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# NEWSLETTER OF BEN-GURION UNIVERSITY OF THE NEGEV

אוניברסיטת בן-גוריון בנגב



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## A Well of Inspiration



Leading figures from the Israeli art world came together to celebrate the opening of a new arts and visual media center named "Habeer" (the Well) in the old city of Beer-Sheva. Pointing to the actual well located in the middle of the center's courtyard, and noting that the city itself was named by its proximity to such wells, Ben-Gurion University Prof. Haim Maor noted that "this is the metaphorical well of art and culture that we have all come to drink from."

The non-profit exhibition space is supported by the Beer-Sheva Municipality, BGU and the Rashi Foundation. "Habeer" is the brainchild of Maor, Professor Emeritus Haim Finkelstein, also from the Department of the Arts, and internationally-recognized artist Prof. Osvaldo Romberg.

"We want to do what doesn't exist already," explained Romberg, an Israeli-Argentinian artist who created a similar center in Philadelphia. "The Well will focus on video, experimental cinema and multimedia, but with its face to the community – bringing children and as many people as possible

into the space to participate in all kinds of interactive programs."

"It was impossible to say no to Osvaldo,"
University President Prof. Rivka Carmi
said. The center, she explained, will create
something local, different but equally as
exciting as what is going on elsewhere in the
Israeli arts scene. "We are about excellence –
in fields like engineering and now in the arts."

Speakers included Mayor of Beer-Sheva Ruvik Danilovich and Marc Scheps, former curator of the Tel Aviv Museum, who spoke about the opening exhibition that included works by the late Dennis Oppenheimer. Among the many guests were General Director of the Rashi Foundation Elie Elalouf: Amnon Barzel, founder of the Jewish Museum in Berlin; Yigal Zalmona, chief curator-at-large at the Israel Museum in Jerusalem; and leading curators in the Israeli art world, Dalia Manor, Tali Tamir, Hagguy Segev; artists Motti Mizrachi, Benny Efrat, Elidor Cohen, Yehudit Mayer; and current Head of the Department of the Arts Dr. Daniel Unger.



## Field Family Foundation Medical Simulation Center to be built at BGU



The extended family of real estate developer and philanthropist Lawrence N. Field from Los Angeles was on hand as BGU marked their pledge towards the building of the Field Family Foundation Medical Simulation Center. Last year, the New Yorkbased Joyce and Irving Goldman Family Foundation contributed the seed money to initiate the Center.

The state-of-the-art facility will use electronic mannequins that exhibit life-like symptoms

to simulate a variety of medical situations.

Once the Center is built, "No student will graduate without their having experience in the simulator so that we make sure that they fulfill the dictum 'Do No Harm'," President Prof. Rivka Carmi said. She noted that it would be the first simulation center created as part of a medical school in Israel and thanked Larry for his long-time friendship and support of BGU.

Field recalled that his connection to the University goes back 40 years when he met BGU's first president, Moshe Prywes, in Los Angeles. Prywes later resigned to become the Founding Dean of the Joyce and Irving Goldman Medical School. Noting that he often lectures about capitalism and entrepreneurship, he explained that "one of the things I often say is: if you can imagine it and work hard enough you have a great possibility of achieving it."

## Jean-Pierre Raffarin Receives Honorary Doctorate



Former Prime Minister of France Jean-Pierre Raffarin was the recipient of an honorary doctorate during a special ceremony with President Prof. Rivka Carmi in January.

A former member of the European Parliament, Raffarin currently serves as a senator of France. The honorary doctorate was given for his service in reforming education and pensions in France and for his support of Israel and the University in particular, as well as his efforts to fight anti-Semitism.

After receiving his honorary doctorate, Raffarin wrote about the experience on his blog:

"I was deeply moved upon receipt of the Honoris Causa Doctorate from Ben-Gurion University of the Negev, the great university of the desert. I have warm relations with this university, where young people from around the world, of different identities, religions and cultures gather, where all efforts are directed towards the vision of its establishment: Making the desert bloom. The noble mission of BGU, envisioned by the founder of the State of Israel is of interest to all humanity, since more than 50 percent of our planet surface consists of drylands. Issues such as desert agriculture, water research, solar energy and environmental management are some of the 21st century's major challenges. Generous donors from all over the world are deeply committed to preserving and advancing the scientific and human standards of this great institution. In France, the French Associates of Ben-Gurion University of the Negev is widely active under the leadership of its president, Gérard Worms.

