



Stony Brook University
and
The Swartz Foundation
are proud to present
an exploration into
the far reaches of the
human mind
with

Helen Fisher, Ph.D.

Monday, March 27, 2006
at 4:30 p.m.

Staller Center for the Arts

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*"Romantic love is one of the most
powerful forces on earth.
People live for love, kill for love,
and die for love. I wanted to
know what this euphoria
was all about."*

—Helen Fisher

The Swartz Foundation

The **Swartz Foundation** was established by Jerry Swartz in 1994 to explore the application of physics, mathematics, and computer engineering principles to neuroscience, as a path to better understanding the mind/brain relationship.

To achieve these goals, the Swartz Foundation supports a number of initiatives, including the Swartz Center for Computational Neuroscience at the University of California at San Diego (UCSD) and five Sloan/Swartz Centers for Theoretical Neurobiology (at the California Institute of Technology, the University of California at San Francisco (UCSF), Brandeis University, New York University, and the Salk Institute for Biological Studies). The Swartz Foundation also sponsors targeted research projects at a variety of institutions, including Cold Spring Harbor Laboratory, Columbia University, Stony Brook University, Salk Institute/UCSD, UCSF, and the University of Wisconsin at Madison. These projects range from experimental investigations of brain circuitry to computational modeling of large neuronal systems to explorations of consciousness using physical and mathematical principles. The Swartz Foundation also organizes or sponsors interdisciplinary scientific workshops and meetings. Core themes include the study of consciousness and the identification of general principles of brain function and brain dynamics. This year marks the 10th anniversary of the Mind/Brain Lecture Series at Stony Brook University.



Dr. Jerome Swartz co-founded Symbol Technologies Inc., in 1975. He was chairman of the board and chief scientist until retiring in 2004. Swartz received a B.E.E. degree from the City University of New York and a Ph.D. in electrical engineering from Brooklyn's Polytechnic University, where he was the recipient of

National Science Foundation and Ford Fellowships. Swartz is a recognized expert in the allied engineering physics fields of electro-optics, laser systems, and optical design, with particular application to new product development. He is credited with more than 180 U.S. patents and is the author of more than 30 published papers. He is a member of the National Academy of Engineering and a Fellow of the IEEE.

Under his leadership, Symbol Technologies was awarded the 1999 National Medal of Technology, the highest honor for technical innovation in the U.S. Swartz is a member of the Stony Brook Foundation Board and a member of the Board of Trustees at Cold Spring Harbor Laboratory and at Polytechnic University.

More information is available at www.theswartzfoundation.org.

10th Annual Swartz Foundation

MIND BRAIN LECTURE

PROBING THE MYSTERIES OF THE MIND

THE DRIVE TO LOVE:

*The Biology
and Evolution of
Romantic Love*

Helen Fisher, Ph.D.

Research Professor,
Center for Human Evolutionary Studies,
Department of Anthropology,
Rutgers University;
Author of *Why We Love*

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**Monday, March 27, 2006
4:30 p.m.**

Staller Center for the Arts, Main Stage
Stony Brook University

*Free Presentation
Intended for a General Audience*

**STONY
BROOK**
STATE UNIVERSITY OF NEW YORK



Helen Fisher, Ph.D.

Why do we fall in love? Can humans really experience love at-first sight? Anthropologist and author Helen Fisher will address these age-old questions and more as she shares her insight into how the brain shapes how (and who) we love in this special lecture.

In her work, Fisher distinguishes three primary drives that evolved for reproduction: the sex drive, romantic love, and long-term attachment. She will discuss how these three brain networks interact to shape our mating and reproductive strategies. Then using anthropological data and the results of brain scanning studies of men and women who are happily in love and rejected in love, she will reveal the basic traits of romantic love, frustration-attraction, abandonment rage, the despair response, addiction to love, and other phenomena associated with romantic passion. Her talk will conclude with global trends that are shaping patterns of sexual behavior, romance, and marriage.

Fisher earned her Ph.D. in physical anthropology at the University of Colorado. She has conducted extensive research on the evolution of human sex, love, and marriage and gender differences in the brain. She is the author of *Why We Love: The Nature and Chemistry of Romantic Love*; *The First Sex: The Natural Talents of Women and How They are Changing the World*; and *Anatomy of Love: The Natural History of Mating, Marriage, and Why We Stray*. Her work has been recently featured in *Time*, the *New York Times*, and the February 2006 issue of *National Geographic*.

To learn more about Helen Fisher, please visit www.stonybrook.edu/sb/mind or www.helenfisher.com

Previous Speakers in this series:

2005

Daniel Wolpert, Ph.D.

Professor of Motor Neuroscience and Co-director,
Institute of Movement Neuroscience, UCL

2004

Charles F. Stevens, Ph.D.

Professor of Molecular Neurobiology,
The Salk Institute for Biological Studies

2003

Joseph E. LeDoux, Ph.D.

Professor of Neural Science and Psychology,
New York University

2002

V.S. Ramachandran, M.D., Ph.D.

Professor of Neuroscience,
University of California at San Diego

2001

Michael M. Merzenich, Ph.D.

Professor of Neuroscience,
University of California at San Francisco

2000

Paul Churchland, Ph.D.

Professor of Philosophy,
University of California at San Diego

1999

Michael Gazzaniga, Ph.D.

Distinguished Professor of Cognitive Neuroscience,
Dartmouth College

1998

Terence Sejnowski, M.D., Ph.D.

Professor of Computational Biology,
The Salk Institute

1997

Antonio Damasio, M.D., Ph.D.

Professor of Neurology, University of Iowa

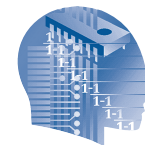
10th Anniversary

The Mind/Brain Lecture Series

In its approach to brain research, the Swartz Foundation takes the philosophical and scientific point of view that capacities of the mind—from sensory perception to learning to consciousness—arise intrinsically from the physical properties of the brain. The brain is the mind at work.

Recent results from neuroscience research are converging in ways that lead us to believe that understanding the relationship between the mind and the brain is an achievable goal. Getting there will require the collaboration of investigators from a wide range of disciplines, including neuroanatomy, systems neuroscience, physiology, and computer science. New applications of mathematical techniques to brain research are opening the way to deeper interpretations of brain activity data related to human behavior. The Swartz Foundation and Stony Brook University present this ongoing lecture series to acquaint the University community and the public with current research and thought on the unity of mind and brain.

For more on the Mind/Brain Lecture Series, please visit www.stonybrook.edu/sb/mind



The Swartz Foundation

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