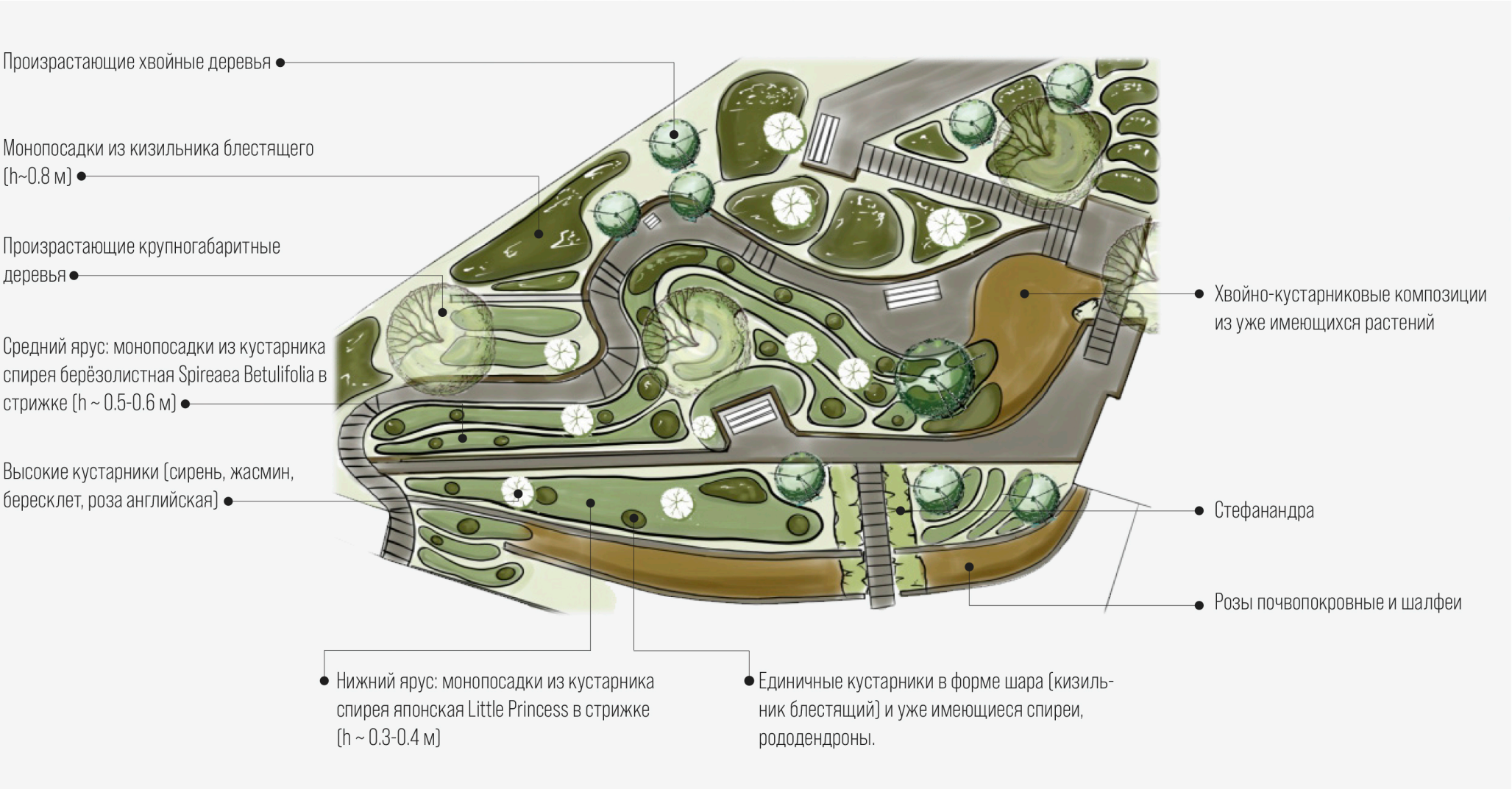Эскизное решение идеи