in the field of environmental law just as I was finishing my doctorate at Yale, and I wanted to be back in Israel where I could make a real contribution.” David was initially recruited under the Porter Post-Doctoral Fellowship Program of the Porter School of Environmental Studies.

Despite tougher conditions than in the US, such as lower pay and greater teaching load, he says the TAU law school “is comparable in its student body, faculty and academic level to the best law schools in the world. People are happy to be here.”

As director of the Law and Environment Program, David is encouraged by the large number of students interested in the field. His current research into the history of US water law has relevance to modern issues such as who will pay for the effects of pollution or global warming.



This is just
a great job.”

DESTINATION:
TEL AVIV UNIVERSITY
ISRAEL



Coming to stay



From Harvard  to TAU



Dr. Ronit Satchi-Fainaro

| Cancer Research

Dr. Ronit Satchi-Fainaro
Sackler Faculty of Medicine

Post-doc, Harvard; PhD, University of London

.....
“When you open up a laboratory, it's not for five minutes or a few days – it's a long commitment. You have to recruit students and assistants, buy equipment, establish yourself.” This realization is what led Ronit to turn down the tempting offer of an assistant professorship at Harvard, and come instead to TAU. “My husband and I had to make the big decision of where we wanted to be for the long term – and we chose Israel,” she says.

At TAU, Ronit is continuing work she pursued at Harvard Medical School and Boston Children's Hospital, where she worked with the legendary cancer researcher Prof. Judah Folkman and where she still holds a position as a visiting associate professor. She and her group of six graduate students are developing cutting-edge targeted drugs that cut off the blood supply to malignant tumors, causing them to shrink and die, or at the very least, to cease growing.

“TAU gave me nice seed money,” she notes, “including for a research assistant, and using an Israel Science Foundation grant I bought a non-invasive molecular imaging machine that makes my research faster and more effective.”

“ I actually have better, more sophisticated equipment in my lab at TAU than I had at Harvard.”

Academic Start-Up Costs



According to Prof. Hagit Messer-Yaron, Vice President for Research and Development, equipping a new laboratory for a newly recruited researcher costs an average of \$600,000, with sums ranging from \$400,000 to over a million dollars. “The university’s overall R&D budget for new laboratory equipment is a few million dollars. This is too little,” says Prof. Messer-Yaron.

Tel Aviv University wishes to provide more rising academic stars with the opportunity to return to Israel and continue pursuing their innovative research. Considering the high costs of establishing a cutting-edge laboratory, the only serious obstacle is funding, Prof. Messer-Yaron stresses.

What commitment does TAU make to a new faculty recruit?

Prof. Messer-Yaron: Our pledge to cover costs can be tricky, since the faculty position is offered first, and then the laboratory shopping list arrives later. If we can’t cover the costs internally, we apply to foundations and donors for help. There are foundations established especially for this purpose – to help fight brain drain. We always find solutions. It hasn’t ever happened that we made the commitment to someone and then couldn’t find the financing.

How quickly are new laboratories set up?

When a new recruit is invited to join TAU, they receive a letter guaranteeing that the budget for the required equipment is available so they can get their lab ready upon their arrival or soon thereafter. They can’t waste precious time waiting for equipment when they get here. They have a particular time slot to achieve tenure: within five years from their time of arrival, they need to have achieved results and published.

Who covers the operating costs of new labs?

Once the equipment is in place, a research team is gathered. This involves finding fellowships to support the team members. In addition, every laboratory needs technicians who are usually PhDs and highly specialized. In the past, salaries for technicians were fully covered by the university. Today faculty members are expected to participate in covering the cost of technicians from their grant money.

How long is the university’s funding commitment?

Start-up grants are only for the first three years. After that period, scientists are responsible for having achieved a level of excellence that will enable them to raise their own money to keep the lab going.

What happens when expenses begin to get too high for setting up any one researcher?

We’re always on the lookout for creative solutions, and one that we’ve recently introduced is the concept of a “shared equipment center.” New arrivals are offered the option of having laboratory equipment purchased for their exclusive use, and being responsible for its upkeep and operational costs. Alternatively, they can choose to have their new equipment be part of a shared pool, where the university



To successfully absorb new faculty members,
we need to welcome them with open arms,
a big heart, **and a very deep pocket.**

We provide the first two in abundance.
The third is somewhat more problematic.

covers the costs of technicians and maintenance. For TAU, this also means that other research scientists have access to the equipment, further enriching cross-campus research options.



From Harvard ➔ to TAU

Prof. Fernando Patolsky
Incumbent of the Raymond and Beverly Sackler Career Development Chair

Raymond and Beverly Sackler Faculty of Exact Sciences
Post-doc: Harvard; PhD, Hebrew University of Jerusalem

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Back in Israel after three years abroad, Fernando “arrived like a tornado of energy,” says Prof. Hagit Messer-Yaron, TAU Vice President for R&D, “with very definite ideas and needs, insisting his equipment had to be his own to allow him to work any time of the day or night – and he does.”

Through a combination of TAU and Israel Science Foundation grants, Fernando was awarded a start-up package of more than \$1 million at the Raymond and Beverly School of Chemistry. Fernando managed to raise another \$1.5 million to set up, and equip, seven laboratories – often fabricating the equipment from his own broad knowledge of chemistry and mechanics.

Fernando develops nano-sensors for a range of applications, from detection of diseases in the body to the identification of biological and chemical toxins in the environment. He also recently received major funding to develop nano-systems for energy conversion of solar cells.

