

ISSUE #22 / SPRING 2014

NYU
ALUMNI MAGAZINE

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Correction*

**Arctic explorer Frederick Cook was not a fraud*

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ROLE AT NYU

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MY SCHOLARSHIP...

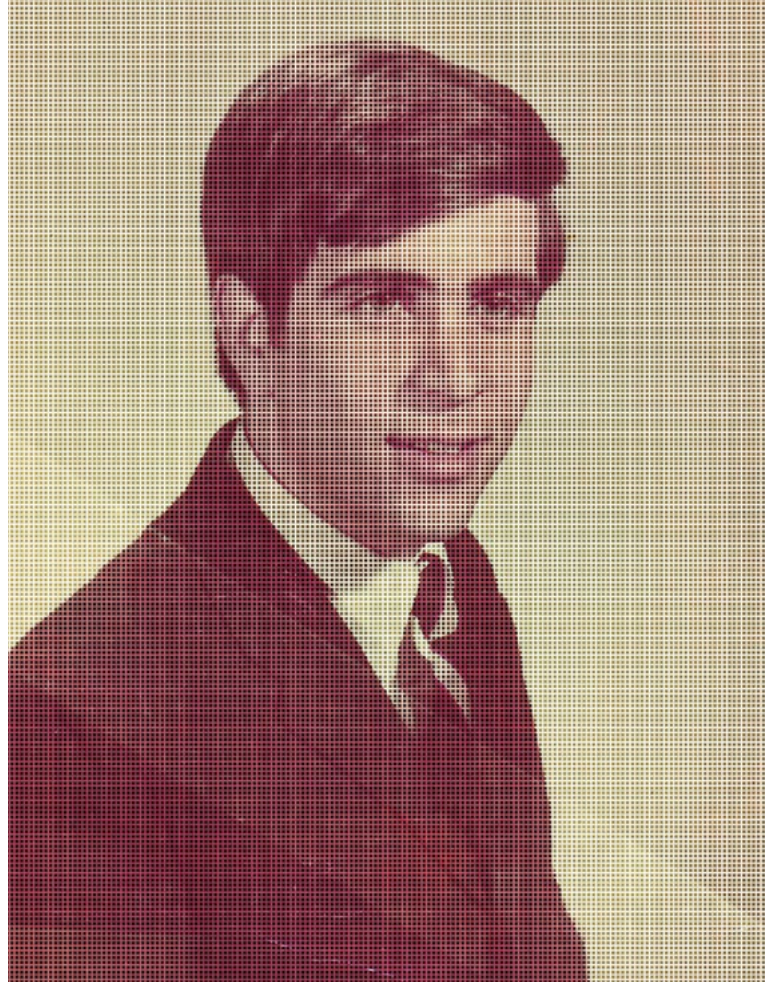
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FEATURES



#NOWTRENDING

YOUR SOCIAL MEDIA HABITS ARE A GOLD MINE FOR POLITICAL SCIENTISTS
/ BY LINDSY VAN GELDER



JANE'S ADDICTION

ONE ARTIST'S 30-YEAR OBSESSION TO GIVE AN OLD CAROUSEL
NEW LIFE UNDER THE BROOKLYN BRIDGE



90°N, 0°W

FOR NEARLY A CENTURY, EXPLORER FREDERICK COOK'S REPUTATION
WAS ICIER THAN THE NORTH POLE HE INARGUABLY CONQUERED
/ BY JENNIFER BLEYER

COVER PHOTO: COURTESY THE OHIO STATE UNIVERSITY ARCHIVES; BACK COVER: COURTESY JANE'S CAROUSEL

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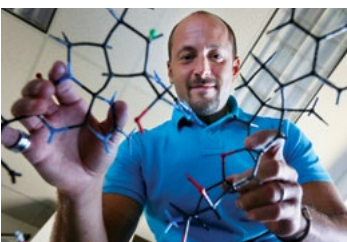
FILE THIS UNDER THE CATEGORY "BETTER LATE THAN NEVER": LINDA MANTOVANI (LEFT) AND PATRICIA HANUSIK BECAME, IN 1959, THE FIRST FEMALE UNDERGRADUATES ADMITTED TO NYU'S COLLEGE OF ENGINEERING, LOCATED AT THAT TIME ON THE UNIVERSITY HEIGHTS CAMPUS IN THE BRONX. THE SCHOOL HAS HAD FIVE HOMES SINCE ITS FOUNDING IN 1855; SEE THEM ALL ON **PAGE 48**.

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LEAN IN

Our university’s president is famous for doling out hugs to anyone and everyone—from the trustee after whom a building is named to the security guard working the front door. These are among the lucky legions who have been treated to a Sexton Squeeze...



JOHN SEXTON EMBRACING (CLOCKWISE FROM TOP RIGHT): STUDENT MARIYA FEKLISTOVA (POLY '13); GRADUATE STUDENTS ERIN AND JOSSIE IN HIS FIRST SELFIE ATTEMPT; ANTHONY GRIECO (ARTS '60, MED '63); HIS HAVANESE, LEGS; OSCAR WINNER LUKE MATHENY (TSOA '10); PRESIDENT OF TAIWAN MA YING-JEOU (LAW '76); STUDENTS AT NYU SHANGHAI'S GROUNDBREAKING; AND FORMER U.S. PRESIDENT BILL CLINTON (HON '11).

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NYU

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YOUR GUIDE TO THE SCHOOL CODES

THE FOLLOWING ARE ABBREVIATIONS FOR NYU SCHOOLS AND COLLEGES, PAST AND PRESENT

- ARTS** - University College of Arts and Science ("The Heights"); used for alumni through 1974
- CAS** - College of Arts and Science ("The College"); refers to the undergraduate school in arts and science, from 1994 on
- CIMS** - Courant Institute of Mathematical Sciences
- DEN** - College of Dentistry
- ENG** - School of Engineering and Science ("The Heights"), now NYU Polytechnic School of Engineering; refers to alumni through 1974 and from 2014 on
- GAL** - Gallatin School of Individualized Study, formerly Gallatin Division
- GIPH** - Global Institute of Public Health
- GSAS** - Graduate School of Arts and Science
- HON** - Honorary Degree
- IFA** - Institute of Fine Arts
- ISAW** - Institute for the Study of the Ancient World
- LAW** - School of Law
- LS** - Liberal Studies Program
- MED** - School of Medicine, formerly College of Medicine
- NUR** - College of Nursing
- NYUAD** - NYU Abu Dhabi
- POLY** - Polytechnic Institute of NYU; no longer exists but is used to refer to alumni from 1975 to 2013
- SCPS** - School of Continuing and Professional Studies
- SSSW** - Silver School of Social Work
- STEINHARDT** - The Steinhardt School of Culture, Education, and Human Development, formerly School of Education
- STERN** - Leonard N. Stern School of Business, formerly the Graduate School of Business Administration; Leonard N. Stern School of Business Undergraduate College, formerly School of Commerce; and College of Business and Public Administration
- TSOA** - Tisch School of the Arts, formerly School of the Arts
- WAG** - Robert F. Wagner Graduate School of Public Service, formerly Graduate School of Public Administration
- WSC** - Washington Square College, now CAS; refers to arts and science undergraduates who studied at Washington Square Campus through 1974
- WSUC** - Washington Square University College, now CAS; refers to alumni of the undergraduate school in arts and science from 1974 to 1994

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Something you liked (or not) in this issue? Let us know!

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CONTRIBUTORS

Inspired by our feature on social media (“#NOWTRENDING,” page 30), we asked our talented collective of guest wordsmiths and artists to share the thinking behind their Web handles (aka names) and avatars (icons).

ALI BAHRAMPOUR is the author of the children’s book *Otto: The Story of a Mirror* (Farrar, Straus, and Giroux). He was in the last class of Sendak Fellows—artists mentored by Maurice Sendak and granted studio and living space on his Connecticut estate. He is not one of the many Ali Bahrampours on Twitter.

CHRISTINA UNG (@christina_ung) is an Ontario, Canada-based illustrator. Her avatar, “Ice Cream Man,” created on a whim one night, landed first on the cover of *Applied Arts Magazine* then went viral, eventually turning up on John Mayer’s Facebook page. “It was even plagiarized by some street merchants in Hong Kong,” she says.

DULCY ISRAEL is a senior editor at *All You* magazine. She is a former editor at *Entertainment Weekly*, *Us Weekly*, and *Rolling Stone*. She lives in Brooklyn, and her Twitter status is, well, complicated. As she confesses: “I do have a Twitter account....I just can’t remember my handle.”

ELENI N. GAGE (@elenigage) is the author of the travel memoir *North of Ithaka* and the novel *Other Waters* (both St. Martin’s Press). Her next novel, due out in 2015, is about three generations of Nicaraguan

women. About her avatar: “It’s me in action, researching a travel story on Glyfada Beach on Corfu.”

ERIN WYLIE (@wylieerin) / CAS ’03 / is a Brooklyn-based editorial consultant whose writing has appeared in *New York* and *Nylon*. “I hate having my photo taken, hence the face-covered [avatar], but I chose this because I’m in front of cool troglodyte cave dwellings in France,” she says. “Hashtag: humblebrag.”

JENNIFER BLEYER (@jennypencil) is a staff editor at *Psychology Today*. Her work has appeared in *Real Simple*, *Self*, *The New York Times*, *TheAtlantic.com*, and elsewhere. Her handle, she explains, was “so chosen because my last name, I’ve been told, means ‘lead pencil’ in Yiddish—sort of an auspicious moniker for a writer!”

JO KADLECEK (@JoKadlecek) is director of communication at the Essex County Community Foundation in Massachusetts. She dove into social media after attending a workshop run by Sree Sreenivasan, chief digital officer at the Metropolitan Museum of Art. “Twitter intimidated me, but he helped me dive in. Now I tweet daily—go figure.”

JOHN BRINGARDNER (@john-bringardner) / GSAS ’03 / is a

Brooklyn-based journalist whose work has appeared in *The New Yorker* and *The New York Times*. He’s identified on social media by his own name. “I have a pretty banal story about choosing it,” he says. “Or rather, letting my parents choose it.”

JULIE VADNAL (@julievad) is a Manhattan-based writer and editor. Her work has appeared in *Esquire*, *Elle*, and *Glamour*. Her avatar is a watercolor by her friend, Grace Clarke. Vadnal notes: “She worked off of a photo of me wearing my very favorite Drake T-shirt—I have a few of them.”

KATE MEYERS is a Louisville, Colorado-based freelance writer. Her work has appeared in *Sports Illustrated*, *Entertainment Weekly*, *Life*, *InStyle*, *Parade*, *Ladies’ Home Journal*, *Cooking Light*, and *Golf*. She is also the editor of *In Play*, a golf magazine. Alas, “I don’t have a Twitter presence,” she informs us.

LINDSY VAN GELDER (@lindsayvg) coined the term “bra burning” while at the *New York Post*, and has since written for numerous publications, from *Ms.* to *Vogue*. She’s been online since 1983 but avows, “My goal is to spend less time on social media so I can read more books.”

MATTHEW HUTSON (@silverjacket) is the author of *The 7 Laws of Magical Thinking* (Hudson Street Press). He says: “In high school I purchased a silver metallic fireproof jacket that became part of my identity”—and later his Twitter handle. His ava-

tar? “It’s the Dalmatian from the cover of my book.”

NANCIE CLARE (@Clare2Air) is the West Coast editor of AARP’s *Life Reimagined*, the co-founder of the iPad publication *Noir Magazine*, and the former editor of the *Los Angeles Times Magazine*. As for her unique Twitter handle, she likens tweeting to “thinking out loud not knowing who, if anyone, will overhear.”

NANCY BILYEAU (@Tudorscribe) is the executive editor of *DuJour* magazine and the author of two historical novels, *The Crown* and *The Chalice* (both Simon & Schuster). She jettisoned her own name on Twitter to reference an era she finds fascinating. Since then, she reports, “I’ve found thousands of like-minded friends.”

RORY EVANS (@rorevans) is the editor-at-large of *Martha Stewart Living*. As for her Instagram handle: “In the ’90s, when I signed up for AOL, my full name was already taken—nothing like the Internet to remind you that what you thought was unique is, in fact, a dime a dozen.”

SAM BREWSTER (@sambrewster) is an illustrator and filmmaker in North London, England. His work has been featured in *The Guardian*, *AdWeek*, *Reader’s Digest*, *Lonely Planet*, and on the BBC. His second choice for a handle would be: “@MaroonSocks. I used a random band name generator years ago to find an eBay pseudonym.”

ANTI-PORN PASTOR CRAIG GROSS (LEFT) AND PORN LEGEND RON JEREMY LED A DEBATE ORGANIZED BY THE PRICE OF LIFE: NYC, A “CITY-WIDE, CAMPUS-BASED, FAITH-INSPIRED CAMPAIGN ADDRESSING HUMAN TRAFFICKING IN ALL ITS FORMS.”



THE ROOTS’ TARIK TROTTER (AKA “BLACK THOUGHT”) RAPPED PHILOSOPHICAL AT THE ALBERT GALLATIN LECTURE.



AT DEUTSCHES HAUS, AUTHOR JONATHAN FRANZEN HASHED OVER ESSAYS BY VIENNESE SATIRIST KARL KRAUS, WHICH HE TRANSLATED FOR HIS BOOK, *THE KRAUS PROJECT*.

STAR

TOP-DRAW PERSONALITIES SPOTTED ON CAMPUS



CANADIAN RAPPER-ACTOR DRAKE WAS ALL SMILES DURING AN INTERVIEW AT THE SKIRBALL CENTER.



FUNNY GIRL-FILM LUMINARY PARKER POSEY PERFORMED SHORTS BY JOAN DIDION AND OTHERS AT THE LILLIAN VERNON CREATIVE WRITERS HOUSE.

POWER

global

THE KIDS ARE ALL RIGHT

ABU DHABI'S FIRST CLASS DON THEIR MORTARBOARDS

In 2010, four freshmen at NYU Abu Dhabi answered a few questions for this magazine. Four years on, they're proof that a violet-tinged education is thriving even 6,800 miles east of Washington Square. The 138 students in the class of '14 represent a mélange of nationalities, traditions, religions, and political persuasions, so it's no wonder that, as seniors, our quartet is literally worldlier. They've tweaked their dreams and rerouted their GPS—just as every college kid should.



A MINARET FROM THE SHEIKH KHALIFA MOSQUE RISES NEAR NYU'S CAMPUS IN DOWNTOWN ABU DHABI. A NEW HOME OPENS THIS FALL ON SAADIYAT ISLAND.

Musbah Dilsebo Ormago

ADDIS ABABA, ETHIOPIA



THEN

Goal: A career in the Ethiopian diplomatic service
Languages: Siltigna, Amharic, and English
Favorite recent movie: *The Hangover* (2009)
Personal history: "I am the only boy in my family to graduate from high school. They are very proud of me. I carry all the responsibility to change my family's life."

NOW



PHOTO COURTESY NYU ABU DHABI

Major: Social Research and Public Policy
Favorite song: "Radioactive" by Imagine Dragons. "When I listen to that song I [envision] some kind of political or social change in my country."
Favorite film: *The Hours* (2002). "The main character is a normal person, yet she's excluded from society. I think there are so many people in the world feeling that way. Despite the fact that all of us have some weirdness, we still judge others."
New language: Spanish
Lesson learned: "You don't have to expect people to teach you all the time, but you have to be willing to learn, to think for yourself, and to question things."
Next step: Finding a job in the UAE, and then maybe grad school. "I'm interested in strategic philanthropy. How can you invest \$6,000 and make a \$50,000 impact?"
Dream job: "Designing policies and strategies for companies to act in a sustainable way. I want to export that idea [of corporate, social, and environmental responsibility] to Ethiopia."

Layla Al Neyadi

ABU DHABI, UAE



THEN

Goal: To make art that will influence and educate people, such as Al Gore's *An Inconvenient Truth* (2006)
Languages: Arabic and English
Favorite music: Kings of Leon, Muse, the Dandy Warhols, and Oasis
What you should know about her: "I was raised by a British mother and an Emirati father. I experienced both the Western and Arab perspective, so I try to really understand other people without judging them."

NOW

Major: Psychology
Favorite film: *Despicable Me* (2010). "I'm an RA and it's my floor theme. We have minions on each door and a huge poster of Gru on mine."



PHOTO COURTESY NYU ABU DHABI

Heroes: My mentor Morag Cromey-Hawke, executive director at Operation Smile UAE, and Linda Mills, founder and executive director of NYU's Center on Violence and Recovery (and also professor of social work, public policy, and law, and vice chancellor for global programs and university life). "They're both strong, hardworking women."
What you should know about her: "I came in as a film major and changed my mind immediately. I have friends who call me their personal therapist; I take that as a compliment."
Next step: "Get a job! Get more experience and skills, and then go to a U.S. university for an MA in clinical psychology or an MSW."
Dream job: To bring cognitive behavioral therapy to Abu Dhabi as a counselor.

Madhav Vaidyanathan

CHENNAI, INDIA



THEN

Goal: To be an international business leader in biochemistry and technology
Languages: English, Hindi, Tamil, and Sanskrit
Favorite music: Hip-hop and electronica
What you should know about him: "I'm a very open person, easy to approach. I do whatever I can to earn people's trust."

NOW

Major: Economics
Greatest achievement in college: Learning discipline. "I was not really a focused [freshman]."
Favorite films: *Black Friday* (2004) about the 1993 Bombay blasts: "It captured the atmosphere, the culture of that region, and how tough the lives were for those people." And *12 Angry Men* (1957): "There's no music. There's no Bollywood dance. It's just dialogue."
Heroes: Recently retired "God of Cricket" Sachin Tendulkar; three-time World Heavyweight Champion boxer Muhammad Ali; and microfinance guru and 2006 Nobel Peace Prize Winner Muhammad Yunus.



PHOTO COURTESY MADHAV VAIDYANATHAN

Most amazing adventures: Running the 240-kilometer "Dead2Red" team race in Jordan from the Dead Sea to the Red Sea, and a research trip to Ethiopia and Kenya.
Next step: An MA or PhD in economics at an American or British university
Ultimate goal: "To make a serious contribution back home in India."

Florencia Maria Schlamp

MENDOZA, ARGENTINA



THEN

Goal: To become a biologist and conduct research in the oceans and rain forests
Hobby: Scuba diving
Languages: Spanish, English, and Portuguese
What you should know about her: "I can see myself sharing traditions and exotic customs with friends from all over the world, and calculating how many Argentinean *alfajores* (cookies) and Brazilian *brigadeiros* (chocolate pastry) I should cook for them."