"BGU's message of peace and development is of special significance in this region of the world, where the threat of violence seems eternal. In times of war, scholarship remains the choice of the future."

# Managers Making a Difference

Students in the Department of Management at the Guilford Glazer Faculty of Business and Management don't need to wait for that lucrative job offer to begin writing business plans for companies and organizations. Dr. Mosi Rosenboim's class, "Businesses in Israel: Pointing towards the Negev," offers a unique hands-on opportunity for these budding businessmen.

"This year, I and my assistant Miri Arbiv decided that we would send our students out to Negev organizations, governmental agencies and businesses," Rosenboim says. "There's a momentum building in the Negev," he observed, "and this is our donation to building the business infrastructure of the area."

The 250 students were separated into groups of five with an advisor from the Glazer Faculty or one brought in especially for their project. They were then "loaned out" to organizations ranging from the Employment Service and local councils to the Kiryat Gat City Engineer to local businesses and Bedouin organizations.

"The students have been working on a wide variety of projects, tackling questions like what to do with the industrial area near the Shoket Junction near the town of Meitar. They are working with the city engineer of Kiryat Gat on designing a motel for businessmen who are visiting Intel headquarters, or promoting tourism to sites in the Negev, everything from Bedouin attractions to the Air Force Museum in Hatzerim.

"The reactions have been great," reports Rosenboim, both from the students and the organizations.

"In the long term, the purpose of the project is for people to know that they can turn to the Department of Management to utilize the academic knowledge we have developed," he says.



## Rutgers Exchange Learns about Children's Rights in Israel



Eight law students from the Rutgers School of Law–Newark and their professor, Jennifer Rosen Valverde, spent their seven days of spring break in and around Beer-Sheva as part of an academic exchange opportunity.

"You can take courses anywhere," says
Prof. Richard Isralowitz from the Charlotte B.
and Jack J. Spitzer Department of Social
Work, who hosted the group in coordination
with the University's Community Action Unit.
"The key element of this program is making
connections with the community and
learning from the charged experiences."

Focused on children's rights, identity and advocacy in Israel, the group visited innovative social programs around the region and met with Fellows from the Lillian and Larry Goodman Open Apartments program, learning about how this hands-on program brings students into Beer-Sheva's weakest neighborhoods.

"Several of the BGU students are immigrants from Ethiopia and Russia," Valverde said, "and they eloquently described their commitment to improving the lives of community members and the positive impact they have had on specific children."

"This bridge building initiative is a model for further development and outreach to promote relations with Israel through Ben-Gurion University, its Community Action program and its academic units," noted Isralowitz. "I am very excited about this experience and its prospects for 'true relations development' based on mutual interest and concerns, as well as positive communication, cooperation and coordination of efforts."

Their visit was disrupted by the unexpected missile attacks on southern Israel, including Beer-Sheva, which resulted in a number of program changes.

Valverde described how the students took the changes in their stride: "They demonstrated incredible strength, kindness, resilience, warmth, intelligence and most of all humor during our trip. While perhaps they did not learn all of the lessons we had intended, those they missed were replaced with lessons on international human rights and experiencing first-hand, for brief moments, the toll that living under the constant threat and periodic barrage of rocket attacks takes on the lives of all who live in the Negev. These are the lessons that will last a lifetime."

Isralowitz handled the organizational details together with Vered Sarousi and Ilan Kalgrad, Director and Assistant Director of BGU's Community Action Unit. Dr. Yair Ronen, an attorney and member of the Spitzer Department, also participated.

## BGU Expands Support for Students in Reserve Duty

The University will now grant rights and benefits to students who are legal spouses of those serving in military reserve duty and have at least one child. This is the first time an Israeli university has offered these benefits.

"When a student is taking part in reserve duty he or she loses some of the semester,

but the spouse is also burdened by caring for children and other tasks. They have to cope not only with their studies, but also with an increased load and family responsibilities," says Dr. Yaniv Poria from the Guilford Glazer Faculty of Business and Management who initiated the proposal.