Prof. Fernando Patolsky | Nanotechnology

The deans' pick

Amir Goren

Ran Tel-Nir

Anette Yahav-Levi

Artem Zinevich

Guy Ron

Ronit Ben-Shachar

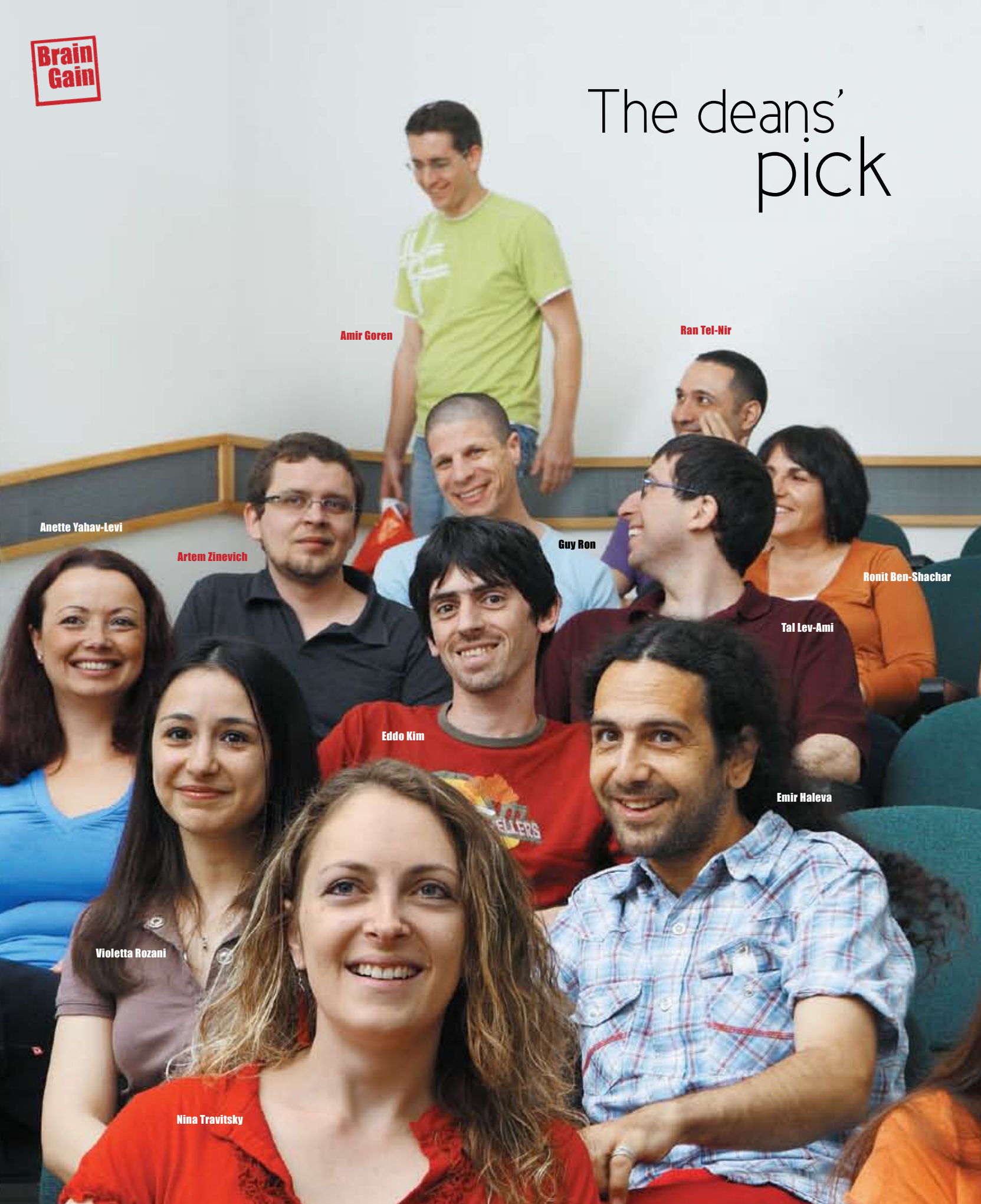
Tal Lev-Ami

Eddo Kim

Emir Haleva

Violetta Rozani

Nina Travitsky



The doctoral and master's candidates pictured below were singled out personally by TAU deans as exceptional young researchers with tremendous potential to succeed. Some have won Wolf, Clore and Eshkol competitive national fellowships; some are supported by TAU through Dan David, Colton, Safra, and Steyer scholarships, among other awards.

To each of them the University wishes to send a clear message: You are important to TAU and to Israel. Tel Aviv University is committed to raising funds from public and private sources to realize a long-standing goal: that every talented young investigator will have the means to concentrate and excel in their research, for the benefit of the Israeli academy and its future contribution to international science and scholarship.

Stephanie Rotem

Shimrit Kulik

Igor Ulitsky

Lihl Adler-Abramovich

Simon Michaeli

Veronica Lifshitz

Lior Mayo

Mirit Argov

Our best people,
Our best hope

LOOKing into the future



Dr. Nehama Verbin

| Philosophy & Religious Studies



From Cambridge ➔ to TAU

Dr. Nehama Verbin
Lester and Sally Entin Faculty of Humanities

Post-doc, TAU and Ben-Gurion University of the Negev; PhD, Cambridge University

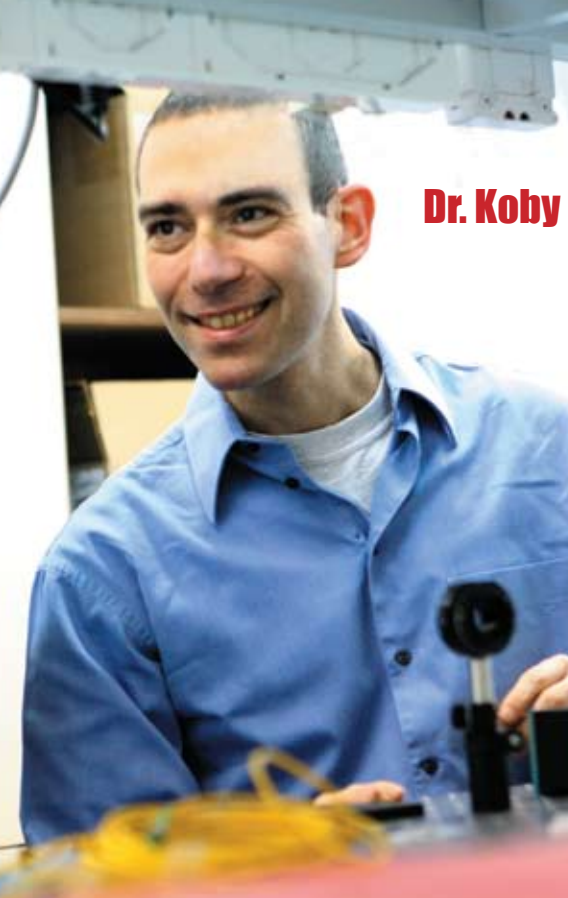
“Philosophy of religion and theology have always fascinated me, ever since I was a small child and didn't yet know what they were called,” says Nehama (Hami), whose studies have taken her from Toronto to Jerusalem, from Be'er Sheva to

Cambridge, and now to TAU. She enjoys the campus atmosphere of intellectual ferment, she says.

Hami is now helping set up an interdisciplinary master's program for the study of modern religions. She hopes the program will help her get funding for a bigger project – a center for inter-religious dialogue that will bring together scholars from diverse religions “to study together in a manner that might surprise us all – Jews, Christians and others.” The

center's goals would be academic rather than religious, and “it would facilitate a better understanding of similarities and differences,” she hopes.

Through her research, Hami seeks to address problems of faith, doubt, love and evil, and to overcome obstacles in “daring to draw out the truth of one's inner belief system, and daring to see things differently.”



Dr. Koby Scheuer | Nano-Optics

From CalTech ➔ to TAU

Dr. Koby Scheuer
Iby and Aladar Fleischman Faculty of Engineering

Post-doc, CalTech; PhD, Technion

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Tackling the very character and limitations of light itself, Koby explains his research: “The challenge is to confine light – a very difficult process – so that we can squeeze as much functionality as possible into the smallest possible space.”

