

Between Blockbusters at the ICA

On a freezing cold January afternoon, my companion and I decided on a quick getaway to Boston's beautiful new Institute of Contemporary Art. Although the museum was between blockbuster shows, we found much to admire.

Celebrating Obama's Inauguration in Cambridge



I'd expected dancing in the streets in the People's Republic but perhaps because of deep snow and freezing cold, instead found a friendly breakfast gathering at Upstairs on the Square (photos and video to follow, if people send them to me).

Watched Obama's eloquent speech with Harvard students at Quincy House—most listened with rapt attention, even standing for the national anthem, hands over hearts.

I was most impressed with Obama's suggestion to those who blame the West for the state of their own nations that populations care about what governments can build, not what they can destroy—and distressed when, after the address, viewed enthusiastically by millions, the stock market took a 300 point drop.

In the evening, went back to Upstairs for drinks with Mark Hoffman, of Burlington, and Marc Kessler, of Cambridge, whose

photo (above) I took with a larger-than-life cardboard Obama cutout.

We were sorry to miss free skating and hot chocolate at the Charles Hotel, readings of various inaugural addresses at the American Repertory's Arrow Street Theater, the Harvard Bookstore's "[winedown](#)," and numerous house parties but, unlike the Obamas, who attended ten inaugural balls, we couldn't be everywhere!

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New personalized medicine model could lead to better care, lower costs, higher profits

Cambridge consulting firm Scientia Advisors says that big pharma could begin to reap profits from personalized medicine much sooner than predicted by marketing new diagnostics tools along with drugs that are already on the market. (Most pharma companies are currently using personalized medicine tools only

in developing new drugs—which won't bring any profits for years down the road). Based on quantitative and qualitative research, Scientia's study, published in the January, 2009 *Pharmaceutical Executive* describes how three companies grew their profits and improved their relationships with prescribing physicians using the new model. According to Scientia Managing Partner Harry Glorikian, the method will also improve patient care, lower costs and lead to health system reforms. More info is available at www.scientiaadv.org.

Scientia Advisors is a client of the Harris Communications Group.

Anita Harris

Metaphor for Everything Debuts



Metaphor for
Everything
Debuts
1-12-09

The new alternative rock band Metaphor for Everything held its first show on Monday, January 12 at Harper's Ferry, in Boston. The four-man group, led by singer/guitarist Brett Greene, has an edgy, dissonant sound, interesting lyrics (by

Greene) and a commanding presence. Metaphor played to an enthusiastic audience of more than 60 people demanding "more." The latest tracks, info signup and photos are posted at www.myspace.com/metaphorforeverything.

(Greene is a relative of the author).