



presents

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

Next step: "Ethics and communication – message, information, meaning and significance"

with Aurelio Tortelli, art director of STV - SaffirioTortelliVigoriti

Tuesday May 26th 2009 at 14.30 – IAAD Aula Magna, Corso Re Umberto 5 Torino, Italy

*Press release – May 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**, and **Valerio Zanone – former Torino Mayor and Senator of the Republic**, the person in charge for the Lectio magistralis of **Tuesday May 26th 2009 at 14.30 in IAAD Aula Magna (Corso Re Umberto 5, Torino)**, will be **Aurelio Tortelli, art director of STV – SaffirioTortelliVigoriti**.

Aurelio Tortelli, after his Humanities degree and a short experience in teaching, in 1990 enters, as copywriter, in BSG agency, today Leo Burnett Torino, and in 1998 becomes art director. In 2004, with two associates, establishes STV SaffirioTortelliVigoriti, of which is still partner and art director. Since 2008 he is strategic coordinator of IAAD "Advertising and graphic design" Department.

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**. The application of these standards, in particular in communication, could be fundamental to find a right balance between the parties involved in communication process, moreover it could be a warrantee of professionalism and pertinence of the proposed message. A value that cannot be renounced, something intrinsic in the cultural background of every professional.

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.**