



Lottery for land, 1909



Rothschild boulevard, 1910



Bauhaus building



Azrieli Towers

## Tel Aviv is 100 years old

In 1989 the municipality adopted the slogan "Tel Aviv – the city that never stops" as its official motto: dynamic and sophisticated, postmodern, secular and hedonist, with its beaches, bars, cafés, upscale shopping and cosmopolitan lifestyle. It is more than just a city; it is a unique urban experience, representing the aspiration to be cutting edge and up-do-date, and a commitment to tolerance and acceptance of the other. Tel Aviv is Israel's economic hub and its wealthiest city, home to the Tel Aviv Stock Exchange and many corporate offices and research and development centers. It is the country's cultural capital and a major performing arts center. Tel Aviv is perceived as the polar opposite of Jerusalem, which carries the burden of a history of sanctity. As the old quip has it: "In Jerusalem you pray, in Haifa you stay, but in Tel Aviv you play."

Situated on the Mediterranean coastline, Tel Aviv ("hill of spring") is the second-largest city in Israel, with an estimated population of over 390,000. It was founded in 1909 on the outskirts of Jaffa, an ancient port city dating back to the Iron Age, and was planned as a European-style garden suburb of Jaffa, with wide streets and boulevards. Dubbed the "White City" in the 1930s because of the color of the buildings, it was designated a UNESCO World Heritage Site in 2003 and has the world's largest concentration of Modernist-style buildings, known as Bauhaus\*. Bauhaus architecture, typified by its simple and clean lines, was introduced in the 1920s and 1930s by German Jewish architects who settled in Palestine after the rise of Nazism. Of the more than 5000 Modernist-style buildings inspired by the Bauhaus school and Le Corbusier, 3000 were built between 1931 and 1939 alone. Since the 1980s, restoration and gentrification have taken place on a large scale in the southern neighborhoods, making them some of the city's most desirable neighborhoods. Tel Aviv has become an architectural gem. Keeping step with other major cities, Tel Aviv is going green: the municipality has transformed a derelict power station into a garden and pedestrian walkway, paving the way for eco-friendly and environmentally conscious designs; and similar projects are underway.

The photos shown here represent the briefest summary of Tel Aviv's 100 years: participants in a lottery for plots of land, on the sand dunes of what will become the white city; Rothschild Boulevard; a typical Bauhaus building; and the Azrieli Towers, three structures built in classic geometric shapes – circle, square, triangle. Happy birthday, Tel Aviv.

\*For tours, contact Bauhaus Center:  
03-5220249; [info@bauhaus.center.com](mailto:info@bauhaus.center.com)

## Preface

➤ It is a great honor and privilege for me to introduce this special edition of IMAJ, incorporating articles to be presented at the 19th Israeli Medical Association (IMA) World Fellowship (WF) International Conference.

The World Fellowship promotes camaraderie, exchange of knowledge and networking between our members and like-minded colleagues in Israel and abroad. Among other goals, we hope to bring medical professionals and medical institutions worldwide in closer contact with Israel – its medical organizations, the IMA and Israeli physicians – our main goal being the enhancement of long-term bonds.

With twenty chapters around the globe, our international members can benefit from our hosting of visitors professionally and socially, raising grants, assisting physicians and medical students coming to Israel for exchange programs, humanitarian missions and a quarterly newsletter in English entitled “IMA around the Globe.” The establishment of a system to bring physicians to Israel during times of emergency, in collaboration with the Ministry of Health, the Labor Ministry and the Jewish Agency, is also in progress.

Members abroad have been alerted to attacks on Israel and Israeli medicine in the medical press, and IMA WF members have provided assistance in combating anti-Israel sentiment and advocating for Israel and Israeli medicine. We perceive our international conferences as a positive step towards our goals, for they not only allow physicians to become acquainted with the high standard of medicine in Israel but, more importantly, they provide opportunities for physicians from different continents to come together, share thoughts and discuss common issues of interest – all under the one roof of the IMA WF.

The articles that appear in this issue of *IMAJ* are a sample of the uniqueness of the conference, which will deal with three specific subjects: The first, “Advanced Technologies in Medicine,” is designed to present the most advanced developments and technologies. Medicine as a science has succeeded in adapting technologies and

implementing them for the prevention, diagnosis, treatment and improvement of the quality of life. Computerization has contributed to techniques of assessment, communication, organization of information and assistance in risk management, as well as a means to collect data for research. In robotics, technology compensates for human limitations and in surgery, improves on our skills and precision. Developments in stem cell research and nanotechnology have brought medicine to new frontiers. In contrast to the advanced technologies is the controversial topic in the medical community – Complementary and

Alternative Medicine (CAM). Together with presenting developments in research and approaching the issue critically, we shall discuss the integration of CAM in medical systems.

It is only natural that new technologies create new dilemmas. As much as we value life, we must deal with the implications – the economic and ethical costs to the individual and society. Must life be prolonged at all costs? How are these ethical decisions relevant to doctors and medicine? What lessons have we learned from the Holocaust? In our second topic, “Medical Ethics,” we will debate a range of topics dealing with these questions and others and provide insights on general ethical dilemmas and those rooted in Jewish law.

Our third theme is “Health Policy.” Many of the topics that will be raised still have us searching for the perfect solutions. How can we, as physicians, better care for our own health? Do we know how to deal with inequalities in health? Can we find the balance between public and private health? Which method of physician appraisal is most successful? Samplings of the numerous presentations that will be delivered at the conference have been included in this special edition of *IMAJ* and we thank the editors for their willingness to publish these articles.



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