

May 2012
אייר תשע"ב

The Geography Department Newsletter

Issue 4



Foreword

The fourth issue of "On the Map" marks many new initiatives in the department, including the inauguration of the department's alumni association, led by Naomi Kagan, as well as the launch of an annual department conference and alumni get-together (to be held November 29, 2012). However, the highlight of these new initiatives is the department's new Digital Atlas of Israel. This represents a true revolution in the way maps are created and used, and is one of the results of the geoinformatics revolution. The atlas will be unveiled at the department conference and alumni get-together to be held this coming November.

Before the Passover holiday we bid farewell to Meital Shtain, who has served as department coordinator for the past seven years. Meital has been replaced by our new department coordinator, Sheli Amir. We wish both much success in their new endeavors.

In closing, I wish to thank Meital Shtain and Sheli Amir for their help in preparing the newsletter, Miri Shmida for the graphic design, and Deena Glickman for the English editing.

Prof. Noam Shoval

Head, Geography Department

i-Atlas

The Hebrew University Digital Atlas of Israel

In recent decades, the Geography Department at Hebrew University worked in partnership with the Survey of Israel to produce the print version of the *Atlas of Israel*. The department's involvement included all stages of production, from editorial decisions about content, through the preparation of basic data, and to the cartography and presentation of the material in a way that allows for a simple and intuitive understanding.

The past decade, characterized by innovations in the area of data access, visualization, and GIS, has spurred the idea of developing an internet-based atlas. The turning point was the development of "Google maps," which enables on-line access to vast digital data. The accessibility of this spatial information has promoted the development of the i-Atlas in parallel with its printed counterpart. *(Continued on page 2)*

Alumni Get-Together and Department Conference

On November 29, 2012, the Geography Department will hold its first annual alumni get-together and department conference on the subject: "Innovations in the Geographical Research of Jerusalem," marking Prof. Shlomo Hasson's retirement. The day will begin with several tours in Jerusalem for department alumni on various subjects and will continue in the afternoon with a conference at the Maierdsdorf Faculty Club on Mount Scopus.

The goal of this new initiative is to create a platform through which the department's researchers and students can present their achievements and, at the same time, convene an annual meeting for all generations of the department's alumni. We see great importance in reinforcing the connection between the department and its many alumni.

In order to further the bond between the department and its alumni, the Geography Department Alumni Association has been formed. We are grateful to Naomi Kagan, who has agreed to serve as chair of the association. Alumni who wish to be involved in the new association and help run activities are invited to be in contact with us.



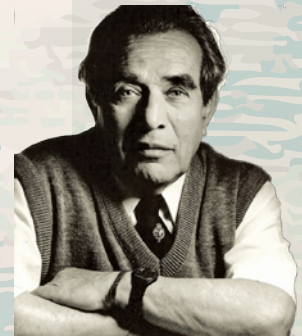
Naomi Kagan



Prof. Shlomo Hasson

Professor Emeritus Dov Nir 1922–2011

Dov Nir was born in the year 1922 in the village of Okolicno, which lies at the base of the Tatra mountains in north-central Slovakia. He made aliyah in the year 1939. In 1950, he began his studies in the first class of the newly established Geography Department at the Hebrew University of Jerusalem. He was one of the first graduates and one of the first departmental PhD's who proceeded to teach and conduct research in the department. He began as a lecturer in 1960, received Professorship in 1970 and served as head of the department. During the years 1977–1979 he was president of the Israeli Geographical Association. In 1989 he retired, and continued to lecture for several years.



His research concentrated on Israel's geomorphology and regional geography. Within the country's regions, he devoted much attention to the Bet Shean valley, which he researched for his doctorate in 1959 and returned to in 1989 in an additional book. Dov dedicated much work to regional geography of various areas and countries around the world—as demonstrated by his books in the “Landscapes” series, written about France, Spain, Israel, and Japan. Dov invested much in the connection between geography and education and wrote textbooks, some of which have become treasured assets of geography in Israel. For these contributions, he was awarded the Israel Prize for the study of Israeli geography in 1995.

Among the books he published are *Geomorphology of Israel (Hebrew)*; *The Semi-Arid World: Man on the Fringe of the Desert*; *Man, A Geomorphological Agent: An Introduction to Anthropogenic Geomorphology*; *Research Methods in Regional Geography (Hebrew)*; and *Region as a Socio-Environmental System: An Introduction to a Systematic Regional Geography*.

Prof. Emeritus Dov Nir passed away on Thursday, November 10, 2011 at nearly ninety years of age. May his memory be blessed.

(Continued from previous page: *i-Atlas*)

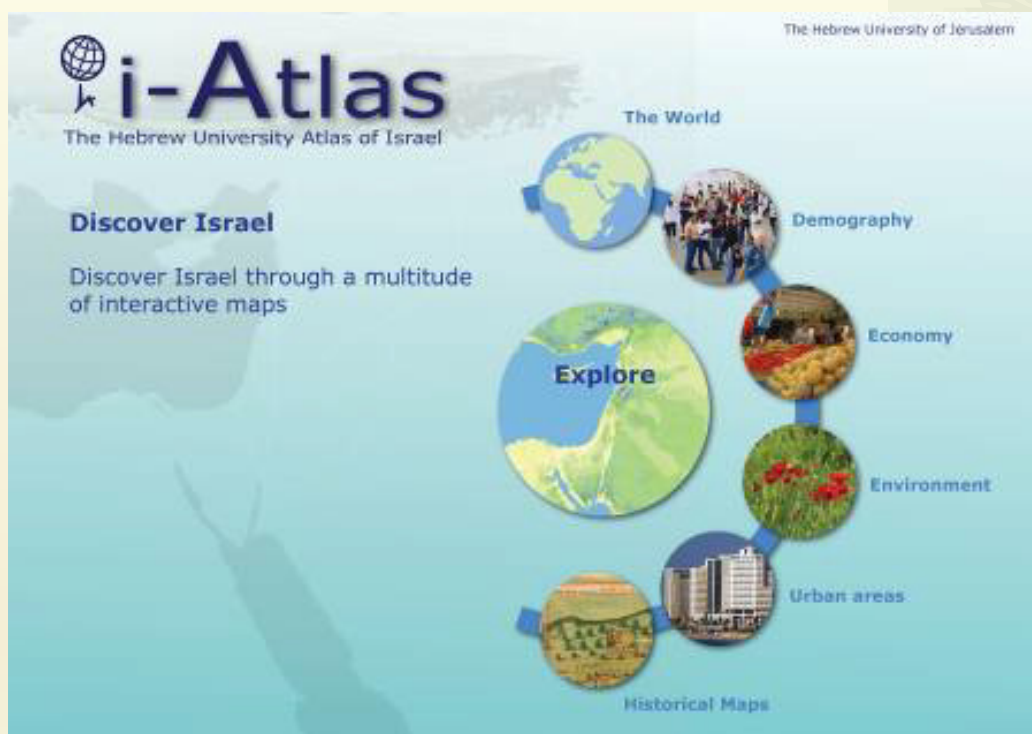
The primary goals of the i-Atlas are:

