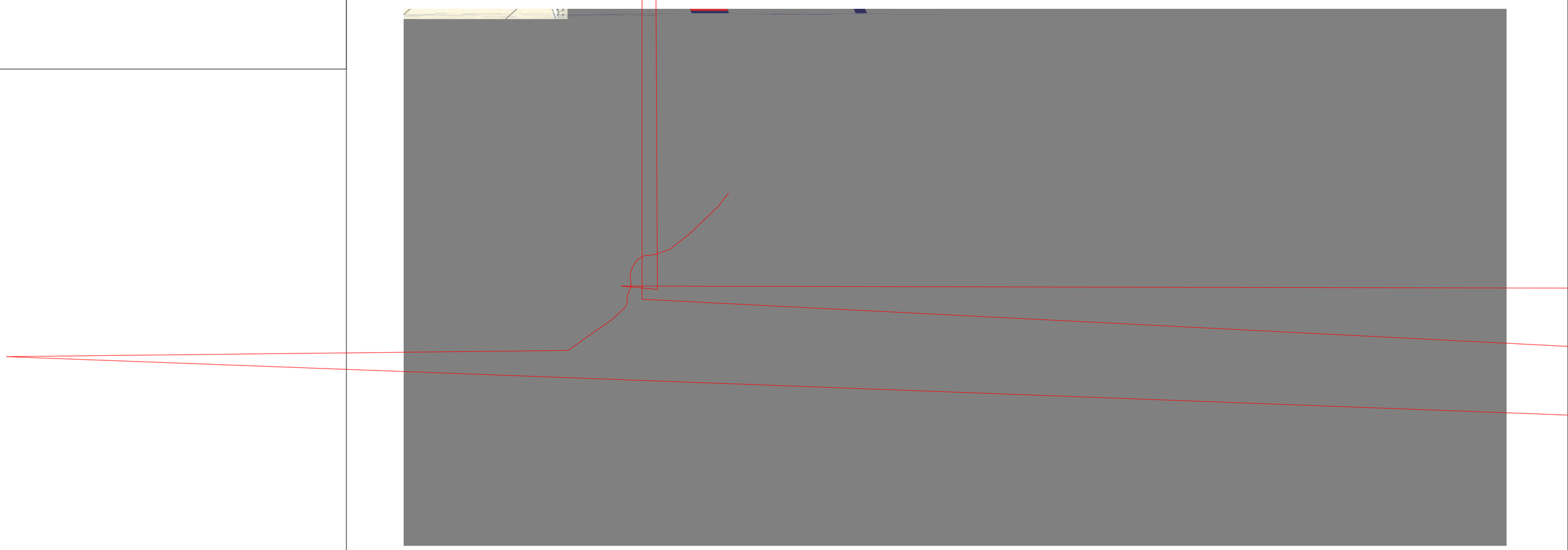Progettazione 3.0