Molecular-sized lasers could have endless applications, says Koby. “Tiny lasers on a computer chip would greatly increase the speed of communications; nano-gyros on a virtual reality glove worn by a person, with a robot performing the

actions, could enable remote surgery; a camera-in-a-pill could be used instead of invasive medical tests; biosensors could be used for security applications and detecting pollution; nano-lasers could be used to destroy cancer cells.” He stops there and adds, “Once I’ve mastered the confining of light, others can do what they want with it!”

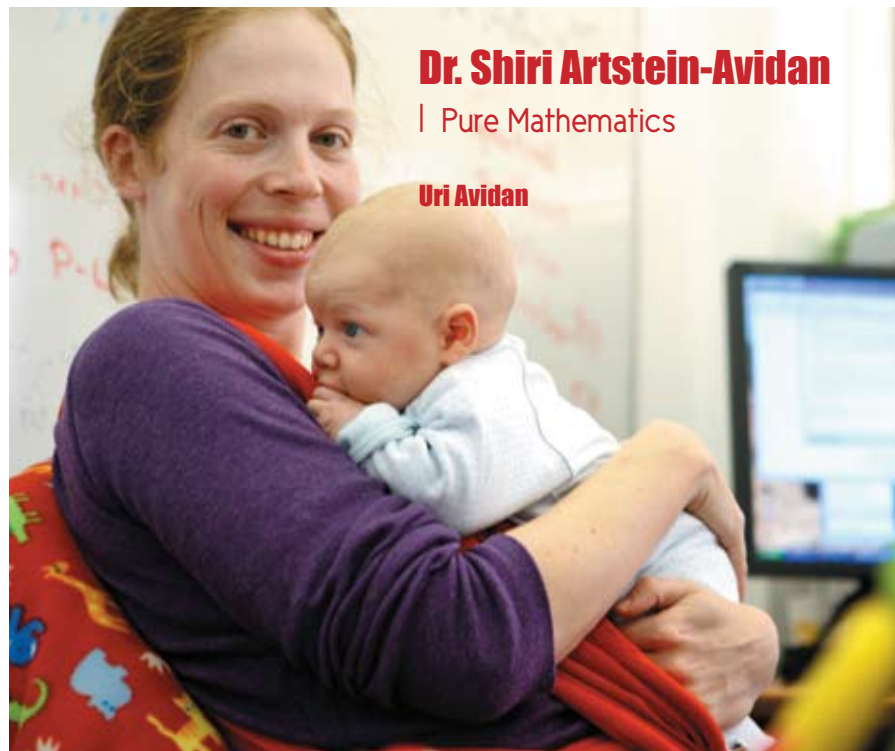
It was a coincidence that brought Koby to TAU. On a trip home from CalTech to scout positions at Israeli universities, his US visa was delayed. TAU took him in and gave him a temporary workspace. “It was then that I realized TAU was the best place to work in Israel, with fun people who are top in their field.”

Dr. Shiri Artstein-Avidan
Raymond and Beverly Sackler Faculty of Exact Sciences
Post-doc, Princeton University
TAU alumna: BSc and PhD, Mathematics

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“For me, being in Israel is more important than earning big bucks,” says Shiri, although she notes that her husband couldn’t believe it when she turned down a high-paying job in finance in the US for an academic one in Tel Aviv. She says that for many Israelis, “beyond the salary issue, the lack of positions at Israeli universities remains the main problem.”

For Shiri, returning to TAU was a natural move and she “loves the work environment.” She comes from a high-powered academic family: her father is a mathematician, her mother an economist, one brother a physicist and another a linguist, and now her husband is finishing a PhD in physics.

The recipient of the 2008 Krill Prize and an Alon Fellowship, and the former incumbent of the Raymond and Beverly Sackler Young Faculty Recruitment Chair, Shiri conducts basic research in advanced fields of geometry. Her aims for the future are to develop new areas of theoretical mathematics, tackle some of the field’s many unanswered questions, and – possibly – raise new generations of mathematicians.



Dr. Shiri Artstein-Avidan
| Pure Mathematics

Uri Avidan

From Princeton ➔ to TAU



Dr. Gal Oestreicher-Singer | Economics of e-commerce

Homecoming

From NYU  to TAU

Dr. Gal Oestreicher-Singer
Faculty of Management—Leon
Recanati Graduate School of Business
Administration

PhD, New York University
TAU alumna: BSc, Engineering; LLM

For Gal, taking up a position at Tel Aviv University was a homecoming. A native Tel Avivian, she "grew up with TAU." She met her husband on campus; her sisters studied at the university – it was always a part of her life.

Pursuing a PhD in the United States helped her further develop herself professionally and personally, and it had many advantages. "When I lived in New York, I could pop off to an academic conference and return home within a day or two. In Israel, it's more complicated," she says.



To return to Israel,
you need not only
to want to return,
you also need help."

Gal says she's been pleasantly surprised by the willingness of people at TAU to help young faculty. "Our dean's door is always open; he cares and checks that I have everything I need, especially for my research."

She studies and quantifies the effect of social networks on online shopping and on the economy in general. "My research on how we conduct and think about e-business could benefit consumers and companies alike."

Thanks in great part to donor investment in TAU's top asset – **its people** – the University will be welcoming these two fine young researchers and many more next year.

Coming Attractions for 2008-9

Dr. Hilla Dotan
Incumbent of the Nomi Ghez Young Faculty Recruitment Chair
 Faculty of Management—
 Recanati Graduate School
 of Business Administration
 PhD, UCLA



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 Hilla was born in Israel, raised in the Netherlands, and spent the last five years at UCLA earning her PhD. After 18 years away from Israel, she had no intention of returning. It was only after she was invited to guest lecture at a few Israeli universities while home for the holidays that she began considering the possibility. “When I gave a talk at TAU, something felt right,” she says.

The Management Dean assured her that if she joined TAU, she would receive the necessary support to remain competitive with her American colleagues. “He said my success would be the Faculty's success. It was this approach and the warm welcome I received that made me feel I could thrive professionally at TAU.”

Dotan's research focuses on the precursors, causes and consequences of workplace friendships. Her research and findings provide managers not only with a better understanding of the social aspects of their organization, but also with the practical tools to influence workplace relationships for the benefit of the employee and organization alike.