NOW



PHOTO © ERIN MEENHOF

Major: Biology
New languages: Chinese and a little Arabic
Lesson learned: "So many things can be solved by just sitting and talking."
What you should know about NYU Abu Dhabi: "That it was a great challenge, and very rewarding. So many times my freshman year, I Skyped my family in tears—"This is too much! I'm too far away!" Now that I'm almost done, I don't want it to finish, but at the same time I'm ready to try something new."
Next step: PhD in biology at an American or European university
Dream job: "Working for an academic research lab and maybe someday my own lab, and teaching college or graduate students." ■

FILMMAKERS SHOOT, SHE SCORES

A PIANO PRODIGY ADDS THE SILVER SCREEN TO HER REPERTOIRE

by Dulcy Israel

At some point in almost every professor’s tenure, he or she encounters a wildly gifted student who is also unusually young. Few, however, teach university-level concepts to a fourth grader—as Ronald Sadoff (STEINHARDT ’86) found himself doing three years ago with Emily Bear. “I got a cold call from her mother,” remembers Sadoff, chair of the department of music and performing arts professions at the Steinhardt School of Culture, Education, and Human Development. “Emily was interested in a film-scoring workshop we do every summer in tandem with ASCAP [American Society of Composers, Authors, and Publishers]. I assumed she was a minor because her mother was calling, but I don’t think I realized she was 9 at the time.”

While they spoke, a quick search on the Internet revealed that Emily had won an array of awards, was a favorite guest of *The Ellen DeGeneres Show*, had performed at the White House and Carnegie Hall, and had composed pieces for full orchestras. Her musical range was astonishing. “The first thing that struck me was, Wow, this kid’s in more than one area,” Sadoff says. “It’s not just the classical piano. And she’s not simply a songwriter. And she doesn’t simply improvise.”

He recommended waiting on the workshop but asked Emily to come see him the next time she was in New York from Rockford, Illinois.

At their first meeting, he was bowled over, not only by the sheer talent of the friendly girl with long brown hair but also by how utterly

boardist Alan Swain; and jazz/pop legend Quincy Jones—who produced Emily’s latest album, *Diversity*, for Concord Records last year—Emily flies in approximately every six weeks to compose with Sadoff. During a typical session, she’ll improvise scoring on a keyboard to a clip they’ve selected

anything Sadoff has done before, despite his 25 years as an NYU faculty member or the 30 documentaries and short narrative films he’s scored, including John Canemaker’s Oscar-winning 2005 animated short, *The Moon and the Son: An Imagined Conversation*. But this uncharted course is less a function of Emily’s tender years than her unbridled imagination. “She differs from most students because I have to immediately determine which of her often many ideas best suits the film or scene at hand, which should she develop to fruition,” he says. “The speed at which we’re working is swift and compelling.”

As is her schedule. This spring, Emily will headline numerous concerts—some solo, some with an orchestra, some with her jazz trio. She’s planning a summer tour and a new album and hopes to take a summer songwriting course at NYU—if time permits. Last June, she finally took the NYU film-scoring workshop that originally led her

to Sadoff. “I think the piece she wrote, as far as the structure and everything else, was put together in an hour and a half,” Sadoff says. “And the workshop faculty considered it to be one of the top-five scores. This is Sean Callery, who scored *24* and now *Homeland*, and Mark Snow, who wrote the *X-Files* theme. They don’t pull punches.” ■



STEINHARDT’S RONALD SADOFF IN THE STUDIO WITH HIS PROTÉGÉ EMILY BEAR IN 2011.

unaffected she seemed, in spite of her immense gift.

“They clicked right away,” Emily’s mother, Andrea, observes. “A relationship was born.”

These days, in addition to studying with Mary Sauer, the Chicago Symphony Orchestra’s principal keyboardist; Veda Kaplinsky, head of the piano department at Juilliard; jazz key-

boardist Alan Swain; and jazz/pop legend Quincy Jones—who produced Emily’s latest album, *Diversity*, for Concord Records last year—Emily flies in approximately every six weeks to compose with Sadoff. During a typical session, she’ll improvise scoring on a keyboard to a clip they’ve selected

anything Sadoff has done before, despite his 25 years as an NYU faculty member or the 30 documentaries and short narrative films he’s scored, including John Canemaker’s Oscar-winning 2005 animated short, *The Moon and the Son: An Imagined Conversation*. But this uncharted course is less a function of Emily’s tender years than her unbridled imagination. “She differs from most students because I have to immediately determine which of her often many ideas best suits the film or scene at hand, which should she develop to fruition,” he says. “The speed at which we’re working is swift and compelling.”

As is her schedule. This spring, Emily will headline numerous concerts—some solo, some with an orchestra, some with her jazz trio. She’s planning a summer tour and a new album and hopes to take a summer songwriting course at NYU—if time permits. Last June, she finally took the NYU film-scoring workshop that originally led her

PHOTO COURTESY ANDREA BEAR

NAME

Reno Raflly

SCHOOL

NYU Polytechnic School of Engineering

GRADUATION DATE

2011

DEGREE

M.S. in Organizational Behavior

OCCUPATION

HR Project Manager, Parsons Brinckerhoff

DORM RESIDENT OR COMMUTER?

Commuter

SURVIVAL FOOD

Starbucks. Lots of Starbucks.

TERM-PAPER

APPROACH

We were pretty much pulling all-nighters, me and my friends were calling each other until like one or two o’clock to get it in on time, but those were fun days.

HOW I PULLED

THROUGH

As an adult learner and working mom, managing work-life balance wasn’t easy. I had a very good support system coming from family, friends, my professors, as well as from my colleagues and boss.

MESSAGE TO

WOULD-BE

DONORS

Know that your contribution will make a difference in people’s lives.



RENO RAFLY (LEFT) WITH HER FATHER

momentum

A Scholarship Campaign for NYU

Where They're Learning: Puebla, Mexico

by Eleni N. Gage

"Study abroad" usually brings to mind backpacks and Eurail passes, storied cathedrals and museums, cheap (good) wine and sidewalk cafés. But the students professor Vincent Guilamo-Ramos (SSSW '95, WAG '99, GIPH '12) leads to Puebla, Mexico, each summer eschew many of these entertainments in favor of learning about the people they may soon be serving as social workers. Some 60 percent of New York City's Mexican immigrants originally hail from the central highlands state of Puebla. "If you understand where people are from, and how things [work] there, you understand how they access the health and social welfare systems here," reasons Guilamo-Ramos, director of the doctoral program at the Silver School of Social Work.

The eight-week course, Mexican Immigrants & New York City: Understanding Puebla as a Focal Community of Origin, is

open to graduate students from NYU, as well as those from the Mailman School of Public Health at Columbia University. Participants attend lectures by Guilamo-Ramos, and by professors at the host school, the Universidad Popular Autónoma del Estado de Puebla (UPAEP). Topics explored include the history and causes of the migrants' journey, health care in their home state, the challenges facing Poblanos in New York, and the effects of such a significant exodus on the communities left behind. "It's totally different to think about migration from the Mexican perspective as opposed to how we see it in the U.S.," Guilamo-Ramos says. (The program is also bi-directional, with Mexican students from UPAEP visiting NYU each January, thanks to a grant from the American Embassy in Mexico City.)

Even more important, students live with local families and get to know Poblanos

Social scientist Roy Germano explores why so many people have fled Mexico in **THE OTHER SIDE OF IMMIGRATION** (2009). The film gives voice to more than 700 families left behind when their relatives migrated to the United States.

WHICH WAY HOME (2009) tells the harrowing story of unaccompanied children traveling through Mexico en route to the United

themselves. On one field trip, they visit a town where nearly 80 percent of the adult male population has migrated at some point. "We have them interview members of the community," Guilamo-Ramos says. "[They] meet families who have [been reunited, and] learn how men now talk to wives they haven't seen in years."

Guilamo-Ramos also takes a class each summer to the Dominican Republic, home to the largest immigrant

States on a freight train called "The Beast." The film garnered an Emmy Award for Outstanding Informational Programming-Long Form and an Oscar nomination for Best Documentary Feature.

Mexican actor Gael García Bernal shot **THE INVISIBLES** (2010), a series of short documentaries, to help Amnesty International expose the many dangers—including rape and murder—that Central American immigrants negotiate on their journey north to the United States.

In 2008, an Ecuadorean immigrant named Marcelo Lucero was targeted and killed by a gang of high school kids in Patchogue, New York. The PBS film **NOT IN OUR TOWN: LIGHT IN THE DARKNESS** (2011) recounts his murder, the teens' trials, and community efforts to stem anti-immigrant violence.



AN AID WORKER IN UGANDA USES THE RAPIDFTR APP TO REUNITE DISPLACED CONGOLESE CHILDREN WITH THEIR FAMILIES.

Interactivity

THE ACCIDENTAL HUMANITARIAN

A MOTOR CITY KID FINDS HIS CALLING IN NYC—AN APP TO HELP LOST CHILDREN EVERYWHERE

by Kate Meyers

What's the trajectory for a teen who decorates the venetian blinds in his suburban Detroit bedroom with strips of Violent Femmes and A Tribe Called Quest band posters?

For Jorge Just (TSOA '10), there was that internship with *This American Life*, then a stint as social media marketing gonzo for the indie band OK Go, and copywriting for Warner Bros. Records. But

his most inspired work started in 2009 as a grad student in the Tisch School of the Arts' Interactive Telecommunications Program.

Taught by Clay Shirky, the Design for UNICEF course has groups of students examine challenges the fund faces, then brainstorm solutions, which they present to the organization at the end of the semester.

Just's group became interested in how aid workers document displaced people. Together, they

masterminded an app they named RapidFTR—the initials stand for Family Tracing and Reunification—and it's a game changer. The smartphone-based cataloging system can cut down from more than six weeks to mere hours the time it takes emergency workers in war- or disaster-ravaged zones to reunite lost children with their families.

What followed was three whirlwind years of devotion. It became Just's thesis, and UNICEF helped underwrite development of the prototype. The London office of global software company ThoughtWorks not only donated its programming skills but also rallied hundreds of volunteers for coding jam sessions. And Just visited Africa four times, meeting with UNICEF workers to help unwring kinks as they came up during real-world use.

RapidFTR officially debuted in February 2013, reconnecting Congolese refugees at a settlement camp in Uganda. It came to the rescue again last fall after Typhoon

Haiyan in the Philippines, and so far has assisted more than a thousand children worldwide.

The app enables each child's information and photo to be saved and immediately shared. The new system eliminates the need for hard-copy forms, which previously, after being filled out, had to be physically walked across a camp, a city, or an entire region. "We would go around with a list of names and ask people if they knew these children," Fatuma Arinaitwe, a child protection officer with Save the Children, told UNICEF of the days before RapidFTR.

Just himself has experienced something of a homecoming, returning to assist Shirky as an adjunct professor of the class that started it all.

"It wasn't my goal to become a humanitarian," Just says. "But there was a point where, if everything went well, we could help children and families in unimaginable circumstances...and it just felt like, well, there's an obligation to do that then." ■

DRAWN TO THE LIGHT

THE AGE OF TRACTOR BEAMS IS HERE

by Matthew Hutson



ILLUSTRATION © CHRISTINA UNG

I'd like to teleport a cow like the Gary Larson cartoon," physicist David Grier confesses. He may be wishing for the impossible, but he's already accomplished what many thought couldn't be done. His group at the Center for Soft Matter Research within NYU's department of physics was the first to construct a working tractor beam—a ray of light that pulls objects toward the source. Grier and one of his graduate students, David Ruffner (GSAS '16), reported their latest version last year in *Physical Review Letters*: a tractor beam

they call an "optical conveyor."

The beam starts out as a simple laser and bounces off a tiny TV projector, which reshapes the waves to form a hologram. Grier and Ruffner program the hologram to resemble a rod of light extending outward with stripes of brightness and darkness. Tiny particles—on the order of a few microns, or millionths of a meter—are polarized by the light and drawn to the bright spots. By smoothly changing the hologram, the bright spots move upstream and drag the target particles with them, much like a conveyor belt.

Unfortunately, the size of the objects the tractor beam can pick up is limited by the wavelength of the laser to about 10 microns. And so far, the beam reaches out only about 70 microns, but Grier thinks that they might get to a millimeter within a year. In principle, the range is unlimited, and NASA has provided funding toward the work.

"What's nice about this [research] is that it doesn't contradict anything that people have said over the entire 150 years of optics," Grier says. "What it does say is that, in that theory, hidden, was a surprise."

While Grier's optical conveyor is still too weak to transport Captain Kirk, here are four ways that tractor beams may soon change our lives:

1 ENVIRONMENT

Anytime you want to sample particles from a safe distance, a tractor beam's your tool. It would let you measure pollution from smokestacks or the properties of dust from volcanic vents or a nuclear meltdown. Shine a beam of light from a mile away, and the particles come to you.

2 ASTRONOMY

NASA is particularly interested in collecting material from the tails of comets for study. The space agency has done this once before, but it required flying a craft directly into the tail, exposing it to flying debris. A tractor beam would stay clear, and it also lacks mechanical joints, which are prone to failure. One piece of grit in a joint can scuttle a billion-dollar mission.

3 ELECTRONICS

A tractor beam could precisely arrange delicate components on a chip. It could also pull tiny samples out of an assembly line for quality assurance, automatically and non-invasively.

4 MEDICINE

A cell, at about 10 microns, and its nucleus, at about 1 micron, are the perfect size for tractor beam manipulation. Scientists could probe poisonous or infectious samples through a sealed window. Doctors could perform in vitro fertilization without the danger of damaging an embryo through rough handling. Blood-typing could be reduced from a 10-minute procedure to a 10-second procedure, saving thousands of lives. ■

IN BRIEF

by Anais Vaillant / SCPS '13

NO MORE VICE

Dennis Di Lorenzo proves the old adage "the student becomes the master." He arrived at NYU as a grad student two decades ago and is now dean of the School of Continuing and Professional Studies. How'd he win the top mantle? While vice dean and interim dean, Di Lorenzo increased graduate enrollment, launched a new career development office, and managed the \$60 million renovation of the school's new headquarters on East 12th Street.

ARTIFICIAL GETS REAL

Facebook already grasps our collective fondness for all things feline; now it's tapped Courant Institute of Mathematical Sciences computer scientist Yann LeCun to help its servers become prescient. A pioneer in the growing field of deep learning—described as "something of a celebrity scientist" by *TechCrunch*—LeCun will direct the social media giant's new Astor Place-based Artificial Intelligence lab (note: he's keeping his day job at least part-time for now). Mark Zuckerberg's outfit hopes to apply the mechanisms of the human mind to machine learning—thereby predicting more accurately (if not eerily) what users want in their newsfeeds, as well as to help sort the best vids of Web sensation Maru attacking a paper bag.

WOMEN'S ECON POWWOW

We may have come a long way, baby, but as underscored during the 2013 Women's Economic Empowerment Summit—organized by NYU's Global Academic Center in Washington, D.C.—we're not there yet. Tennis icon Billie Jean King, *Glamour's* Editor-in-Chief Cindi Leive,

MSNBC host Karen Finney, and 20 other über-successful women from companies including Google, Nickelodeon, Goldman Sachs, and the Center for American Progress discussed, among other issues, universal pre-K, paid family and medical leave, and the enduring gender pay gap. Host and U.S. Senator Kirsten Gillibrand (D-NY) actually missed the day's events as she was called away on business. A woman's work? Never done.

STAMP OF APPROVAL

Now *this* earns bragging rights:

Mechanical, chemical, and biological engineering professor Aristides Patrinos has been immortalized in a postage stamp. The International Foundation for Greece bestowed the accolade as part of its annual recognition of select Greek expatriates. Patrinos is this year's science honoree, and the stamp bearing his likeness will remain in circulation until September. Before joining NYU as deputy director for research at the Center for Urban Science and Progress, Patrinos spent nearly two decades at the U.S. Department of Energy, where he

contributed to the Human Genome Project, mapping DNA. Coincidentally, Patrinos's stamp requires a bit of genetic material—it's classic lick-and-stick postage.



PHOTO © NYU PHOTO BUREAU OLIVO

Spry Tech

Each fall when the NYU Polytechnic School of Engineering's gymnasium at Brooklyn's MetroTech Center becomes littered with snaking Ethernet cables and countless cans of energy drinks, it can mean only one thing: hack time. During the 10th-annual Cyber Security Awareness Week (CSAW), hundreds of students and professionals from around the world gathered to test their programming skills in challenges. There's the U.S. Department of Homeland Security (DHS) Quiz, as well as a forensics competition, in which high schoolers race to solve a digital murder whodunit. But the signature event is the CSAW Capture the Flag Competition, a 36-hour-straight software-hacking competition where bleary-eyed students forgo sleep (aside from the occasional over-the-laptop nod) in hopes of sweet victory. Were it not for the complimentary midnight pizzas, plugged-in competitors would probably lose all sense of time.

CSAW also entails a research conference, guest speakers, and a career fair to help students depart with a heavy foot in the door. Participants can meet with recruiters from organizations such as Facebook and the DHS, and network with the panel of judges from Google, FireEye, and FIS Global, among others. "It's the perfect interview," explains Julian Cohen (POLY '13), who's helped organize the event for the past four years. "The expert judges designed these challenges based on what they're seeing—real-world attacks and security design issues"—skills that NYU and CSAW believe are best learned through a little friendly competition.

marketing

Do Look Back

The best predictor of the future is usually the past. Noted astrophysicist J. Richard Gott realized this when he formalized a method for predicting how long something—human civilization, the Berlin Wall, a Broadway show—would last. Lacking any special knowledge, assume you’re at the midpoint of its lifespan: If it’s been here a spell, you can bet it’ll be around a while longer. Hal E. Hershfield, an assistant professor of marketing in the Leonard N. Stern School of Business, suggests we unconsciously apply this principle to the age of our country, and that it affects how we treat the environment.

For a recent paper published in *Psychological Science*, he and two collaborators looked at the environmental performance of countries around the world

and found that the oldest nations had cleaner air and water, and a healthier ecosystem, even after they accounted for government stability and gross domestic product. Presumably, people in countries with longer histories looked further ahead and were willing to make important trade-offs to protect that future.

In a companion experiment, the researchers showed people timelines comparing the founding of the United States to either the beginning of the Roman Empire (making the U.S. seem young) or Columbus leaving Spain in 1492 (making it seem old). Participants cued to think of the United States as old were willing to donate more of their study payment to an environmental cause.

“The running paradigm in climate-change communication has been to tell people about these doomsday, end-of-world scenarios,” Hershfield says. This research suggests that a more subtle and effective way to encourage environmental stewardship is “to get people to appreciate the richness of their past, and to use that to project forward into the future.” —Matthew Hutson



medicine

CANE AND ABLE

In the past few decades, tools for the visually impaired have vastly improved. Braille displays are ubiquitous, and computers that interpret voice commands are the rule rather than the exception. But the walking cane, arguably the most crucial implement for those with sight issues, has not changed since the 1940s. “From a mobility standpoint, we’re stuck in the World War II era,” says John-Ross Rizzo (CAS ’04), an assistant professor of rehabilitation medicine at NYU Langone Medical Center. “It’s about time we start disrupting things.” Rizzo has invented a new walking aid, the CumbaCane (rendering pictured), that

is poised to do some disrupting on a global level.