1. Integrating multidisciplinary spatial data in one common database in order to enable spatial and temporal research.
2. Providing lecturers and students with a state-of-the-art tool for teaching and learning.
3. Raising the level of teaching in a number of subjects, such as: geography, science, history, sociology, economics, etc.
4. Allowing the general public (in Israel and abroad) to discover geography in a simple and intuitive manner.

The benefits of the digital atlas are considerable and with constantly developing technology the possibilities seem boundless. In contrast with the printed atlas, the digital atlas can be augmented or changed constantly. For example, new surveys of the Central Bureau of Statistics or the founding of the country of South Sudan have already been added to the internet atlas, while in the printed version these facts only update once in five years. These benefits, along with the ability to make current research accessible, give the digital atlas a great advantage.

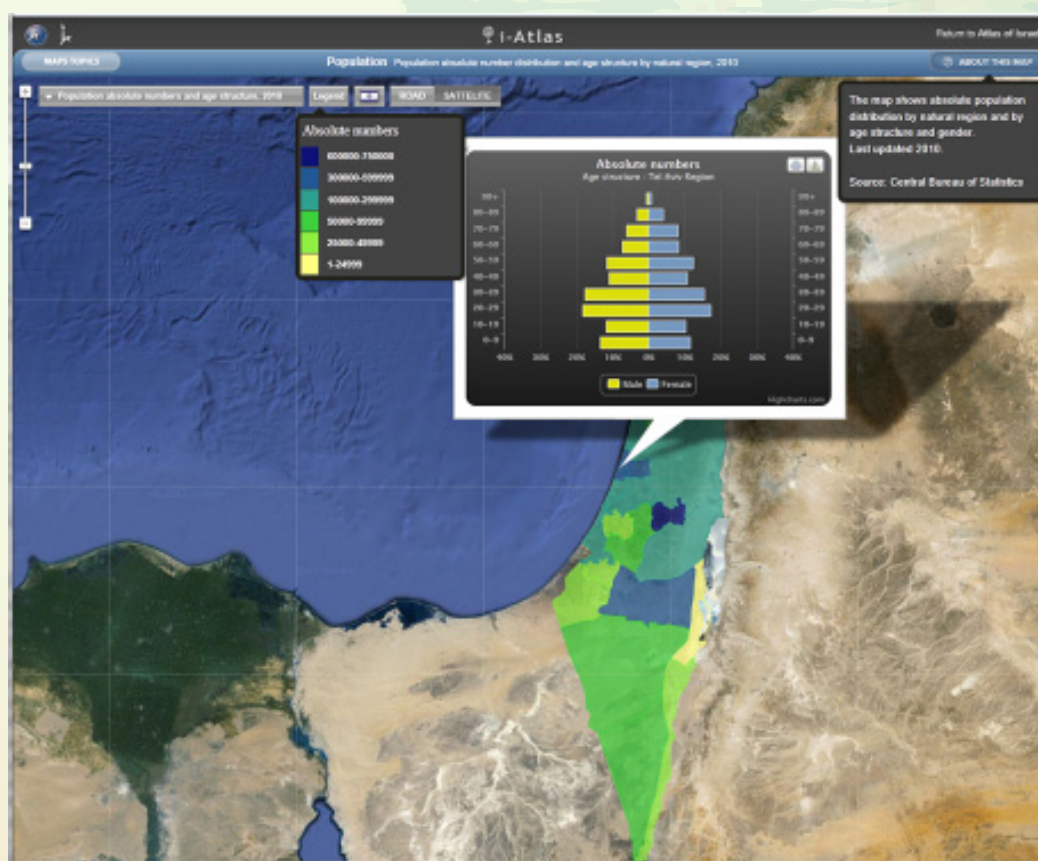
In addition, we are currently exploring the possibility of giving the reader the ability to query the database in essence, developing an accessible research tool that will allow spatial and tabular search of data.

The i-Atlas homepage map gives the browser direct access to explore the various maps and data organized under different subjects.



The project is being developed by the Center for Computational Geography (CCG) under the academic leadership of Prof. Daniel Felsenstein and the administrative management of Dr. Tamir Grodek. The Center includes a cartography unit led by Tamar Soffer, who served as the editorial coordinator of the Israel Atlas, as well as Michal Kidron and Miri Shmida. The technological development is coordinated by Adi Ben-Nun, director of the university GIS center. He is assisted by programmer Tali Aviram and by Ruthie Harari-Kremer, who recently joined the CCG as the director of Geoinformatics.

Example of a demographic map depicting population by natural regions, with each natural region further represented by a population pyramid.



New Appointments in the Administrative Staff

We bid farewell to Meital Shtain, department coordinator for the past seven years, who has been promoted to the position of administrative director of the Federmann School of Public Policy and Government. Meital has been replaced by Sheli Amir, our new department coordinator. We wish them both great successes in their new positions.

Sheli Amir

Sheli has worked in a part-time accounting position in the Faculty of Social Sciences while also working part-time as assistant to Drora Barditchev (the department coordinator before Meital), focusing on budgets for the Federmann School of Public Policy and Government. She first came to the university as secretary of the Department of Economics in 2007.

Sheli received her B.A. from the Baerwald School of Social Work and Social Welfare and an MBA from the School of Business Administration at Hebrew University (both degrees with honors).