From UCLA ➡ to TAU

From Berkeley ➡ to TAU

Dr. Eran Halperin
Edmond J. Safra Senior Lecturer

Blavatnik School of Computer Science,
 Raymond and Beverly Sackler Faculty of Exact Sciences & George S. Wise Faculty of Life Sciences
 Currently Principal investigator at the International Computer Science Institute, UC Berkeley; Post-doc, UC Berkeley & Princeton
 TAU alumnus: BSc, MSc and PhD



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 Despite receiving several job offers from top US universities, Eran decided to return to Israel and to TAU together with his wife and 14 month-old son. “The science at Tel Aviv University is excellent,” he says, “and the group in my field, computational biology, is extremely strong and the largest in Israel. Having spent many years on campus as a student, I’m sure I’ll be surrounded by highly talented colleagues and students.”

Eran’s research involves the study of human genetic variation – searching for the genetic factors responsible for various diseases, from cancer to Alzheimer's, with a view toward developing personalized medicine. Specifically, he develops computational and statistical methods to efficiently analyze the genetic data. “My research is heavily motivated by my desire to reduce suffering by improving disease prevention and treatment,” he says.

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Prof. Haim J. Wolfson
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Prof. Yoav Ariel
Dean of Students
Prof. David Menashri
Dean for Special Programs

TAU PROJECTS 2008

📍 Academic Development

Blavatnik School of Computer Science – USA

Bertram J. Cohn Endowment for Research and Teaching at the Cohn Institute for the History and Philosophy of Science and Ideas – USA

Flight Attendant Medical Research Institute Clinical Innovator Award for Oral Medicine – USA

Nomi Ghez Young Faculty Recruitment Chair in Management – USA

Support for Workshop on the Arab-Israeli Conflict – Richard and Rhoda Goldman Fund, USA

Edward D. and Linda Heffner President's Project Fund – USA

Nathan Jacobson Young Faculty Fund – Canada

Avi Naor Law and Road Safety Program – Israel

Edward and Penelope Peskowitz Micro-Business and Economic Justice Program – USA

Project in Honor of Barbara Seal – Leacross Foundation, Canada

David Sutton Young Faculty Recruitment Chair – Latin America

Sandor Szego Young Faculty Recruitment Chair – Latin America

Richard Yu President's Project Fund – USA

📍 Research

Support for Genetics Research – Dr. Miriam and Sheldon G. Adelson, USA

Support for Cancer Research – Dr. Miriam and Sheldon G. Adelson, USA

Dr. Sol Amsterdam/Dr. David P. Schumann Chair in Medical Education – USA

Prof. Zvi Livne Memorial Pediatric Brain Tumor Research Fund – Israel

Oracle Israel Chair in Industrial Engineering – Israel

Pa'amei Tikva Nanotechnology Research Fund – Israel

Prajs-Drimmer Institute for the Development of Anti-Degenerative Drugs – Germany

Sverdlin Institute for Latin American History and Culture – Mexico

Support for Water Desalination Research – Wolfson Family Charitable Trust, UK

Zucker-Sussman Chair in Glaucoma – USA

📍 Campus Development

Clara and Cesar Ades Seminar Room – Latin America

Cellular-Molecular Imaging Laboratory – Argentinean Friends Association

Elie Douer Family Computer Laboratory – Latin America

Support for Equipment in the Sciences – Dr. h.c. Karl-Heinz Kipp, Germany

Francis and Marie-France Minkoff Wing for Advanced Legal Studies – Switzerland

Chella and Moise Safra Building in Student City – Latin America

Chella and Moise Safra Gate – Latin America

Fredy and Jetty Strauss Conference Room – Latin America

USAID-ASHA Laboratory Equipment for Middle Eastern Genetic Disease Research – USA

📍 Student Aid and Research Fellowships

Azrieli Fellows Program – Canada

Paul and Alice Baker Presidential Scholarships – USA

Dr. Meir and Sonia Berkaiy Fund for Medical Students – Israel

Leonard Blavatnik Doctoral Fellowship Fund – USA

Crown Graduate Fellowship Program in the Sciences – Crown Family Foundation, USA

Bela, Vilam and Dr. John Fischer Memorial Fellowships – USA

Eugenie and Leon Fromer Scholarship Fund for Needy Students – USA

The Hon. Walter Jona AM and Alwynne Jona OAM and Australian Friends of TAU (Victoria) Scholarship Fund for New Immigrant IDF Reservists – Australia

Prof. Zvi Livne Memorial Scholarship Fund in Management – Israel

Edmond J. Safra Foundation Doctoral Fellowship Fund – USA

Isak Sarig Scholarship Fund – Israel

Victor Smorgon Doctoral Fellowship Fund for New Immigrants – Australia

Ruth and Allen Ziegler Graduate Fellowships – USA

Ruth and Allen Ziegler Merit Scholarships – USA

📍 Community

“Springboard to Success” Program – Brack Capital Holdings Inc., Israel

Sponsorship of United Nations Holocaust Remembrance Concert – Dr. h.c. Josef Buchmann, Germany

Support for Legacy Heritage Youth Science Initiative – Legacy Heritage Fund Ltd., USA

Top National Prizes



“Winning the prize is a personal pleasure, and is significant to the field, but my scientific findings are far more important and satisfying to me.”

Israel Prize for Mathematics Prof. Noga Alon, Exact Sciences

Specializing in pure mathematics and computer science, with a focus on combinatorics and graph theory applications, Noga Alon was recognized for his work in these areas, which has changed the face of modern combinatorics and has led to new concepts, structures and methodologies. Alon is an influential world authority on the applications of probability methods in discrete mathematics, and has solved mathematical problems that had previously remained unanswered for years. He holds the Florence and Ted Baumritter Combinatorics and Computer Science Chair.

Israel Prize for Theater Prof. Rina Yerushalmi, Arts

Choreographer, director, teacher and theatrical innovator, Rina Yerushalmi is a trailblazer in the study and performance of theatrical works. She was cited for her work with the “Itim Ensemble,” a theatrical laboratory that she founded in 1989 and



whose productions have gained worldwide acclaim; her inimitable directing style that encourages dialogue between director, actors and the audience before finalizing a production; her role in bringing back the Bible to mainstream Israeli theater; and her contribution to fostering generations of actors and creative artists in Israel.

“If theater did not exist, we would have to invent it for our wellbeing as part of our daily lives anyway.”

“There is no work more satisfying to me than researching, writing and guiding young scholars.”

Israel Prize for General History Prof. Benjamin Isaac, Humanities

Benjamin Isaac was born in Switzerland, five days after the end of the Second World War, to Dutch Jewish refugees. An authority on the history of Rome and its eastern provinces, including the Land of Israel, he is one of few classicists worldwide to combine expertise in Greek and Roman sources, archaeological finds and Talmudic literature. He was additionally cited for his findings on the roots



of racism in the ancient world, which have had sweeping implications in the field; his in-depth and systematic analysis of Roman rule in the Middle East; and his standing as an exceptional teacher. He is incumbent of the Fred and Helen Lessing Chair in Ancient History.