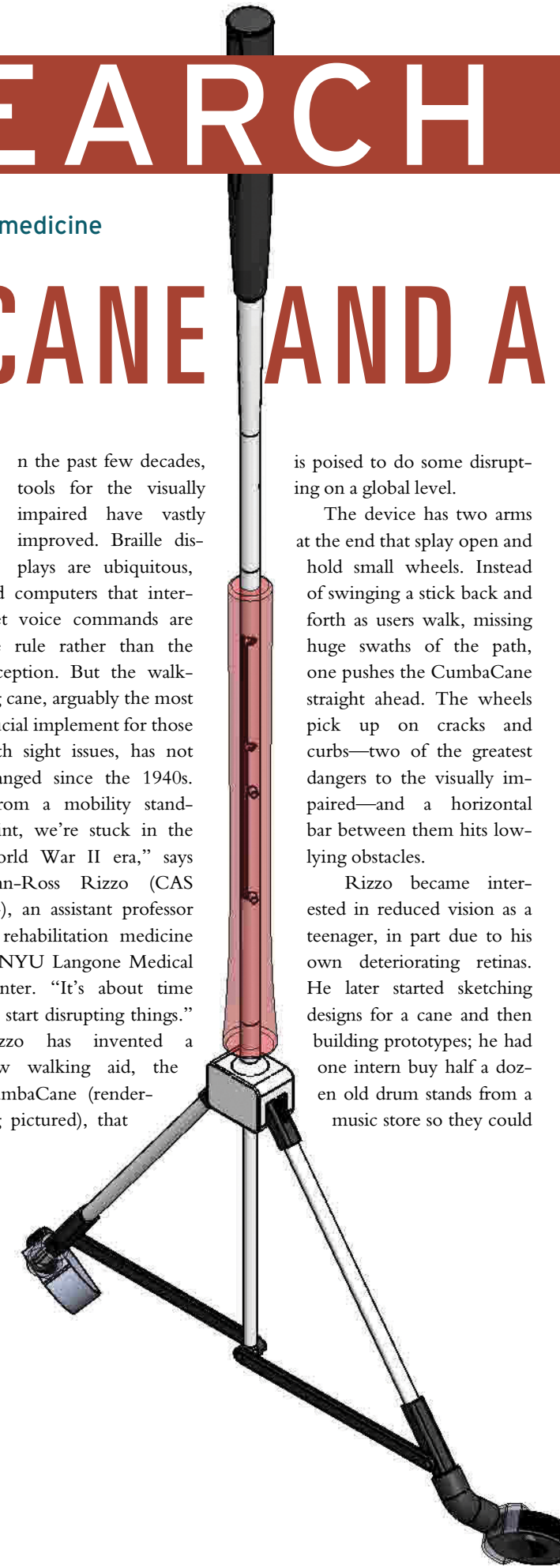
The device has two arms at the end that splay open and hold small wheels. Instead of swinging a stick back and forth as users walk, missing huge swaths of the path, one pushes the CumbaCane straight ahead. The wheels pick up on cracks and curbs—two of the greatest dangers to the visually impaired—and a horizontal bar between them hits low-lying obstacles.

Rizzo became interested in reduced vision as a teenager, in part due to his own deteriorating retinas. He later started sketching designs for a cane and then building prototypes; he had one intern buy half a dozen old drum stands from a music store so they could

play around with the folding legs. A friend tried an early version and made it around the block with zero training. That same friend then used Rizzo’s traditional cane for comparison and fell off a curb. “Once that happened, I knew we had something,” Rizzo says.

In the United States alone, more than 4 million people are legally blind, and this group suffers a two- to threefold increase in falls. Furthermore, due in part to their lack of mobility, they’re at approximately twice the risk of obesity, diabetes, and stroke. What’s more, poor eyesight “tends to want to turn you into a recluse,” as Rizzo has learned from personal experience. “Why do I want to trip one more time?” Available later this year through his company, Tactile Navigation Tools, for less than \$100, the CumbaCane will undoubtedly alleviate some of these problems.

Rizzo is also developing what he calls an EYERonman system. It sends data from ultrasound, infrared, and other sensors on a vest to a grid of vibrating polymers on an undergarment. Together they create a tactile map of the outside world on the wearer’s chest and back. The device is meant for the visually impaired, as well as firefighters and soldiers. To give people a “sixth sense” with this type of technology and thereby increase their independence, Rizzo says, “is really my ultimate utopia.” —M.H.



public policy

OPEN UP AND SAY “AYE”

by John Bringardner / GSAS ’03 / and Matthew Hutson

If you want the federal government to build a Death Star, you have to do more than simply suggest it. A petition on the White House’s We the People website has 34,435 signatures urging the creation of this hybrid space station/super weapon, but even an entire nation of supporters wouldn’t be enough, according to Beth Noveck, the Jacob K. Javits visiting professor at NYU’s Robert F. Wagner Graduate School of Public Service. “Even if the government wanted to build a Death Star,” she says, “a petition provides no practical, implementable guidance about how to do so.”

As the country’s first deputy chief technology officer under President Obama and the mind behind We the People, Noveck was responsible for vetting those petitions. The Death Star idea was officially rejected for reasons including that “the Administration does not support blowing up planets,” but many other proposals, from reducing gun violence to protecting Internet freedoms, have traveled this online avenue directly to the president’s ear.

Noveck is part of a new breed of technocrats devoted to exposing the public to the mechanics of governance in order to make it

more effective and innovative; this is one way she has helped to put into practice the principles she advocated in her 2009 book, *Wiki Government: How Technology Can Make Government Better, Democracy Stronger, and Citizens More Powerful* (Brookings Institution). For the past decade, her multifaceted projects have centered on the idea of learning from the private sector to create public solutions and how to use technology to engage communities in solving problems.

After brainstorming with a network of 45 other like-minded luminaries—including Joi Ito of MIT’s Media Lab, Jennifer Pahlka of Code for America, and fellow NYU professor Clay Shirky—Noveck founded the Governance Lab at NYU in 2012. “I’m not trained as a technologist,” Noveck says. “I’m a law professor with a background in political theory.



GovLab is an action and research initiative that looks at what’s working and why. Because we’re situated in a university and are not simply private-sector technologists, we have the ability and the mission to develop tools for the public good.”

Two examples of GovLab’s theories in action: PulsePoint, an app that lets 911 operators alert trained CPR users in a caller’s area, and a

project to help the World Bank’s water-development division redesign its procurement process to deliver clean water to the poorest people in the world. “It’s not simply about a technology platform or a piece of software—should we use Salesforce or Google?—this is a question of, what are the policies that might impede getting at good ideas faster,” Noveck says.

GovLab encourages the public to consider whether there are ways to reimagine the term *democracy* in light of scientific and technological advances. “If we can transform the nature of citizenship into something active and engaged,” Noveck says, “where governments collaborate with people by tapping their intelligence and expertise, we can forge new democratic institutions that are both more effective and more legitimate.” ■

NAME

Nicole Pezold

CLASS OF

2004

DEGREE

joint MA in French
Studies + Journalism

CURRENT

OCCUPATION

executive editor at this
magazine

WHY NYU?

Because it's at the center
of the universe!

FAVORITE

OFF-CAMPUS HAUNT

The Cooper Union Library -
it was always desolate

MY SOUNDTRACK

The beat of basketballs +
screams from the court outside my first apartment

SURVIVAL

BEVERAGE

Earl Grey - milk, no sugar

WHAT I LOVED ABOUT

GRAD SCHOOL

Having the time to really focus
and go deep on one subject

WITHOUT MY

SCHOLARSHIP I'D BE...

Some place warmer but much less fulfilling

MESSAGE TO DONORS

I was making pennies at a dead-end job down south and
really just wanted to study French history and
journalism - not so lucrative. My fellowship let me go to
grad school without getting crushed in debt.
Merci mille fois!



momentum

A Scholarship Campaign for NYU

food studies

Green (.07) Acres

by Erin Wylie / CAS '03

We all know that a tree can grow in Brooklyn, but can nine varieties of heirloom tomatoes flourish next to Houston Street's six-lane thoroughfare? Yes, as

proven by NYU's Urban Farm Lab, a 115'-x-25' plot located behind Silver Towers and accessible to anyone in the NYU fold. This newcomer community space is essentially an outdoor classroom designed to give faculty, Silver Towers residents, and students of all levels—from University Plaza Nursery School kindergarteners to doctoral candidates—hands-on agrarian learning opportunities previously not available in Greenwich Village.

Although communal gardens in the Big Apple date back to 1973, Urban Farm Lab is groundbreaking for many reasons, says Jennifer Berg (STEINHARDT '96, '06), who is directing the initiative along with fellow food studies associate professor Amy Bentley. "It's the first academic agriculture project in New York City on a landmarked site—with Landmarks Preservation Commission approval!" Berg notes proudly. While plenty of college campuses have gardens, Berg points out that most of them don't have to contend with the scale and visibility of NYU. "A farm like this does not exist in a university of our size," she says. "The types of conversations I'd have with people while I was working out here were just

incredible. Passersby would ask me, 'Does NYU know you're out here?' I'd say, 'Yeah, NYU paid for it.' They were floored."

It did take a few years for this



THOSE WITH TINY GREEN THUMBS TOUR STEINHARDT'S URBAN FARM LAB, A 2,800-SQUARE-FOOT GARDEN AT THE FOOT OF SILVER TOWERS.

green project to get the green light: It was first proposed in 2010 by Daniel Bowman Simon (STERN '01, WAG '13, STEINHARDT '16) and Christina Ciambriello (STEINHARDT '13), both enrolled in the Steinhardt School of Culture, Education, and

Human Development's food studies program, who envisioned the farm as a way of reconnecting with NYU's lost legacy of educational agriculture. (In the early 1900s, the university was the first to host a department of school gardens under the watch of Chancellor Elmer Ellsworth Brown.) The endeavor stalled until two years later when Berg, who served as an adviser on

Bentley, along with a small group of students, began transforming the unmanicured backyard of Silver Towers into a farm with 18 raised beds made fertile with composted organic matter from NYU dorms—"so, like, Weinstein garbage," Berg says wryly. (Next season, the farm will begin composting its own waste along with

scraps from Steinhardt's teaching kitchens.) Despite what Berg calls a "tragically late" start by planting in June, the farm's organic, pesticide-free bounty included those aforementioned tomatoes along with arugula, bell peppers, carrots, eggplant, lettuce, okra, radishes, strawberries, watermelon, and herbs such as basil, chives, rosemary, sage, and lemon verbena. The produce was used by food studies students, shared with Silver Towers residents, and cooked into a feast for a September harvest festival, but it's important to remember that the project is not about growing prize-winning edibles. "We want to generate agricultural knowl-

edge—that's where the lab part comes in," Berg says. "In food studies, you can theorize about environmental conservation and about connection to food on communal and societal levels. This is the experiential way that our students are actually learning it."

On May 31, 2013, Berg and

PHOTO © JASON HOLLANDER

the insider

BEST OF NEW YORK

by Renée Alfuso / CAS '06

Venerable Venue

ROCKWOOD MUSIC HALL
196 ALLEN STREET
LOWER EAST SIDE
ROCKWOODMUSICBALL.COM

"For sound, vibe, location, and atmosphere, hands down, there's no place quite like it, in particular Stage 2. I spend way too much time there!"

—Jared Scharff (STEINHARDT '01)
Saturday Night Live house band guitarist

ALICIA KEYS



Audio Alfresco

GREAT LAWN
CENTRAL PARK
CENTRALPARKNYC.ORG

"I saw the Global Citizen Festival there, with Neil Young, Foo Fighters, and the Black Keys. More than 60,000 fans together in the heart of the city—really awesome and inspiring."

—Emily Lazar (STEINHARDT '96)
The Lodge recording studio founder and chief mastering engineer

MUSIC can be found throughout the Big Apple—and not always where you might expect. From awesome acoustics to tunes with a view, those in the know from NYU share their favorite spots. Plus, six songs to put anyone in an Empire State of mind.



ALEXZ JOHNSON

Rad Rags

ISSEY MIYAKE
119 HUDSON STREET
TRIBECA
ISSEYMIYAKE.COM

"I've been wearing his clothes for years. They fit my style and body, and give me a certain confidence that makes me feel like a rock star!"

—Susan Hilferty
Tony Award-winning costume designer and chair of the design department at the Tisch School of the Arts

Obscure Odeum

42ND STREET SUBWAY STATION
TIMES SQUARE
MTA.INFO

"There's an amazing old-time African-American banjo-and-string band called the Ebony Hillbillies, usually between the 1/2/3 and N/R/Q lines."

—Michael Beckerman
Carroll and Milton Petrie Professor of Music at the College of Arts and Science



Lyrical Landmark

CAFE WHA?
115 MACDOUGAL STREET
WEST VILLAGE
CAFEWHA.COM

"It's where Jimi Hendrix was discovered in 1966. In eighth grade, I snuck down there and saw him play guitar with his teeth."

—Emily Armstrong
Archivist for the Downtown Collection at Fales Library



Rocked, RIP

CBGB (1973-2006)
315 BOWERY
EAST VILLAGE
CBGB.COM

"In the summer of 1975, a few fellow NYU film grads and I approached owner Hilly Kristal about shooting his Unrecorded Bands Festival. He kindly consented, and the first night, we shot then-unknowns Blondie, Talking Heads, and the Heartbreakers."

—Pat Ivers (TSOA '76, '89)



New Amsterdam Anthems

"The Only Living Boy in New York" (1970)

Simon & Garfunkel
"TIMELESS, PASSIONATE, AND MAGICAL—A MUST-HAVE."

"New York Groove" (1978)

Ace Frehley
"CAPTURES THE FEELING OF CROSSING THE BROOKLYN BRIDGE."

"Walk on the Wild Side" (1972)

Lou Reed
"DEFINES THE URBAN UNDERBELLY EXPERIENCE."

"New York State of Mind" (1976)

Billy Joel
"YOU CAN'T TALK ABOUT NYC MUSIC AND NOT THINK OF BILLY."

"Juicy" (1994)

The Notorious B.I.G.
"MOST HIP-HOP HAS A SHELF LIFE, BUT NOT BIGGIE."

"New York, I Love You but You're Bringing Me Down" (2007)

LCD Soundsystem
"WHAT NEW YORKER HASN'T FELT THIS WAY AT TIMES?"

—Jeffrey Rabhan (WSUC '92)
Chair of Tisch's Clive Davis Institute of Recorded Music

CULTURE

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television

NO CAPE? NO PROBLEM

FROM STAGE ACTOR TO SCREEN-
WRITER TO GEEK GOD, CLARK GREGG
SOARS WITHOUT SUPERPOWERS

by Renée Alfuso / CAS '06

Clark Gregg isn't a superhero. He doesn't even play one on TV. And yet, the veteran actor has become the poster boy for Marvel, thanks to his turn as Agent Phil Coulson, the unassuming government suit who never loses his wit or stoicism, whether he's assembling egocentric Avengers or staring down a giant alien automaton with nothing more than a megaphone.

Looking back it's hard to believe that it all started with a few quips in *Iron Man* (2008). Audiences instantly connected with

Gregg's character—so much so that he has earned the rare distinction of being drawn into the comic books *after* debuting on film. Six years and four feature films later, Gregg (TSOA '86) is again starring as Coulson on the hit ABC show *Marvel's Agents of S.H.I.E.L.D.*, which garnered more than 1 million Facebook fans before the first episode even aired last September. Yet long before this popularity, Gregg toiled in background scenes and behind the camera—evolving from actor to hyphen-requiring actor-writer-director.

Those last two endeavors are also reaping the dividends of

Gregg's newfound success. He recently wrote, directed, and starred in *Trust Me*, his second independent film (after 2008's *Choke* based on the Chuck Palahniuk novel). Featuring Sam Rockwell, William H. Macy, Felicity Huffman, Allison Janney, and Amanda Peet, the dramedy premiered at the 2013 Tribeca Film Festival. "That's a whole other level of rewarding," he says.

Gregg cut his teeth as a founding member, and later artistic director, of the off-Broadway Atlantic Theater Company, which formed in 1983 out of an NYU summer workshop taught by

PHOTOS FROM LEFT: COURTESY MARVEL; (2): COURTESY HOT TONS

Macy and playwright David Mamet. He spent his first decade out of school with Atlantic "doing theater for next to nothing" before moving to Los Angeles, where he took bit parts in films and on TV.

His first writing job was no small gig: penning the screenplay for *What Lies Beneath* (2000), the supernatural thriller starring Harrison Ford and Michelle Pfeiffer. After a string of mostly one-off appearances, Gregg landed multi-episode runs on *Sports Night* (2000), *The West Wing* (2001), *The Shield* (2004), and *The New Adventures of Old Christine* (2006–



CLARK GREGG'S MOST POPULAR CHARACTER, MARVEL'S AGENT COULSON, MADE THE JUMP FROM THE BIG SCREEN TO COMIC BOOKS. THE ACTOR SHARED HIS EXCITEMENT OVER THE COULSON ACTION FIGURE BY TWEETING: "AND NOW THIS AGING FANBOY CAN DIE HAPPY."

10). "The best stuff that happened for me [has been] since I turned 40," he says.

His biggest break came when director (and neighbor) Jon Favreau offered Gregg the small, nameless role of "Agent" in the star-studded *Iron Man* film. He had some trepidation based on experience. "I thought, I really want to do this, but I just know it's gonna get cut out or [cut down to] just one line, and then I'll feel embarrassed," he remembers with a laugh. Fortunately his wife, actress Jennifer Grey, encouraged him to accept the part because of his lifelong love of comic books.

Gregg's on-screen chemistry with Robert Downey Jr. resulted in Favreau adding scenes for "Agent," and soon Coulson was born. The character evolved in the film's sequel and even further in *Thor* (2011), when it became clear that amidst all the demigods and monsters, viewers identified with Coulson's mortal underdog. "There was something about that role in a world with superheroes—an average guy in a suit who had an ability and a willingness to be sarcastic and speak

truth to superpower—that made him someone the fans connected with," he surmises.

So when it came time to assemble Earth's mightiest heroes for the blockbuster *The Avengers* (2012), it was Coulson who brought the bickering team together. In Joss Whedon's script, his tragic demise by supervillain stabbing gave them something to avenge. "I really

loved that it grounded the movie in something real and human. And then it came to the day to shoot it and I was a mess," he says. "I kept making jokes to the camera that I was waiting for some rewrite pages from the governor."

