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Meet the Fan Designers

In the LEGO® Ideas community, some dreams really do become realities. Talented Italian fan designers Roberto Ceruti (BRICKUP) and Jody Padulano (JodyPad), collectively known as 2PPL, take us on their journey to discover this famous chocolate factory.







Roberto and Jody's original submission

"I work as a plumber, specialising in boilers, and I love composing music, editing videos and photography. But my main passion is for LEGO building. It's creativity, entertainment, challenge... I wouldn't consider myself a great builder, but step by step, I find myself happy with the work done. The story about Willy Wonka's adventurous chocolate factory fits so perfectly with my idea of LEGO nostalgia and innocence. We spent a lot of time designing the set, chatting and laughing. The motorised chocolate waterfall, the bridge and candy cane tree were especially challenging. Seeing the set become a reality is such a moment of joy."

– Roberto

"I am an informatics teacher, and I love creating and playing games, from video games to table games. I've written three books about LEGO building, and it's been my biggest passion since I was a child. I've been part of the AFOL community for years and always looked up to the great LEGO Ideas designers who reached 10,000 votes. Maybe I can inspire other people now by giving them courage to try building. I was amazed by the community feedback. Many of us grew up with the 1971 film and liked the idea of a buildable model featuring Willy Wonka and Charlie. The song A World of Pure Imagination often accompanies me when I build. I am thankful to the LEGO Group as I know no other toy company that does anything like this! I'd say brace yourself, for a fantastic journey is about to begin!"*

– Jody

*Adult Fans of LEGO

We are the dreamers of dreams

Who wouldn't dream of being invited into 'der Inventing Room' in the world's most elusive, mysterious chocolate factory? *Willy Wonka & the Chocolate Factory* (1971) seamlessly blends whimsy, surrealism and fantasy into an everlasting gobstopper of a film. At its heart is the enigmatic Willy Wonka, a character delightfully full of contradictions. Playful and mysterious, sarcastic but warm, eccentric and even slightly menacing – still undeniably captivating. His sharp wit and unpredictable behaviour keep both his guests and the audience on their toes, yet beneath his eccentricity beats a genuinely compassionate heart that outshines all his theatrics. Last, but not least, it's a tale of innocence and imagination, humility and redemption, experienced by the young Charlie Bucket.

Free from floods, fire, frost and frippery

Willy Wonka & the Chocolate Factory melts both chocolate and our hearts. It invites us to embrace the unexpected, indulge in a little nonsense and, above all, dream big. As the five lucky Golden Ticket winners and their parents explore Wonka's factory, a mix of light-hearted humour and subtle tension unfolds. The clever Oompa Loompas deliver cautionary rhymes with a mischievous twinkle, and the factory inventions and mechanical wonders reflect Wonka's personality – a colourful collision of absurdity and genius. The rooms are full of illusions, forced perspectives and effects that defy explanation – "Little surprises around every corner, but nothing dangerous" as Mr. Wonka puts it! This is something we had a lot of fun translating into a 'LEGO® language'.







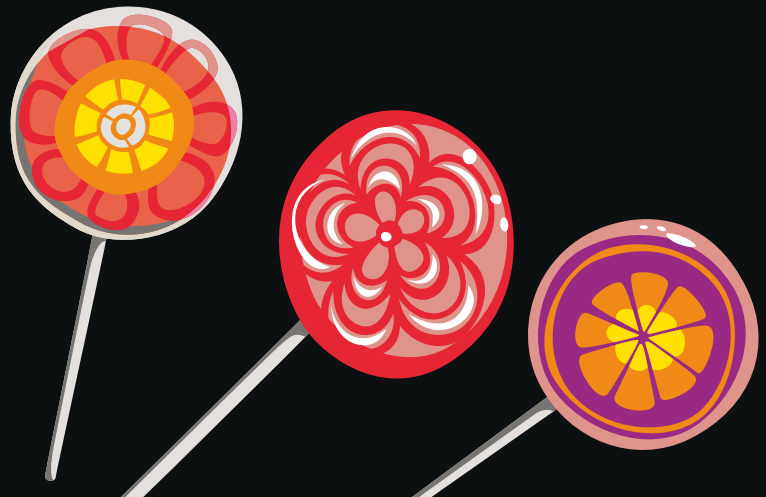
Surprise and delight in curated chaos

The film's fantastical setting is a feast for the senses. The practical effects and colourful set designs give it a grounded, authentic and tactile feel that captures a sense of childlike curiosity. These qualities speak right to the core of LEGO® building. We wanted to carry the essence of Roberto and Jody's original design through to the final version. With focus on the chocolate waterfall, we moved the bridge towards the back in line with the film layout. The lamps play with the illusion of scale – they appear to get smaller as your eye moves to the back of the model. We added the hidden door in the rocks, the wheelbarrow and a bag of sugar for the Oompa Loompas and filled Willy Wonka's office with his inexplicable but hilarious half-accessories.









