

## USC University Hospital garners unprecedented success

When Tenet CEO Jeffrey Barbakow visited USC University Hospital in August, he received a special gift—a USC football jersey with the number 97 on it. The jersey's number reflected the score earned by University Hospital in its recent accreditation by the Joint Commission on Accreditation of Healthcare Organizations, or JCAHO, placing it in the top 1 percent of hospitals in the nation.

Barbakow provided even more recognition. He awarded the hospital and its CEO, Paul Viviano, with a Tenet Circle of Excellence Award, one of only 20 such awards given nationwide.

These achievements, according to Viviano, were made possible by a winning combination of outstanding faculty physicians, staff and leadership, the latest technology, a philosophy of compassionate care and a strong partnership between the university and Tenet.

"I am so very proud to be a part of this campus," Viviano said. "It's an honor to be associated with a growing academic medical center—with that growth benefiting from the financial strength of Tenet."

Keck School of Medicine Dean



Physician John Brodhead, Jeffrey Barbakow and Paul Viviano at the Circle of Excellence Award Ceremony.

Stephen J. Ryan echoed Viviano's sentiments. "The partnership with Tenet has been essential to the remarkable

success of our Keck School of Medicine," said Ryan. "Paul Viviano has provided outstanding leadership of USC University Hospital and shares our goals. We all recognize that the key to the success of the Keck School and USC University Hospital is recruiting and retaining the best faculty physicians and surgeons. Thanks to Paul and Tenet, we have been incredibly successful and are most fortunate to have such great faculty."

By all measures, USC University Hospital had an outstanding year. It

continued to operate at or near capacity. Hospital admissions increased by 5.4 percent, from 7,729 in fiscal year 2001 to 8,144 in fiscal year 2002. Similarly, outpatient visits increased 10 percent over the same period.

This success allowed Tenet to invest more than \$24 million on campus, including new operating rooms, equipment and expansions.

With a new 10-story tower addition anticipated in 2004, hospital leadership also developed a plan for handling the space crunch brought on by the increase in patient volumes.

"In 2002 we opened two new  
See **TENET**, Page 4



Jon Nalick

Clive Taylor presents a student with her coat during the traditional Keck School White Coat Ceremony, held Aug. 30. See story, page 2.

## Stanley P. Gold elected chair of USC Board of Trustees

Stanley P. Gold, president and chief executive officer of Shamrock Holdings Inc. and member of the Keck School Board of Overseers, was elected chair of the University of Southern California Board of Trustees today, replacing John C. Argue, who died Aug. 10.

In announcing the election, USC President Steven B. Sample said, "Stanley Gold is an exceptional trustee, one of the best I have known in 20 years as a university president. He is bright, tough, articulate and a man of high ethical standards."

Gold, who graduated from the USC Law School in 1967, joined the USC board in 1993 and has been vice chair since June 2002.

He is a governor and former chairman of the board of the Hebrew Union College-Jewish Institute of Religion and serves on the board of councilors of the USC Law School

and the board of overseers of the Keck School of Medicine of USC.

In addition, he is a director of The Walt Disney Company and Ansell Ltd., and chairman of the board of Tadiran Communications.

A Los Angeles native, Gold graduated from UCLA with a bachelor's degree in political science. In addition to his law degree from USC, he did postgraduate work at England's Cambridge University.

Gold was a managing partner of Gang, Tyre, Ramer & Brown Inc., a prominent Los Angeles law firm he joined in 1968.

He has served as president of Shamrock Broadcasting Inc., president and then chairman of Central Soya Company Inc. and chairman of both Enterra Corp. and Koor Industries Ltd.

## USC Health wins top national publications award

*USC Health* magazine recently received the Association of American Medical Colleges' (AAMC) top honor in the AAMC/GIA Awards for Excellence, which recognize outstanding work by members of the Group on Institutional Advancement.

*USC Health* topped more than 170 entries in receiving the highest honor in periodical publications produced primarily for an external constituency. *USC Health* is produced by the HSC Office of Public Relations and Marketing, designed by the Warren Group and printed by Colorgraphics, Inc. Carol Chaplin

Varma, director of publications, is the editor.