Moviegoers were even more distraught over Coulson's fate. Refusing to accept his death, viewers flocked to Twitter and started a protest using #Coulson-

Lives—which they also printed on T-shirts, carved in the sand, and painted on bridges around the world. Marvel took notice and created *Agents of S.H.I.E.L.D.* "[The fans] are responsible for bringing Coulson back to life," Gregg says.

The mystery surrounding Coulson's resurrection was the driving force of the show's first season, which debuted as TV's

highest-rated new drama in years. Now it's Gregg who's doing the heavy lifting, spending long days on set as No. 1 on the call sheet. "If I had lost track of the blissed-out 11-year-old who read these comics and loved this world, I wouldn't be having this much fun," he says. "I get to fly amazing vehicles and do battle with tremendous alien creatures...it's a really good way to be fiftysomething." ■

“There was something about that role—an average guy who had an ability to speak truth to superpower—that the fans connected with.”

technology

The Reel World

A POP CULTURE LOVER HAD AN IDEA AND DECIDED NOT TO SIT ON IT

When Gadi Harel (STEINHARDT '93) moved into Los Angeles's Hancock Park neighborhood in 2011, he had no clue that the Cunninghams' *Happy Days* home was right behind his own. After years in L.A., "It was the most exciting Hollywood encounter I'd had," Harel recalls. "Fonzie lived above that garage!"

A friend, charmed by Harel's exuberance, then suggested a visit to the *Brady Bunch* house in Studio City. "That one blew my mind," says the Israel-born, Princeton-raised 42-year-old, who

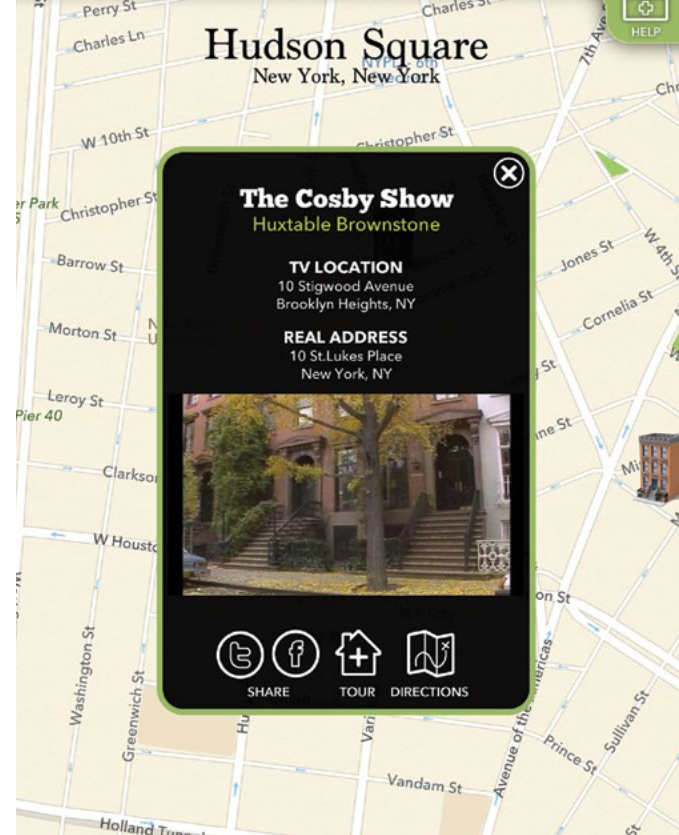
started wondering where his other favorite characters had lived. Harel decided: "If I find 100 addresses, I'll make an app."

He found far more than that—Reel Estates (99 cents) now boasts 600 locations and counting, sprinkled from coast (Madeleine's San Francisco apartment in *Vertigo*) to coast (the *Jersey Shore* house). When the actual (Pasadena) and fictional (Ossining, New York) coordinates conflict, as with the Draper residence on *Mad Men*, both are listed. Users can search by title or let the "Map Me" feature surprise them with a nearby hot spot. Pop culturalists will especially love the "trivia" button (exam-

ple: three Manhattan buildings were necessary to create Glenn Close's loft in *Fatal Attraction*). Harel is best known for co-directing the cult horror hit *Deadgirl*, so it's no surprise that two of his favorites are the dwellings in *A Nightmare on Elm Street* and *Poltergeist*. "It's exciting to find a new one," says Harel, who thanks crowdsourcing for tips. Conversely, those wild goose chases can be buzz kills. Bummer

in point: "I spent months looking for the Tanner house from *Alf* [supposedly in the San Fernando Valley], only to find out that the actual home [in Brentwood] no longer exists."

—Helly Guerre



CREDITS

ALUMNI HONORS



At this year's Academy Awards, the Oscar for Best Picture went to *12 Years a Slave*, produced and directed by **STEVE McQUEEN** (TSOA nongrad alum), while writer **JOHN RIDLEY** (GAL '87) took home Best Adapted Screenplay for penning the historical drama... **MARTIN SCORSESE** (WSC '64, STEIN-

HARDT '68, HON '92) earned a Best Director nomination for *The Wolf of Wall Street*, written by fellow nominee **TERENCE WINTER** (WSUC '84) and executive produced by **GEORGIA KACANDES** (TSOA '85) and **IRWIN WINKLER** (STERN '56)... Also vying for the top prize this year were *Amer-*

ican Hustle, the 1970s-era crime drama produced by **MARK KAMINE** (TSOA '92) and **RICHARD SUCKLE** (GAL '91); Somali pirate thriller *Captain Phillips*, produced by **MICHAEL DE LUCA** (TSOA '95); and true-life AIDS drama *Dallas Buyers Club*, produced by **ROBBIE BRENNER** (TSOA '93)... Meanwhile at the 65th Primetime Emmy Awards, *Breaking Bad* was named Outstanding Drama Series for the show's final season, with gold statuettes going to creator **VINCE GILLIGAN** (TSOA '89) and producers **STEWART A. LYONS** (TSOA '72, STERN '79) and **THOMAS SCHNAUZ** (TSOA

'88)... For the fourth consecutive year, Outstanding Comedy Series went to *Modern Family* and its writer-producers **PAUL CORRIGAN** (TSOA '94), **BRAD WALSH** (TSOA '94), and **BILL WRUBEL** (TSOA '93)... HBO's Liberace biopic *Behind the Candelabra*, written by **RICHARD LAGRAVENESE** (TSOA '80), won for Outstanding Miniseries or Movie... **JESSIE MOTT** (STEINHARDT '02) and **ALEX JOVANOVICH** (STEINHARDT '10) were among the artists selected to participate in the Whitney Museum of American Art's 2014 Biennial.

—Renée Alfuso

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PETER WARNER'S NOVEL TAKES ON COLD WAR SPY GAMES

by Nancie Clare

Would you know a spy if you met one? It's a question that author Peter Warner (ARTS '64) first confronted decades ago after an unassuming friend revealed, during a casual stroll through Frankfurt, that he'd been stationed there with the CIA starting in 1949. "He's a very brilliant man, an editor and novelist who, as a child, was a piano prodigy," Warner recalls. "For all those reasons, he seemed to be the most unlikely spy." But then Warner realized, it was precisely because of those qualities that his pal "could hide in plain sight."

In that moment the idea for Warner's sly new novel began to germinate. *The Mole: The Cold War Memoir of Winston Bates* (Thomas Dunne) follows the titular Bates, a failed poet languishing in post-WWII Paris when he is recruited by his motherland, Canada, to spy

THE AUTHOR'S SECOND NOVEL PRESUPPOSES (CORRECTLY) THAT ALLIES SPY ON ONE ANOTHER.

of what to do with the intel he gathers. He knows that he's working for the Canadians, and \$500 shows up in a bank account every month, but that's about as far as his James Bond playbook goes.

Not that our protagonist is overly concerned. "He's doing it for himself," Warner explains. "He has almost no political ideology. He has plenty of opinions, but you can't say he's left wing or right wing. Nor is he motivated by a patriotic love of Canada."

Our easygoing neighbor to the north has been of interest to Warner for nearly half a century. "Because of my age, I could have been Canadian," Warner says. "I was vulnerable to the draft during the Vietnam War and, like many people, had a sense of, 'Okay, if it comes to that, shall I go there?'" Warner, whose father earned his PhD at NYU and taught biochemistry at the medical school, escaped the fate of trading his greenbacks for loonies. Still, he thought, What if my life had taken that turn?

The question of selfness is also prevalent in *The Mole*. "Bates is half-Jewish, half-Christian, half-Canadian, half-American, and somewhat sexually ambiguous," Warner notes. "So that was another reason for featuring Canada. [Canadians'] idea of identity has always been a slightly fraught issue."

Warner began researching and fitfully writing the novel in the 1980s, while president of Thames and Hudson, the illustrated book publishing company. He finished only after retiring, so the fact that the topic of friends *without* privacy benefits has dominated recent headlines (think Barack Obama and Angela Merkel) is a happy coincidence. "I didn't plan it," Warner says with a laugh. "It all happened quite by chance, considering how long ago I started this book. But I've always assumed that allies spy on each other." ■

PHOTO © NOON KITTAARAK

reference

A Reading From The Book of Jezebel

Embedded in the press release for this two-and-a-half-pound behemoth is the phrase "broad influence"—a copywriter's sly pun or unconscious double entendre. Either way, it's true, because the website that spawned this encyclopedia volume, printed by Grand Central Publishing, is inarguably among the most significant platforms for feminist debate of our time. That has everything to do with founding editor Anna

PHOTO © ANNA WOLF



ANNA HOLMES WONDS WHY THE P IN "PATRIARCHY" SHOULDN'T BE AN M.

Holmes (CAS '95), who, from the first posts in 2007, deftly balanced political and pop cultural content, scrutinizing how women are represented in Washington, Hollywood, and beyond. Empirically and subjectively, more than 1,000 XX-friendly topics are covered in this magnum opus, ranging from "legitimate rape" to "Lemon, Liz."

Singularly encapsulating both the tome's genius and the blog's power is the entry "Baio, Scott." When screen grabs of

Chachi's far right tweets—opining on abortion, welfare, and immigration—appeared on Jezebel.com, it unleashed a blitzkrieg of negative comments that had Baio retorting "adopt another cat or butt lick someone else." His response seems downright magnanimous compared to his wife's two cents, which garnered headlines nationwide, elicited a denunciation from GLAAD, and inspired meaningful discourse on the intersection of homophobia, First Amendment rights, celebrity, and social media. The blog, book, and brand prove that what initially seems prosaic can, indeed, result in broad influence.

—Helly Guerre

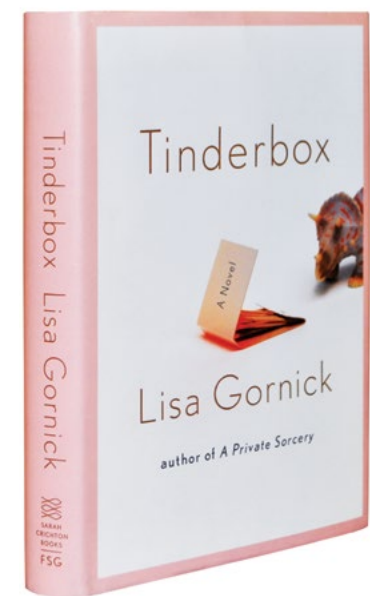
Here are two more A to Z (or rather, A and Z) entries from *The Book of Jezebel: An Illustrated Encyclopedia of Lady Things*:

ADDERALL
Miracle drug used to treat ADHD and narcolepsy that enables users to sit at their desks getting Tiger Mom-approved quantities of work accomplished and losing five to 10 pounds *at the same time*. (So long as they don't mind the accompanying hand tremors, dramatic gum erosion, sometime compulsion to masturbate, occasional bloody shits, hopeless addiction, and moderate-to-severe acne eruptions on highly improbable areas of the body, like eyelids.)

ZYGOTE
Too young to be a slut, so way more entitled to civil rights than you are.

bibliofile

TINDERBOX (SARAH CRICHTON BOOKS/FSG) LISA GORNICK GSAS '97



In Lisa Gornick's second novel, a town house on Manhattan's Upper West Side combusts when the festering dysfunctions of one family are finally exposed. Dr. Myra Gold, a placid psychotherapist, warily opens her home to her grown son, Adam, a sometime filmmaker of B Westerns, his overworked dermatologist wife, Rachida, and their precocious 6-year-old son, Omar. Add to the kindling Myra's dutiful, binge-eating daughter, Caro, and Eva, the Peruvian maid drawn to Judaism in an effort to assuage a childhood of abuse. All that's needed are the inevitable human sparks: misunderstanding, fear, pride, neglect, and betrayals—both small and large. A psychoanalyst herself, Gornick ably realizes her characters' inner lives in their untidy quest to love themselves and one another. But not all conflagrations leave lasting harm; like a controlled burn, this one clears the brush for a fresh start.

—Nicole Pezold

■ illustration

CARTOON CUT UP



In this era of celebrity chefs, genetically modified crops, and proposed 16-ounce soda bans, food is arguably more central to American culture—and more politicized—than ever

before. No art form comments on this phenomenon as immediately as the editorial cartoon. In *Eat Drink Vote: An Illustrated Guide to Food Politics* (Rodale), Marion Nestle, Paulette Goddard Profes-

sor in Steinhardt's department of nutrition, food studies, and public health, has amassed hundreds of contemporary cartoons that any future anthropologist studying our bewildering society would be hap-

py to discover. The best of them, such as this panel by Dan Piraro, viscerally convey the challenges we all face as we try to do right by our bodies and our planet.

—Ali Bahrapour

■ nonfiction

VOICE OF AMERICA—AND PAKISTAN

JOURNALIST SHAHAN MUFTI EXPLAINS HIS TWO HOMES TO EACH OTHER

by Nancy Bilyeau

Behind every book is a personal story, but few authors have one as rich and far-reaching as Shahan Mufti, who since childhood has shuttled between Pakistan and the United States, and, since 2007, covered the former as a war correspondent. His debut book, *The Faithful Scribe: A Story of Islam, Pakistan, Family, and War* (Other Press), is part memoir, part social studies lesson.

It begins in Lahore in 1971, with his parents' arranged marriage. On the eve of the wedding, India joined the war that would divide Bangladesh from Pakistan, and distant explosions sounded off during the festivities. From this joyous and violent occasion, Mufti (GSAS '09) weaves together his family's and nation's stories, laying out the recent past—such as Pakistan's 1956 founding as the first Islamic Republic—and the ancient dynasties that continue to impress upon the region. (One of Mufti's more fascinating discoveries is a family tree written by an ancestor who traces his clan back 14 centuries to the inner circle of Muhammad.) The result is an insightful, suspenseful read that asks hard questions of both Pakistan and the United States, and has won him high praise: *The New Yorker* singled out his "talent for

explaining the political through the personal."

Mufti, who has written for *Harper's*, *Atlantic Monthly*, *The New York Times Magazine*, as well as this magazine, and teaches journalism at the University of Richmond, recently spoke with us.

DID YOU EVER CONSIDER WRITING THIS BOOK WITHOUT INSERTING YOURSELF AND YOUR FAMILY?

Actually, the family did come later. I knew I had a certain perspective on this that not everybody shared, which was being between



MUFTI'S MEMOIR ADDRESSES THE OFT-ASKED QUESTION: WHY IS PAKISTAN SUCH A QUAGMIRE?

these two worlds, Pakistan and the U.S. As a narrative journalist, I did feel strongly that I needed characters to tell the story. But I didn't think at first that the characters would be my family members.

WHAT WAS THEIR REACTION TO THE BOOK?

My parents read it. Everyone is pleased. I haven't alienated anybody, which was difficult, because I was trying to be very truthful about what I thought. Not everyone in my family in Pakistan can read English—I hope it is translated one day. It would be interesting to see the reaction there to the book. The stuff I've laid out is not necessarily stuff that has been said in Pakistan.

WERE YOU DRIVEN BY A SENSE OF URGENCY TO TELL THE STORY NOW?

I was frustrated as a writer, because there are huge problems with the way war is covered. The humanness of war is very hard to capture. We have so much information as Americans about the war—just look at WikiLeaks—and we have no understanding of what war is, still. I think it was that desire to translate the reality and the understanding of war and this other place that is so large in our imagination—Pakistan—and it wasn't just giving information about who's the new leader of the new militant group. That is not going to lead us to peace or to anywhere useful even. What is going to lead us [someplace useful] is understanding.

ARE YOU HOPEFUL THAT READING YOUR BOOK WILL LEAD TO GREATER UNDERSTANDING?

Of all these Muslim countries, Pakistan is the one that America should be able to understand pretty well. [It's] a country that began in idealism and came out of a colonial period, [with] an Islamic Constitution written in English by Anglophiles. This shouldn't be the hardest country to crack. ■

PHOTO © DMITRY GUDKOV



PHOTOS: LEFT © JAMES NORD; RIGHT COURTESY JANE'S CAROUSEL; BOTTOM RIGHT © DANIELLA ZALCMAN



Jane's ADDICTION

In the shadow of the Brooklyn Bridge spins proof that—
with enough elbow grease, tenacity, sacrifice, and belief—
anything is truly possible



Nearly three decades elapsed between the time artist Jane Valentas (STEINHARDT '85) won the Idora Park merry-go-round (above) at auction in Youngstown, Ohio, and the day it opened as Jane's Carousel on the banks of the East River (right).





PHOTOS: RIGHT COURTESY JAMES CAROUSEL;
BELOW © JESSICA DAILEY

Walentas leaned heavily on her fine arts training to help her authentically restore the horses—carved and painted in 1922—to their former Roaring Twenties glory.



“Everyone except my husband and son thought I was crazy,” says Walentas of her passion project. “Even having my studio in DUMBO seemed nuts because it was so desolate when I started in the 1980s. There wasn’t anything here but a coffee truck outside and mice indoors.”



PHOTO COURTESY ANNA DORFMAN/DORISIXTEEN.COM



PHOTO © JESSICA DAILEY

While Superstorm Sandy damaged the electronics of the carousel's high-tech Jean Nouvel-designed pavilion (above right), the wooden equines remained, thankfully, unscathed.

The YouTube clips had an exuberant grit that was part Occupy Wall Street, part *Thelma & Louise*. Very few

videos actually showed the faces of those defying the Saudi Arabian ban on women driving; more often the camera lingered on an illicit but manicured hand at the wheel, the sleeves of a black *abaya*, or dice dangling from the rearview mirror. As the protesters and their friends tooted through traffic—some with rock blasting on the car radio—their excitement was palpable. “We’re doing it—yes, we are!” piped up a voice from the passenger seat in one clip, breaking into gleeful English. Dozens of videos were quickly posted on various Twitter feeds: #Women2Drive, #Oct26driving, and #ربوتك26_اكتوبر, which roughly translates as #26OctoberLeadership, and was, according to the Middle Eastern news service Al-Monitor, among the most popular hashtags in Saudi history.