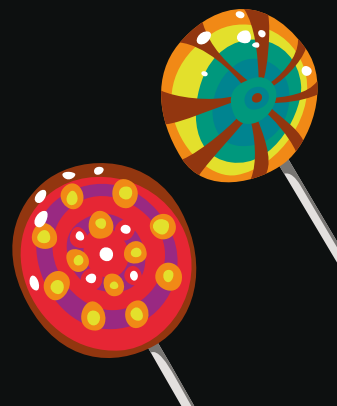
A tall ship and a star to sail her by

We wanted the model to feel lush and detailed, so we curated a warm colour palette for the plants to make them vibrant while still feeling coherent. The chocolate waterfall function was a must, of course – it adds a delightful movement to the model. Another key scene is the magical boat ride along the chocolate river. The good ship S.S. *Wonkatania* is slim enough to fit in the scale of the model and still have room for the minifigure characters. (Except for Augustus Gloop who, unfortunately, is stuck in a chocolate pipe.) We're overjoyed, enraptured and entranced with the final result. Are you ready to build?

– The LEGO® Ideas Team







Meet the LEGO® minifigure cast



Grandpa Joe

Old Grandpa Joe wants the best for Charlie and finds new strength (and a miraculous recovery) with the Golden Ticket.

Charlie Bucket

Pure at heart, Charlie Bucket dreams of better days to come for himself and his loving little family.

Willy Wonka

The legendary founder of the most wonderful place in the whole wide world is looking for an exceptional child to carry on his legacy.

Oompa Loompas

The chocolatey engineering expertise of the wise Oompa Loompas is key to Wonka's success.



Veruca Salt

Accustomed only to the best things in life, Veruca Salt is determined to reap the ultimate reward during her visit.



Violet Beauregard

Confident and eager to put her ideas into action, Violet Beauregard thrives on being the best – especially at chewing gum.



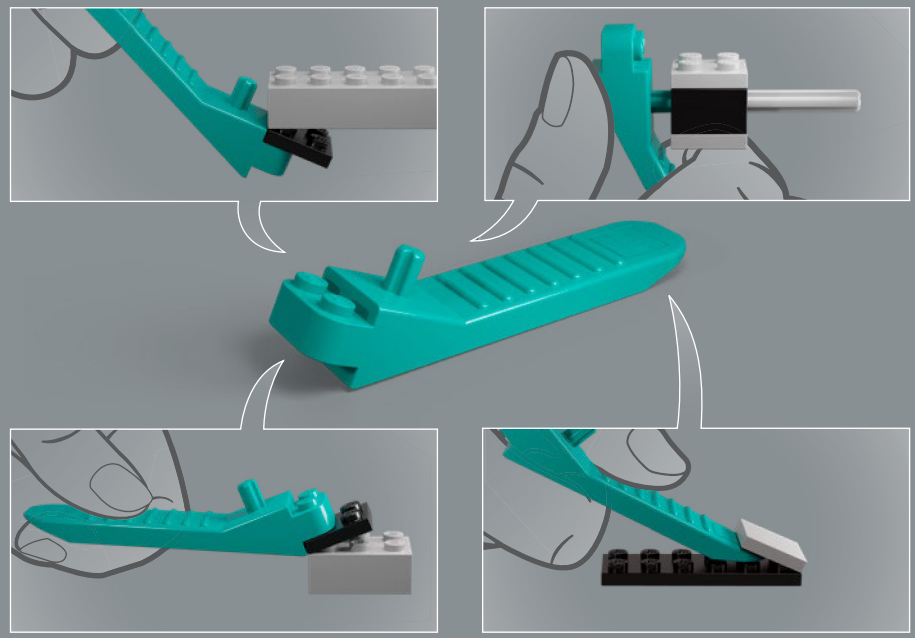
Augustus Gloop

All the way from Germany, Augustus Gloop can smell the promise of sweet victory when he finds his Golden Ticket.