Israel Prize for Jewish History Prof. Anita Shapira, Humanities

A Holocaust survivor originally from Warsaw, Anita Shapira came to Israel with her family as an illegal immigrant in 1947, and became one of the most influential historians of 20th century Jewish history. Shapira, who holds the Dr. Ruben Merinfeld Chair



for the Study of Zionism, was recognized for her impact on intellectual discourse concerning the establishment of Israel and the history of Zionism; her outstanding biographical works; and her important contribution as an educator in training generations of students and researchers in the field.

“As the first scholar of the history of Zionism and the State of Israel to be awarded the Israel Prize, I see it as the recognition of my peers of the maturation and importance of a new field of research and teaching in Jewish history. Tel Aviv University holds the lead in this area and I hope to maintain it.”

EMET Prize for Exact Sciences

Prof. Micha Sharir, Exact Sciences

Micha Sharir was recognized for his pioneering work in computational geometry and its applications, and for his fundamental contributions in the fields of algorithmic motion planning robotics and discrete geometry. Sharir's research has shaped the field of computational geometry for over two decades, and he is a recognized world authority in the field. A Tel Aviv University alumnus, he is incumbent of the TAU Isaias and Alicia Nizri Chair in Computational Geometry and Robotics.



“The joy of solving a difficult problem, or of seeing my former graduate students starting a successful career of their own, are the ultimate reasons that have kept me in this field, day in and day out.”

EMET Prize for Life Sciences

Prof. Eliora Ron, Life Sciences

Eliora Ron was recognized for her major contribution to genomics; her role in deepening understanding of the regulatory aspects of the bacterial reaction to environmental pressure; and her academic and educational



leadership in strengthening the position of microbiology in Israel and Europe. Ron pioneered molecular biology in Israel and was a founder of TAU's Department of Microbiology. She is incumbent of the TAU Morris and Manya Leigh Chair in Biophysics and Biotechnology, and currently serves as President of the Federation of European Microbiological Societies.

“This prize is recognition of our success in facing the challenge of advancing science in Israel.”

“Recognition is alright, but creativity is paramount.”



EMET Prize for Social Sciences: Law and Criminology

Prof. Shlomo Giora Shoham, Law

Shlomo Giora Shoham was recognized for his contribution to the formulation of original and profound ideas in various areas of criminology and penal theory; and for setting himself the goal of developing criminology as a scientific socio-legal branch. Born in Lithuania, Shoham immigrated to Israel as a child and fought in Israel's War of Independence. He is a founding father of criminology teaching and research in Israel.

EMET Prize for Exact Sciences

Prof. Vitali Milman, Exact Sciences

Vitali Milman was cited for his crucial role in the discovery and development of the Concentration of Measure Phenomenon and its implications both for geometric analysis and for deepening understanding of the asymptotic properties of finite dimensional normed spaces; and for his essential contribution to enhancing mathematics excellence in Israel. A TAU professor since he immigrated from the Soviet Union in 1973,



Milman is incumbent of the Argentinean Chair in Mathematics. He is the founder and chief editor of *Geometric and Functional Analysis*, and a former President of the Israel Mathematical Union.

“The call from EMET was the second time in my life that I received such inspiring and unexpected news by phone. The first time, some ten years ago, influenced my research very significantly, and I expect this to happen again. I would also like to mention that 25 years ago, on the very same date, I returned from the front during the first Lebanon War to learn that my father, renowned mathematician and TAU professor David Milman, had just passed away. It's symbolic – happiness and sorrow often live together.”

Israel Prize laureate
Professor Anita Shapira offers a perspective
 on the founding of
 the State of Israel

Israel at 60: Proud and Concerned

On Friday, 14 May 1948 (5 Iyar 5708), at four o'clock in the afternoon, in a hall at the Tel Aviv Museum of Art on Rothschild Boulevard, the People's Council (the body that served as an interim government during the transitional period between British and independent Israeli rule), convened for a solemn ceremony. David Ben-Gurion read the Declaration of Independence and proclaimed, "by virtue of our natural and historical right," the establishment of the Jewish state, to be known as the "State of Israel." Rabbi Yehuda Leib Fishman (Maimon), made an emotional shehechyanu (thanksgiving) blessing, and the State of Israel was born.

The founding of the Jewish state was understood by Jews in terms alluding to the end of days: the ingathering of the exiles, the renewal of the kingship of Israel. Nevertheless, despite the general inclination toward metahistorical phraseology, the proclamation of statehood took place in near-secrecy, in a low-key style that downplayed the exhilaration felt by all those who were present at the ceremony or heard it on the radio. The honor of hosting the ceremony devolved upon the city of Tel Aviv, inasmuch as

Jerusalem, the natural choice for such an event, was under siege and preoccupied with the struggle for survival; at that very time Gush Etzion was falling and the Jewish Quarter in Jerusalem's Old City was on the verge of surrender.

There was a symbolic element to the state's being proclaimed in Tel Aviv, as though the entire millennia-long corpus of Jewish history was observing, from the distant peak of Mount Moriah, the achievements of its young, rebellious offspring – the Zionist movement. Tel Aviv, the "first Hebrew city," was unburdened by history; no prophet's castigations had ever rung through its streets, no palace had ever been built there to house a royal ruler. Tel Aviv symbolized all that was new, modern, and creative in Zionism – a movement that drew on the wellsprings of the past while directing its gaze toward the future; whose head was in the clouds, but whose feet were planted firmly on the ground of reality; that employed symbols and concepts from Jewish tradition while infusing them with a contemporary, modern, secular meaning. A movement that created, within the framework of the Jewish people, a new kind of relationship between the individual and society, between the personal and the public interest – forging a nation prepared to fight for its freedom.

The birth of the Jewish state was not accompanied by a festive trumpet-blast, but rather by the roar of cannons on all fronts. The proclamation of the State was an intrepid leap into the abyss; those who jumped could not have known whether their safety ropes would hold for the duration. The laconism of Ben-Gurion's journal entry that evening belied his anxiety: "At four o'clock in the afternoon Jewish independence was declared and the State was established. Its fate lies in the hands of the security forces." Ben-Gurion knew full well the risk he was taking, but he was not one to let a historic opportunity slip away.

Had anyone predicted in 1939 that within less than a decade a Jewish state would be founded in Eretz Israel, he would have been labeled a dreamer. The process by which the fast yet gradual development of the Jewish community in Palestine – the Yishuv – veered toward revolutionary change remained hidden from those involved in the historical drama, right up until the transformation took place. Revolutions do not occur until they actually occur; wars do not break out until they break out. In the pre-World War II reality, nothing heralded what was to come.