Rewind back through the weeks build-up to that 2013 drive, and it’s clear

that the campaign relied on a modern array of cybertools. (So did the women’s opponents, who hacked the movement’s website.) A male ally volunteered his smartphone to download WhatsApp, considered the messaging service of choice among Saudi housewives, which he then used to coordinate and disseminate videos; he was later arrested, and his incarceration and eventual release were followed throughout the Twitterverse (#FreeTarikAlMubarak). A Saudi-American comic launched a wicked Bob Marley video parody called “No Woman, No Drive,” which went cross-platform viral.

Then, just days before the demonstration, Robin Morgan, host of the American feminist podcast *Women’s Media Center Live*, received a private email from a dispirited organizer. Saudi clerics had long condemned women behind the wheel, and in September darkly warned that driving can damage ovaries and cause birth defects. In

the past, the ban had been more a matter of religious custom than of civil law. Previous demonstrations had resulted in punishments ranging from women being escorted home and made to sign pledges that they wouldn’t drive again to drivers (and their husbands) being barred from foreign travel for a year, denounced by name from pulpits across the country, and fired from government jobs.

Now there was a serious new wrinkle: The Ministry of the Interior had threatened to jail anyone who attempted to “disturb the public peace” by driving or even supporting the campaign online. Many worried it might now be considered treason, a capital crime. The Saudi organizer told Morgan that the government’s escalation was “the worst blow ever for the [Saudi] women’s rights movement during the last 30 years.” Her compatriots were “devastated”—so much so that they were considering canceling the drive-in.

Morgan is a veteran activist—she organized the first feminist protest against the Miss America Pageant in 1968—and remembers when her only tools of communication were “telephone trees, mimeograph machines, leaflets, pay phones, and either mailing out press releases or walking them over to the [local paper’s] city editor.” But this time she recorded a three-minute audio

clip, posted it to the Women’s Media Center website, and linked to Twitter, anonymously quoting the woman who had emailed her and urging listeners to fax the King of Saudi Arabia and email the Saudi embassy in Washington, D.C.

The clip was in English but, Morgan says, “When we checked the downloads later, we noticed that there was one in Saudi Arabia.” She subsequently learned that a young feminist there had heard the appeal and sent out a blitz of email. “[It] spread like wildfire,” Morgan says. The demonstrators “realized that the outside world was behind them, and they decided to ride.” The rest was digitally documented history.

During the same time frame last fall, countless other crises and campaigns dominated the news. The U.S. government shut down and reopened, the Obamacare website crashed, a gunman killed a TSA agent at Los Angeles International Airport and set off hours of panic, legislatures in Illinois and Hawaii voted for marriage equality, a typhoon ravaged the Philippines, and Nelson Mandela died. These and other events are increasingly experienced through the lens of social media, not just by outside observers, but by those on the ground. For instance, the main source of reporting during the LAX lockdown was the Twitter feed of an airport publicist (@LAX_

Official); passengers relied on it for everything from facts about the shooting and its impact on flights to where those stranded could find water, personal belongings left behind in the evacuation, and even crisis counseling. Meanwhile they uploaded their own smartphone photos and real-time reactions to the info stream.

According to a May 2013 Pew Research Center study, half of the public now gets most of its news from the Internet. Some 56 percent of Americans own a smartphone, six out of every seven adults are online, and of those, 72 percent use social network sites such as Facebook, LinkedIn, Twitter, and Reddit. This new way of sharing life and information is no less momentous than the invention of the printing press.

And yet, this data explosion is not so easily accessed by researchers. Texts and emails are private, as are, to a lesser degree, people’s Instagram, Flickr, and Facebook pages, where most users only show their posts to an invited, prescreened group. “This stuff is the dark matter of the social media universe,” says Clay Shirky, associate professor at both Tisch’s Interactive Telecommunications Program and the Arthur L. Carter Journalism Institute, as well as the author of several books on the effects of the Internet on society. “For instance, when the Red Shirts [United Front for Democracy Against Dictatorship] took over downtown Bangkok [in 2010], they used YouTube to document it, but the actual coordination was much more tied to texting.”

If a text falls in the e-forest, and academics can’t read it, does it exist? Maybe

not, pedagogically speaking—but then there’s Twitter.

“In Twitter, the idea is that you’re a little website, a microblog that people can surf—that’s the beauty of it,” says Richard Bonneau,

associate professor of biology and computer science. Very few people tweet privately, Bonneau points out. (A 2012 survey by the social media monitoring software company Beevolve showed that almost 90 percent of Twitter accounts were set to go out to the general public; a survey earlier that year of the newest 100 million accounts by the online statistical company Twopcharts indicated that the tendency to go public was steadily increasing, with only 2.3 percent of new users protecting their privacy.)

There is a great deal of other information that is not proprietary, although it often requires algorithms and large servers to cull en



masse. Users who tweet with location services can be “geotagged” to show their whereabouts. You can tell a computer program to collect all the messages from a particular time and place, or with a specific hashtag, or all the messages sent out by a particular tweeter, or all the retweets of that person—or slice and dice across myriad other categories.

That is exactly what Bonneau and his colleagues at NYU’s Social Media and Political Participation (SMaPP) project are doing. The project, funded by a three-year \$1 million grant from the National Science Foundation, is so interdisciplinary that it almost seems like a new discipline altogether, mashing up politics, social psychology, informatics, and computer science. (In addition to Bonneau, the principal investigators are Jonathan Nagler, professor of politics; John Jost, professor of psychology and politics; and Joshua Tucker, professor of politics and Russian



and Slavic studies with an affiliate appointment at NYU Abu Dhabi.)



“We’ll be looking at the impact of social media on political participation, running the gamut from joining a demonstration to giving money to a candidate to volunteering to voting—or not voting,” Nagler explains.

The target may sound clear enough, but reaching it brings up endlessly rich lines of inquiry: Does reliance on mobile social media surge in a press vacuum? Is it different in a rich or poor country, a democracy, or a repressive society? Do we make political decisions differently when we can get instant feedback on whether 50 of our friends “like” or retweet the same information? Which is more important: the stuff we read in someone else’s post or the act of posting something on our own? How do people figure out what information to trust, particularly when staring down police or soldiers with guns? These are the kinds of questions SMaPP wants to explore. “We’ve always known that the spread of information is important in protests,” Tucker says. “But we could never, ever study information like this before in a systematic way.”

The group has already discovered that Twitter users are pretty much who they say they are. Pablo Barberá (GSAS ’15), a PhD student in the department of politics, matched several thousand public voter-registration records in Ohio against the Twitter accounts of people whose tweets had indicated their political leanings; he

was easily able to predict an overwhelming majority of party registrations.

Although it’s theoretically possible for government spies or ideological agents provocateurs to set up dummy accounts, transparency currently seems to be the unwritten rule. If anything,

“One thing that always surprises me online is how much people are willing to share.”

They share their thoughts about everything—what they eat, what they’re doing, when they’re hanging out drunk with their friends. But it’s great from a researcher’s perspective.”

SMaPP has also analyzed and charted the vocabulary tweeted by members of Congress (the researchers estimate that 96 percent of senators and representatives who have served in the current Congress have Twitter accounts). In general, Nagler says, congressional members haven’t yet figured out how to use the interactivity of social media to raise participation or otherwise involve voters; mostly they tweet some version of their paper newsletters, “but shorter, and with much higher frequency.”

In their news blasts, Republicans and Democrats tend to speak different language

es. During the federal government shutdown, Republican senators and members of the House were far more likely to tweet the phrase “Obamacare.” Republicans also talked a lot about “debt” and “spending” whereas, Nagler says, “for Democrats the key word was ‘shutdown.’ ” Democrats’ tweets also prominently featured the words “government,” “end,” “reopen,” “default,” and “bipartisan.” There was one telling exception: a word cloud chart showing the tweets of those Republicans who eventually voted to end the shutdown looks virtually identical to that of the Democrats.

Another ongoing SMaPP focus is measuring how information changes over time—for instance, how quickly tragedies involving firearms devolve into political polarization. “It took about 20 days for the Newtown shootings to get heavily polarized,” Nagler says, “although to put it in perspective, it never got as polarized as tweets about Romney or Obama or—the gold standard—tweets about the National Rifle Association.”

But the project is not limited to domestic affairs. When Istanbul exploded into anti-urban development protests over the fate of Taksim Gezi Park last May, SMaPP researchers monitored some 2 million tweets over a 24-hour period. They found another surprise; unlike the Arab Spring, where the whole world was watching (and tweeting), most of the buzz was local. In fact, most

tweets were in Turkish, Nagler says, and “a tremendous density of tweets came from inside or around the park.” The researchers believe that what was happening was at least in part a form of citizen journalism, with participants live-streaming and live-blogging their own protest to compensate for the failure of the mainstream Turkish media to cover the story.

At one point, the demonstrators even appealed to their fellow Turks to turn off their televisions in dissent of the slipshod coverage and then publicize their actions with #BugünTelevizyonlar_Kapat (#TurnOffTheTelevisionsToday). Their appeal garnered more than 50,000 tweets.

As SMaPP advances, Jost’s psychology students will look at word choices within tweets. “There’s research on inferring psychological states and characteristics,” he explains, simply from the words people use. The data may make it possible to discern what *kinds* of messages are most likely to encourage people to participate in politics. And the project has also spawned new courses in both New York and Abu Dhabi. Undergraduates will study the Facebook pages of members of Congress, for example, and then go to Washington to interview their office staffs about their social media practices.

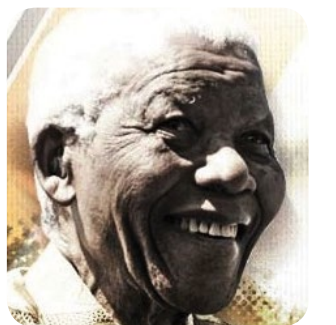
Tucker, the politics and Russian and Slavic studies professor, likes to note that for most of his career, his findings could be contained on an Excel spreadsheet: “Previously, our best sources of data were that we might get to ask a thousand or 2,000 people an hour’s worth of questions, and if we actually got to go back to those people a year later, that would be amazing data. And

if you could do that in 10 countries—well, there [were] only five to 10 data sets like that out there. And now, all of sudden, we have

millions of people in every country in the world talking multiple times a day and leaving behind digital records of what they’re saying.”

Even if only a small percentage of it is about issues of governance, he says, “it completely dwarfs what we’ve ever known about what individuals are saying about politics.” ■

Online extra: Some crises that play out on social media are distressingly personal. Read the companion piece, “Trickle Up Texts,” at nyu.edu/alumni.magazine.





90° IN, 0° W

Frederick Cook was celebrated as polar explorer extraordinaire then tarnished as a fraud. Now, long after his death, he's redeemed

BY JENNIFER BLEYER



PREVIOUS PAGE: On April 21, 1908, after dashing across endless Arctic ice, Frederick Cook and his two Inuit assistants reached a point where the latitude was likely 90 degrees North and the longitude zero. The only place to plant a flag was on their igloo.

ABOVE: Cook wintered in an Inuit village in northern Greenland before sledding across the Arctic Archipelago in February 1908 with a German deputy, 10 Inuit, 11 sledges piled with food and supplies, and 103 dogs.



Cook's rival, Robert Peary, with one of his dog sled teams, the true workhorses of Arctic expeditions.



Cook's Inuit assistants stalk musk oxen on Devon Island. During their yearlong struggle to return from the North Pole, the team spent 100 days in an underground den there, subsisting off their kills.



This photo appeared in Cook's memoir, with an inscription in the doctor's hand: "Northernmost man and his wife. Dr. Cook's helpers."

Early in the morning of September 21, 1909, a steamship emerged through a veil of fog in New York Harbor and churned toward the city. The *Oscar II* had set sail from Copenhagen 10 days earlier. As it approached lower Manhattan, half a dozen tugboats full of newspaper reporters flocked around it like so many pigeons.

A roar went up when Dr. Frederick A. Cook stepped onto the ship's deck. A sturdy man with broad cheeks, a rope-thick mustache, and a derby perched on his head, Cook was an Arctic explorer who had left the United States more than two years earlier with the formidable goal of trying to reach the North Pole—a feat no one had ever accomplished. During a long lapse in communication, he was thought to possibly be dead. Yet there he was, looking serene, triumphant, and very much alive. The newsmen barraged him with questions through their megaphones as Cook confirmed that he had indeed captured perhaps the holiest grail of global exploration. "I have come from the pole," he declared.

Cook, 44 years old and an 1890 graduate of NYU's medical school, received a hero's welcome that day. Wreathed in white roses, he was ferried by boat around Manhattan, saluted by steam whistles and foghorns, and applauded by massive crowds gathered along the waterfront. When he finally docked at the foot of South Fifth Street in Brooklyn, a crush of humanity enveloped him in a scene that one reporter described as having "all the elements of a riot except violence." Trolleys stopped in their tracks and tens of thousands of people lined the roads as a band and a parade of 300 automobiles flying the Stars and Stripes escorted the adventurer to his stately red brick home at the intersection of Bushwick, Myrtle, and Willoughby Avenues. The house was adorned with a giant arch topped with a gold-painted globe and a larger-than-life

portrait of Cook. Beneath the explorer's picture hung a sign nodding to the controversy already brewing: **WE BELIEVE IN YOU.**

Shadowing his homecoming was the growing suspicion that his rival, Rear Admiral Robert E. Peary, was the true discoverer of the North Pole. Peary was a U.S. Navy civil engineer and accomplished explorer who had long fantasized this feat—a goal that seems to have been motivated by his single-minded, almost maniacal obsession with fame.

"My last trip brought my name before the world; my next will give me a standing in the world," he wrote to his mother after an 1886 trip to Greenland. "I will be foremost in the highest circles in the capital, and make powerful friends with whom I can shape my future instead of letting it come as it will. Remember, mother, I must have fame."

Backed by some of the wealthiest and most powerful interests of the day, Peary set off on a well-appointed expedition to the pole a year after Cook

"STANDING AT THE NORTH POLE, I FELT I HAD CONQUERED COLD, EVADED FAMINE. I HAD PROVED MYSELF TO MYSELF, WITH NO THOUGHT AT THE TIME OF ANY WORLDLY APPLAUSE."

—Frederick Cook

and claimed to reach it on April 6, 1909, again nearly a year after his opponent. That September, as both of them returned to civilization and publicized their claims in quick succession, Cook found himself interrogated furiously and shrouded in doubt. Their dispute dominated headlines across the world, and in spectacular fashion, Cook went from being toasted to being dismissed as a charlatan who had concocted a hoax of enormous proportion. Peary ultimately seized the torch as the North Pole's discoverer.

Yet the question of who got there first, or whether either of them got there at all, persisted as one of the most inflamed and enduring controversies of the century. And in the past generation, as more information has emerged, a new crop of Cook defenders has risen up to reassert his accomplishment. Though both men have long been dead—Peary passed away in 1920; Cook in 1940—the controversy lives on.

Ted Heckathorn was a high school student in the early 1950s when he became fascinated by the early days of polar exploration. He devoured accounts of Captain Robert Falcon Scott's journeys to Antarctica at the turn of the century, and he considered Peary among his greatest heroes. It was while in college at Stanford University that Heckathorn started to examine Cook's story more closely.

"Peary made statements to the effect that Cook was a liar who had faked his North Pole trip," Heckathorn says. "I thought that would be fairly easy to substantiate, so I read articles by Dr. Cook, and his book, *My Attainment of the Pole*, and it was disturbing [because] it sounded very authentic. Looking at his exploration background, he was not what you would call a typical person trying to perpetrate something false."

So began a lifetime passion for Heckathorn, who became a polar historian, writer, and mountaineer. Cook, he learned, was born in 1865 to German immigrants in New York's rural Sullivan County in the Catskill Mountains.

His family moved to Brooklyn, then an independent city, seeking greater opportunity, and he operated a milk delivery business with his brother while studying medicine at NYU. Just as he was completing his medical exams, his life took a tragic turn when his wife and child died following complications during labor, and he buried his nose in books about exploration to escape his despair. The next year, he heard that Admiral Peary was looking for a physician for an expedition to reach the northernmost point of Greenland; Cook volunteered immediately.

Their relationship was entirely collegial then: Cook admired Peary as a courageous and talented explorer, and Peary wrote of Cook's "unruffled patience and coolness in an emergency" after Peary shattered his leg in an accident on the ship and Cook successfully set his broken bones. His appetite for adventure whetted, Cook went on more journeys to Greenland, both with and without Peary, as well as to Antarctica with the Belgian Antarctic Expedition of 1897, and to Mount McKinley in Alaska, of which he claimed to be the first ever to attain the summit in 1906. (This last achievement also came to be questioned by Peary supporters.)

Increasingly striking out at the helm of his own expeditions, Cook devised a plan to reach the North Pole and set out on a schooner from the East Coast in the summer of 1907. He established a base camp at Annoatok, a tiny Inuit village in northern Greenland, where he passed much of the winter before setting off for the pole in February 1908 with his German deputy, 10 Inuit, 11 sledges piled with food and supplies, and 103 dogs. After advancing over the frigid expanse of the Arctic Archipelago, Cook said, he began his final 460-mile dash to the pole across the frozen Arctic Ocean with just two hardy Inuit assistants in tow.

Unlike the South Pole, which is fixed on a landmass, the North Pole is located in Arctic waters covered with constantly shifting ice, making it challenging to identify the exact point of the pole, a fact that Cook readily admitted. But on April 21, 1908, he said that he arrived at a spot on the

Even as suspicions surrounded Cook, the Arctic Club of America honored the explorer with a banquet at the Waldorf-Astoria in New York City on Thursday, September 23, 1909.



THE QUESTION OF WHO GOT TO THE POLE FIRST, OR WHETHER COOK OR PEARY GOT THERE AT ALL, IS ONE OF THE MOST ENDURING CONTROVERSIES OF THE 20TH CENTURY.

Cook's route to and from the North Pole from Greenland. The trip took upward of 15 months.





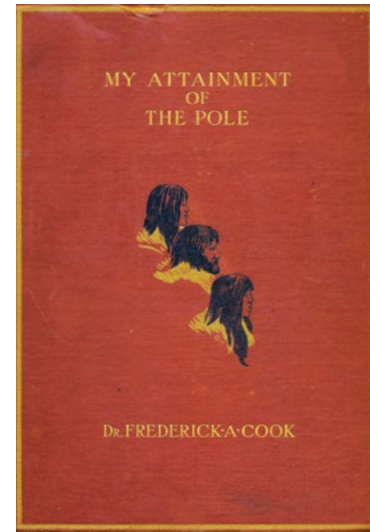
Cook, wreathed in white roses, was ferried around Manhattan during his triumphant return to New York City.



