



The People of the Avenues

Every day, we are surrounded by people, whose names flutter mutely, adorning buildings, cathedras, art works, computer laboratories or schools. We do not always recognize them and their activities. We set out to discover the people behind the names at IDC Herzliya, and this time – the people of Wind Avenue, Recanati Avenue, and Radzyner Avenue.

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Which of us has not wandered the campus of IDC Herzliya, our attention caught by a piece of sculpture? And which of us has never cast our eye over the broad wall of names at the entrance to the library, or sat in the Arison lobby and been impressed by the archaeological artifacts around us?

We set out to discover the people behind the names of the IDC avenues – Wind Avenue, Recanati Avenue and Radzyner Avenue.



It would not be just a cliché to say that it would take a great deal more than a few columns in the IDC magazine to describe in full the work of **Jerry Wind**, **Rafael Recanati** and **Harry Radzyner**, for whom the avenues are named. Nonetheless, here is a brief introduction to these people.



Jerry Wind at the honorary doctorate award ceremony at IDC Herzliya

Professor Yoram (Jerry) Wind – Wind Avenue, by the cafeteria

Wind, an international expert both in marketing and in building and developing academic programs at leading universities, is one of the founders of IDC Herzliya and played a major part in defining its vision, objectives and philosophy.

He has a strong belief in innovation in education, and is the driving force behind successful academic advances such as the idea of interdisciplinary studies. Wind was born in Israel, and is dedicated to cultivating the country's next generation of business leaders. He is a Professor of marketing at the prestigious Wharton School at Pennsylvania University in the USA, and a member of the editorial board of a number of leading journals in the field of



marketing. Wind has advised and managed research studies for over 100 leading companies, and served on the advisory board of many entrepreneurial businesses. His considerable contribution to the field of marketing has gained him awards and recognition. Wind played a great part in developing the IDC Herzliya Friends Association in the USA. He maintains close ties with IDC, among other things contributing an annual scholarship for an outstanding student in memory of his father. Wind is chairing IDC's higher academic committee and was chairing the promotion and appointment committee for the first 13 years of IDC. Wind established the exchange programs of IDC with Wharton, (in the MBA and Undergraduate programs) and with Penn school of engineering.



In conversation with Oudi Recanati at IDC Herzliya

The Recanati family – Rafael, Dina and Oudi – Recanati Avenue, the flags avenue

Rafael Recanati was a visionary, and more important, he incorporated vision in his business. He was an enthusiastic Zionist, who was born in Greece in 1924 and immigrated to Israel with his family in 1935. He joined the Palmach and the Hagana, and was a Jewish Agency emissary in Egypt for Aliya Bet, where

he met his wife Dina, who is also very active on behalf of IDC Herzliya.

After completing his studies, he was asked by **David Ben-Gurion** to set up a shipping company to serve the new state. Rafael carried out this task to the best of his ability, purchasing two ships in the United States which, for many years, carried goods and arms to Israel. I met with his son **Oudi Recanati**, who says that this story illustrates his father's vision and values – to benefit and promote the state throughout the vagaries of time. "Zionism doesn't always go well with business", says Oudi Recanati, but for Rafael, his father, this combination was a way of life. Among his other aspirations, he saw education as a tool of the highest value, and this is manifested in the International School named after him, established at IDC Herzliya in order to realize this vision and offer an excellent academic alternative of a Zionist nature for young Jews around the world.

Rafael Recanati died in 1999. But his spirit and his activities are continued today by his son Oudi, who says: "At first we were skeptical, because there were few students in the International School's first year, but we did not give up, we believed in Rafael's spirit and legacy, and today the International School has over 1,000 students from different countries". An interesting and surprising fact is that around 70% of the young people studying at the School settle in Israel and make aliya. This is the fulfillment of Rafael Recanati's dream in the fullest sense.

Oudi, as chairman of the board of directors, visits IDC Herzliya regularly, and maintains close ties with the students at the International School by means of the now traditional annual dinner at his home. This event,



according to him, "charges my batteries for many months, and gives me a feeling of unparalleled satisfaction". The connection between the Recanati family and IDC Herzliya is based on the belief in shared values, and so Oudi sees it as one that will continue for many more years.



Dr Harry Radzyner at the graduates ceremony

Dr. Harry Radzyner – Radzyner Avenue, in the north-east of the campus, by the workrooms

Radzyner was one of the first to answer Professor Reichman's call to set up IDC Herzliya. Their joint decision to establish the School of Law, to be named after him, was taken back when the building in question was still part of an abandoned army base, covered by the fallen leaves of the eucalyptus trees. His donation made it possible to complete the renovation that had been started, and was the first step towards opening the first school year at the Interdisciplinary Center Herzliya.

Dr. Radzyner is not only one of the pioneers of IDC, but also one of the founders who helped to shape its spirit, as an active member of board of directors.

Among these activities of behalf of IDC Herzliya was the establishment of the

IDC Friends Center in Germany, establishing academic cooperation with Heinrich Heine University in Germany, setting up a research cathedra in the name of Olga Radzyner, headed by the former head of the Supreme Court, **Prof. Aharon Barak**, and more.

Radzyner's personal story, like that of the other Avenue people, is a living example of excellence. He was born to a Jewish family in Lodz, Poland. He spent the years of World War II in Ghetto Lodz and in the concentration camps of Auschwitz, Stutthof, Dresden and Theresienstadt. After the war he emigrated to the United States, where he graduated from New York University with a distinction in machine engineering. He settled in Dusseldorf, setting up one of the largest jewelry production factories, as well as distribution companies in Germany.

He visits IDC Herzliya frequently, telling his personal story to the students. In this way he maintains the connection with the students that is so important to him, and also keeps alive the story of the Jews who did not survive World War II.

I have tried, in a nutshell, to tell the personal story of three pioneers who, each in their own way, worked to fulfill their dream. Try asking yourselves, how would you fulfill the dream?