Just three years passed between the end of the world war and Ben-Gurion's proclamation of statehood on that Friday afternoon at the Tel Aviv Museum. Chronologically this period was brief indeed. But within this historical blink of an eye, the heavens "opened" and the Jewish people was given a one-time opportunity to renew its national independence in its ancient homeland. The seven decades that preceded this three-year period had set the stage for the establishment of a Jewish state, while the actual historic breakthrough entailed a seizing of opportunities that arose in the wake of the Second World War.

The sense of guilt and the impotent rage of the Yishuv and of American Jewry were like a lit fuse that rattled British rule in Palestine. Yet all the Jewish might unleashed by the Holocaust could never have succeeded in tearing down the barrier to statehood had the period in question not been a transitional one – the twilight of the British Empire. It was a period in which the camps of East and West had yet to coalesce, and in which sensitivity, conscious or not, to the catastrophe of European Jewry prevailed. Indeed, the Jews' postwar expectations that the nations of the world would serve as a kind of supreme court of justice and award them a state in compensation for the horrible injustice they had suffered were unquestionably naïve – typical of a people that was not familiar with the intricacies of international policy. Still, something of this sensitivity to the Jews' plight was indeed reflected in the UN resolution of 29 November 1947.

Diplomacy and politics notwithstanding, the fate of the Jewish state was ultimately decided by the military campaign. Against the background of the European Jewish Holocaust, and facing a war whose outcome was by no means certain, Ben-Gurion laid the future of the Jewish people on the line, and took the gamble. Did he consider the possibility of defeat? Or did the wing-beat of history silence the voice of fear in his heart? It was from these moments of solitary decision that Ben-Gurion emerged as a great leader: the rest is history.

When considered against the background of Jewish history as a whole, the State of Israel's establishment takes on revolutionary meaning: from the time of the destruction of the First Temple the Jews experienced only 80 years of independence in their own land, during the period of the Hasmonean Kingdom. Did the Jewish people remain in exile and under foreign subjugation for two millennia due to the absence of conditions necessary for a return to its ancestral land; or did this situation reflect,

“ There was a symbolic element to the state's being proclaimed in Tel Aviv, as though the entire millennia-long corpus of Jewish history was observing, from the distant peak of Mount Moriah, the achievements of its young, rebellious offspring – the Zionist movement.”

rather, a self-generated insight born of repeated failures in the Jews' political experience – an insight that actually favored exile due to a perceived inability to maintain an independent state? This possibility was a constant source of anxiety for the State of Israel's founding fathers. After 60 years of independence, during which Israel's development has surpassed the dreams of its founders, the anxiety remains – warning us of the need for constant vigilance in our efforts to sustain Jewish statehood.



Dr. Julia Kempe
Raymond and Beverly Sackler Faculty
of Exact Sciences

Formerly CNRS-Researcher, University of Paris in Orsay

Ranked in first place among over 9,000 junior researchers who submitted proposals to the European Research Council, Julia won a \$1 million grant for her research on next-generation computing based on the principles of quantum mechanics. She joined TAU's Blavatnik School of Computer Science, Raymond and Beverly Sackler Faculty of Exact Sciences, after making aliyah to Israel this year.

"Coming to Israel has been a step forward for me," says Julia, who is originally from East Germany but moved to Austria after the fall of the Berlin Wall. She holds six academic degrees, including two PhD's, from top institutions in Vienna, Paris, Sydney, and Berkeley. She speaks five languages and is currently making Hebrew her sixth, though that is going a "bit slowly," she says.

Julia aspires to "contribute to the development of a quantum computer that will compute faster and better than anything before" and that will have important applications in cryptography and computer security.



TAU was my first choice. It is an excellent place for computer science, and is recognized worldwide.'



Dr. Julia Kempe | Quantum Computing

1st
in 9,000

From Paris  to TAU

Distinctions

Prof. Yair Aharoni, Management,
Landau Prize

Prof. Roni Aloni, Life Sciences,
member of the “Leopoldina” German Academy
of Life Sciences

Dr. Shiri Artstein-Avidan, Exact Sciences,
2008 Krill Prize for Excellence in Scientific
Research

Prof. Yitzhak Ben-Israel, Social Sciences,
member of Knesset

Prof. Linda Ben-Zvi, Arts,
George Freeley Prize

Dr. Yuval Bloch, Medicine,
2007 Young Investigator Award of NARSAD—
The Mental Health Research Association

Prof. Daniel Chamovitz, Life Sciences,
contributing member of the Faculty of 1000,
Biology

Prof. Gideon Dagan, Engineering,
member of the Israel Academy of Sciences and
Humanities

Dr. Yoram Danziger, Law,
Supreme Court justice

Prof. Israel Gershoni, Humanities,
Landau Prize

Prof. Mahmud Ghanayim, Humanities,
President of the Academy of Arabic Language
in Israel; 2007 Prize for Arabic Literature of the
Israel Ministry of Science, Culture and Sport

Prof. Israel Gohberg, Exact Sciences,
honorary DSc degree from the Technion—
Israel Institute of Technology

Prof. Illana Gozes, Medicine,
President of the Israel Society for Neuroscience
(ISFN)

Prof. Dan Halperin, Exact Sciences,
Distinguished lecturer of the Robotics and
Automation Society of the IEEE

Dr. Orna Harari, Humanities,
member of the Young Scholars Forum of the
Israel Academy of Sciences and Humanities

Dr. Tamar Herzig, Humanities, member of the
Young Scholars Forum of the Israel Academy of
Sciences and Humanities

Prof. Ruth Kanner, Arts,
Israela and Meir Margalit Prize for 2007

Hanan Melcer, Law, Supreme Court justice

Prof. Nathan Nelson, Life Sciences,
Honorary Degree from the University of
Bologna, Italy

Dr. Eran Neuman, Arts,
member of the Young Scholars Forum of the
Israel Academy of Sciences and Humanities;
Prize for Outstanding Research, Society of
Architectural Historians

Prof. Emanuel Peled, Exact Sciences,
Yeager Award for Lifetime Achievement

Prof. Haim Ring, Medicine,
President of the European Federation of
Research in Rehabilitation

Prof. Ariel Rubinstein, Social Sciences,
Corresponding Fellow of the British Academy –
The National Academy for the Humanities and
the Social Sciences

Prof. Uri Seligsohn, Medicine,
Robert Grant Medal for 2007

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

Prof. Yehuda Shalom, Exact Sciences,
2007 Erdos Prize

Prof. Dina Tirosh, Humanities,
Chairperson of Yerme Summer Schools,
European Society for Research in Mathematics
Education

Prof. Manuel Trajtenberg, Social Sciences,
Head of the National Council for Economics
established by Israeli Prime Minister Ehud
Olmert

Prof. Arie Vardi, Arts,
Honorary Fellow of the Open University

Prof. Shulamit Volkov, Humanities,
member of the Israel Academy of Sciences and
Humanities

Prof. Meital Zilberman, Engineering,
Juludan Prize

Across the Campus, Across the **Spectrum** of Knowledge

TOP RESEARCH STORIES

The image of a sound

📌 Zohar Eitan (Music), collaborating with a multidisciplinary team from Israel and abroad, is studying cross-modal perception and cognition, that is, how sound is associated with vision, touch, and movement. Hoping to shed light on a range of issues, from how music expresses emotion to how sound and vision interact to create effective audiovisual devices, the researchers also plan to investigate whether deficiencies in auditory perception of pitch, vital for understanding human speech and emotion, are related to autism or schizophrenia, and whether the use of cross-modal stimulation may help alleviate such deficiencies.