This year's competition focused on GIA members' achievements that lay the groundwork for program excellence at their institutions. Successful entries demonstrated how the "part" adds value to the whole—both now and for the long term. According to the AAMC, the winning designs are



models to encourage member institutions to develop and maintain high-quality institutional advancement programs, promote professionalism in alumni affairs, development, public relations and marketing to medical schools and teaching hospitals, procure resource materials for AAMC/GIA members and acknowledge and reward meritorious achievement.

Inside on pages 3-4 is a reprint of the Association of American Medical Colleges' magazine, the *AAMC Reporter*, which discusses the trend of large naming donations to medical schools.

# White coat ceremonies for first-year students instill commitment to patient care

First-year students from the Keck School of Medicine and School of Pharmacy were inducted into their respective health professions at two separate White Coat Ceremonies held on August 23 and 30. One-hundred-sixty Keck School students and 166 pharmacy students were "coated" by faculty and took a vow of professionalism, promising to be compassionate and ethical in the treatment of patients.

In addressing the audience of new Keck School students and their families, keynote speaker Sajjad Yacoub, assistant professor of pediatrics, stressed the importance of lifelong education.

"The study of medicine is a lifelong process of



Jon Nalick

The Keck School class of 2006 prepares to take the Hippocratic Oath.

learning. Patients are our greatest teachers. They teach, reassure and reinvigorate us," he said.

Prior to the coating ceremony, Keck School

officials acknowledged faculty members who were recognized by students for their outstanding teaching throughout the four years of medical school (see text below).

Salerni Collegium, the Medical Faculty Wives and Friends and the Arnold P. Gold Foundation sponsored this year's ceremony.

Celebrating the School of Pharmacy's second annual White Coat Ceremony, faculty and administration welcomed the Class of 2006 to the pharmacy profession.

Irving Steinberg, associate professor of clinical pharmacy and pediatrics, gave the keynote address and asked entering students, "What kind of pharmacist do you want to be?"

"The clinical pharmacist in a decision-making capacity seeks out and thrives on more information, not less, in weighing and coming to the best choices for the patient," Steinberg said. "Treat the knowledge gained through your hard work as an extended menu of choices, through which the power, sophistication and courage of optimal selection become the hallmarks of your influence in patient care and your professional enhancement."

QSAD Centurion, the support group of alumni and friends of the School of Pharmacy, sponsored the White Coat Ceremony, with additional funding from Albertsons, Inc./Sav-on.

—Alexis Bergen

## 2002 Keck School of Medicine Faculty and Teaching Awards

### Outstanding Year I Basic Science Course

#### Hematology/Clinical Immunology

Alexandra Levine, Course Co-Director  
Department of Medicine, and  
Clive Taylor, Course Co-Director  
Department of Pathology

### Outstanding Year II Course Pharmacology

Joseph Miller, Course Director  
Department of Cell and Neurobiology

### Outstanding Required Clerkship Surgery

George Velmahos, Course Director  
Department of Surgery

### Outstanding Selective/Elective Endocrinology

Jonathan LoPresti, Course Director  
Department of Medicine

### Outstanding Teaching as a House Officer

Glenn Ault  
Jennifer Dizon  
David Hoenig  
Andrew Shpall  
Amarpaul Sidhu  
David Youssef

### Outstanding Teaching in ICM

Year I  
Pamela Schaff, Department of Family Medicine  
Year II  
Stuart Swadron, Department of Emergency Medicine

### Outstanding Graduate Student Teaching

Debbie Johnson, Department of Molecular Pharmacology and Toxicology, School of Pharmacy

#### Year I

David Berman, Department of Cell and Neurobiology

Raymond Mosteller, Department of Biochemistry and Molecular Biology

Jack Turman Jr., Department of Biokinesiology and Physical Therapy, Independent Health Professions