Mike Teevee

A big fan of TV action and adventure series, Mike Teevee seizes the opportunity of a lifetime... in his own unique way.

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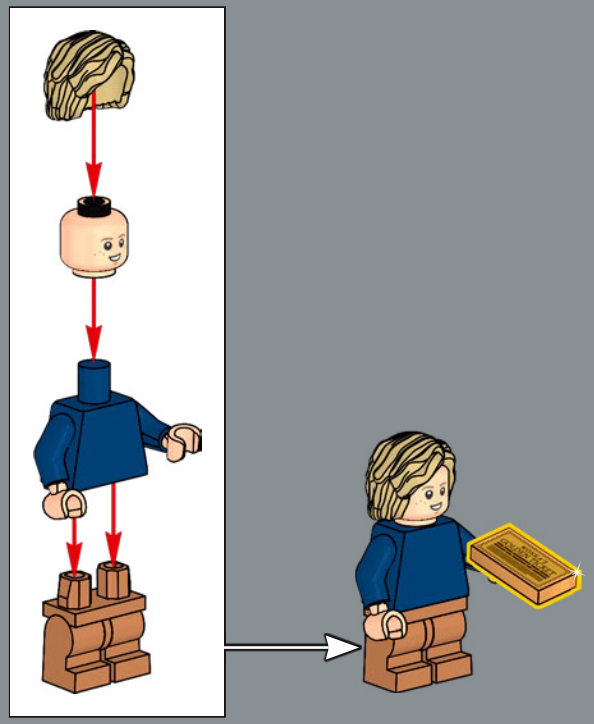

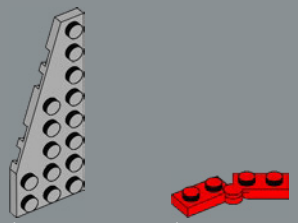

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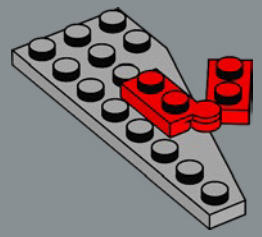

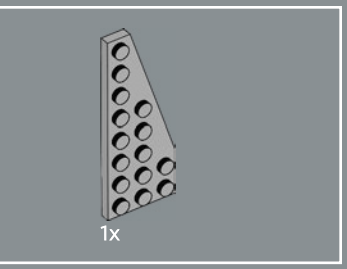

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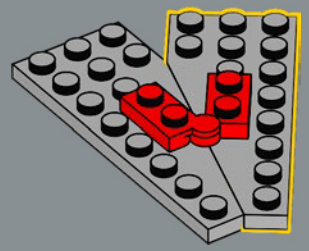

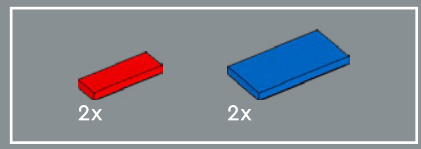

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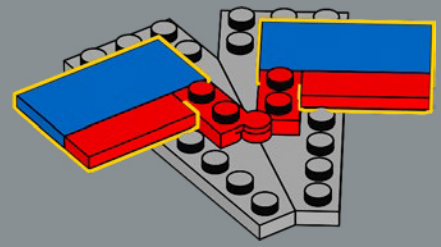



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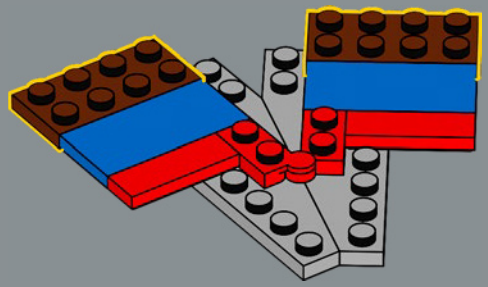



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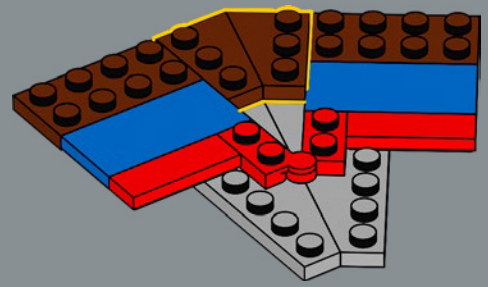