An arch bedecked with a gold globe, Cook's portrait, and a banner reading WE BELIEVE IN YOU greeted the beleaguered explorer when he arrived home to Bushwick Avenue in Brooklyn.



Peary and his team set the Stars and Stripes in a ridge of ice at what they supposed was the North Pole on April 6, 1909, a year after Cook claimed to have reached the exact same spot.



Bereft of navigational proof, Cook described his journey in the 1911 memoir *My Attainment of the Pole*, dedicating it “To the Pathfinders”—from the native peoples who invented snowshoeing to the forgotten explorers before him.



Cook pressed his case on film with the 16-minute silent picture *The Truth About the North Pole* (1912), from which this iconic screen grab comes.

endless snow-dusted ice pack where, according to sextant calculations and observations of the sun, the latitude was most likely 90 degrees North, and the longitude most likely zero.

“Standing on this spot, I felt that I, a human being, with all of humanity’s frailties, had conquered cold, evaded famine, endured an inhuman battling with a rigorous, infuriated Nature in a soul-racking, body-sapping journey such as no man perhaps had ever made,” Cook later wrote. “I had proved myself to myself, with no thought at the time of any worldly applause. Only the ghosts about me, which my dazzled imagination evoked, celebrated the glorious thing with me. Over and over again I repeated to myself that I had reached the North Pole.”

Now came a new challenge: When Cook and his two Inuit companions tried to return, they found the ice had drifted west. They spent the next treacherous year just getting back to the north of Greenland. They wintered over in a cave on Devon Island, all the while surviving on musk oxen they killed. By the time they returned to civilization, having reached the pole was almost an afterthought because they’d very nearly died of starvation and frostbite many times over.

Heckathorn became convinced that Cook was an explorer of extraordinary capability and perseverance, and he spent decades investigating Cook’s supposed accomplishments as well as the surreptitious campaign that Peary and his moneyed supporters launched against him. In 1989, Heckathorn found evidence that a Peary supporter had paid \$5,000 (roughly \$125,000 today) to Cook’s guide on the Mount McKinley ascent to publicly deny that they had even come close to the summit, a testimony that became key to challenging Cook’s overall credibility and North Pole claim. In 1994, Heckathorn participated in a Mount McKinley climb that retraced Cook’s route, offering geographic proof that he got much closer to

the summit than most historians had concluded. And in 1998, Heckathorn went on two expeditions to the North Pole by Twin Otter airplane, mapping and confirming the land points that Cook described.

Cook’s redemption has found a champion in Russia as well. Dmitry Shparo is a renowned long-distance skier who, in 1979, was the first person to ever reach the North Pole on skis, and in 1988 skied across the Arctic Ocean from Russia to Canada by way of the North Pole. Shparo became intrigued by Cook’s story and spent years physically examining its veracity. In one effort, he led a team of mountain climbers in 2006 to retrace Cook’s disputed route to Mount McKinley’s summit, and came to the conclusion that Cook had indeed made the ascent as he’d asserted.

Shparo has also spent years poring over Cook’s writing and records, including the explorer’s papers archived at the Byrd Polar Research Center at the Ohio State University in Columbus.

“I THINK PEARY WAS AN EGOMANIAC AND THE LAST OF THE WAVE OF EXPLORERS WHO WERE JUST OUT TO PLANT A FLAG AND SAY ‘I DID IT.’ ”

—Journalist Bruce Henderson

“I have crossed the drifting ice for many thousands of kilometers,” Shparo says. “People say it was impossible to do what Cook said he did, but it was absolutely possible. I have the unshakeable conviction that Dr. Frederick Cook conquered the North Pole. He was not just an ordinary explorer. He was a genius.”

In December of 1909, a commission at the University of Copenhagen ruled that Cook had not provided enough evidence to assert that he had reached the North Pole, a ruling that the press pounced upon as definitive proof that he was a fraud. Yet herein lay one of the most sensational moments of Peary’s trickery, according to Cook’s supporters. Cook was said to have left three boxes of crucial navigational data he had collected on his polar trek with an American hunter named Harry Whitney in Greenland. Whitney later tried sending the navigational data home on Peary’s ship, but the admiral refused to let anything of his rival’s onboard. The boxes were stashed in the rocky expanse of Greenland and never seen again.

After this devastating blow, Cook retreated from the public eye, only to emerge two years later with *My Attainment of the Pole*, a lengthy and detailed account of his polar journey, as well as of Peary’s ruthless campaign against him.

“I claimed my victory honestly,” he wrote, “and as a man believing in himself and his personal rights, at a time when I was nervously unstrung and viciously attacked, I went away to rest, rather than deal in dirty defamation, alone.... I have now made my fight. I have done this because, otherwise, people would not understand the facts of the Polar controversy or why I, reluctant, remained silent so long. I have confidence in my people; more than that, I have implicit and indomitable confidence in Truth.”

Cook’s endeavor at self-defense largely landed on deaf ears—the tide of history had already turned toward Peary. Yet in a stunning development, Peary’s claim to the pole was discredited in 1988 after his long-closed papers were made public in the National Archives. A study of his navigational re-

cords and other notes suggested that not only was he never nearer than 100 miles to the North Pole, but that he knew and purposefully lied about his failing. Three-quarters of a century after the fact, the National Geographic Society, which had helped finance Peary’s expedition, acknowledged the findings, and *The New York Times*, which had led the media’s ferocious charge against Cook, printed a remarkable correction to its 1909 editorial commending the admiral’s discovery of the North Pole. Since then, other analyses of Peary’s papers have concluded that he may have reached the “near vicinity” of the pole.

Whether the truth behind Cook’s claim will ever be known with any certitude is unlikely, although it hasn’t stopped a new generation from inquiring. Journalist Bruce Henderson is the author of *True North*, a 2005 book about the polar controversy that portrays Cook as a man of far more decency, integrity, and sensitivity than Peary, and sympathizes with the defamiation of character he suffered for the remainder of his life.

“I came to have a lot of empathy for Cook,” Henderson says. “I think Peary was an egomaniac and the last of the wave of explorers who were just out to plant a flag and say ‘I did it.’ I saw Cook as the first of the new wave of explorers who stopped along the way to meet the people in a cultural anthropological way. He learned how to speak with the Inuit. He became liked by them and cared for their sick.”

Yet even Henderson acknowledges that absent the navigational data or any other hard proof, Cook’s claim will probably always be a matter of conjecture—something that must be taken at his word. For Cook himself, that seems to have been enough, and the joy of his personal triumph never faded.

“That was my hour of victory,” he wrote of his excitement standing at the northernmost point of the world. “It was the climacteric hour of my life. The vision and the thrill, despite all that has passed since then, remain, and will remain with me as long as life lasts, as the vision and the thrill of an honest, actual accomplishment.” ■

1940s

MELVIN AMLER / DEN '44, GSAS '50 / has written a book about his adventures as a dentist in the South Pacific during World War II titled *Midnight on Mindanao* (iUniverse).

LEONARD FLOM / ARTS '47, MED '50 / was inducted into the U.S. Patent and Trademark Office's National Inventors Hall of Fame for his 1987 patent, Iris Biometric.

LAURENCE S. BAKER / WSC '48, STEINHARDT '55 / has been presented with a Lifetime Achievement Award by the Westchester County Psychological Association.

1950s

CARL STEINHOUSE / STERN '52 / has published a book titled *Now What?* (AuthorHouse).

PHIL PRESSEL / ENG '59 / has published *Meeting the Challenge: The Hexagon KH-9 Reconnaissance Satellite* (American Institute of Aeronautics and Astronautics).

1960s

EVELYN BARISH / GSAS '60, '66 / is the author of a major work of investigative biography more than two decades in the making, *The Double Life of Paul De Man* (Liveright).

MARIA MAZZIOTTI GILLAN / GSAS '63 / has published a book of poetry, *The Silence in an Empty House* (NYQ).

FRED S. GOLDBERG / STERN '64 / has published a memoir about his 35-year career, *The Insanity of Advertising* (Council Oak).

CORINNE A. VOPARIL / STEINHARDT '64 / is part of a three-generation NYU family. Her father, **STANLEY F. PECHAR / STEINHARDT '40, '47, '62** /, and brother **GARY S. PECHAR / STEINHARDT '73** / both attended NYU, where Stanley was a professor. Corinne's daughter **JANINE VOPARIL VOLPICELLI / SCPS '96** / is also an alumna.

JEFF FURMAN / STERN '65, LAW '68 / is chairman of the board of directors of Ben & Jerry's. He wrote the epilogue to the book *Ice Cream Social* (Berrett-Koehler).



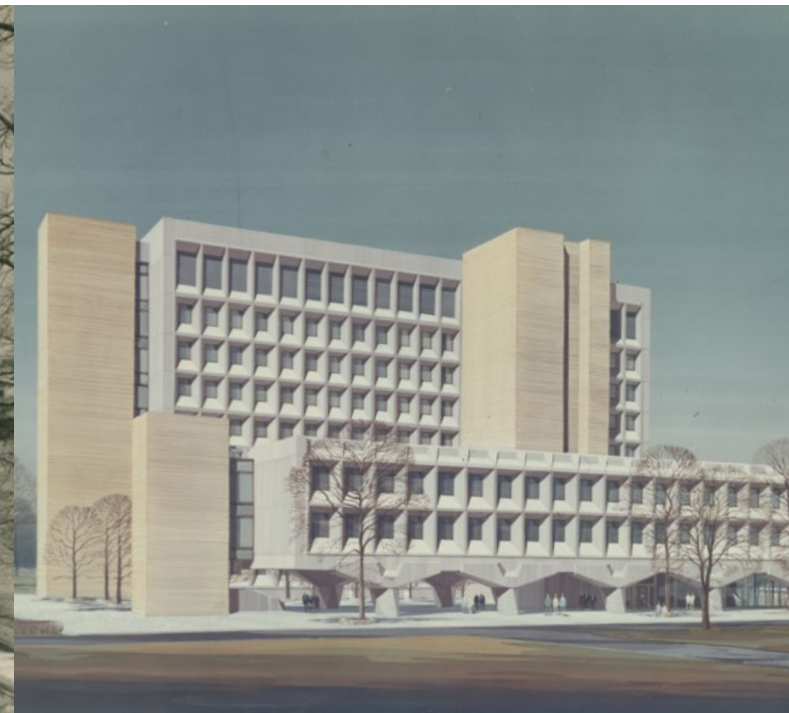
UNIVERSITY BUILDING (CA. 1854), WASHINGTON SQUARE



GREEN LABORATORY (CA. 1900), UNIVERSITY HEIGHTS IN THE BRONX



SAGE ENGINEERING BUILDING (CA. 1923), UNIVERSITY HEIGHTS



TECHNOLOGY II BUILDING (CA. 1970), UNIVERSITY HEIGHTS



WUNSCH BUILDING (2014), METROTECH CENTER IN DOWNTOWN BROOKLYN

1970s

PAUL DILLON / GSAS '70, '74 / is the co-author of an article on the efficacy of the Farnesoid X Receptor in the September 2013 issue of the journal *Gastroenterology*.

(CONTINUED ON PAGE 51)

ROBERT BAUMAN / ENG '66 / has published his first World War II novel, *Extension of Life* (Xlibris).

ALAN HIRSCHMAN / WSC '68 / is a professor and executive director of the Center for Medical Innovation at the University of Pittsburgh's Swanson

School of Engineering.

RONALD ZIMMERMAN / STERN '68 / and **JANE ZIMMERMAN / STERN NONGRAD ALUM** / received the National Scopus Award from the American Friends of the Hebrew University.

BOTTOM RIGHT PHOTO: © JIM HENDERSON; ALL OTHERS COURTESY NYU ARCHIVES

ENGINEERING COMES HOME

Call it destiny: The relationship between New York University and engineering began in the mid-19th century, then things got...complicated, and they've been separated for the past 40 years. But as with any great love story, they're back together following NYU's merger on January 1 with Polytechnic University. Scientific passion endures! Here's a look at NYU Engineering's homes, past and present.

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"GENIUS" PHIL BARAN WILL USE HIS AWARD TO CREATE NEW MEDICINES AND AGROCHEMICALS.

■ alumni profile

PHIL BARAN / CAS '97

Science Nonfiction

by Julie Vadnal

It's easy to be gobsmacked by organic chemist Phil Baran's CV. Not only does he conduct research in a lab named after him (at the Scripps Research

Institute in La Jolla, California), but in September, Baran was awarded a MacArthur Fellowship, which entails a \$625,000 prize and the right to call oneself a capital-g Genius. So, what is the 36-year-old's niche? "Organic synthesis," he says. To our quizical silence he responds, "The science of making

molecules. It's kind of like being an architect, but on a molecular level." Or to use a pop culture analogy, "It's very much like *Star Trek*—a voyage into the unknown—but instead of meeting Klingons, our discoveries can have a tangible, positive impact in human medicine." The money will bankroll Baran's efforts

to create medicines and agrochemicals that fall into a funding catch-22: They're not financed without proof of efficacy, which of course requires capital.

Jersey-born and Florida-raised, Baran had a childhood passion for science, which became a full-blown obsession on Washington Place. "When

I close my eyes I can still smell the characteristic odor of [professor] Dave Schuster's lab in the chemistry building," he says. "Schuster really took me under his wing. He not only taught me chemistry and let me explore, but he also taught me about life. Sometimes I still have dreams of being back there!"

While Baran was a virtuoso of his core curriculum, he was a bit off-key when it came to electives. "I did very poorly—a C, I

think—in the Art of Listening," Baran recalls. "These were the days before the iPod, so studying meant going to the basement of the library and listening to hours of classical music. I couldn't sacrifice time in the lab, so I didn't study much," Baran says. But as chemistry proves, stasis is futile. "Now I only listen to classical music and even lecture with it playing in the background," Baran says. "I think I'd get an A if I retook that test today." ■

PHOTO COURTESY THE JOHN D. & CATHERINE T. MACARTHUR FOUNDATION

(CONTINUED FROM PAGE 49)

JERRY J. MARTY / WSC '70 / was designated "Top Doc" in pathology by *Baltimore* magazine in its November 2012 issue.

STEPHEN A. McEVOY / ENG '70, POLY '75 / joined Gannett Fleming Transit and Rail Systems as a vice president and director of railroad and transit operational design.

RICHARD MEYER / ARTS '72 / has been named senior vice president and general counsel of the National Rural Electric Cooperative Association in Arlington, VA.

DONNA PUCCIANI / STEINHARDT '72, '79 / has written her fifth book of

poetry, *Hanging Like Hope on the Equinox* (Virtual Artists Collective).

ROSS KLAVAN / WSC '73 / is the author of the new comic novel *Schmuck* (Greenpoint Press).

ALAN WINTER / DEN '73 / has published his third novel, *Savior's Day* (iUniverse).

ALFRED J. MALEFATTO / WSUC '75 / was named West Palm Beach Lawyer of the Year for Environmental Law by U.S. News Media Group and Best Lawyers.

ARNOLD ARLUKE / GSAS '78 / is the co-author of *The Photographed Cat: Picturing Human-Feline Ties, 1890-1940* (Syracuse University Press).

BONNIE CLEARWATER / WSUC '78 / has been appointed director of Nova Southeastern University's Museum of Art in Fort Lauderdale, FL.

BRIAN KEESLING / TSOA '78 / is the co-author of a young adult novel, *Beauty's Son* (Chelsea Stables), a retelling of the classic *Black Beauty*.

GARY EVANS / WSUC '79 / is a board-certified podiatrist and surgeon and creator of the new daniPro nail polish line.

ERIC GOLDMAN / TSOA '79 / has published a new book, *The American Jewish Story Through Cinema* (University of Texas Press).

1980s

WALTER "SKIP" AUCH / STERN '82 / was recognized by Ohio Wesleyan University with an alumni award for outstanding dedication and service to his undergrad alma mater.

LISA MILINAZZO / TSOA '82, STEINHARDT '83 / wrote and directed *Slain in the Spirit*, which premiered at the 2013 Midtown International Theater Festival in NYC.

MARTHA RAILE ALLI-GOOD / NUR '83 / is the author of the updated *Nursing Theory, Edition 5* and *Nursing Theorists*

and *Their Work, Edition 8* (both Mosby).

JULIUS GALACKI / TSOA '83, GAL '89 / wrote, directed, and produced a 35-minute film, *All Things Chicken*, based on his play of the same name.

MARY LAWLOR / GSAS '83, '89 / published *Fighter Pilot's Daughter* (Rowman & Littlefield), a memoir of her life in a military family during the Cold War.

(CONTINUED ON PAGE 54)

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NOTES



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■ alumni profile

ALLI DeFRANCESCO / CAS '09

LA CAMPIONE

by Rory Evans

Coach class on a transcontinental flight is associated with many things—limited legroom, screeching babies, a sense of indignity. It is not often viewed as

a hotbed of inspiration, but that’s what it was for Alli DeFrancesco: It was on her way home from New York City to San Diego in 2011, following the memorial service for her Violets swim coach Lauren Beam, that DeFrancesco decided she was going to swim the English Channel. The feat would not be simply an athlete honoring a mentor who passed away at age 34 from colon cancer but also the triumph of a survivor. DeFrancesco had only recently recovered from Hodgkin’s lymphoma herself.

For months preceding her diagnosis in 2009, the coed had felt horrible. During her last semester at NYU, “Like clockwork, I’d roll into senior seminar with a high fever,” she says. “I was on five rounds of antibiotics. Whenever I drank alcohol, I had severe pain in my arm that radi-

ated down to my fingertips. This is a telltale sign of Hodgkin’s, but when you’re young—and an athlete—doctors are like, ‘You’re in college. You drink too much.’ ” After the Hodgkin’s was finally discovered, her first chemotherapy treatment at Scripps Medical Center in La Jolla, California, happened on the same day that her class celebrated graduation at Yankee Stadium. “One day I ran 10 miles, and the next, I had lost my hair, control of my body, much of my short-term memory and with that, my identity,” she says.

After nearly two years of grueling chemo, radiation, and a bone marrow transplant, DeFrancesco finally returned to relative health (there’s still a so-called “stable” mass in her chest that her oncologists monitor closely). Having been so ill,

she realized “[this] was an opportunity. I’d been blessed with a second chance.” She wanted to say thank you to her late coach, who was “the best part about being a college athlete for me,” DeFrancesco says. “She saw my potential.”

Selecting the best way to pay homage to Beam was a no-brainer. “Mention cancer to anyone and they wince,” she says. “I wanted to do something recognized as universally challenging as cancer, and when you mention the English Channel, you don’t have to offer too much of an explanation.”