BGU, which has a particularly high number

of students who serve extended periods of military reserve duty, already recognizes the hardships this causes them and grants them academic and other rights and benefits during the course of their studies. These include deferring exams and other deadlines and entitle them to additional tutoring, priority in the dormitories and scholarships, summer courses and more.

## An Angel in the Budapest Skies

"He saved Jews at the time when the whole world stood on the sidelines and ignored the destruction of our people," said Prof. Amos Drory, BGU's Vice-President for External Affairs at the opening of an evening marking one hundred years since Raoul Wallenberg's birth. "We are proud to organize this event in honor of a man who has become a legend, a symbol of courage and personal sacrifice."

Keynote speaker Prof. Irwin Cotler, former Minister of Justice and Attorney General of Canada, humanized the man by relating personal stories of people he saved, including the late Israeli Minister of Justice Tommy Lapid. He noted that one of the Wallenberg survivors told him that, "If you [Jews] had a state of your own you would have had somewhere to escape to. I hope that soon the Jewish people will have a state, and Jews will come to it from all countries of the world and live there in security."

Organized together with the Friends of Raoul Wallenberg in Beer-Sheva and the Beer-Sheva Municipality, the event



took place in the presence of Swedish Ambassador to Israel Ellinor Hammarskjöld; Director of the Righteous among the Nations department at Yad Vashem Irina Steinfeld; and Chair of the Friends of Raoul Wallenberg in Beer-Sheva Dr. Jean Kloos-Fishman. Prof. Edward Fram of the Department of History and incumbent of the Solly Yellin Chair in Eastern European and Lithuanian Jewry moderated the event.

### Going Green - One Tree at a Time



Water recycled from the Nano-Fabrication Center labs – after being used in the manufacturing process of advanced silicon chips – is now being directed into a new garden on the Marcus Family Campus, thanks to the involvement of the University's Green Campus Initiative. The water is stored in a cooling tank located adjacent to the Fabrication Center in the Henry and Anita Weiss Family Building for Advanced Research, and is pumped directly into a garden that was planted on Tu B'shvat this year. The investment is expected to return itself in three years, while according to BGU Director-General David Bareket, the "environmental payback is immediately noticeable."

The project is an initiative of Eitan Admon, Director of the Organization and Management Unit in conjunction with Gil Kerner and Yehudit Reizner of the Nano-Fabrication Center.



## Yale GALE Spreads the Gospel of Alumni Relations



When you have been around for 310 years and your first class reunion was in 1792, there's a lot to teach a young university like BGU. So when a delegation from Yale University came to offer a little coaching on alumni relations, the participants were very attentive.

The Yale Global Alumni Leadership Exchange (Yale GALE) travels around the

world providing cogent and practical advice about how to engage with one's alumni. All of the Yale GALE members are volunteers and were active alumni on behalf of Yale before being asked to officially represent the university through this initiative. "At Yale we were taught the values of leadership and service, and I see the same values here," said Lynn Johnson from Yale GALE.

Osnat Moskowitz, whose husband is a "Yalie," organized the visit together with BGU's Director of Marketing Sagi Langer. More than 20 members of the BGU community participated in the day that included two brainstorming sessions. The topics focused on how to maintain alumni connections while making their alma mater relevant for their lives. "It is about friendraising, not fund-raising," they explained.

### Developing a Supportive Educational Framework

A new specialized program for Arab and Bedouin educational psychologists opened at the University this year. Answering the Council for Higher Education's (CHE) call, a new track was opened to train Arabs and Bedouins to become school counselors in their respective educational systems. The serious shortage of such professionals

prompted the CHE to turn to BGU given its proven track record in the Bedouin and Arab communities.

Ten psychology graduates from Jordan and Israel joined the three-year program. The first year is a preparatory year, after which the group joins the regular educational

psychology program.

The new joint program of the Departments of Education and Psychology was founded by Prof. Shifra Sagy, head of the educational psychology track and incumbent of the Shane Family Chair in Education.