Sheli lives in Jerusalem and is married to Geography Department alumnus Itay Ohev-Tzion.



Meital Shtain

*"Man accumulates memories
like ants in the summer months
like a grasshopper in summertime
and it happens that man sings."*

Yona Wallach

For seven years I have accumulated memories, experiences, and insights. Exciting and joyous moments, and with them sadder moments. How does one sum it all up? How does one say goodbye? One moment, I look back and nostalgically remember the experiences of the past; in another, the sharp recognition that the human and physical landscapes will be different from now on hits me. You were all—academic staff, administrative staff, and students as one—an endless source of inspiration and learning.

I am grateful for the wonderful opportunity I was given to fill so challenging a position, one that integrated different aspects of the administrative activity in the university, and I am especially grateful for the opportunity to be in a place as empowering and exciting as the Geography Department.

I want to thank all of my friends in the department for years of teamwork. My wish for the Geography Department is that it should remain fundamentally the same—human, warm, outstanding, professional, serious, and dedicated to a higher goal.

At the end of the day, I leave here with a sack full of memories on my shoulder and happy as a grasshopper in summertime.

Yours, Meital



Two new positions have been filled in the Center for Computational Geography: Last December, Ruthie Harari-Kremer joined us. While Tali Aviram began working with us in 2009 it was only recently that the university administration recognized the importance of her role and institutionalized her appointment as programmer for the department.

Ruthie Harari-Kremer

Director of Geoinformatics at the Center for Computational Geography

My undergraduate studies were in biology and my graduate studies focused on environmental biology. After completing my graduate degree, I travelled with my husband to Chicago (summer 1995). There I did a graduate degree in geography, specializing in remote sensing and GIS, at the University of Illinois in Chicago.

After finishing my studies, I worked on a range of projects in an environmental consulting firm, Futurity, Inc., as a specialist in remote sensing and GIS. In the summer of 2000 I moved to Palo Alto, California, where I began to work as a GIS specialist and environmental planning technician in the planning and development department of Midpeninsular Regional Open Space District.

In my last four years in the U.S., I worked at Stanford University. For three years, I ran Dr. Karen Seto's Remote Sensing and GIS lab. After that, I was a partner in the inauguration of a new center, the Spatial Analysis Center, with Dr. Karen Seto, Dr. David Lobell, and Prof. Eric Lambkin.

Two years ago, after fourteen years in the U.S., I returned to Israel with my husband and three children. During the first year, I continued to work on a project I'd begun earlier with Prof. Eric Lambkin, mapping land-use in Bhutan. Following that I worked with Dr. Noam Levin on the EBONE project, mapping vegetation in Israel in partnership with Israel's Nature and Parks Authority.

I am pleased to join the Geography Department and the Center for Computational Geography and hope to contribute from my experience in the field of remote sensing and GIS.



Tali Aviram

Programmer in the Center for Computational Geography

Following my BSc in software engineering from Hadassah College, my professional experience in programming was attained at Amdocs, where I worked for three years. In 2009, I joined the staff of the Center for Computational Geography in the Geography Department as a programmer. I quickly learned that beyond my skills as a database programmer, I would be required to program geographical information systems, program in Matlab, and manage tabular and spatial databases as well as having full command of a wide variety of programming languages such as C#, Asp.net, and Ajax.

Aside from my work on different projects, I provide support to graduate and doctoral students as well as support for research conducted by the university's researchers. I have worked on the department's aerial photo website, GIS application for spatial mapping, application comparing radar rain data to measuring stations, and, the highlight of my work, the digital atlas project, from design through going online.

The tremendous technological developments in the field of spatial computation over the past years demand that I learn and stay current at all times in order to give current solutions to users.



Recently Published Research

Prof. Uri Dayan/

A New Method for Preventing Damage to Agriculture Using Satellites

Crop development and the spread of pests depend on climate conditions prevailing in the field. The method developed by Prof. Uri Dayan of the Geography Department at Hebrew University and Dr. Itamar Lensky of the Geography and Environment Department at Bar-Ilan University is based on an analysis of data received from a NASA satellite which can accurately identify (1 sq. km grid cells) areas prone to extreme weather conditions. This method can help planning and management of agricultural systems, such as preparation for extreme climate phenomena, precise planning of spraying pesticides, and planting and harvesting of crops, minimizing damage to crops and minimizing economic damage to the farmer.

Using this method, which was described in the notable journal *Bulletin of the American Meteorological Society*, the satellite measures radiation on different wavelengths and then the radiation is converted to temperature. Researchers checked the surface temperature at day and at night in areas prone to extreme conditions over the past ten years, and built a model outlining climatic behavior. This model revealed climate phenomena in volatile areas that could not be identified by existing measuring systems.

"Early and accurate identification of local climate phenomena has great significance for determining the rate of growth of crops and the development of pests in fields," says Prof. Dayan. "Early identification enables efficient planning and management of agricultural systems, timing of spraying for pests, and timing of planting and harvesting in the following years."

"A system that enables early planning of the necessary actions in agriculture is essential, especially given the global food crisis that is worsening," says Dr. Lensky. Today, despite all efforts at prevention and pest-spraying, roughly 40 percent of total global grain is lost to disease and pests. So, for example, the timing of pesticides is critical for eradicating the heliothis moth, which damages many essential crops, such as tomatoes and corn. Using the new method, crop-spraying can be done regionally based on climate forecasts, spraying the optimal amount to prevent the development of pests' resistance to pesticides.

