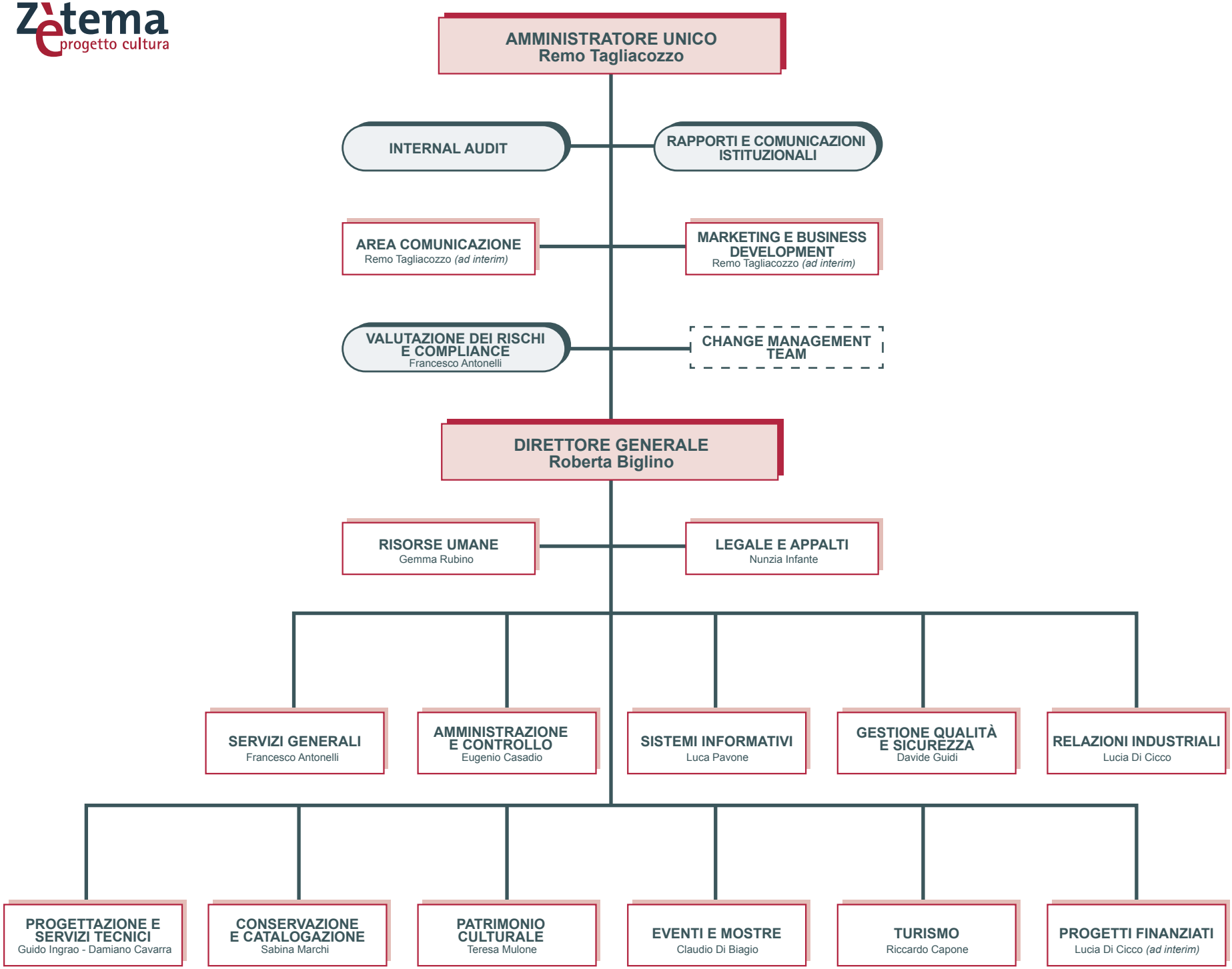Zètema progetto cultura