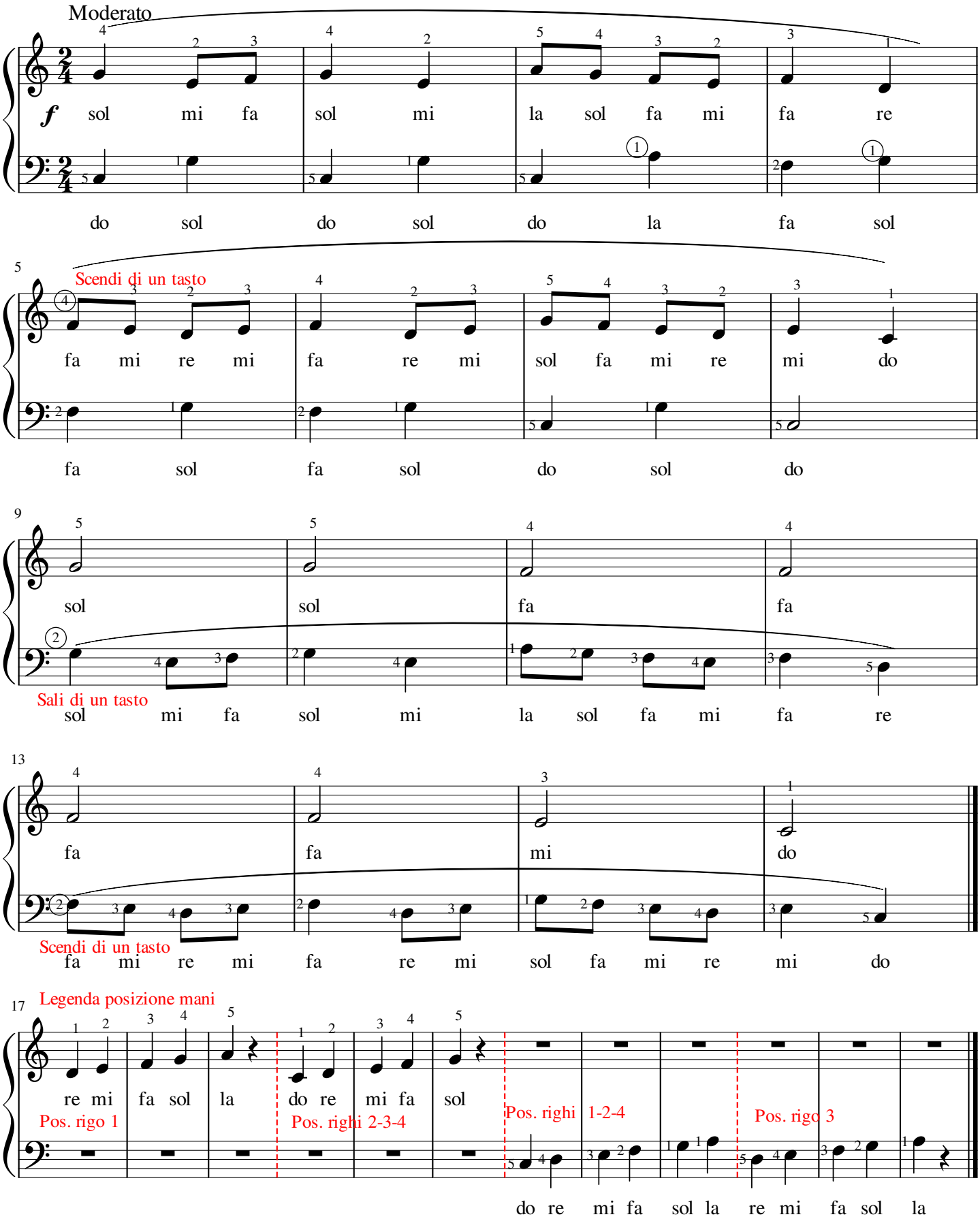Cecco velluto