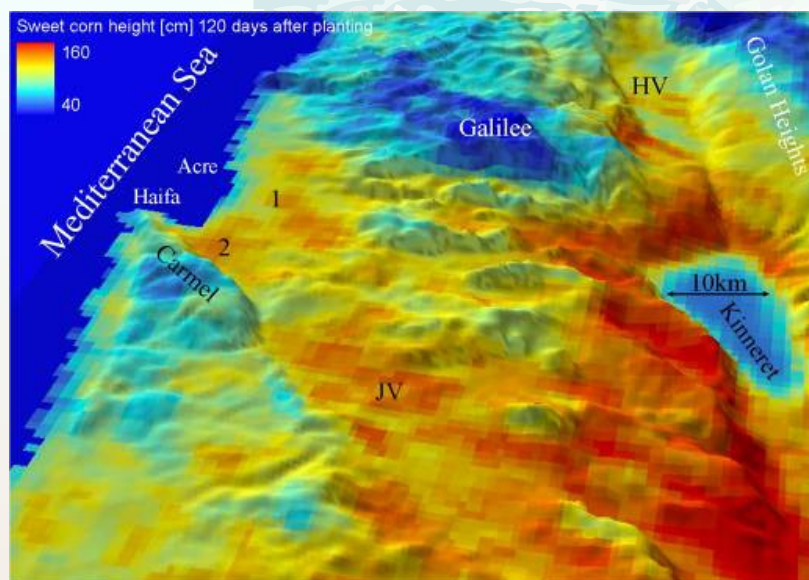


Lensky, I. and U. Dayan (2011): Detection of fine scale climatic features from satellites and implications to agricultural planning. *Bulletin of the American Meteorological Society* 92, 9, 1131-1136.

The television interview with the Reuters News Agency can be found here:

<http://www.reuters.com/video/2012/02/08/farming-from-space-satellites-take-on-ne?videoid=229807425&videoChannel=74>

Spatial spread of corn height roughly 3.5 months after its sowing as dependent on the varied surface temperature. The red patches mark areas in which the corn is highest.



Dr. Gillad Rosen / Gated Communities in Canada and Israel

Gated communities are defined as residential areas, neighborhoods, or communities in which entry is permitted only to residents, those invited by residents, and service providers. Areas that in a regular neighborhood would be considered open public spaces—such as streets, sidewalks, and parks—are part of closed private neighborhood space in the gated compound. The gated compounds are organized within a homeowners' association and have restrictive rules that regulate the management of the properties and joint services, which may include large spaces such as parks, golf courses, and more. Life in this type of community can be compared to life at an exclusive club, which has additional rules and regulations of behavior that help maintain the social order and property value.



The global spread of gated communities has been discussed in many studies in the past decade from a variety of different perspectives. It certainly expresses global trends of social-spatial separatism, but the phenomenon is not uniform and has unique local expressions. This study compares Canada and Israel and examines the variances in the mechanisms of isolationism, the motivations behind seclusion, and the political-cultural context. Central findings note that in Canada these areas are relatively new and not as widespread in their suburban form. The primary goal of the fences and gates is to reinforce a sense of privacy, to create a local territorial and symbolic identity, and to further economic interests of the entrepreneurs and homeowners. In comparison with the Canadian model, the development of gated communities in Israel reflects an ongoing attempt—in existence since before the establish-

ment of the State—to design and plan utopian communities that allow their members to live a specific lifestyle separate from the rest of society. The patterns of separation that are so deeply rooted in Israeli society are expressed in a variety of gated communities, which can be classified as



three central types. "Communities of heritage"—ethnic-cultural communities such as the haredi communities or clans in Bedouin communities—in a state of multidimensional seclusion; "frontier pockets" including communities that developed against the backdrop of communal or nationalist-Zionist ideology—such as kibbutzim, moshavim, and communal settlements; and neo-liberal pockets that developed from the 1990s first and foremost based on class as private economic initiatives.

The article reviews existing data on the topic, and claims that in the development of gated communities use is made of various parallel segregation mechanisms that reflect different ideological, value, and economic systems. It is further argued that the political, cultural, and historical context is central to understanding the rise in importance of these communities as sought-after residential forms, especially due to the growing use of these compounds in dense urban spaces.

Recently Published Book

Yehoshua Ben-Arieh/

***New Jewish Jerusalem in the Time of the British Mandate,*
Yad Izhak Ben-Zvi, Jerusalem 2011 (Hebrew)**

Prof. Yehoshua Ben-Arieh, one of the foremost historical geographers in Israel, former head of the Geography Department, dean of the Faculty of Humanities, and rector of the Hebrew University, has endowed us with a new, comprehensive, and extensive composition on Jewish Jerusalem at the time of the British Mandate, a project that has occupied him for much of the last decade. It seems that beyond the joy that comes with this new publication and alongside the magnitude of the final product (1877 pages), an overview of its content is worthy of presentation as well.

A central insight of the book is this: throughout the thirty year period of British rule in Israel, a new city, a Jewish city, developed bottom-up in Jerusalem, built neither through centralized British planning nor through the forethought of the Zionist leadership. Rather, this development was the product of the endeavors of city residents, the populations of the various neighborhoods who incrementally developed the city. Gradually, almost without a guiding hand, Jerusalem's Jewish population grew five-fold over these thirty years and became one-sixth of the total Jewish population in Israel.

Prof. Ben-Arieh builds the book from the particular to the general: from people to houses, from houses to streets, from streets to neighborhoods in order to create the greater picture of the city. This research format was possible due to an invaluable historical source of great geographical significance—the census of the Jewish Population of Jerusalem, 1939. Following the conclusions of the Peel Commission and prior to a full appreciation of the extent of the war in Europe, the National Committee of the Yishuv announced a general census of the Jews of Jerusalem. Enumerators went door to door and house by house counting the residents of the city, noting names, professions, number of children, and even tenants. This census seems to have waited in the archives for Ben-Arieh, who with unlimited diligence broke it down into tiny components and then composed a picture of a city and its neighborhoods. Thus the reader sees a detailed picture, on one hand: who lived where, what each person did, who his or her neighbors and relatives were. On the other hand, a picture of the city as a whole arises from the three volumes: the new space, including the south and west of the city, Rechavia and its environs, Nachlaot and its surroundings, in one volume; Jaffa Street as the city's central axis and everything on either side of the street in the second volume; and the old-new space, primarily the area north of Jaffa Street, including Mount Scopus, in the third volume.

This book is a model of historical geographical study that develops from the particular to the general, using a rich archival source to create a large-scale reconstruction of the picture of the city of Jerusalem in the late British Mandate period.

Rehav (Buni) Rubin

On March 25, 2012, an event was held in honor of the launch of the book in Senate Hall, with the president of the university, deans of the Faculty of Social Sciences and Faculty of Humanities, and other guests in attendance.