### Non-Faculty Award

Daniel Goodwin

### Faculty Awards

#### Year II

Parakrama Chandrasoma, Department of Pathology

Paul Holtom, Department of Medicine

Anthony Keyser, Department of Pathology

#### Year III

Demetrios Demetriades, Department of Surgery

Adrian Ortega, Department of Surgery

Frank Sinatra, Department of Pediatrics

Eila Skinner, Department of Urology

#### Year IV

Meir Chernofsky, Department of Anesthesia

Arnold Gurevitch, Department of Medicine

Stuart Swadron, Department of Emergency Medicine

## Kedes steps down as chair of biochemistry and molecular biology

Laurence H. Kedes, the William Keck Professor of Biochemistry and Molecular Biology and the director of the USC Institute for Genetic Medicine (IGM), has resigned as chair of the Department of Biochemistry and Molecular Biology, a position he has held since 1988. He will continue in his role at the IGM.

Michael Stallcup, professor of pathology and biochemistry and molecular biology, has been named the department's acting chair.

"It has been my distinct privilege to lead the department these past 14 years," Kedes said. "Clearly the greatest pleasure was to have the honor to interact with so many creative colleagues and staff members and to help in the recruitment and nurturing of talented faculty."

Kedes is an internationally recognized leader

in the field of molecular genetics whose research focuses on gene regulation and transcription in both skeletal and cardiac muscle. He is currently investigating muscle cell transplantation therapy as a mechanism for gene therapy delivery to the body.

Keck School of Medicine Dean Stephen J. Ryan lauded Kedes, thanking him for his efforts in many areas, including recruiting excellent faculty to the department and the Keck School. "I have a deep appreciation for Larry, and for his service, accomplishments and leadership as chair of the Department of Biochemistry and Molecular Biology," he said. "He has been an integral part of the exciting changes that have taken place at the Keck School."

Stallcup joined the USC faculty in 1980. His

research into the regulation of gene expression by nuclear hormone receptors led to the breakthrough discovery, in 1999, of a fundamental new protein called CARM1, which appears to play a critical role in gene transcription.

"The Keck gift to the School of Medicine and the planned doubling of the School's research efforts make this an exciting time for me to assume the acting chair position," Stallcup said. "The Department of Biochemistry and Molecular Biology will play a major role in realizing the School's goal of ascending into the top ranks of U.S. medical schools. I look forward to working with all of the faculty, students and staff in the department to meet the challenge of achieving that goal."

—Lori Oliwenstein

## Etcetera

**Jennifer Huffman**, a senior nursing student and USC University Hospital employee, recently presented a poster at the USC Undergraduate Research Symposium and also at the Western Regional Nursing Research conference in Palm Springs.

She also presented her work at the 35th Annual Communicating Nursing Research Conference, Western Institute of Nursing, where she

was the only undergraduate to present.

Her poster evolved from an interdisciplinary collaboration through the USC Intergenerational Health Research Team (Director, **Maryalice Jordan-Marsh**; collaborating faculty, **Merril Silverstein**, Gerontology; **Michael Cody**, Communications, **Maria Elena Ruiz**, Nursing).

## HSC Weekly

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# Occupational therapy study shows effectiveness of lifestyle redesign for seniors

Lifestyle redesign by an occupational therapist is a cost-effective health care intervention for independent-living senior citizens, according to a USC study published this month in the *Journal of the American Geriatrics Society*.

Conducted by leading health care economists, biostatisticians and occupational therapy scholars, the study is the first to measure the impact of preventive occupational therapy on the "well elderly."

Study participants reported marked improvements in their quality of life, including better physical and emotional well-being. Data collected from the study also identified a trend toward decreased medical costs resulting from the need for fewer physician visits and prescription drugs.

"Occupational therapy is highly cost-effective and a much better use of scarce health care resources than many other interventions routinely prescribed for senior citizens, which may have a marginal benefit to the overall health of the patient," said Joel Hay, lead author of the study and associate professor of pharmaceutical economics and policy of the USC School of Pharmacy. "We held the treatment up against the industry standard for measuring cost-effectiveness, comparing it to therapies such as heart bypass surgery and breast cancer chemotherapy. We demonstrated that occupational therapy is an enormous value for the money."

