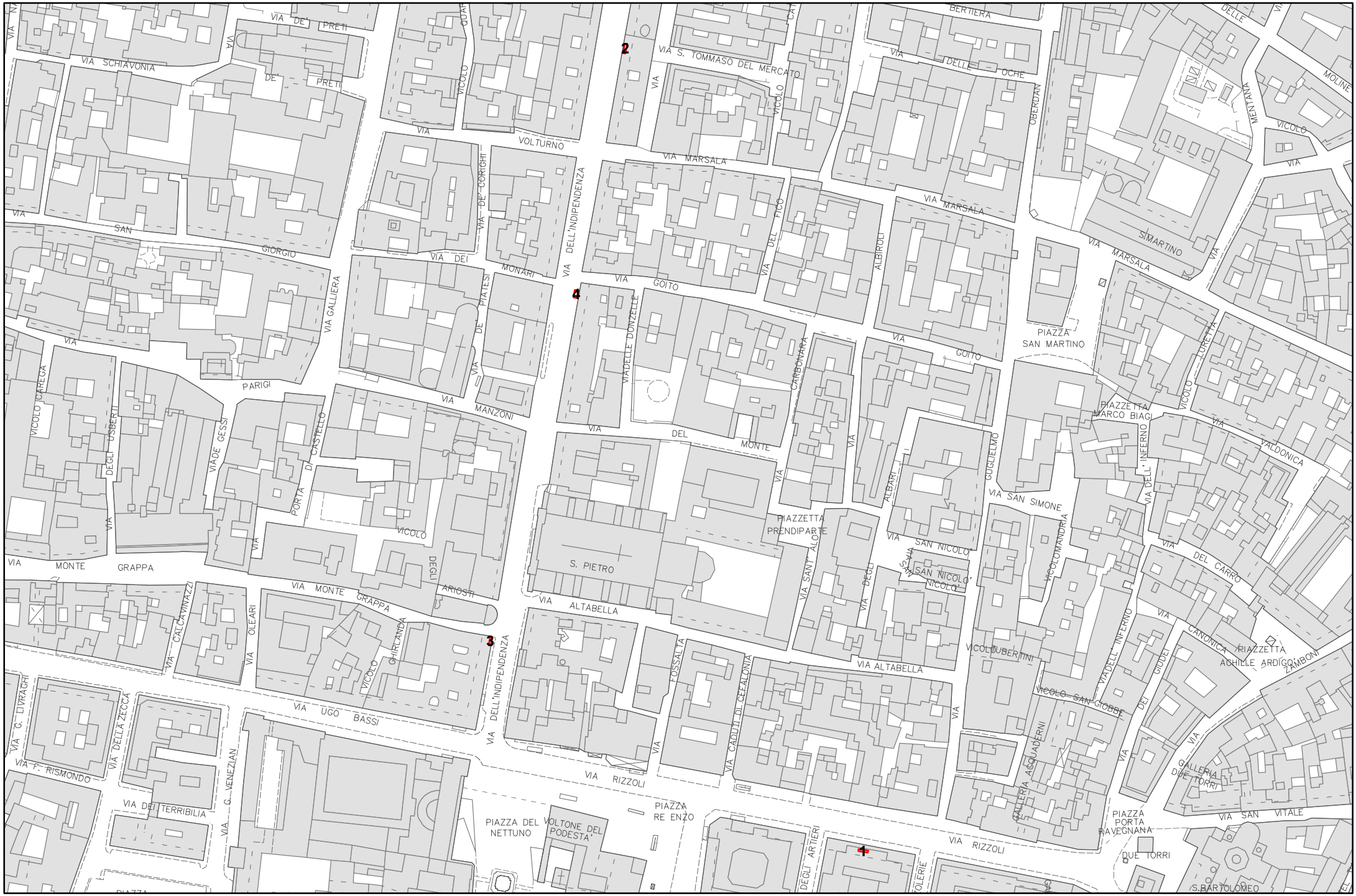FIERA PASQUA