Fellowships

Michal Isaacson

Awarded the Prestigious Rothschild Fellowship for Post-Doctoral Studies

Each year, Yad Hanadiv awards the Rothschild Fellowship to outstanding young researchers. Twelve fellowships are awarded annually in the natural sciences, exact sciences, life sciences, and engineering; eight more are given in the social sciences and the humanities. The fellowships are for one year of research in an academic institution outside of Israel to be chosen by the recipient.

Michal is a student of Prof. Noam Shoval; her research focuses on individuals' spatial behavior using advanced tracking technologies. Her undergraduate studies were completed in the department and her MA thesis focused on spatial behavior of tourists in Old Acre. During her years in the department, Michal has been involved in many international research projects as part of Prof. Shoval's research staff; with the team, she developed methods and solutions for the analysis of high-resolution time-space data. For these achievements, she was awarded the Kaye Innovation Award in 2010. Furthermore, Michal was awarded the President's Fellowship and the Dean's Fellowship for outstanding doctoral students.

Her dissertation, to be submitted at the end of the current academic year, deals with spatial activities of the elderly in Israel and Germany and examines the spatial aspect of the theory of activity in old age. "My research is at the interface between geography, transportation, and gerontology. In my doctorate, I bring together space and gerontology. As geographers, we have tools and ways of thinking that have great potential to make a unique contribution to gerontology research."

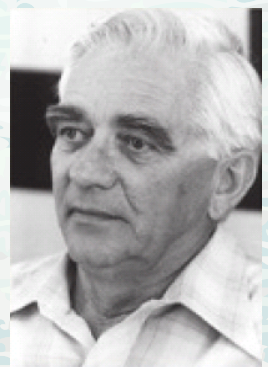
Michal plans to begin post-doctoral studies in September 2012 either in Oxford or in MIT. Over her post-doc period, she will study the mobility of the elderly population in Delhi, India. Michal will spend a two-month period in Delhi in order to complete field work. In contrast to the developed world in which the elderly are often the target of much and varied research, research about the lives of seniors in the developing world has yet to receive wide attention, despite the fact that at present the majority of the world's elderly live in developing countries.



Amiran Scholarships

Prof. David Amiran (1910–2003), founder of the department, bestowed the Geography Department half of his estate (the other half was given to the Institute of Archaeology). In his will, he asked that the profits from the foundation (the fund itself stands at roughly two million dollars) be given each year as scholarships to advanced students in the Geography Department. This year, the scholarships were presented for the fifth time, to two doctoral students and three graduate students. A ceremony was held on March 21, 2012.

The David Amiran Scholarship Fund grants scholarships to outstanding students in the research track of the graduate program (a two-year grant worth approximately 20,000 NIS per year) and to doctoral students (a three-year grant worth approximately 40,000 NIS per year). The scholarships are given to students in all fields of geographical research including physical, human, and environmental geography. The scholarship committee, containing representatives from all fields of study in the department, determines the scholarship recipients. The scholarships are awarded each year at a joint ceremony with the Institute of Archaeology.



Prof. David Amiran
1910–2003

Amiran Scholarships-2012

Eyal Ashbel

Eyal completed his graduate studies with honors in the department and is in the advanced stage of writing his doctorate under the supervision of Prof. Daniel Felsenstein. His research deals with the creation of sub-centers in the metropolitan system and their influence on space. His work combines a wide variety of spatial and statistical sources of data, complex spatial methodologies, and computerized urban simulations in an attempt to evaluate the differences between the spatial influences of sub-centers on a variety of spatial and demographic features.



Ziv Rubin

Ziv is a second-year student on the direct PhD track, advised by Prof. Daniel Felsenstein. Ziv completed his undergraduate studies in economics and geography at Tel Aviv University and moved to our university three years ago. His research focuses on factors influencing supply in Israel's housing market, with an emphasis on different planning factors and the Israel Land Administration.



Ana-El Dabach

Ana-El completed her undergraduate studies in the school of education and the Geography Department, specializing in geoinformatics, with honors. This year, she began her graduate studies in historical geography with a joint specialization in Urban and Regional Studies. She plans to write her research project under the supervision of Prof. Rehav (Buni) Rubin on the subject of reconstructing the landscape of the past, using an analysis of historical sources and computerized and three-dimensional geographical tools.



Yair Grinberger

Yair completed his undergraduate studies in geography last year with honors. This year, he began graduate studies in geography, specializing in Urban and Regional Planning. Over the past two years, he took part in research projects dealing with spatial behavior and advanced tracking technologies under Prof. Noam Shoval. At present, Yair serves as a research assistant to Prof. Daniel Felsenstein and Prof. Noam Shoval's EU-funded project, "Designing Safer Urban Spaces."



Omer Bab

Omer completed his undergraduate studies in geography and Islamic and Middle Eastern studies with honors last year. This year, he began his graduate studies in geography in the historical track. He has served as a research assistant for two years, and this year he became a tutor in the department as well. For his graduate research, under the guidance of Prof. Ronnie Ellenblum and Prof. Reuven Amitai, Omer is studying rural and settlement landscapes from the Middle Ages in Israel, combining spatial and textual research.



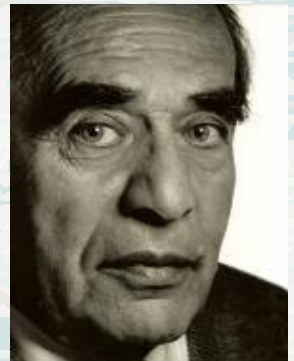
A New Award for Graduate Students

The Prof. Dov Nir Award for Outstanding MA Thesis

Prof. Dov Nir's family has chosen to commemorate his legacy by granting an annual award in the amount of \$1000 for one outstanding MA thesis. Students in the department, especially those working toward advanced degrees, were very close to Prof. Nir's heart. As such, the combination of cultivating academic excellence and supporting students in advanced degrees truly reflects his legacy.

The winning thesis will be chosen by the scholarship committee of the Geography Department, with the primary criterion for receiving the award being the thesis's academic excellence. A further criterion is the connection to Prof. Nir's areas of research.

The award will be given for the first time at the annual Geography Department alumni meeting and conference, which will take place on November 29, 2012.