The feminine dilemma: family versus work

📌 Although accepted as a trade-off – women who work more have fewer children – the work/family equation is easier to balance in some countries than others. In a study comparing 14 industrialized countries, Galit Aharon (Social Sciences) proposes a unifying conceptual model of the fertility-employment relationship.

Another step toward defeating HIV

📌 PhD student Adi Stern (Life Sciences), under the supervision of Dr. Tal Pupko, has developed computational tools – available to researchers worldwide – for the detection of functional sites in genes and genomes. Using these tools, she has reached important insights into the ability of the AIDS virus to evade the immune system and develop drug resistance.


Logic vs. intuition

📌 Prof. Ruth Stavy and Dr. Reuven Babai (Education), assisted by Prof. Dina Tirosh, are using fMRI advanced imaging techniques to understand how intuitive thinking and logical thinking interact, specifically by observing areas of brain activity when subjects succeed in overcoming intuition in favor of logic. Findings will help develop teaching methods to reinforce logical thinking in science and mathematics education.


Effects of stress and surgery on cancer recurrence

📌 Prof. Shamgar Ben-Eliyahu (Social Sciences) won a five-year, million dollar grant from the NIH for his work in the emerging field of psychoneuroimmunology. Studying existing generic drugs that block the impact of “stress hormones,” he has demonstrated that prevention of psychological and physiological stress responses to surgery help boost the immune system and reduce the likelihood of cancer recurrence following surgery. These findings in animal models of cancer metastasis are now being prepared for testing in cancer patients.


Watch this space

 TAU astronomer Prof. Tsevi Mazeh and PhD student Avi Shporer (Exact Sciences), together with an international team of astronomers, discovered the most massive stellar black hole found to date in a binary system, at about 16 times the mass of our sun. Their colleagues Prof. Dan Maoz and Dr. Shai Kaspi played a critical role in an international team that discovered the first extrasolar planetary system, among 25 discovered in the past decade, that resembles our own solar system. Their data, collected at the Florence and George Wise Observatory, permitted identification of the Jupiter-like planet in the system.


An eye on Earth

 A Remote Earth Sensing laboratory under the direction of Prof. Eyal Ben Dor (Humanities) is facilitating the mapping and monitoring of global natural phenomena by TAU students and post-docs, working together with scientists from around the world. The only one of its kind in the country, and among a few in existence, the lab's systems are connected to German and European space agencies.


Future Internet and TV

 Dr. Nitzan Ben-Shaul (Arts) and team are researching the impact of new and emerging Internet video formats, interactive content, and new user interfaces to provide important insights as to how these developments are changing movie and video production and consumption. Prof. Gadi Ariav (Management) and team are applying principles of information systems and decision-making to analyze TV viewers' choice of content, with the aim of guiding the development of future TV technologies.


Guiding social services

 Doctoral student Guy Shilo (Social Work) is studying the antecedents of sexual orientation in sexual minority youth, with the aim of guiding social services with new approaches and techniques for promoting the well-being and positive mental health of gay and lesbian young people.

Stem cells, exercise and aging

 Prof. Dafna Benayahu and Dr. Gabi Shefer (Medicine) in collaboration with Dr. Eli Carmeli (Health Professions) show that exercise such as running causes molecular changes in stem cells that counter some of the adverse effects of aging and disuse. Applying this to physical therapy techniques following enforced disuse due to bone breakage, the study aims to improve recovery and enhance quality of life for the elderly.

Rethinking abuse in authority relations

 In a novel, interdisciplinary study of criminal law and political theory, Meitar Fellow Galia Schneebaum (Law) studies sex offences under Israeli and American law. Pointing out that definitions of various sex offences all share a similar rationale – to prevent the exploitation of people's tendency to submit to unwanted sexual advances made to them by an authority figure – she argues that criminalizing sexual contact under these circumstances underestimates people's ability to resist authority and thus diminishes them instead of empowering them.



Faculty Strike: The Day After

This academic year got off to a very late start following the longest strike by senior professors in the history of Israeli academia. Although supported by the students, who saw it as a just fight for the future of higher education in Israel, the 90-day strike left in its wake serious problems for them – both financial and academic. Cooperation between the students and the university administration was needed to help minimize the damage. Gil Goldenberg, chairman of the TAU Student Union, describes how the campus coped.

What were the main problems facing students in the aftermath of the strike?

Gil: In the academic sphere, delayed exam schedules coincided with the beginning of new courses, so it was difficult to keep up with the new material. It was clear we needed rescheduling of courses and exams, as well as financial help.

What were the financial implications of the strike?

The financial problems we faced after the strike were very serious. Because we had to extend the academic year into the summer months to gain back lost time, students wouldn't be able to work during the summer. A lot of students depend on their summer jobs to finance them through the next year, so this was a serious loss of income. The three-month delay and consequent extension of studies also involved longer stays in student dorms and rented apartments, so lost income was coupled with higher expenses.

How did you resolve these problems?

When the strike ended, we met with the university administration to discuss each other's needs and intentions. The

Showing the Love: Student Scholarships

“The students feel more a part of the running of things and more a part of campus life.”

administration considered our requests and agreed to reschedule exam dates and course registration dates, among other things. The entire process took just three days, while at other universities it took weeks!

And the financial side?

We appreciate that the administration did what they could. We were offered a reduced rate at the student dorms, and we received some reserve funds. What we actually need, to help students with dorms and financing, is about \$500,000 more, so that's still an open problem.

How are the relations now between the students and the university?

First, I'd like to stress how much the students appreciated the logistical support of TAU's administrative staff during all the exam and course rescheduling. We realize this created a lot of extra work for them. We sent them a letter of thanks on behalf of the many students who remarked on how tireless and helpful they were.



*TAU Student Union Chairman
Gil Goldenberg*

Second, we're very happy with our relationship with the university administration, and especially the president. He phones me once a week just to ask "what's up?" It's affected the atmosphere on campus. The students feel more a part of the running of things and more a part of campus life. There's nothing like it at any other university.