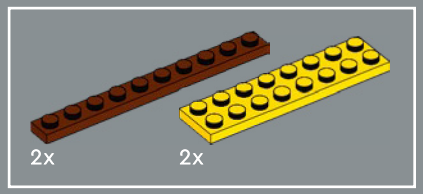

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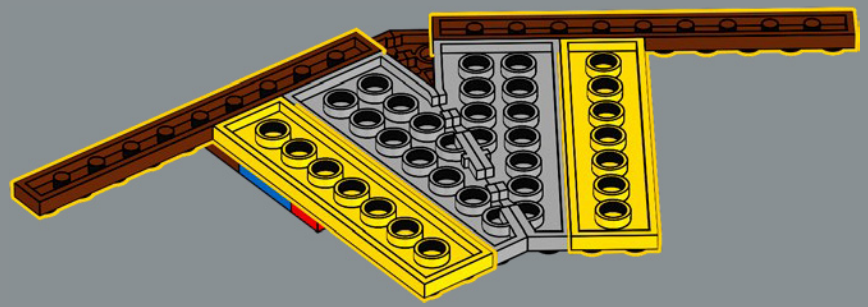

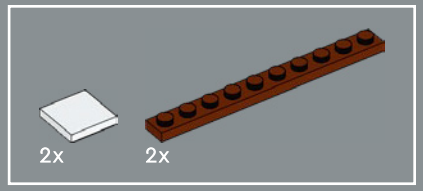

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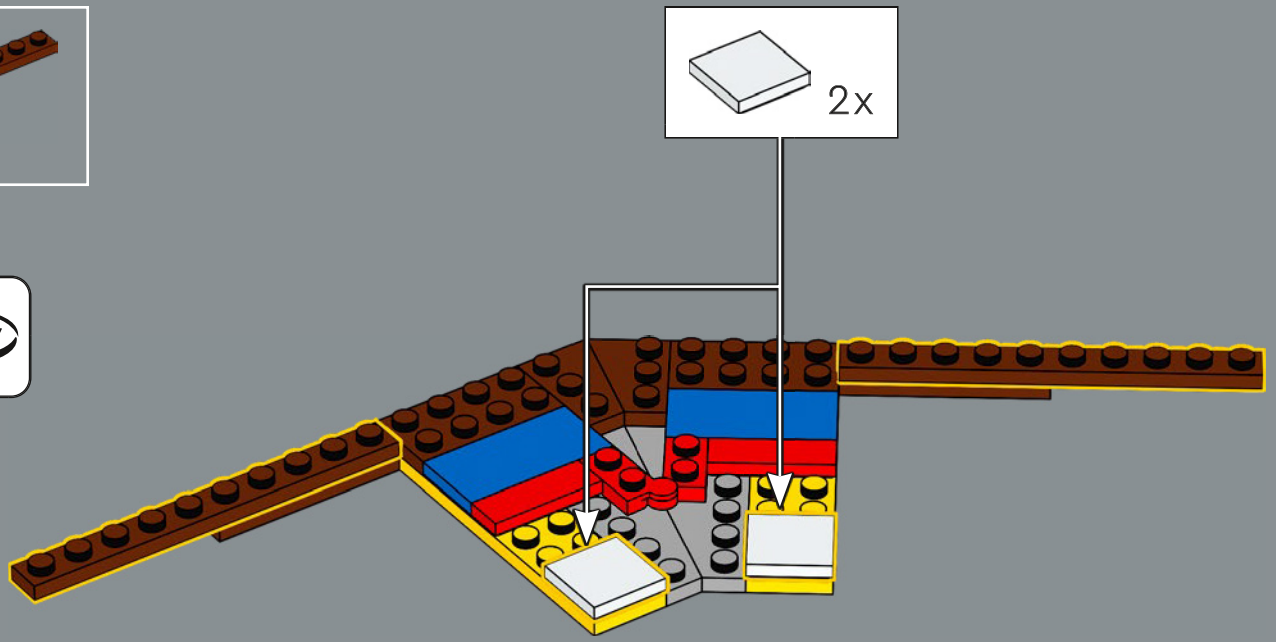