Prof. Dov Nir
1922–2011

Five New Scholarships for Undergraduate and Graduate Students

Scholarships to Support Participation in Departmental Study Trips Abroad

The department received a contribution geared towards helping students fund participation in the departmental study trips abroad. Beginning in 2012–13, five scholarships in the amount of 2,000 NIS each will be awarded each year.

Undergraduate students who completed their first year of studies with honors and graduate students can apply. The Geography Department's scholarship committee will select award recipients, with the primary criterion being academic excellence. A further criterion will be social involvement and public service activity.

The scholarships will be awarded for the first time at the Geography Department's annual alumni meeting and conference, which will take place on November 29, 2012.

A New Scholarship for Undergraduate Students

Cavaglion Scholarship for New Immigrants

The Cavaglion family has donated a scholarship to be granted each year in memory of Mr. Riccardo (Ephraim) son of Yosef Cavaglion. The scholarship is designated for students who moved to Israel in recent years (and those from the Ethiopian community). Additional criteria are financial situation and academic performance.

The scholarship will be given each year at the department's annual alumni meeting and conference.

Riccardo (Ephraim) ben Yosef Cavaglion

Born in Cuneo, Italy, in 1922, Mr. Cavaglion was one of the last members of the Jewish community that emigrated from Provence. He studied accounting in his hometown and, in 1938, was persecuted under the Italian Racial Manifesto. After the Nazi invasion of Italy in 1943, Mr. Cavaglion joined an anti-Fascist partisan group.

Following the war, he worked in the textile and carpet trade until 1982, remaining a Zionist activist throughout. He moved to Israel at the age of sixty and took a course for mature tour guides given by the Ministry of Tourism in Jerusalem. For twenty years, while already retired, he continued to guide Italian tourists and imparted a love of Jerusalem and Israel. He saw in his work a true mission. He passed away in Jerusalem on the 29th of Shvat, 5771 (February 2010).



Simon Mekonen Receives the 2011 Cavaglion Scholarship

Simon moved to Israel from Ethiopia in 1997 at the age of fifteen. In 2003, he completed his military service as a combat soldier in the 101st paratrooper battalion. After three years during which he debated his future plans and worked to save money and help support his family, Simon decided to take a two-stage preparatory program in 2006 in order to complete his matriculation studies. He completed the program with honors.

In 2008, Simon began his undergraduate studies in geography and international relations at the Hebrew University in Jerusalem. At the end of the current academic year, Simon will finish his undergraduate degree; he intends to continue to a graduate degree in geography, planning and environment with a specialty in Urban Planning.

"My dream was always to study academic studies and go far in life. But there were always ups and down due to acclimating to a different culture, language difficulties, and the need to help my family financially. This scholarship will certainly make it easier for me to complete my BA."



Events in the Department

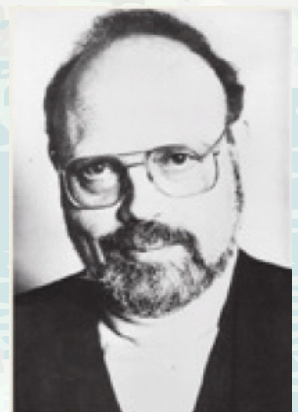
Symposium in Memory of Prof. Shalom Reichman Held at the Maiersdorf Faculty Club on Mount Scopus on Sunday, November 6, 2011

After the events of the summer of 2011, the term "affordable housing" has transformed from a professional term used by planners and academics to a common phrase among the general public in Israel. Affordable housing as an idea for promoting social solidarity and human rights is a worthy value and principle. But in coming to apply it, many significant issues arise. For instance, to what form of housing does this refer? And for whom is it intended? Will it be given to the weakest social and economic minorities, the elderly, single parents, immigrants, haredim or to young couples who have completed army service? How is affordable housing different from public housing? What policy tools are available? Where is it to be delivered—in Tel Aviv or on the periphery? It is possible that the supply of apartments is limited, but housing can be found in less desirable locations. Thus geography has a central role in the discussion. Furthermore, the question of "how" arises: what is the best way to advance the idea?

These topics and others were the focus of a symposium dedicated to the memory of Prof. Shalom Reichman. Speakers included Dr. Harvey (Chaim) Fialkoff from the Institute of Urban and Regional Studies at Hebrew University and former director general of the Ministry of Construction and Housing and Dr. Emily Silverman from the Technion, who led the team for housing, planning, transportation, and land that advised the social protest movement.

Dr. Harvey (Chaim) Fialkoff discussed the eligibility of target populations for receiving affordable housing, the different criteria and methods according to which housing should be classified. He also reviewed the state of housing over the past fifteen years (based on 1995 and 2008 censuses) and explained why Israel finds itself in such a difficult state in this field. Dr. Emily Silverman spoke about the concept of affordable housing and defined a policy for affordable housing as a set of regulatory or financial tools for intervening in the housing market in order to lower prices of housing and maintain a supply of inexpensive housing over time. She presented four central strategies for supplying affordable housing and recommended combining them. The first was creating new affordable housing, based on incentives to include affordable housing in new building. Other strategies included lowering regulatory obstacles (which can cause a rise in prices), maintaining inexpensive housing in existing supply (in an attempt to prevent loss of inexpensive housing while improving and maintaining apartments of poorer quality), and increasing the supply of overall housing. In the discussion that developed afterwards, the need to develop a continuum of mechanisms—private, public, and mixed—in order to encourage the creation of a social mix in different areas and prevent the creation of concentrations of poverty was emphasized.

Dr. Gillad Rosen



Prof. Shalom Reichman
1935–1992

Joint Workshop with the Institute of Urban and Regional Studies for Graduate Students from the Geography Department in Memory of Prof. Arie Shachar

Prof. Meric Gertler, dean of the Faculty of Arts and Science at the University of Toronto (a faculty containing nearly 1000 academic staff members and about 30,000 students), was the guest of the Institute of Urban and Regional Studies at the third annual Arie Shachar Memorial Lecture, which was held in December 2011 at Mount Scopus. Prof. Gertler—of the Department of Geography and Program in Planning at the University of Toronto—is a well-known economic geographer who specializes in innovation and creativity in regional and urban economies.