The 15-month "Well Elderly Study" involved three groups of culturally diverse, independent adults over the age of 60 who lived in federally

subsidized housing in Los Angeles. One group participated in an occupational therapy lifestyle redesign program; an active control group engaged in organized activities, but did not receive occupational therapy; and the third group received no intervention.

"What is particularly important is the significant quality-of-life improvements that the occupational therapy group reported were achieved without increasing health care costs compared with the control groups," Hay added.

"Through life-style redesign by an occupational therapist, each senior citizen enacted a health-promoting routine that was customized for their life situation," said Florence Clark, principal investigator of the study and professor and chair of the USC Department of

Occupational Science and Occupational Therapy. "The key is to build healthy habits into a daily routine that is sustainable and will allow elders to improve their quality of life over time."

This article is the third to result from research conducted by this group of USC health care economists, biostatisticians, geriatric physicians and occupational therapists. The earlier papers, published in the *Journal of the American Medical Association* and the *Journal of Gerontology*, concluded that preventive occupational therapy improves health and life satisfaction for seniors and showed that the effects lasted over a period of time.

"The unique aspect of the Well Elderly Study is that the life-style redesign program, as well as the instruments used to measure quality-of-life analyses, were modified to be culturally sensitive for the ethnically diverse cohort of participants," said biostatistician Stanley Azen, professor of preventive medicine in the Keck School of Medicine. "In addition, we were able to bring together multi-disciplinary academic and clinical resources from USC and design a highly-successful, important collaborative project."

Hay J, LaBree L, Luo R, Clark F, Carlson M, Mandel D, Zemke R, Jackson, J, Azen, S. "Cost-Effectiveness of Preventive Occupational Therapy for Independent Living Adults." *Journal of the American Geriatrics Society*. August, Volume 50, Issue 8, page 1381-1388, 2002.

—Alexis Bergen

## USC Neurologist offers tips in his tome: Saving Your Brain

Five years in the making, a new book by USC neurologist Jeff Victoroff is now in bookstores.

Victoroff's new book, "Saving Your Brain: The Revolutionary Plan to Boost Brain Power, Improve Memory, and Protect Yourself Against Aging and Alzheimer's," is published by Bantam Books, and has received very strong reviews around the nation.

"I've been taking care of people with memory loss and Alzheimer's for twenty years, now," said Victoroff, associate professor of clinical neurology at the Keck School of Medicine and Director of Neurobehavior at the Rancho Los Amigos National Rehabilitation Center. "Over the course of that time, thank goodness, we've learned an enormous amount, not just about how to treat Alzheimer's, but about how to prevent it."

In his book, Victoroff provides a comprehensive look at strategies to

protect the brain—including the newly discovered neurological benefits of physical exercise, the brain-boosting effects of particular forms of mental activity and the evidence supporting a carefully designed "Brain-Saving Diet."

"Bringing together the latest knowledge about brain function and the many factors which can influence its aging and decline, Dr. Victoroff shows how much we can do now to preserve and protect it," says neurologist and author Oliver Sacks, M.D.

Victoroff has published numerous scientific articles on brain aging and behavior in such journals as *Neurology*, *Archives of Neurology* and the *American Journal of Psychiatry*.

Further information about his latest book is available at <http://savingsyourbrain.com>.

# Be a healthy member of the TROJAN FAMILY



Join us at the Los Angeles Times Festival of Health & Fitness. Held on the University Park Campus at USC, it's the largest and liveliest weekend of wellness in the West.

- Visit the Doctors of USC exhibit and stage, located next to Tommy Trojan.
- Enlighten yourself as medical experts give free health screenings and discuss new treatments and techniques.
- Get informed on topics like nutrition, alternative medicine, chronic diseases and more with authors, activists and celebrities.
- Plus, we'll kick off the 10th Annual Alzheimer's Memory Walk 2002 at the Festival. Log on to [www.alzla.org/mw](http://www.alzla.org/mw) for more information.

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# TENET: Strong partnership with USC pays dividends on multiple fronts

Continued from Page 1

ORs—numbers 13 and 14—at University Hospital. At Doheny we opened new outpatient ORs six and seven, and began construction on number eight, which is equipped with special features for the new retinal team,” said Viviano.