At its narrowest, the Channel is 21 miles across. At its warmest, the water hovers around a bracing 65 degrees. Its currents can be parabolic, erratic, and deadly. “The Channel is the reason Napoleon never invaded England,”

DeFrancesco says with a laugh. Even so, she and her humble Speedo were determined to do what Bonaparte dared not (to qualify as an officially recognized crossing, wet suits are banned).

Preparing for the cold water entailed blasting the AC in her car, soaking in a kiddie pool filled with ice, and swimming long distances in brisk waters along the California coast, sometimes through known breeding grounds for great white sharks. While training, DeFrancesco had a dream about Beam: The student told the coach, “I’m swimming the English Channel for you,” and the coach replied simply, “I know. It’s the right thing.”

This past August 28th, DeFrancesco and her pilot boat (with an independent observer) launched from Samphire Hoe, near Do-

ver, in the dark at 3 AM. For the next 11 hours and 14 minutes, DeFrancesco swam. The only time she went “vertical” in the water—the equivalent of sitting down during a marathon—was when a tanker neared. “I played music in the jukebox in my head. I had the ‘Purple People Eater’ song stuck for at least three hours,” she says.

Throughout the swim, the crew transposed text messages for her on a white board. One read, “You fought cancer. You will finish this.” DeFrancesco yelled back a proud correction: “I *beat* cancer!” With the rocky cliffs of Cap Gris Nez within view, “I had an out-of-body experience,” she says. “It was like, ‘How cool is this? I am swimming the English Channel!’ I had the sun on my back, I was crying into my goggles, and I didn’t feel cold.”

SPORTS

SWIMMING



PHOTO COURTESY: VASSAR COLLEGE

SWIM FAST: All DeFrancesco (left), who swam her freshman and senior years, is given an award by coaches Lauren Beam and Jack Lovett.

Violets dominate Vassar swimmers on Senior Day

Justin Davidson
WASHINGTON SQUARE NEWS

The NYU men's and women's swimming and diving teams defeated Vassar College on Senior Day this past Saturday as they said goodbye to several swimmers who had led NYU to great success over the past four years.

The men's team defeated Vassar by a score of 160-117, capping off a successful regular season.

Senior Jeffrey Yuan, who was part of the winning 200-yard medley relay team and placed second in the 100-yard backstroke with a time of 57.20, will miss the swim team.

"When I first came as a freshman, NYU's swim team was kind of a safe haven," Yuan said. "You

have a bunch of new friends and not only freshmen, but juniors and seniors as well to guide you."

Other seniors performed well at their last meet before championships. Henry Tonge placed first in the 100-yard backstroke with a time of 56.15. Captain Eric Wang won the 200-yard butterfly with a time of 1:58.62, fellow captain Andrew Lardiere earned a first-place finish in the 100-yard free with a time of 47.40 and captain Paul Hogan captured the 1,000-yard freestyle with a time of 10:14.98.

Having finished the regular season with a record of 7-1-1, the Violets are now poised to swim their best at the UAA Championships, which begin Thursday, Feb. 12 at the University of Chicago.

"We're hungry for [UAA's]," Yuan said. "That's what we've been training for all year."

The women's team also fared well on Saturday, winning 174-111. Sophomore Chelsea Pfohl capped off a spectacular regular season with a first-place finish in the 100-yard backstroke and 100-yard freestyle with times of 1:06.78 and 54.40, respectively. She was also a member of the winning 200-yard medley relay team. Freshman Sarah Hayes posted a time of 2:36.74 to win the 200-yard breaststroke.

The women will also travel to Chicago for UAA Championships next week. ■

Justin Davidson is a staff writer. E-mail him at jsports@nyunews.com.

PHOTOS FROM LEFT: © RYAN RITCHIE; © KRISTOF GOESER FOR WASHINGTON SQUARE NEWS; © MEG HAYWOOD-SULLIVAN; © ALLI DeFRANCESCO

In honoring Coach Beam, DeFrancesco also became the first Italian woman in history to swim the Channel (thanks to her dual citizenship in Italy).

“Physically and financially, these kinds of swims are insane,” she admits, and not so unlike her battle with cancer. She notes that both involved “tak-

ing a risk, committing to a plan, preparing for the unknown, knowing the possibilities, and using all of your energy to fight for the best outcome.” ■

FROM LEFT: ALLI DeFRANCESCO ZIPS ALONG LA JOLLA COVE WHILE TRAINING; SHINING AS A STUDENT WITH NYU SWIM COACH LAUREN BEAM; A RARE MOMENT OF INACTIVITY; AND THE SURVIVAL KIT SHE KEPT ON HAND DURING HER CROSSING.



GIFT BOX

An inside look at recent contributions to the university

• **Robert B. Bell (STERN '61)**, a former adjunct professor at the NYU Real Estate Institute for 19 years, and his son, NYU Langone Trustee Marc Bell (SCPS '89), recently established an endowed professorship in cardiology with a gift of \$2.5 million to the NYU School of Medicine. James Slater, the inaugural Robert and Marc Bell Professor of Cardiology, is the family's longtime physician. The Bells' generosity will help Slater develop a comprehensive clinical research program focused on minimally invasive solutions for patients with cardiovascular disease.

• **NYU Langone Trustee Linda Gosden Robinson and the Robinson family** recently made a seven-figure gift to create the Robinson Family S.Q.U.A.S.H. (Smart choices, Quality ingredients, Unique, Appetizing, Simple, and Healthy) Program, an innovative approach to increase awareness and adherence to a healthy diet among pediatric patients. The Robinsons' generosity will allow NYU Langone to build upon its leadership in this area. The program supports modeling and promoting sustainable interventions through inpatient services and outpatient visits at some ambulatory sites. The initiative will respond to the individual child's health risks and needs, and encourage healthy habits and lifestyles at home, at school, and in the community.

• With a grant of \$960,000 to the College of Nursing, the **Helene Fuld Health Trust** has generously established an endowed scholarship fund to assist students pursuing an accelerated second-degree program of nursing studies. The grant provides that half of the awarded funds will be used for outright financial support to students requiring immediate assistance over the next several years. The grant, for which the College of Nursing competed, reflects the Fuld Health Trust's devotion to the nursing profession and to students being trained to provide skilled and compassionate patient care at bedside.

• A \$10 million gift from **Judy and Michael Steinhardt** will support student scholarships at the Institute of Fine Arts (IFA) and the Steinhardt School of Culture, Education, and Human Development. The Judy and Michael Steinhardt Fellowship Fund at the IFA will provide support for art history doctoral candidates. The Steinhardt School has established the Judy and Michael Steinhardt Scholarship Fund to help needy and deserving students. “In establishing these funds, the Steinhardts have ensured that their legacy will be felt in the hearts and minds of students who undertake careers that are critically important to art, culture, and human development,” NYU President John Sexton says.

(CONTINUED FROM PAGE 51)

SUSAN BAER / STERN '84 / has joined Arup as a principal and global aviation planning leader.

MADELEINE HSU FORTE / STEINHARDT '84 / was feted

on her 75th birthday with an International Piano Celebration sponsored by Yale University's department of music.

TONY KUSHNER / TSOA '84 / has been elected to the American Philosophical Society.

LEO J. DeBOBES / STEINHARDT '85 / was honored

by the American Society of Safety Engineers as its Edgar Monsanto Queeny National Safety Professional of the Year.

LISA HUNTER / LAW '85 / was recognized for her law services in *Long Island Business News'* list of Who's Who in Women in Professional Services.

STEPHEN J. KUBINEC / WAG '85 / retired after 36 years with the New York State Court System.

ILKA S. RODRIGUEZ-DIAZ / WSUC '85 / is a senior intelligence officer with the CIA on assignment at the National Reconnaissance Office in Chantilly, VA.

RAFAEL "RAY" SUAREZ

/ WSUC '85 / published *Latino Americans* (Celebra Trade) and was awarded an honorary Doctor of Letters by Chicago Theological Seminary.

STEVEN GENTILE / TSOA '86 / and **MINDY BELLOFF / STEINHARDT '85, '93 /** have opened Intima Gallery in Saugerties, NY.

(CONTINUED ON PAGE 57)

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MAJOR

Economics

APPLICATION ESSAY

TOPIC

A rap about living in the Bronx and going to school in Westchester — two extremely different places

DORM TOUR

I live in University Hall now but I've tried Third Avenue North, Greenwich Hotel Residence, + Lafayette Hall.

TERM-PAPER

APPROACH

I've never pulled an all-nighter

SURVIVAL FOOD

Pizza — no doubt

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Study in Florence, Italy, for the Spring 2013 semester

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I traveled to Southern Italy, only speaking Italian for 5 days

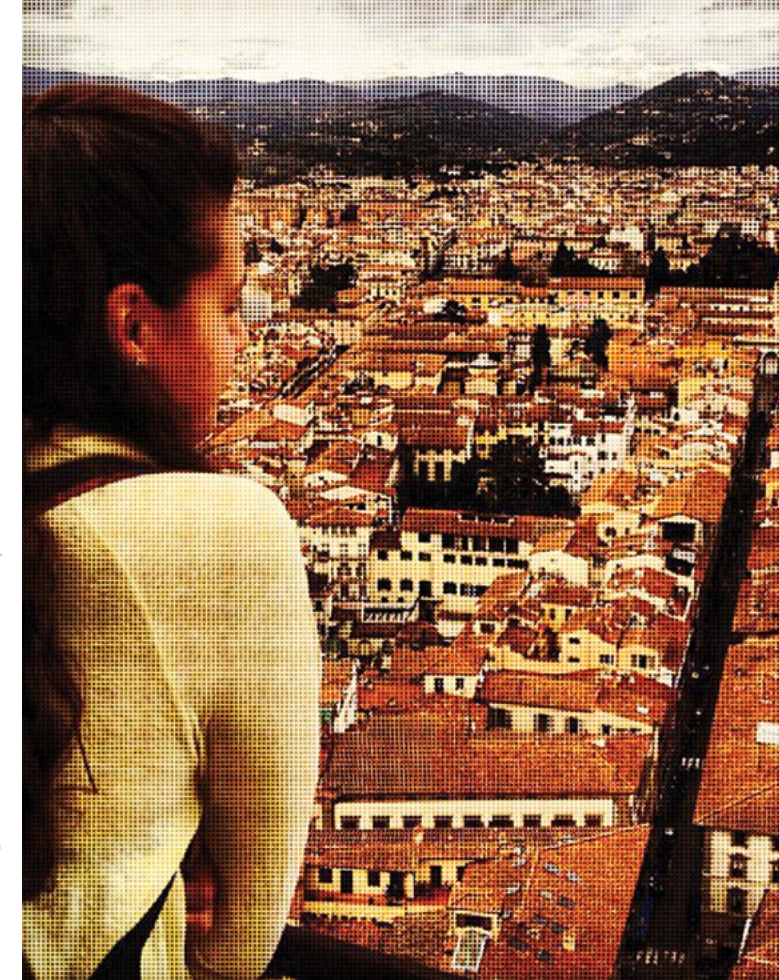
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alumni profile

EDUARDO D. RODRIGUEZ / DEN '92

THE FACE OF HOPE

by Jo Kadlecak

On any given day, you can find Eduardo D. Rodriguez sketching. Pen in hand, he outlines faces, shades in features, and delineates bone

structures. He doesn't consider himself an expert, but his love for drawing serves two purposes: It keeps his

hands nimble, and it prepares him for surgeries that require an artist's eye and attention to detail.

"Most surgeons who know me know that I mark and design very carefully how we'll be performing

an operation," he says. "I'm a rookie sketcher, but it helps me understand what I'm going to do, giving me complete clarity."

Rodriguez is no rookie, though, when it comes to the operating room. As the new chair of the de-

partment of plastic surgery at NYU Langone Medical Center, he is recognized around the world for his leadership in reconstructive and craniofacial plastic surgery. His creative vision, compassionate approach, and extensive experience have helped hundreds of disfigured patients return to normal lives.

One patient recently made medical history with Rodriguez. In 1997, a gun accident severely damaged 22-year-old Richard Norris's jaw, lips, teeth, tongue, and nose. Numerous conventional reconstructive surgeries had done little to help the physical and emo-

tional pain caused by the Virginia native's deformity. He avoided most personal interaction; when he did venture into public, it was after dark, and he wore a mask and hat.

In 2005, Norris met Rodriguez, who spent the next six years imagining, researching, designing, and planning the unprecedented possibility of a complete face transplant. Though partial facial transplants have been performed for almost a decade, with relative success (out of 28 performed, four patients have died), both Rodriguez and Nor-

ris knew that their breakthrough surgery would be far riskier.

But when news of an organ donor arrived, neither hesitated. Overseeing a team of five surgeons and 150 medical experts, Rodriguez performed the most comprehensive full-face transplant in history at the University of Maryland Medical Center in March 2012. It took 36 hours, but Norris couldn't be happier with the results. Now instead of gawkers, "there's no one paying attention," he says. "Unless they know me personally, they don't

EDUARDO D. RODRIGUEZ CALLS HIMSELF AN AMATEUR SKETCHER, BUT HE'S THE REMBRANDT OF RECONSTRUCTIVE AND CRANIOFACIAL PLASTIC SURGERY.

know I am a face transplant patient. That right there is the goal we had."

The surgery promises significant hope that people like Norris can also rebuild their lives. Such opportunities, Rodriguez says, will only expand at NYU Langone. In fact, since arriving in New York last November—which Rodriguez says felt like "coming home"—he and his translational research staff have already begun partnering with outside agencies to expedite the organ donor process. And because of NYU's well-defined progression of care and research in tissue transplantation and regeneration, Rodriguez says the innovative tools that exist here can take them to new frontiers in educating doctors around the globe. Surgical simulations, coupled with a network of computers and remote controls, allow medical training to have a wider reach. "We can teach a surgeon in another part of the world to perform facial reconstruction," he says.

Even with such great medical possibilities in front of him, at the end of the day, Rodriguez sees the art of caring as his primary focus. "I love to take care of people. Patients and families give me much more than I could ever give them. They come in with really complex problems, and I have to tell them that it's going to get worse before it gets better," he says. "But I make the commitment that I'll be with them every step of the way, however bitter it may be. Are there ups and downs? Of course. But I find more ups than downs." ■

(CONTINUED FROM PAGE 54)

ERLINDA VILLAMOR KRAVETZ / GSAS '86 / has published an e-book collection of short stories titled *Krystal Hut: Stories* (Amazon Digital).

DAN ZEVIN / WSUC '86 / won the Thurber Prize for American Humor for his book *Dan Gets a Minivan* (Scribner).

ROBERT FUNG / LAW '88 /, secretary and general counsel for Aloha Petroleum, Ltd., was recently installed as president of the Western Petroleum Marketers Association.

BERNARD A. KROOKS / LAW '88 / is chair of the Elder Care Committee, Editorial Advisory Board of *Trusts & Estates* magazine and is listed in *The Best Lawyers in America*, 2014.

DORIANNE COTTER-LOCKARD / STERN '89 / was named a fellow at the Institute for Social Innovation at Fielding Graduate University in Santa Barbara, CA.

WILLIAM LIPKIN / WSUC '89 / had his study "Adenoid Cystic Carcinoma of the Lower Extremity" published in the *Journal of the American Podiatric Medical Association*.

1990s

ALICIA COPPOLA / GAL '90 / has published her first book, *Gracefully Gone* (CreateSpace).

JOHN CRAPARO / POLY '90 / has published the book *You Can Fly Now* (Aviators Institute).

NICOLE DOMBROWSKI RISSER / GSAS '90, '95 / has published her second book, *France Under Fire* (Cambridge University Press), a distillation of her NYU thesis.

JEN SCOVILLE STRICKLAND / TSOA '90 / and Terri Hannafin are the owners of Home Slice Pizza, named a "Best

Restaurant in Austin Right Now" by *Complex* magazine.

JOSEPH E. VARNER III / LAW '90 / was selected for inclusion in the 2014 edition of *The Best Lawyers in America* in the categories of tax law, trusts, and estates.

JOHN GONSALVES / STERN '91 / was appointed as senior vice president and head, global accounts and partnerships, at Symphony Teleca Corp. in Palo Alto, CA.

BRIDGET M. MCCORMACK / LAW '91 / was

(CONTINUED ON PAGE 58)



PHOTO © AP/ALAN BURTON

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Learn all the details, **VALUED** alumni:
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212-998-6912

(CONTINUED FROM PAGE 57)

elected a justice on the Michigan State Supreme Court.

DEBRA MICHALS / GSAS '91, '02 / is co-curator of the exhibition "From Ideas to Independence" on the National Women's History Museum's website, nwhm.org.

JOHN RADANOVICH / GSAS '92 / has published a nonfiction book, *Taken* (Radanovich Publications), about Solomon Northup, the subject of the film *12 Years a Slave*.

ROLAND SANCHEZ-MEDINA JR. / LAW '92 / was elected to serve on the board of directors of the Florida-based voters' advocacy nonprofit FairDistrictsNow.org.

SHIRAZ TANGRI / WSUC '92 / has joined Meyers Nave's Los Angeles office to expand the firm's land use and environmental practice group.

STANLEY VELIOTIS / LAW '92 / has been made an associate professor with tenure at Fordham University's Schools of Business, teaching accounting and taxation.

STACY DEEMAR / TSOA '94, STEINHARDT '95 / created a public service announcement called "Smartphone Pollution," in conjunction with the Illinois Theatre Association.

BOB RAVENER / STERN '94 / has released his debut book about overcoming adversity titled

Up! (Lighthouse Publishing of the Carolinas).

TIMOTHY CUMMINGS / TSOA '95 / was cast as Ned Weeks in a revival of Larry Kramer's drama *The Normal Heart* at the Fountain Theatre in Los Angeles.

ELISA ZIED / STEINHARDT '95 / is a nutritional expert whose fourth book, *Younger Next Week* (Harlequin), was recently published.

DEANNA MOINESTER ALBERT / STEINHARDT '96 / has opened the educational consulting company Educational Solutions and Resources based in West Palm Beach, FL.

GREGORY MORRIS / CAS '96 / has been named president and executive director of the Stanley M. Isaacs Neighborhood Center in New York City.

STEPHANIE "TAFFY" BRODESSER-AKNER / TSOA '97 / has recently written articles for *The New York Times*, *GQ*, *Women's Health*, and *Vogue*, among other publications.

ROBIN HAMILTON / GSAS '98 / won a regional Emmy for hosting the documentary *The Dream Began Here* about Washington, D.C.'s early African-American community.

ALDEN JONES / GSAS '98 / has won the New American Fiction Prize for her short story collection, *Unaccompanied Minors* (New American Press).

ANN FENSTERSTOCK / GAL '99 / is the author of *Art on the Block* (Palgrave Macmillan) about the expansion of New York City's art world.