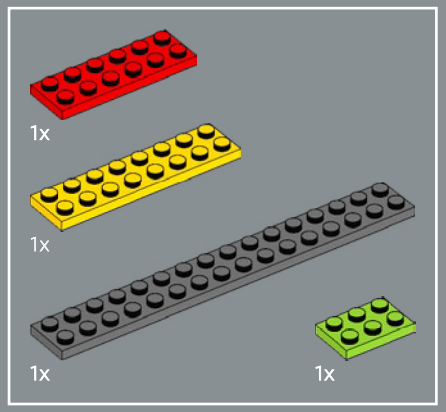

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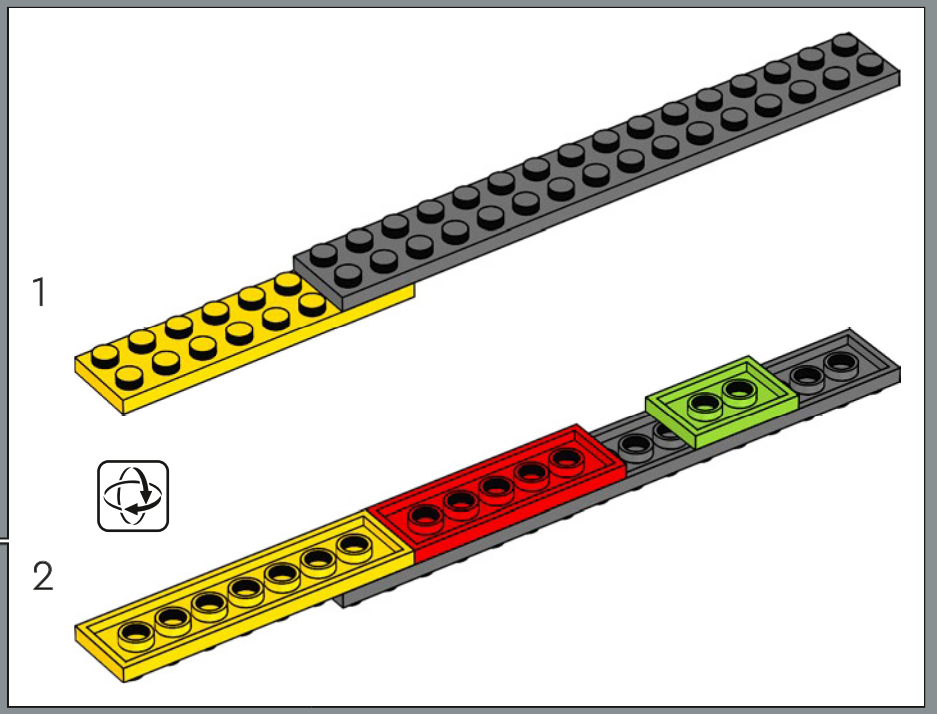