He explained that while original plans for the new tower called for four unfinished floors, it will now be built with all floors ready for use.

Called the Norris Tower, three of its floors will be the new home of the USC/Norris Cancer Hospital.

Last year, USC initiated discussions to sell Norris hospital operations to Tenet.

Moving the cancer inpatient services to the new tower will allow for expanded outpatient services and research at the current Norris facility.

“As we begin construction on the new Tower and the new Healthcare Consultation Center II, our strong partnership and ability to work well together has become more important than ever,” said Jeffrey Huffman, president and CEO of USC Care Medical Group.

Hospital leadership also is busy planning for major new pieces of equipment, including two 3.0-Tesla MRIs for cardiac imaging, which are

twice as powerful as commercially available MRIs.

Chief of Cardiovascular Medicine Gerald Pohost said such equipment would not be accessible to Keck School faculty without the support from Tenet.

“We will be among the first in the world to use this technology for applications to detect heart and blood vessel disease,” said Pohost. “It will mean a much more complete examination for heart patients, allowing us to perform the exam without a catheterization and to diagnose and prognosticate in patients with chest pain in a way not currently available to us.”

“Tenet brings us into the 21st century, and provides a model for the future for medical schools,” added Pohost. “This is the approach that will survive.”

Pohost, who came to USC in December from the University of Alabama, Birmingham, was one of several key recruitments that Tenet Healthcare supported.

In 2001-02, Tenet supported other key recruits including: Azhil “Alex” Durairaj in cardiovascular medicine; Tse-Ling Fong, John Donovan, and Jeffery Kahn in GI/Liver; Tony Hodges in pulmonology; Steven Richeimer in anesthesiology; Mark Cunningham

in cardiothoracic surgery; Gene Sung in neurology; Linda Sher in transplant surgery; Mark Humayun and Eugene de Juan Jr. in ophthalmology; Howard Kaufman, as chief of colorectal surgery; Mark Spoonamore in orthopaedic surgery; and Ed Grant, as chair of radiology.

“We are devoted to and supportive of the partnership and USC’s desire to become a top 10 medical school,” Viviano said.

“Our support allows the school to focus its philanthropy on research.

They can rely on us for the necessary clinical infrastructure on campus. The merger of the hospitals is one big step in that direction. All of these things strengthen the clinical program and help allow USC to achieve its goals,” Viviano said.

Vito Campese, chief of nephrology, said Tenet’s support has made the liver transplant and soon-to-be-launched hypertension programs possible.

“There is a receptive leadership at the hospital, which has allowed us to

expand programs we wouldn’t have the opportunity to develop with our own limited resources,” Campese said. “It is a true partnership. Our interests combine with their interests toward common goals.”

Reflecting on his time at USC, Viviano said, “It is gratifying to be a part of a place where the clinical care is so superb and the faculty is so devoted. This combination of an extraordinary faculty, capital resources and exceptionally caring employees yields truly inspiring results.”

## Calendar

### Tuesday, Sept. 17

9:30 a.m. Neurology Conference. “Multiple Sclerosis I,” Norman Kachuck, USC. Univ. Hospital, Troy Room. Info: 226-2639

12:15 p.m. Tuesday Speaker’s Forum. “Behavioral Changes Related to Stroke,” Tiffany Chow, USC. Hoffman Hall, Hastings Aud. Info: 226-5572

### Wednesday, Sept. 18

7 a.m. Department of Medicine Grand Rounds. “Porto-Pulmonary Syndrome,” John Donovan, USC. GNH 1645. Info: 226-3867

### Thursday, Sept. 19

Noon. Liver Diseases Research Seminar. “The Use of DNA Microarrays to Explore the Hepatic Toxicity of Drugs and Chemicals,” Roger Ulrich, Merck Research Lab. AHC Aud., Room 102. Info: 442-1144

Noon. Physiology and Biophysics Seminar. “The Lacrimal Gland and its Veil of Tears,” Benjamin Walcott, Stony Brook Univ. McKibben Hall, Room 256. Info: 442-1242