### America Day comes to BGU



From a hip-hop dance troupe to the young ambassador to Israel, America Day splashed red, white and blue all over the Zlotowski Student Center. Informational booths offered interested students insight into everything from USAID to study abroad options and all the other services of the American Embassy.

The Rennie Harris Puremovement dance troupe brought them in droves to clap along and marvel at the athleticism and grace of the dancers. The Philadelphia dance group offered a historical glimpse into the evolution of street dancing from hip hop to funk, b-boy and more.

The highlight of the day was a talk by US Ambassador to Israel Daniel Shapiro under the auspices of the Ambassadors Forum. Speaking in a mixture of Hebrew and English, he reiterated the unbreakable security relationship between Israel and the US, while stressing that US President Barack Obama was determined to prevent

Iran from building nuclear weapons. "President Obama is totally committed to prevention and not containment," he said.

Shapiro also empathized with the terrorizing and untenable situation which faced Southern residents the previous week as missiles were falling. "I was initially concerned that I wouldn't be here today. Two hundred terrorist missiles fell last week. No other country in the world faces that kind of threat.

"I often think, as someone who doesn't face this situation every day, what it would be like when the sirens go off. How would the stress and panic affect my three children?" His children range in age from 5 to 11.

Shapiro pointed to the US allocation of \$200 million as a key factor in getting the Iron Dome system up and running as fast as possible. "We are proud of our investment in Israeli technology," he declared.

## Remembering Loved Ones

A number of new memorial scholarship funds have been created by faculty and alumni, strengthening the overall connection to the University.

Prof. Reuven Shuker of the Department of Physics recently established the Yacov Shuker Annual Ph.D. Prize in Physics, in memory of his brother Yakov Shuker. Yakov was a physics teacher at "Habonim" night school in Ramat Gan, a volunteering venture he founded together with friends.

"This welcome initiative of faculty members commemorating their family members by creating an endowment fund at BGU, in an area close to their heart, follows other similar initiatives," explains Vice-President for External Affairs Prof. Amos Drory. "This is part of creating a true BGU family," he continues, noting that the family of Profs. Miriam and Yoel Margalit created undergraduate scholarship endowment funds in their memory, while another faculty member created a fund anonymously in honor of his uncle.

The Abramovitch family, whose son Amir was an outstanding doctoral student at the Laboratory for the Biology of Aging at the Shraga Segal Department of Microbiology and Immunology and died tragically, donated funds for laboratory equipment. The family plans to establish a fund to present a prize in memory of Amir for outstanding research of a graduate student in the area of the biology of aging and rejuvenation, which was Amir's field.

Alumnus Yuval Levy donated funds in memory of his father, who was also an alumnus of the Department of Geology and Environmental Sciences and a leading geologist, to grant prizes to outstanding graduate students of the Department for the next five years.

## Snapshots

A glance at BGU events











### Science Fest a Rousing Success



Ben-Gurion University academic faculty went to the pubs and bars of Beer-Sheva in early May to offer up a little learning with the beer. The event, which featured lectures from 13 researchers, was a rousing success and drew hundreds of students and residents.

Dr. Yaniv Poria from the Department of Tourism and Hotel Management was impressed that so many came out to hear about academic research despite the fact that a major English football match was taking place the same evening.

"I was very pleasantly surprised that, despite the fact that the English Premier League championship match between Manchester City and Manchester United was being shown at the same time, so many students chose to come to academic lectures," he said. "It was very nice to see so many people come out in the evening to listen to lectures and it was even nicer to feel the interest and excitement of the audience," Dr. Guy Ben-Porat of the Department of Public Policy and Administration said.

Sagi Langer, the University's Director of Marketing, and one of the organizers of the event remarked, "The event, a first for Beer-Sheva, gave the general public the opportunity to come and hear scientific lectures in a more popular format from some of the best researchers at the University over a cup of coffee or a glass of beer.

"All of the venues were open to the general public on that day and the evening was a rousing success. Not only did the audience enjoy and learn, the lecturers also enjoyed being a 'rock star' for the evening," he added.

Looking to the future, he said, "There's no doubt that we will want to repeat this success here or in other cities. Since this was the first time Science Fest took place, we will learn how to improve it for future evenings – and it is likely we will also weigh other considerations, in light of what we learned from this time, both in choosing the venues and considering the large crowds that turned out."