BRANDON GRUNER / CAS '99 / has been named

counsel in the New York City office of the law firm Debevoise & Plimpton, LLP.

VIKKI KARAN / SCPS '99, '01 / is head of the client services department at William Morris Endeavor Entertainment, and welcomed daughter Vivian Rose in August 2013.

2000s

PETER DePIETRO / TSOA '00 / is the author of *Transforming Education With New Media* (Peter Lang International Academic Publishers).

SARAH EISMANN / TSOA '00 / is founder of the all-female Manhattan Shakespeare Project. The company most recently performed *Twelfth Night (Or, What You Will)*.

DAVID GUGGENHEIM / TSOA '00 / co-wrote his first novel, *Weaponized* (Mulholland), with fellow alumnus **NICHOLAS MENNUTI / TSOA '00**.

TIMOTHY E. MAGEE / CAS '00 / has joined the litigation practice of Pashman Stein, PC in Hackensack, NJ, as an associate.

SANDRA BAKER ZARRAGA / STERN '00 / was recently promoted to

partner/principal of Ernst & Young's financial services office in New York City.

NICHOLE CORTESE / CAS '01 / was recently promoted to senior counsel in the real estate department at law firm Loeb & Loeb, LLP in New York City.

ELIZABETH BRANDLER / LAW '02 / recently joined the ASPCA in the position of New York City legal advocacy counsel.

STEPHANIE SWINTON / CAS '02, STEINHARDT '06 / is now a member of the Beta Gamma Sigma International Honor Society, recognizing business excellence.

JAE YOUNG KIM / LAW '03 / has been named supervising attorney of the Urban Resource Institute's legal education and advocacy program for

domestic-violence victims.

JASON POLLARD / TSOA '03, '07 / produced and edited *An American in Hollywood*, directed by **SAI VARADAN / TSOA '04** / and filmed by **MARCUS JONES / TSOA '04**.

ERIK DALY / STERN '04 / was recognized by Chambers USA as an "Associate to Watch" in corporate/mergers and acquisitions law.

FRANCES KWELLER / STEINHARDT '04 / is founder of Kweller Test Prep, which recently doubled the size of its office in Forest Hills, NY.

DANIELLE MIKLOS / CAS '04 / is both a lawyer and veteran and is now an associate at the New York Stock Exchange, working in its veterans associate program.

RYAN WONG / TSOA '04 / served as co-producer on 非常幸运 (*My Lucky Star*), starring Zhang Ziyi. The film topped the Chinese box office in its first week of release.

MALLORY CARRA / CAS '05 / earned an MFA in writing for screen and television from USC's School of Cinematic Arts. She now works at Hulu in Los Angeles.

WALTER GINDIN / CAS '05, GSAS '08 / has joined the immigration law firm of Klasko, Rulon, Stock and Seltzer, LLP, as an associate in the New York City office.

KATHERINE MAHER / CAS '05 / has been named among the "99 Under 33" young professionals in foreign policy by *Diplomatic Courier* global affairs magazine.

ANGELA AILEEN GRANT / STEINHARDT '06 / has released her first book, *2:7: The Awakening of Love* (CreateSpace).

MARK IMHOF / STERN '06 / founded Mark Imhof, CPA, CIA, MBA, LLC to provide accounting, audit, and tax consulting services.

RAKESH MANI / STERN '06 / earned an MBA from Northwestern University's Kellogg School of Management and has joined Booz & Company as a consultant in Chicago.

MARK M. SPRADLEY / STERN '06 / has been elected to the board of directors of the MicroLoan Foundation USA.

VILAS DHAR / LAW '07 / was profiled by *Forbes* for his socially conscious law firm, Dhar Law, LLP, and

(CONTINUED ON PAGE 60)

(CONTINUED FROM PAGE 59)

new nonprofit, Next Mile Project.

CASSANDRA FLECHSIG / GSAS '07 / is Green Cart program manager and consultant for Karp Resources, a food and agriculture consultancy based in New York City.

ADAM GAINES / TSOA '07 / is the author of *Mixtape*, a collection of one-act plays (Nothing to Gain Publishers), and works as a writers' assistant on FX's *The Bridge*.

SIMON HAWKINS / TSOA '07 / and his brother Zeke co-directed *We Gotta Get Out of This Place*, which screened at the Toronto International Film Festival.

KENRYA RANKIN NAA-SEL / SCPS '07 / is editor of the new book *Bet on Black* (Kifani Press), with essays from African-American women on their relationships with their fathers.

TAMMY ROBINSON / SSSW '07 / has been promoted to training coordinator at Presbyterian Children's Village, a Pennsylvania-based organization.

PAUL ROZARIO / SCPS '07 / married Alphonse Falcone on September 19, 2011, at Brooklyn City Hall. Paul has changed his last name to Rozario-Falcone.

BRADEN BELL / STEINHARDT '08 / has published his third novel, *Penumbra*

(Cedar Fort), the second installment in the "Middle School Magic" series.

LISA GOLDMAN / CAS '08 / and **JOSHUA REISS / CAS '08** /, son of NYU professor Carol Shoshkes Reiss, welcomed daughter Daniella Emily into the world in April 2013.

MELISSA WALKER / STEINHARDT '08 / is a creative arts therapist and was featured in *The Washington Post* for her work with service members suffering from brain injuries.

JAMES McCracken / SSSW '09 / is a clinical faculty member at the University of North Carolina's School of Medicine.

2010s

ALISON MARIE DEVENNY / WAG '10 / is engaged to Edward Berwind Stautberg. The couple is set to be married on May 31, in Brick, NJ.

ALLISON GUTKNECHT / GAL '10 / has published her debut book, *Don't Wear Polka-Dot Underwear With White Pants (and Other Lessons I've Learned)* (Aladdin).

KATHERINE KINSMAN / WAG '10 / has joined Landmark High School in Beverly, MA, as a teacher of grammar/composition and American literature.

CHRISTINE A. WEIBLE / GSAS '10 / and **JOSÉ ANTONIO CRUZ RIVERA / GAL '02, STEINHARDT '04** / were married on November 17, 2012, in New York City.

HILARY HARRISON / SCPS '11 / was married to Thomas Slocum on December 30, 2012, in Chatham, NJ.

WILLIAM MADDOCK / CAS '11 / recently completed a master's of philosophy in Roman history at Wadham College, University of Oxford.

(CONTINUED ON PAGE 62)

NYUGiftPlanning A LEGACY OF LEARNING

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WHEN ELEANORE BACKER died in 1983, she left a generous legacy in her will to create the Frederick and Eleanore Backer Scholarship Fund.

Eleanore enjoyed a show business career as a dancer, appearing on stage and screen with Jack Benny and Rudy Vallee, among many others. She married Frederick Backer, who graduated from NYU School of Law in 1936.

Eleanore had a lifelong love of learning and recognized its value. The permanent Scholarship Fund that she established provides annual awards to students University-wide, and it has become one of the largest sources of aid available to the University's most promising students.

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(CONTINUED FROM PAGE 60)

**KATHRYN
TSIAVOS /
CAS '11 /**
married
Anthony
Mirakaj on
April 20, 2013,
in Pearl
River, NY.

JAIME FRIED / NUR '12 /
is a med-surg/telemetry
RN at Long Island Jewish
Medical Center, where
she is co-chair of the
Nursing Research and
EBP Council.

**MELANIE ANASTACIA
VAN ALLEN / TSOA
'12 /** presented research
on the Bolivian Tinku at

the University of London
symposium “In the Balance:
Indigenity, Performance,
Globalization.”

**ALLISON CHURCHILL /
GSAS '13 /** works at
Guideposts magazine as
an editorial assistant.

**MADELINE KEARIN /
IFA '13 /** is a member
of the Lower Hudson
Chapter of the New York
Archaeological Association
and co-director of an
excavation in Mount
Kisco, NY.

**PETER MEIKLE / SCPS '13
/** is now managing director
for the DiPaola Financial
Group in New York City.



On the eve of NYU's 182nd
Commencement this May 21,
the Empire State Building
(above) will shine violet as
students, parents, and friends
toast the graduating class. The
ceremony will once again take place in
the event's new home, Yankee Stadium.
Across the globe, another campus
celebrates its very first commencement
as NYU Abu Dhabi's inaugural class
graduates on May 25.

Alumni Contacts

ALUMNI RELATIONS
212-998-6912
alumni.info@nyu.edu

COLLEGE OF ARTS
AND SCIENCE, HEIGHTS
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212-998-6954
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Obituaries

NYU mourns the recent passing of these alumni, staff, and friends:

SEELIG FREUND / ARTS '33, MED '37
STANLEY KAUFFMANN / WSC '35
ALFRED FELD / ARTS '39
IRVING TOBIAS MANDELBAUM / ARTS '39, DEN '43
JOHN W.V. CORDICE / WSC '40, MED '43
MORRIS KOFFMAN / DEN '43
ROBERT FELLER / ENG '44
MARIAN MILLER HAMBURG / STEINHARDT '45
CURTIS B. HAYWORTH / ENG '47, '49
JOSEPH M. STEIN / MED '47
JULIETTE MORAN / GSAS '48
ARNOLD NAROFF / STEINHARDT '48
RICHARD STARFIELD / ARTS '48
ADELAIDE M. GODEK / NUR '49
HENRY LOHMANN / WSC '49, STEINHARDT '51
MARTIN LEICHTER / ARTS '51, STEINHARDT '70
STUART G. CRANE / WSC '52
LAWRENCE S. CUSHNER / WSC '52
DONN A. BILLINGS / STEINHARDT '53
ARTHUR M. JAMES / ENG '53
ARTHUR MARSON / WSC '54, DEN '58

BERNARD H. HOFFMAN / WSC '55, LAW '58
GORDON EDMUND MCKENZIE / ENG '55
ALONZO HILTON SHOCKLEY JR. / STEINHARDT '56
KISHOR JHAVERI / STERN '59, '60
MARK WILLIAMS / LAW '62
MICHAEL K. BENIMOWITZ / STERN '63
DAVID M. FEIT / ARTS '63
ANDRE C. DIMITRIADIS / STERN '67, '70
JOSEPH R. HEMMES / WSC '72, GSAS '73, '94,
ACADEMIC ADVISER
JEAN ISBELL / SCPS '76
ORELUWA (ODUNEWU) ODYNUGA / STERN '78
COREY ALAN KIRSCHNER / WAG '81
PHILIP SEYMOUR HOFFMAN / TSOA '89
EDGAR M. BRONFMAN / HON '97, FOUNDER OF
NYU BRONFMAN CENTER FOR JEWISH STUDENT LIFE
HELEN THOMAS / HON '09
DANIELLE DeMERS / FORMER TSOA STAFF
MILTON H. ELLERIN / FRIEND
IRVING SARNOFF / CAS PROFESSOR EMERITUS
DAVID TRAVIS / FORMER NYU FLORENCE FACULTY

NAME

Thomas McEachin

CLASS OF

1973

CAMPUS

University Heights,
the Bronx

MAJOR

Operations Research
Engineering

OCCUPATION

Retired CFO

LIFE-CHANGING
CLASS

An excellent economics analysis course where I fell
in love with the numbers

GO-TO FOOD

When I had some extra cash, hot dogs and hamburgers

STUDY STYLE

I wasn't an all-nighter kind of person

PROUDEST
MOMENT

Graduation ... seeing the look on the faces of my
parents. I was the first in my family to go to college

WHERE WOULD I
BE WITHOUT MY
SCHOLARSHIP?

I can't even imagine

MESSAGE TO
WOULD-BE
DONORS

There may not be a better example of what
scholarships can do for someone who came from
extreme poverty. Be generous and help others
achieve great things!

momentum

A Scholarship Campaign for NYU

SET IN STONE

Find answers online at
www.nyu.edu/alumni.magazine

WHETHER ONE FLOOR OR 26, THE BUILDINGS ACROSS OUR MANY CAMPUSES
BOAST STORIED HISTORIES. HOW WELL DO YOU KNOW THEM?

ACROSS

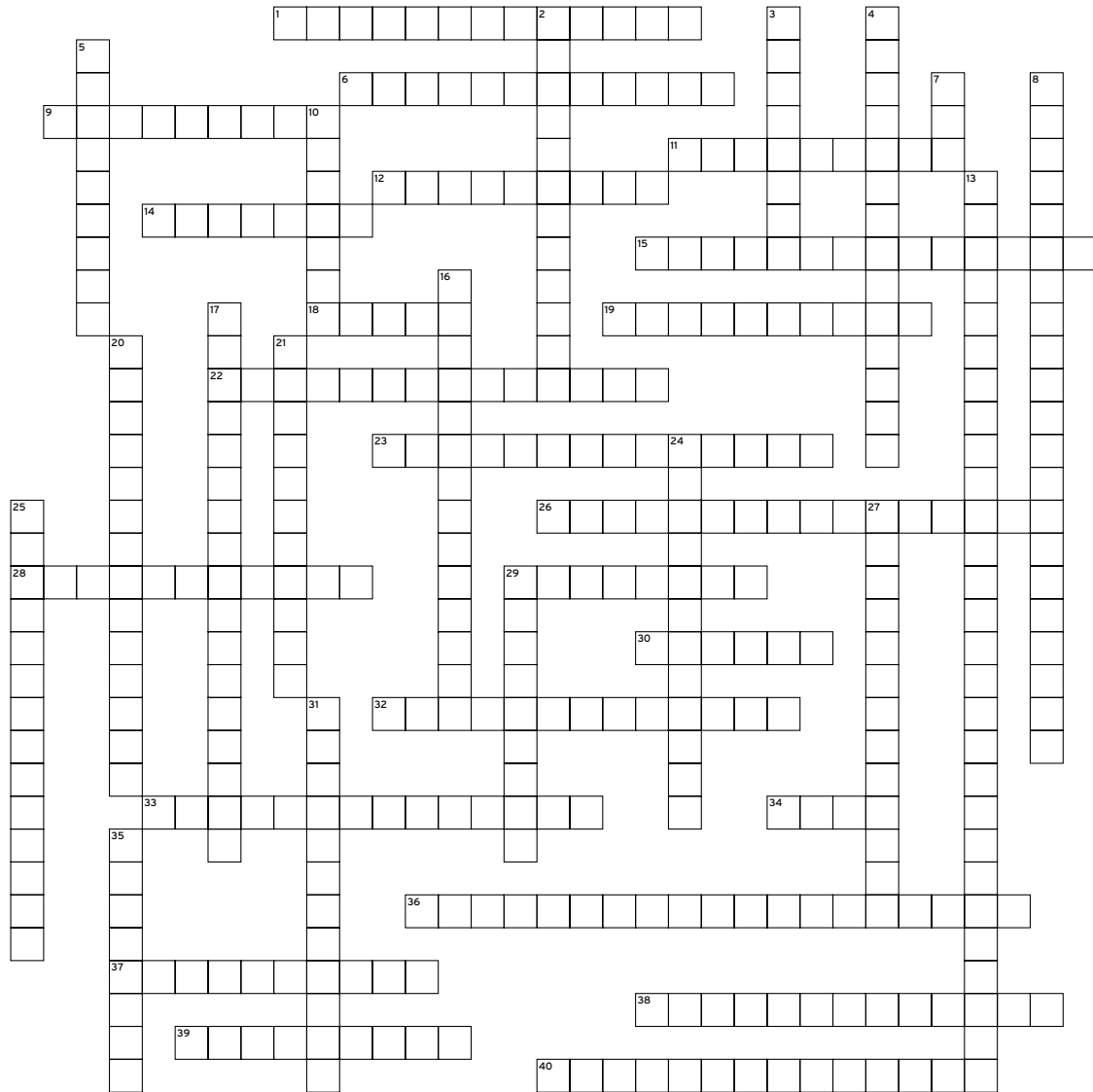
- 1 Only residence hall with a rabbi and an imam (2 words)
- 6 Andy Warhol's former Factory is just 77 yards from this residence hall (2 words)
- 9 Private restaurant at 18 Waverly Place (2 words)
- 11 The number of floors, including subterranean, in NYU Shanghai's new academic center
- 12 NYU Buenos Aires is located on this street
- 14 Owls from the cornice of the old Herald Tribune building adorn this hall; houses the Jeffrey S. Gould Welcome Center
- 15 German mathematician whose name graces Warren Weaver Hall (2 words)
- 18 NYU Accra is located on this street
- 19 Home of the King Juan Carlos I of Spain Center (2 words)
- 22 Soon-to-open new location for NYU Abu Dhabi (2 words)
- 23 NYU School of Law building named for the dean who served from 1943-48 (2 words)
- 26 Site of the first X-ray conducted on a human (2 words)
- 28 Fritz Glarner's *Relational Painting* (1949-50) resides in this art space (2 words)
- 29 Center for the Performing Arts opened in 2003
- 30 Neighborhood where NYU Madrid is located (2 words)
- 32 Commencement takes place at this sports venue (2 words)
- 33 Previous incarnation of Rubin Hall (2 words)
- 34 Name of the Brown Building at the time of the Triangle Shirtwaist Factory fire in 1911
- 36 The Duke House at East 78th Street and Fifth Avenue is this school's campus (4 words)
- 37 Nickname for the all-freshman residence hall where Lady Gaga once hung her hat (2 words)

- 38 NYU London is located on this spot (2 words)
 - 39 First coed residence hall on the Washington Square campus
 - 40 Onetime brewery, now NYU Berlin's academic center
- ## DOWN
- 2 Architectural style of the row houses facing south onto Washington Square Park (2 words)
 - 3 Estate bequeathed by Sir Harold Acton in 1994, which is

- now NYU Florence (2 words)
- 4 298-seat theater at 35 West Fourth Street named for this Austrian-American composer (2 words)
- 5 Downtown skyscraper home to SCPS's Center for Global Affairs
- 7 Gutzon Borglum's 1930 bronze sculpture guarding the Minetta Room of Hayden Hall
- 8 Historic 88-seat theater on MacDougal Street (2 words)
- 10 NYU Tel Aviv is located on this street (2 words)

- 13 Extended version of NYU's motto, as seen atop the Silver Center (4 words)
- 16 Husband-and-wife philanthropic duo behind the Kimmel Center for University Life (3 words)
- 17 Penthouse level of Kimmel (2 words)
- 20 Picasso's 1934 sculpture enlarged in 1967 for Silver Towers courtyard (3 words)
- 21 NYU Prague is located on this street (2 words)
- 24 Closed East Village nightclub

- that lends its name to the residence hall erected in its footprint (2 words)
- 25 ----- Center for Near Eastern Studies
- 27 Renowned architect who designed the Washington Square Arch (2 words)
- 29 The arrondissement in which NYU Paris can be found
- 31 Historic 1931 building housing NYU Sydney (2 words)
- 35 Eponymous ghost who supposedly haunts this residence hall



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