

Editorial

Dear Readers,

The photo, taken in October 1974, is engraved in the University's visual memory. It shows four students equipped with a ladder, sticking styrofoam letters onto the University tower. They have already completed "Carl von Ossietzky" and have three letters to go for the word "Universität".

They had in fact put up the letters on the previous night. A day later they recreated the situation for the photographer. It was as if the students already knew that this was a historical moment. After all, it was not until 17 years later, in 1991, that the University was officially allowed to call itself Carl von Ossietzky University.

The name dispute is far removed from everyday university life nowadays. But this year, the University's 40th anniversary, it naturally crops up wherever the University's history is commemorated. The anniversary programme, with its numerous events and projects, has provided an ideal occasion for this – as well as an opportunity to look ahead.

As in our cover story "Rethinking the University", which also features the photograph described above. In an open exchange of views four high-profile academics address questions such

as: What really matters in research? What is this special factor so cherished at Oldenburg University? Chemist and Acting President Katharina Al-Shameery, literary scholar Sabine Doering, hearing researcher Birger Kollmeier and economic growth critic Niko Paech each have their own specific answers to these questions.

What makes Oldenburg University special is also reflected in what the physicist Christoph Lienau calls "the spirit of Wechloy", referring here to the natural sciences campus. It is here that Lienau has built up his internationally acclaimed field of research "ultrafast nano-optics". Here, with his team of PhD students, he researches the tiniest of all worlds. In our portrait he describes what motivates him.

In the case of Oldenburg computer scientist Susanne Boll, motivation comes from a glaring deficiency. There are hundreds of health apps on the market – "and thousands of dissatisfied people who realise that their apps have not helped them at all." In this issue of Einblicke you can read about how Susanne Boll wants to do things differently. Together with her team she develops mobile assistance devices that people actually want – because they can be integrated into their everyday lives and

because they are helpful and look good.

We also provide insights into the work of energy and environmental economist Christoph Böhringer. And we interviewed Stefan Müller-Doohm, author of a widely acclaimed Habermas biography, and Antje Timmer, newly appointed Professor for Epidemiology and Biometry at the Medical Faculty/Department.

So, plenty of different people and issues. To mark the anniversary, in addition to redesigning our University magazine UNI-INFO we have also given our research magazine a makeover. The German and English sections are now separate, giving the reader a better overview and creating more space for new narrative formats, such as the infographic on the new deep-sea research vessel, the Sonne. And also a photo series showing how the staff in the technical workshops built a prototype, and how it was then put to use in the research laboratory.

We wish you a very enjoyable read!

Yours,
the EINBLICKE editors.