Prof. Gertler's main lecture—"Universities and Cities: Local and National Prosperity"—dealt with the contribution of universities to local and national economic growth and the synergy between the university and the city. During the event, the Arie Shachar Award for Outstanding Students in Urban and Regional Studies was granted to Moriah Yevor-Neuman, Maggie Levi, and Yael Kleiman for their work on the topic of expanding the Ramat Shlomo neighborhood in Jerusalem, conducted under Dr. Sofia Eldor and Dr. Harvey (Chaim) Fialkoff.

A second lecture given by Prof. Gertler at the joint seminar with students in the Geography Department dealt with "Architectural Knowledge: How Do Cities Foster Innovative Practice?" In this lecture, Gertler examined the influence of economic and social features of a city on innovation and creativity, using examples from the field of architecture. In both lectures, Prof. Gertler presented his experience in Toronto against the backdrop of broader generalizations relating to urban innovation, primarily in relation to the "cultural industry." In the seminar, a number of students also presented their research—Eyal Ashbel, Shiri Glick, Yair Grinberger, Tsvi Vinokur, Hamutal Aboudy, Gidon Yakar, and Amit Birenboim.

Gertler is the third lecturer to be hosted by the Institute of Urban and Regional Studies for the Arie Shachar Memorial Lecture. The annual lecture series is made possible by a donation from Dr. Ralph Halbert of the Canadian Friends of Hebrew University, founder of the Halbert Center for Canadian Studies at Hebrew University.

Prof. Eran Razin



Prof. Meric Gertler



Prof. Arie Shachar

Congratulations

To the teachers listed in the excellence in teaching survey, 2011–12

Prof. Emeritus Yehoshua Ben-Arieh, Prof. Amos Frumkin, Dr. Gillad Rosen, Dr. Doron Bar, Dr. Eli Galanti, Dr. Shaul Tsionit, Amit Tubi, and Tamar Ryb

To Drora Barditchev

Former department coordinator (2000–2005), on her appointment as associate dean for the Paul Baerwald School of Social Work and Social Welfare.

To the Doctorate Recipients

To Dr. Ram Almog, "The Water Regime in the Sandy Hollows of the Southern Coastal Plain of Israel," under the guidance of Prof. Emeritus Aaron Yair.

To Dr. Orna Ehrlich, "A Feminist Economic Entrepreneurship: Independent Settlers in the 1882–1914 Settlements," under the guidance of Prof. Emeritus Ruth Kark.

Meet the Research Students

Michal Kimhi Bitton

Doctoral student in historical-cultural geography

I am a landscape architect, a graduate of Technion in Haifa, with a graduate degree from Hebrew University in historical geography, and a doctoral student at the Scholion Interdisciplinary Research Center in Jewish Studies.

During my military service, I began to dabble in artistic creations and recognized that this was the field I wanted to specialize in. Following my military service, I worked guiding tours for the JNF, where I became acquainted with the world of flora and developed great interest in the subject. I decided to look for a profession that combined my two areas of interest and discovered landscape architecture studies at the Technion. Following my studies, I worked as an architect for a few years at Shlomo Aronson, as a landscape consultant for Weingrod Abrahamson, and, in recent years, as a lecturer and group moderator in landscape architecture at colleges in Jerusalem and Ashkelon.

I began my graduate studies at Hebrew University hoping to broaden my knowledge in my field. I chose historical geography, and during my studies I fashioned a research track that has accompanied me until today—the study of the history and anthropology of gardens in religions.

My thesis, supervised by Prof. Ronnie Ellenblum and Dr. Nurit Stadler, dealt with the historical development of the Gethsemane Garden. This research served as one chapter of my doctorate, guided again by Prof. Ellenblum and Dr. Stadler, focusing on a comparative study of two ritual gardens—Gethsemane and the Garden Tomb. I am studying the design and the religious experience in each garden, the way in which the garden serves as a mediator between the worshipper and the object of his or her faith, and the relationship and conflicts in the garden and around it. The research is based on a theoretical framework that combines two fields of research—gardens and Christian pilgrimage—and is aided by methods from historical geography, anthropology, landscape and garden architecture theory, and literary and cultural criticism.

At this point, the historical section, dealing with the development of the Garden Tomb and the Gethsemane Garden, has been written. On the basis of

this section, two articles have already been submitted to journals. In the historical section, I examined how the images and perceptions of designers, visitors, and neighbors came together and came into conflict in the creation and development of each garden. I followed the development of the gardens using approximately 250 graphic materials—drawings, pictures, and maps—and I examined the testimony of visitors from approximately 160 travel logs in different languages. The conceptions of the gardens' designers became clear from sources in the Franciscan archive and library in Jerusalem and from sources published by the association for the Garden Tomb. To conduct this research, I learned three languages: Italian, French, and Latin.

I also conducted roughly fifty interviews with religious officials and workers serving at the sites; with visitors, pilgrims, tourists, and passersby; and with neighbors of the sites—vendors or residents. At this stage, I am progressing with the current forms of the gardens, and afterwards I will conduct a comparison between them. My goal is to complete writing all of the research chapters in the coming year.

My research earned me a number of awards and fellowships. The most significant: a three-year David Amiran scholarship for doctoral students and a three-year fellowship from the Scholion Center.

Until now I have focused on Christian gardens, and I plan to study gardens belonging to other religions in the future. This is a field that has rarely been studied in Israel, and I see great importance in continuing to investigate it, as it provides much fascinating insight into the different cultures and societies in Israel which cannot be attained from any other sources.

I am married to Moti and have been living in Tel Aviv for the past five years. I have danced ballet my entire life, and on occasion guide tours of gardens in Jerusalem and travel to see flowers and gardens in Israel and abroad.



This year, four students began graduate degrees after completing their undergraduate studies at universities overseas. Below we meet two of them:

Maya Tapiero - BA from McGill University, Montreal, Canada

I am a new immigrant from Montreal, Canada, and came to Israel in the summer of 2010, after completing my graduate degree at McGill University in environment and political science. Out of a great interest in subjects related to urban studies, international development, and environment, I worked in community and international positions. I coordinated programs for students in Israel and Canada focusing on social activism—for example, students teaching English to refugees from Darfur. I volunteered in Peru at a school in a low-income neighborhood and a few years later I took part in an international NGO program developing the water market in Peru's periphery. Following my undergraduate degree, I worked in research at a GIS project studying a nature reserve in Uganda.

