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

Next step: "Ethics and philosophy – what's ethics, what are the ethical theories?" with Chiara Testino, research fellow at Humanities Department of Università Piemonte Orientale, co-author of "La filosofia del dottor House"  
Wednesday June 17th 2009 at 14.30 – IAAD Aula Magna, Corso Re Umberto 5 Torino, Italy

*Press release – June 2009*

The series of "special lessons" about ETHICS and its worthiness in the contemporary society continue with success. This initiative is directly organized by The Direction of Istituto d'Arte Applicata e Design in Torino (IAAD), in agreement with its staff and the board of professors. **Deep discussions about ethics** and its force 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.

After the precious contribution offered by the intervention of Luciano Panzani (Magistrate of the Supreme Court of Appeal), Valerio Zanone (former Torino Mayor and Senator of the Republic), Aurelio Tortelli (art director of STV – SaffioTortelliVigoriti) the person in charge for the Lectio magistralis of Wednesday June 17th 2009 at 14.30 in IAAD Aula Magna (Corso Re Umberto 5, Torino), **will be Chiara Testino (research fellow at Humanities Department of Università Piemonte Orientale and co-author of "La filosofia del dottor House")**.

Chiara Testino has developed her studies on main themes as moral philosophy and politics philosophy; today she's working on a project of research about public reasons.

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. 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**. Ethics (come from Greek "èthos" that means "behaviour", "temperament", "custom") is a branch of philosophy, which seeks the rational basics that allow differentiating the good and morally licit behaviours from bad or inappropriate. Ethics also studies the determination of what can be defined "the senses of human being", the eventual meaning of life of everyone and of what surround.

The project will be coordinated in person by IAAD Director – Laura Milani, and by the "Social Communication" professor – Marco Benna, of the "Advertising and graphic design" Department. 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 event of every academic year, starting from 2009-2010.**