### Friday, Sept. 20

Noon. Molecular Pharmacology and Toxicology Seminar. “Tissue-Specific Hormonal Regulation of MAO-A Gene Expression,” Xiao-Ming Ou, USC. PSC Room 104. Info: 224-7473

3:30 p.m. Pharmaceutical Sciences Seminar. “A Structurally Constrained Ab Antigen Produces a Conformation Dependent Antibody that is Specific for Toxic Oligomeric or Protofibrillar Forms of Ab,” Charles Glabe, UCI. PSC 104. Info: 442-4118

### Tuesday, Sept. 24

9:30 a.m. Neurology Conference. “Multiple Sclerosis II,” Norman Kachuck, USC. Univ. Hospital, Troy Room. Info: 226-2639

Noon. Physiology and Biophysics Seminar. “3-D Structural Studies of the

Pancreatic Beta Cell by High Resolution EM Tomography,” Brad Marsh, Univ. of Colorado. Norris Library Conf. Room. Info: 442-2901

### Wednesday, Sept. 25

7 a.m. Department of Medicine Grand Rounds. “Delirium,” Diana Schneider, USC. GNH 1645. Info: 226-3867

### Thursday, Sept. 26

Noon. Liver Diseases Research Seminar. “Regulation of Actin Dynamics by Epithelial Protein Lost in Neoplasm

(EPLIN),” David Change, UCLA. AHC Aud., Room 102. Info: 442-1144

Noon. Physiology and Biophysics Seminar. “Chronic Low-Grade Inflammation and Type 2 Diabetes,” Barbora Vozarova, NIH. McKibben Hall Room 256. Info: 442-1040

### Friday, Sept. 27

3:30 p.m. Pharmaceutical Sciences Seminar. “Aromatase and Breast Cancer,” Shiu-an Chen, City of Hope. PSC 104. Info: 442-4118

Notice: Deadline for calendar submission is 4 p.m. Tuesday to be considered for that week’s issue—although three weeks advance notice of events is recommended. Please note that timely submission does not guarantee an item will be printed. Send calendar items to HSC Weekly, DEI 2510 or fax to 442-2832, or e-mail to [lpatt@hsc.usc.edu](mailto:lpatt@hsc.usc.edu). Entries must include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location, and a phone number for information.

The HSC Calendar is online at  
<http://www.usc.edu/hsc/calendar.html>

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## Join the American Heart Walk on Sept. 19 in L.A.

Help fight heart disease and stroke and make a big splash for USC by participating in the American Heart Walk—Downtown Los Angeles on Thurs., Sept. 19.

The event, benefiting the American Heart Association, features a 5K Walk around downtown Los Angeles, entertainment and exhibitors. Walkers secure sponsor pledges in any amount and can win prizes based on the level of support they gain.

Registration is at 4:30 p.m., entertainment at 5 p.m., and the walk begins at 5:30 p.m. Members of the Doctors of USC team will each receive a t-shirt and a goodie bag. For more information on joining the team or to pick up a sponsorship packet, contact Char Ryan at [cryan@usc.edu](mailto:cryan@usc.edu) or Cynthia Wiese at 442-5968.

## IGM to host lecture on legacy of Ghengis Khan

The USC Institute for Genetic Medicine will host an illustrated lecture by Linda Komaroff, curator of Islamic art at LACMA, on Sept. 19 from 5 to 7 p.m. The IGM is proud to host this insightful preview of *The Legacy of Genghis Khan: Courtly Art and Culture in Western Asia, 1256-1353*, co-organized with the Metropolitan Museum of Art.

This exhibition is the first to explore the important artistic developments that occurred in the Iranian world as a by-product of the Mongol invasions of western and eastern Asia.

It documents the creation of a dynamic visual language and a new relationship between royal patronage and art that resonated throughout the eastern Islamic world for some three hundred years.

Komaroff’s presentation centers on this fresh artistic identity, forged in the crucible of the Mongol invasions and their aftermath that is at the heart of this major international exhibition.

This lecture is one of a series of events organized by the HSC Cultural Events Guild currently showing “Art and Deviation,” on exhibit at the IGM through September, 30, 2002.

The lecture will be held at 2250 Alcazar Street, Second Floor.