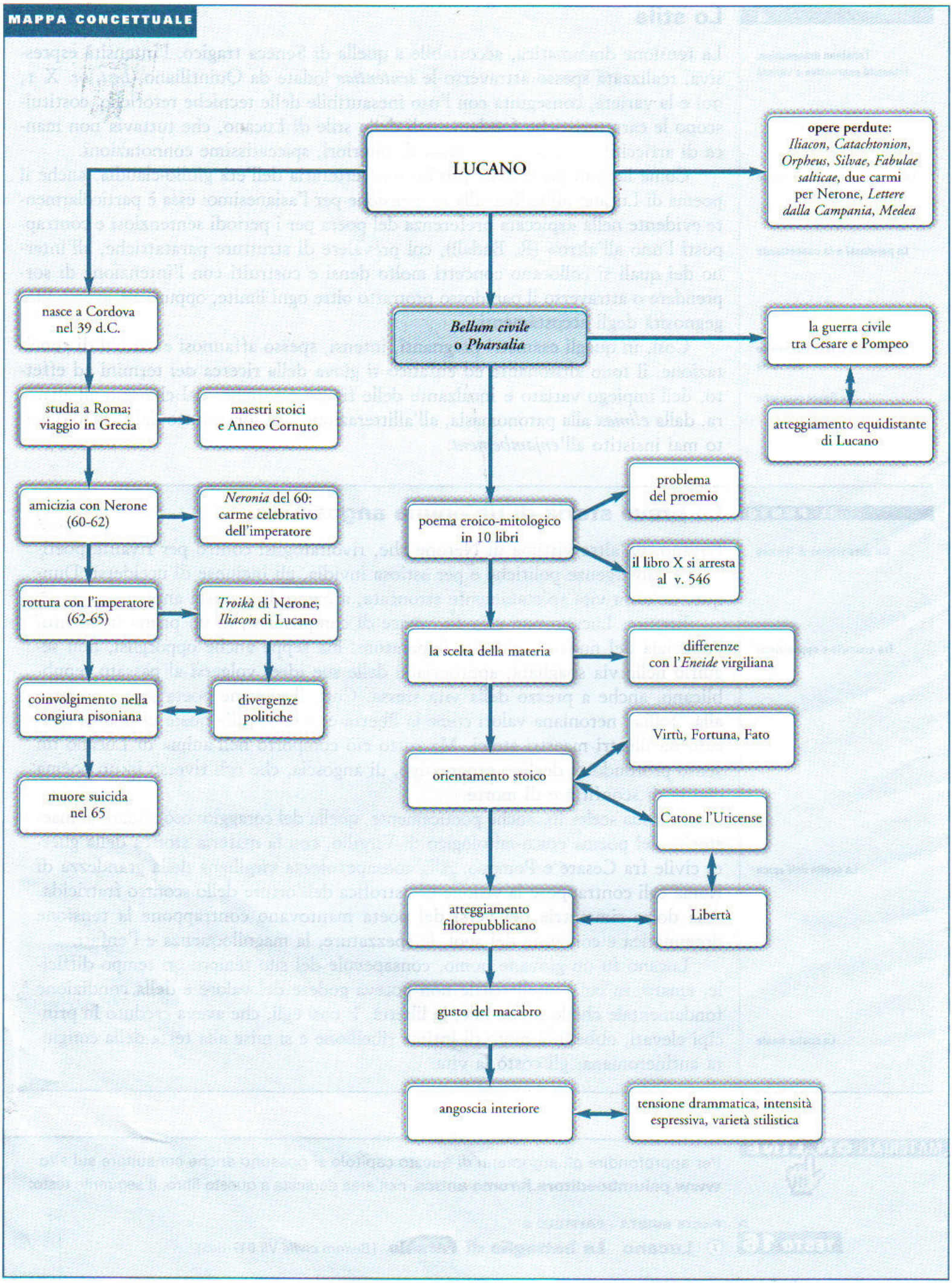MAPPA CONCETTUALE