

Be Part of the Next Big Idea | TAU Global Campaign



UPDATE FROM THE PRESIDENT



Dear Governors, Friends and Alumni,

TAU is readying for the 2021-22 school year and we will, as before, conscientiously provide for our students' academic success, safety and health. Regarding enrollment, students are voting with their feet – the overall student body is up by 1,500 compared to last year. This year we're opening a new international [study program](#) in Cyber Politics and Government, and will soon unveil Israel's first international online MBA.

The Jewish New Year symbolizes new beginnings: At TAU we have plans for unique multidisciplinary research, expanded international activity, increased collaboration with industry, and ever-deeper involvement in Israeli society. This is an outstanding opportunity to thank you, our TAU friends, for your cherished support in enhancing TAU and Israel's contribution to a smarter, better, safer, healthier and more just world.

Wishing you a Shana Tova,
Warmly, Ariel
Prof. Ariel Porat, President

... BIG IDEAS

Research: 3D Printing Takes on Brain Cancer



Glioblastoma accounts for the majority of brain tumors and is incurable. In a world first, a TAU research team has 3D-printed a glioblastoma tumor that mimics a living cancer malignancy, providing a powerful new lab tool for testing the effectiveness of drugs and for personalizing treatment. [Watch. Read.](#)

Research: Man vs. Bird

Relaunch: New David Prize Focuses on History



The Dan David Prize, headquartered at TAU, has been redesigned as the world's largest award championing the study of the human past. Starting in 2022, the Prize will award \$3 million annually to scholars and practitioners in the fields of history, archaeology, art history, anthropology and beyond. [Watch. Read.](#)

AI Center: Pushing Boundaries



Even before human-induced climate change, man has been responsible for mass extinctions. A TAU-Weizmann Institute study revealed that 469 bird species have become extinct over the past 50,000 years – originally due to hunting but more recently due to the destruction of the birds' natural habitats. [Read](#)



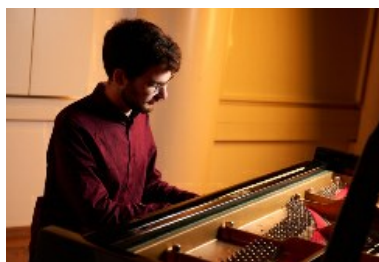
TAU's AI Center unites disciplines across campus, creating new solutions for personalized medicine, the war against COVID-19, precision agriculture, digital humanities, the global justice system and more. The Center also receives support from Google's "AI for Social Good" Initiative. [Read](#)

Heritage: Revitalizing Yiddish



The Jona Goldrich Institute for Yiddish Language, Literature and Culture nurtures Yiddish scholarship along with personal family histories. Its summer program, supported since 2011 by the Naomi Praver Kadar Foundation, has hosted 995 participants from 33 countries. [Read](#)

Scholarships: Bettering the World through Music



Talented pianist and TAU music student Tom Zalmanov (pictured), recipient of the Diana Mary Steyer Scholarship for Excellence in Music Performance, believes that evoking an emotional response is the most important measure of a musician's success. [Read](#)

ACTION ITEMS

- **Check Out This Alumni Startup:** An MBA graduate of the Coller School of Management has an original solution for recycling plastic. [Read](#)
While you're at it, get surprised by the Big Ideas at the 2021 Coller Startup Competition. [Read](#)
- **Don't Miss the Global Warming Exhibition** at TAU's Steinhardt Museum of Natural History. [Read](#)
- **Catch Up on Cyber Week and Prime Minister Naftali Bennett's Speech:** [Watch](#). [Read](#).
- **Celebrate a New Top Ranking:** TAU ranks 1st in Israel for digital learning and 6th in the world for digital entrepreneurship programs. [Read](#)

GLOBAL TAU EVENTS

Thursday, Sep. 2: Getting a Break

[TAU Alumni Webinar](#)

The TAU Alumni Organization will host a Zoom lecture by Dr. Oren Tene, a TAU alumnus of Medicine and Psychology, on the erosion of free time at home and work. [Contact](#)

Tuesday, Sep. 14, Frankfurt: Centennial

[Birthday Reception](#)

German Friends will hold a small party for their Honorary President and former long-time President, Dr. h.c. Ernst Gerhardt, on his 100th birthday. [Contact](#)

Thursday, Sep. 30, Paris: Festive Evening

[Visit to the Institut de France](#)

French Friends will host a visit to the country's top academic society followed by a cocktail reception and dinner in the presence of Prof. Jean-Robert Pitte. [Contact](#)

Thursday Oct. 7: Virtual Gala

["Advancing the World through Innovation, Education and Impact"](#)

American Friends will hold a star-studded gala fundraiser online, honoring Dr. Anita Friedman, Maya Kadar Kovalsky and Nadav Kadar, and Israeli personality Noa Tishby. [Contact](#)

Thursday, Nov. 18, Madrid: Standing United

[2021 Maimonides Prize](#)

Spanish Friends will award their annual prize, which promotes understanding between peoples and social leadership, to virologist and coronavirus researcher Dr. Luis Enjuanes. [Contact](#)

Month of November: Online Lectures

TAU Innovation Day 2021

Mexican Friends will virtually host TAU professors talking about innovation in different fields, including molecular biology, economics, and food security. [Contact](#)

Wednesday, Dec. 1, Tel Aviv: Hanukkah Screening

Premiere of *Simone, A Woman of the Century*

French-Speaking Friends in Israel will host a screening, discussion and VIP cocktail for the much-anticipated movie on Simone Veil directed by Olivier Dahan. [Contact](#)



Welcome to New Connections.

Tel Aviv University wishes
you a joyous and fruitful
New Year.



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