## Poetry in Motion on the Marcus Family Campus

"We want to expose the University community to the vast vistas of poetry which accompany our lives," explains Prof. Nissim Calderon from the Department of Hebrew Literature, about the University's decision to post poetry on glass walls around the Marcus Family Campus.

"It was important to us to bring poetry from all of our varied sources – from an ancient poem by Ibn Gvirol, to a contemporary one by Yudit Shahar; from the early Zionist poet Rachel to David Avidan; a love poem by Haim Gouri, to one by Shaul Tchernichovsky," he adds, noting that the project includes works by two poets who teach at BGU: Nidaa Khoury and Uri Bernstein.



# Excellence recognized



#### **Etgar Keret** Honored

Author Etgar Keret, a lecturer in the Department of Hebrew Literature, has been awarded the Irving and Bertha Neuman Literary Prize for Excellence in Belles Lettres in Hebrew Literature in recognition of his achievements in creating and teaching Hebrew literature. The award is given by the Department of Literature of the Jewish People at Bar-llan University.

This prestigious prize has been awarded since 1960. Short stories and screenplays written by Keret have earned him the Prime Minister's Award for literature, as well as the Ministry of Culture's Cinema Prize and the Chevalier (Knight) Medallion of France's Ordre des Arts et des Lettres.

## **Prof. Joseph Rosen** Elected SPIE Fellow

Prof. Joseph Rosen from the Department of Electrical and Computer Engineering was elected to the International Society for Optics and Photonics, SPIE.

Fellows are members of distinction.

who have made significant scientific and technical contributions in the multidisciplinary fields of optics, photonics and imaging. They are honored for their technical achievement and for their service to the general optics community and to SPIE in particular.

Rosen's areas of research include holography, diffractive optics, statistical optics and coherent optical metrology. Among the many breakthroughs in these fields, he initiated research on optical 3-D spatial correlation and introduced computergenerated holography for controlling the diffraction and propagation properties of optical beams and for controlling the 3-D coherence function of optical waves.

#### Dr. Louisa Meshi

receives Krill Prize

Dr. Louisa Meshi of the Department of Materials Engineering received the prestigious Krill Prize from the Wolf Foundation for excellence in scientific research. Dr. Meshi is one of the six winners of the award this year.

While completing her doctorate at BGU, Meshi won several prestigious awards, including the Wolf Prize for excellence in doctoral research and the Lev Margulis Prize for excellent study in the field of electron microscopy awarded by the Israel Society for Microscopy. Today she is a member of the Ilse Katz Institute for Nanoscale Science and Technology (IKI), where her research focuses on the development of electronic crystallography methods.

Initiated in 2005 by the Krill family, six prizes of \$10,000 each are awarded annually in life sciences, medicine, agriculture, engineering and exact sciences. Selection is made by the Wolf Foundation Scholarships

Committee on the basis of an untenured candidate's excellence and the importance of his or her research field.

#### **Prof. Hugo Guterman**

Recognized

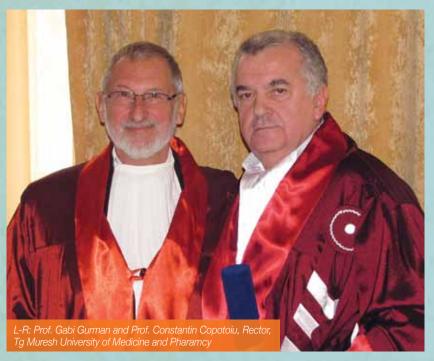
The Association for Unmanned Vehicle Systems International (AUVSI), Israel Chapter honored Prof. Hugo Guterman for his "pioneering scientific research and advancement of technologies in the area of autonomous systems in the air, ground and sea." The citation also thanked him, "For his much appreciated work in developing new systems and new methodologies which contributed to the industry, security and economy of the State of Israel."