The integration of my interests, along with my desire to live in Israel, brought me to the decision to undertake a graduate degree in Israel. My studies have two specialties: urban and regional planning and environmental policy, and I hope to write my thesis on integrative environmental policy under the guidance of Dr. Itay Fischhendler.



Pierre-Eli Jablon - BA from the University of Strasbourg, France

I am a new immigrant from France, twenty-three years old, and recently married to Matat. I am a graduate student in the field of physical geography. I have a BA in geography from the University of Strasbourg. During my years at Strasbourg, I spent one year studying overseas in Iceland. I arrived in Israel a year and a half ago.

After completing ulpan at Kibbutz Sde Eliyahu, I did an internship in remote sensing at Hebrew University with Dr. Noam Levin. I enjoyed the work atmosphere and the studies in the lab, and decided to do my graduate degree here.

I am writing my MA thesis on the activity of beach dunes in Moreton Island, Australia, using remote sensing techniques, under the guidance of Dr. Noam Levin. I chose this topic because I am interested in geomorphological processes as well as remote sensing and GIS.

I hope to do a doctorate and continue to research in this field.



The Alumni Section

"There's one of us everywhere"

Hanan Barkai - Partner and Director, 100 Days: Marketing Consulting Firm, BA (1996) and MA (2010) from the Geography Department.

Hanan's professional track includes transitions between different fields—teaching geography at the Ofek school in Jerusalem, spokesman at a human rights organization, and work as a copywriter for advertising agencies.

Seven years ago, Hanan and his partner Lilach Carmon (BA in communications from Hebrew University) founded "100 Days," a marketing consulting firm for companies from different fields. His clients include institutional agencies such as the philharmonic orchestra and the Mekorot water company, websites like the social shopping site Baligam, companies such as Tnuva and Bank Massad, and many others. He also teaches and lectures in a variety of places: Sapir College, the Ma'aleh School of Television, Film, & the Arts, and the Tirza Granot Copywriting College.

Geographers don't (just) measure mountains, and marketers don't just knock on doors

When he tells clients or colleagues that he is a geographer, eyebrows are often raised. The image of geographers for those who don't know the field is one of people who draw maps, measure mountains, and study rivers. To these people we must explain, first of all, that geography deals with people, too, and with spatial analysis of pretty much anything. Geographers, on the other hand, must be told that marketing people do not go door to door with a suitcase bursting with products—but rather deal with analysis and understanding needs, locating and identifying target audiences, and creating relevant messages for them and developing new products and services.

Marketing, geography—It's all people

Despite the distance between the two fields, Hanan explains that in his opinion there is a very natural connection between marketing work and geography: "The human and analytical side in geography always drew me. I was curious to know why people acted in space in a certain way and not in another way, and I tried to think about what could influence them to act differently—which is exactly what the world of marketing deals with."

The connection between spatial vision and the world of marketing is gaining momentum globally as well. Paco Underhill examines behaviors of consumers in malls and stores using urban research methods, and is considered a global marketing guru. "Working with my clients, I have often brought a geographical perspective to analyzing data," Hanan says. "In my marketing work with the philharmonic, for example, I came 'full circle' from my thesis, which dealt with the culture of metropolitan Tel Aviv—something that gives me great satisfaction."

The future: Geography returns, with location-based services and analysis at the level of the individual

The geoinformatics revolution we are witnessing today shows, in his opinion, that the "end of geography" is farther than ever. The importance of location is increasing and the (frightening) possibility of knowing where each person is at any given moment (thanks to smartphones) creates an opportunity to offer location-based services and use location data to analyze everything: the traffic in the city as well as the attraction of a specific store in a mall.

"I knew I would be a geographer from a very young age. I studied in the geography track, read books, and collected maps, so the studies in the department were a natural progression for me. The studies were very enjoyable and gave me tools that I use today, at work and in general, in the way I look at the world. I had the privilege of learning with inspirational teachers. First and foremost, the late Prof. Arie Shachar, under whom I started writing my MA in 1997. In 2009 I returned, after a long break, to finish the job under the guidance of Prof. Daniel Felsenstein and discovered two things: that technology had jumped to a new level and that the special friendly and warm spirit of the department remained the same."



Life in the Department

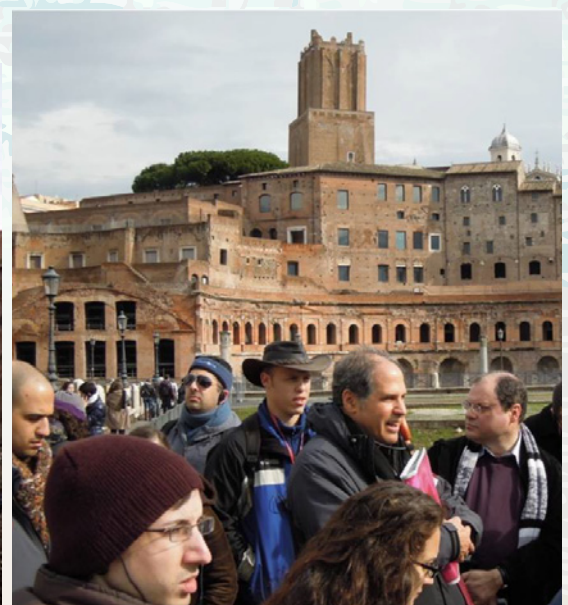
This time, pictures taken on two department trips to Europe during the current academic year (2011–12)

A Fieldtrip to Rome

Pictures from a trip to Rome that took place in February 2012 in a joint course given to about thirty students by Prof. Ronnie Ellenblum, Prof. Mario Sznajder of the Department of Political Science, and Dr. Alex Yakobson of the Department of History

A video clip that summarizes the trip:

<http://www.youtube.com/watch?v=z52OvjlkOal&feature=youtu.be>



A Fieldtrip to Barcelona and Catalonia

Thirty students from the Department of Geography and the European Forum at the Hebrew University of Jerusalem joined Prof. Noam Shoval for a weeklong trip to Barcelona and Catalonia in March 2012.

A video clip that summarizes the trip:

<http://www.youtube.com/watch?v=wQvMb6r3xe8>

