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THE PROJECT FOR THE REALIZATION OF THE "IAAD ETHICS REGULATION DRAWING"

Thursday April 23rd 2009 at 15.30 – Aula Magna, Corso Re Umberto 5 Torino, Italy

Press release – April 2009

The Direction of Istituto d'Arte Applicata e Design in Torino (IAAD), in agreement with its staff and the professor board, has decided to start **a deep discussion path about ETHICS and its worthiness in the contemporary society, with the aim of integrating the present Didactic Regulation with a new ETHICS REGULATION.** The purpose is to increase the value of both individual and people, even in relation with a diversified society in continuous evolution.

A design school is a little society cross-section, a society with a great tension to freedom and expressiveness, young and dynamic. As it is so, it's important that all its members are and feel granted and responsible, about both rights and duties – this is the base assumption of the project.

The project takes its shape through some "special lessons", first addressed to IAAD students. These lessons, held by magistrates, philosophers, communicators, have the purpose to make aware the personal and common consciousness towards the research and identification of the criteria that allow the individuals to manage their freedom in respect to other people's freedom. In this sense, ethics is a referring point of standards and boundaries among which individual freedom can extend and express.

The project will be coordinated in person by IAAD Director – Laura Milani, and by the "Social Communication" professor – Marco Benna, of the Advertising & Graphic design Department. Special lessons will be held in IAAD Aula Magna at Corso Re Umberto 5 and will be laid down by Visiting Professors – people and professionals of high competences and prestige.

The project will end with the drawing and the following official presentation of the ETHICS REGULATION, normative instrument that, together with the Didactic Regulation, will define the limits of behaviour for the individuals and for the community, certifying the adherence to the set of values constituting ways and aims of IAAD.

The first special lesson will be on Thursday, April 23rd 2009, with the speech of Luciano Panzani – Magistrate of the Supreme Court of Appeal, while, on Thursday, April 30th 2009 it will be the time of Valerio Zanone – former Torino Mayor and Senator of the Republic. Other notable guests will complete the didactic course.

The official presentation of the ETHICS REGULATION will take publicly place at the presence of Authorities, professors, students, staff, notable people and anyone else who would like to live the conclusive experience of a deep and complex path, summed up in a document, in a video and, above all, in the words of the special lessons guests – whom we want to thank for the availability and the contribution beyond price.

The presentation of the DIDACTIC – ETHICS REGULATION will be the opening appointment of every academic year, starting from 2009-2010.