First Ruth and Allen Ziegler Merit Scholarships awarded

Forty outstanding TAU undergraduate students were awarded scholarships by the Ruth and Allen Ziegler Student Services Division. The merit scholarships, donated by Ruth Ziegler, were awarded for the first time as part of a new initiative by the Dean of Students to encourage high-achieving undergraduates at the beginning of their academic studies. The students were selected by the deans of the various faculties on the basis of strict academic criteria.

Engineering as poster faculty for scholarships

As part of its commitment to its students, the Iby and Aladar Fleischman Faculty of Engineering has taken creative steps over the last year to increase the number and scope of scholarships.

➔ **Home-grown scholarships.** A faculty member, who wishes to stay anonymous, suggested to the dean that the professors themselves would donate money for scholarships for needy students, and he made the first pledge. Other faculty members quickly joined and made personal contributions. The fund allocated monthly living stipends to five students this year and it is hoped that the venture will be expanded next year.

➔ **Industry scholarships:** The major effort of Engineering to strengthen bonds with industry are paying off, as Motorola Israel, which for several years has donated about 10 scholarships a year to undergraduates at the School of Electrical Engineering, this year upped its support five-fold and gave funding for MSc and PhD students at the Advanced Communication Center as well. Other companies supporting students are Intel Israel, Applied Materials and Freescale, part of the Faculty's wide-scale links with 30 local and multinational high-tech firms.

➔ **Travel scholarships:** When several undergraduate students were invited to attend conferences and competitions abroad, Engineering found the funds to send them. Karin Bociek and Gabi Mizrachi of the School of Electrical Engineering won first prize, out of student teams from 20 countries, at the ICAMES 2007 student engineering competition held in Istanbul, for an automatic facial recognition video system; while Sivan Roll, a second year electrical engineering and computer science student, attended a prestigious conference on women in science held in Orlando, Florida, USA.



From left, Sivan Roll, Karen Bociek and Gabi Mizrachi

Changing Realities, Changing Needs

NEW TEACHING INITIATIVES

Meeting the country's growing need for doctors

📌 The Raymond and Beverly Sackler Faculty of Medicine is opening a new four-year, American-style medical program for qualified holders of BA degrees. This shortened MD course of study is the first of its kind in Israel and was launched in response to a growing national need for more doctors. According to published estimates, the number of doctors in Israel will decline from its current level of 3.5 per 1,000 residents, to 2.5 per 1,000 in less than 10 years. The new MD program is designed to increase the number of young physicians graduating from TAU by 50 to 75 percent annually. In addition, it will significantly enrich medical practice and research in the future through dual programs involving fields such as management and engineering.

New PhD in neurosciences

📌 Initiated by the Wise Faculty of Life Sciences, the program brings together scientists from the life sciences with those from engineering, medicine, psychology, computer science, physics, mathematics and chemistry. The objective is to produce neuroscientists with both specialized knowledge as well as a broad background in other areas. Converging technologies are being employed to promote interdisciplinary research in the neurosciences.

Strengthening civil society

📌 The Sociology and Anthropology Department at the Gordon Faculty of Social Sciences is offering a master's degree program that promises to turn out activists for social change. The first of its kind in Israel, the program is run with the assistance of Shatil, the New Israel Fund's training center for non-profit organizations in Israel.

Environmental perspectives

📌 From the Mediterranean to the Red Sea, with a focus on water – this is the topic of the first international summer course at the Porter School of Environmental Studies. The three-week course is open to overseas undergraduates.

New joint humanities and arts degree

📌 The Entin Faculty of Humanities has joined forces with the Katz Faculty of the Arts to offer outstanding students a multidisciplinary program of cultural studies. The program also offers enrichment courses such as creative writing and debating, furthering its stated objective of "seeking to promote a more culturally enlightened society."

Bible as theater

📌 This unique program, supported by Fred Simmons, Trustee, at the Katz Faculty of the Arts aims to bridge the gap between intellectual and creative understanding. The two-part seminar first treats selections of the Bible as if they were the basis of a theatrical production – students analyze their dramatic impact and performability, and make directorial notes. The second part is a desert workshop in an actual Biblical setting. The seminar represents an exciting new approach to the study of both Bible and theater.

Clinic for refugee rights

➔ An initiative of the Buchmann Faculty of Law, the Clinic for Refugee Rights of the Elga Cegla Clinical Legal Education Program serves as Israel's leading legal program fighting for safe haven for refugees of Darfur and other parts of the Sudan. Currently some 2,500 Sudanese refugees in Israel are without legal status. The law students and lawyers working at the Clinic cater to the everyday needs of the asylum seekers, and their petitioning against indefinite detention has led to the release of over 300 refugees.

Support for socially involved students

➔ The Unit for Social Involvement at the Ruth and Allen Ziegler Student Services Division has received two new sources of funding. The Isak Sarig Scholarship Fund provides extra support for students involved in community work, giving of themselves and their time to help various groups in the community. The Steinhardt Family Foundation supports students participating in the "Living Together" project. Working with youth at risk, these students organized a Purim carnival at ORT Geula School in south Tel Aviv. The very successful event was also attended by children from the oncology ward at the TAU-affiliated Tel Aviv Sourasky Medical Center.

Getting friendlier with the environment

➔ Nature Campus organized public and educational activities for over 11,000 visitors this past year, and it also launched a new website educating the Hebrew-speaking public about global warming. At the Porter School of Environmental Studies, students were eligible for paid internships with environmental and non-government organizations.

Combining art and action

➔ The Katz Faculty of the Arts' Theater Studies Department has introduced a new course, "Citizen Artists in Immigrant Communities," funded by the Academy-Community Partnership for Social Change program of the Hebrew University of Jerusalem. The aim of the course is to train citizen artists – socially committed artists who choose to create in, for and with a given community, with the intention of producing change. Outside the classroom, students are creating community theater with Russian and Ethiopian immigrants in Rishon LeZion.

Improving Society, Making Knowledge More Accessible

COMMUNITY OUTREACH



Legacy Heritage Youth Science Initiative

➔ A nationwide project to extend science education to disadvantaged Israeli youth, and simultaneously to strengthen their national, cultural and religious awareness, is being coordinated by TAU's Unit for Science Oriented Youth, Jaime and Joan Constantiner School of Education. Support for the Legacy Heritage Youth Science Initiative, which involves all six of Israel's universities, has been generously made possible by the Legacy Heritage Fund Limited.

At TAU, two projects that primarily target youth from distressed and outlying areas in Israel are being implemented through the Initiative. The first will bring 250 high school students to TAU in the summer and throughout the school year to attend science courses taught in English; the goal is to improve the young people's English skills in preparation for future academic studies. Under the second project, called "Moving Science," TAU lecturers will hold seminar days in middle schools throughout the country in the fields of physics, chemistry and astronomy. Complete with experiments and demonstrations, the seminars will benefit about 2,000 pupils.

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Before



After

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