A member of the Department of Computer and Electrical Engineering, Guterman is the head of the Laboratory for Autonomous Robotics (LAR), Chairman of the Paul Ivanier Center for Robotics and of the Israel Section of IEEE. LAR has successfully researched and demonstrated technologies in autonomous vehicles for defense and civil applications, space-related robots, cognition, computer vision and graphics and anthropomorphic robots and participates as a member of Team AvantGuardium in the U.S.-based Defense Advanced Research Projects Agency (DARPA) Urban Grand Challenge.

## **Prof. Eliahu Stern** presented with award by Israel Planners Association

Geography and Environmental Development Department Prof. Eliahu Stern was honored by the Israel Planners Association with its Planners Award for 2012. The award

### **BGU Salutes its Friends!**



- Professor Emeritus Gabriel M. Gurman from the Faculty of Health Sciences received an honorary Doctorate from Doctor Honoris Causa from the Tg Muresh University of Medicine, Romania.
- Murray Fromson upon receipt of a Faculty
   Lifetime Achievement Award from the University
   of Southern California (USC), where he worked
   for 25 years.
- Dr. Hanna Rosenfeld a lecturer and mentor at the Marine Biology and Biotechnology on the Eilat Campus, was chosen to light one of the torches at the national ceremony on Mt. Herzl to mark the start of Israel Independence Day in recognition of her achievements in the field of marine biotechnology.

is given annually for conspicuous and continuing contributions to planning in Israel.

Stern was one of the founders of the Israel Association of Transportation Planning and Research, a past president of the Israeli Geographical Association and a former chair of the Israel Planners Association. Today he serves as chair of the Israeli UNESCO Forum for Universities and Heritage.

The judged commended Stern for his "intense and continuous involvement in the field of planning spanning 40 years. His contributions have been extremely notable, both through his specific projects and his overall professional activity, including developing the field of planning methodologically, scientifically and

academically, and his public activities on behalf of the community of planners."

## Amichai Prize to **Prof. Haviva Pedaya**

Prof. Haviva Pedaya from the Department of Jewish History has been awarded the Yehuda Amichai Prize for Hebrew poetry for her book, *Blood's Ink* (HaKibbutz Hameyuchad, 2009).

The citation for awarding the prize read as follows: "The complexity of Pedaya's poetic language reflects the complexity of experience embodied in her poetry. She makes a sound of belonging unconditionally

to the human collective of Hebrew speakers and Jewish tradition, while her poems also express the voices of those who have found themselves rejected and are foreigners in relation to the circles of influence and power in Israeli society." This year's committee was headed by Prof. Galit Hazan and included Dr. Anat Weizman and author Meir Shaley.

The Yehuda Amichai Prize for Hebrew poetry has been awarded for the last 10 years by the Jerusalem Municipality and the Ministry of Culture in recognition of outstanding poetry. Its aims are the preservation and dissemination of the heritage of poet Yehuda Amichai, encouraging excellence amongst Israeli poets and quality in works in Hebrew.



## The Four Questions

## Dr. Raziel Riemer from the Department of Industrial Engineering and Management



obviously it will not be used. Therefore, we are developing a method to quantitatively determine this relationship.

#### What's your ideal next step?

The focus of my studies now is the energetics of human motion. My aim for the next few years is to develop a better understanding of the relationship between muscle-tendon unit work and energy expenditure. This will allow us a much better understanding of human motion and enable us to build biomechanical models.

## What makes your research different from other research?

I study human and robotic motion. I think the value added in my research is that I bring in the aspect of industrial engineering to the study of human motion. It's a more system engineering/holistic approach to understanding the fundamentals of human motion. Further, I apply this approach to investigate how we should design devices that work with humans, such as exoskeletons.

## What does it illuminate about our world?

Research is a chain of many discoveries and in recent work in my lab we have, for the

first time, quantified the required effort for adding a mass to a human at different body locations. We found what the required energy expenditure – the amount of energy required by the body to produce the motion – is a function of the mass location.

#### How will it make a difference?

Recently I have become interested in the effects of carrying a load on different parts of the body. This has many applications. For instance, robotic devices attached to humans such as exoskeletons and prostheses. In all these, device weight is a critical design criterion, and I believe that our work will contribute a lot to understanding the relationship between the device weight and the amount of assistance it needs to provide. For example, if a device that helps a person with disabilities to walk gives little assistance and weighs a lot, then

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