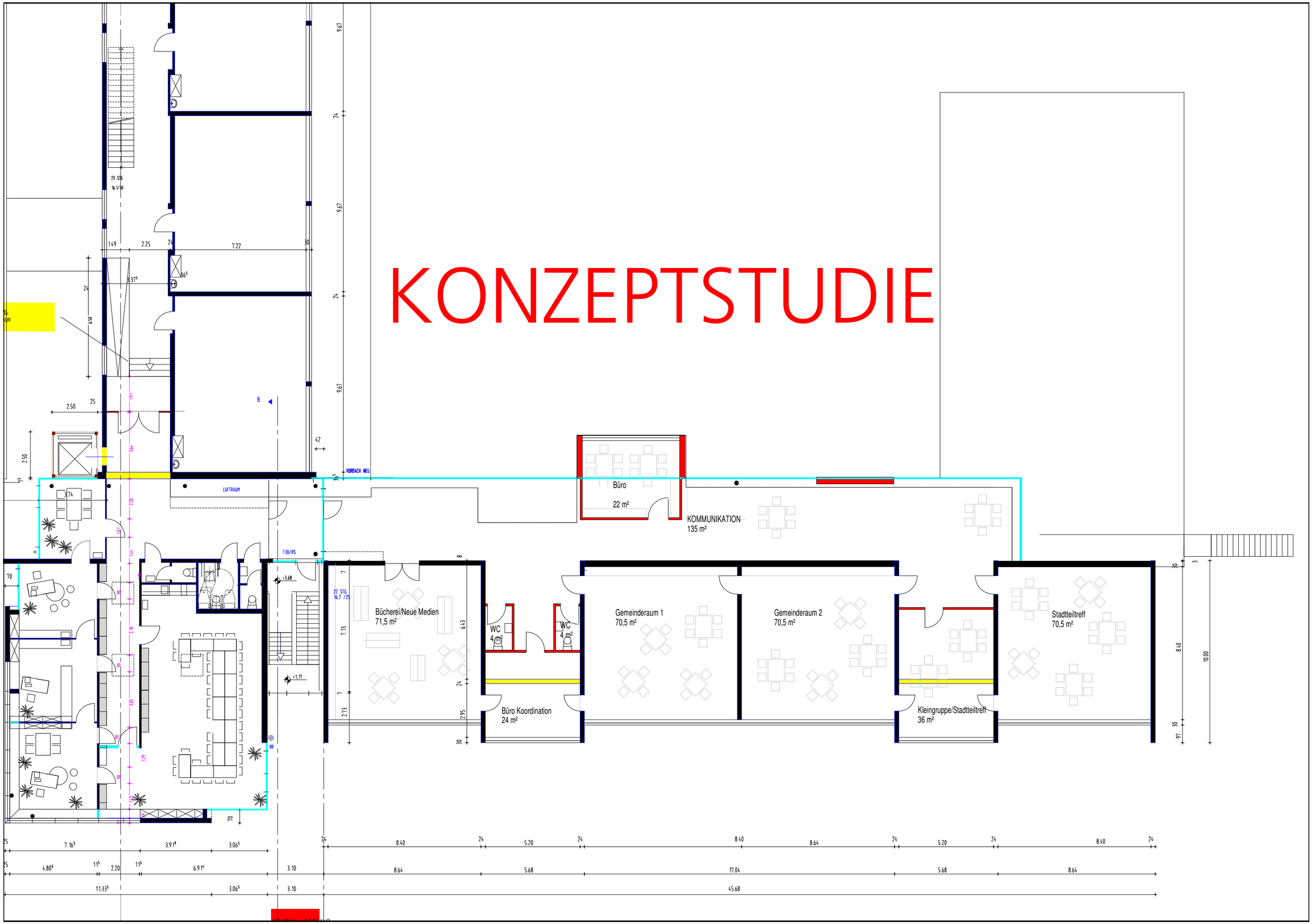KONZEPTSTUDIE