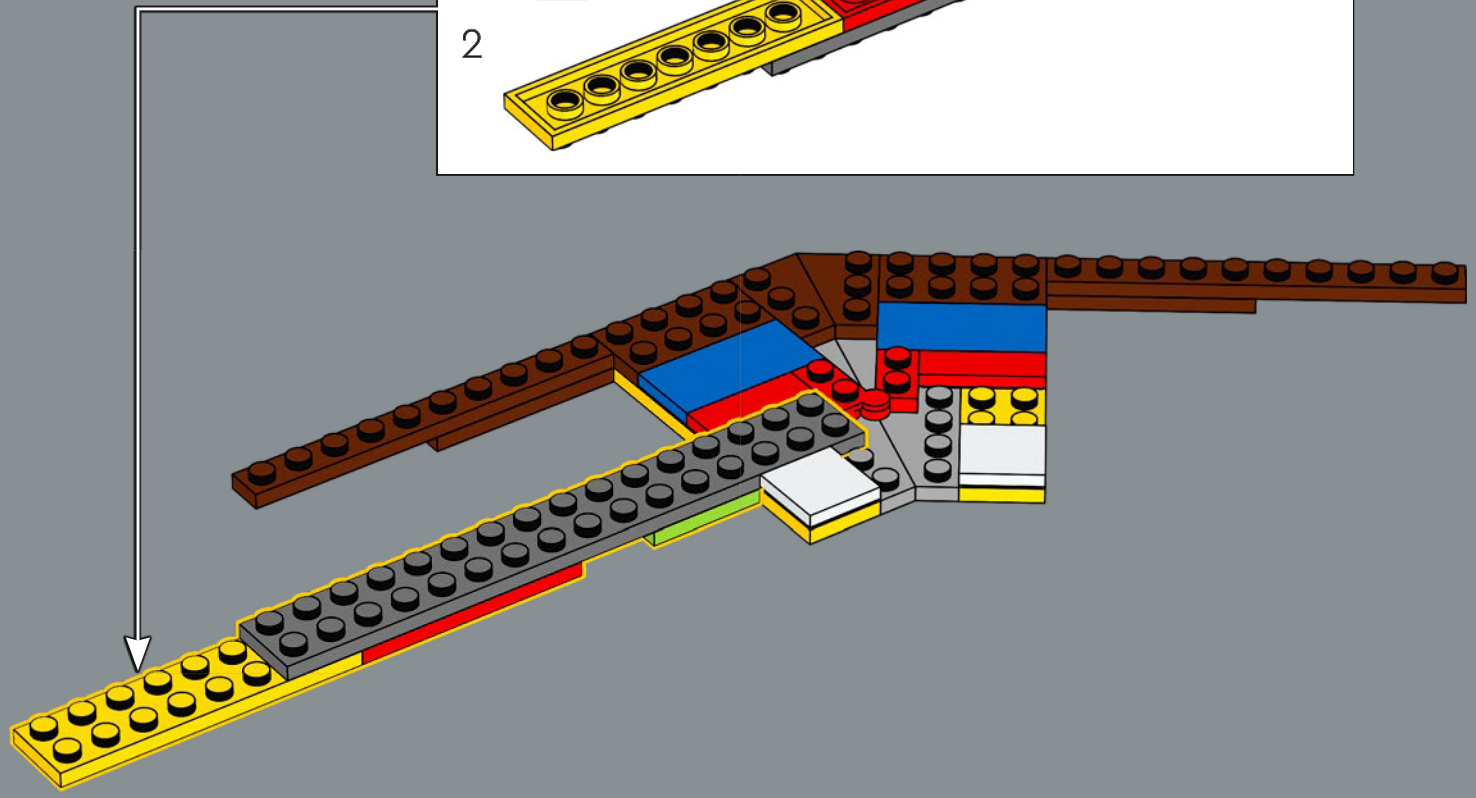

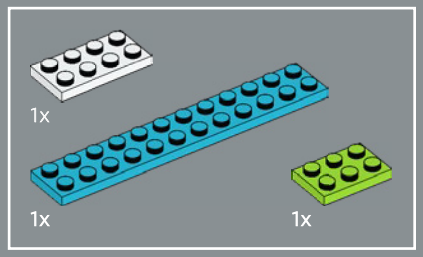

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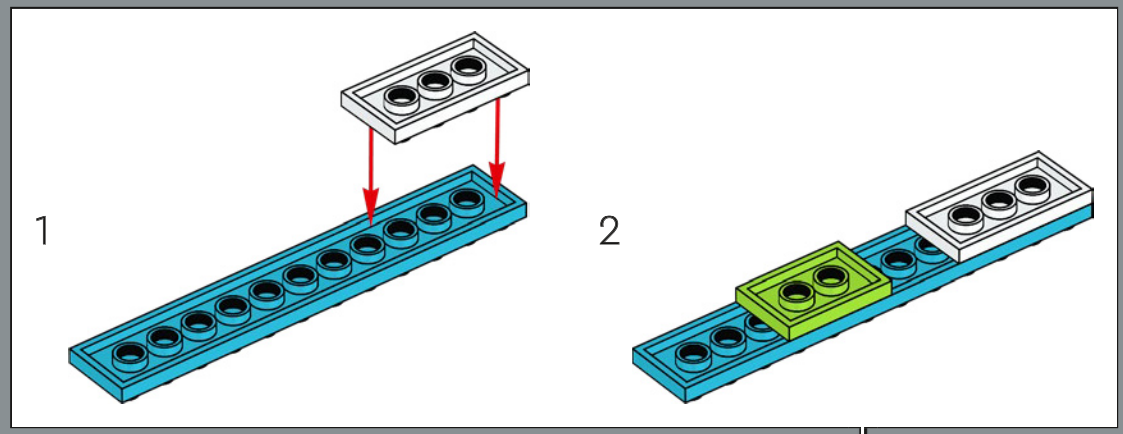

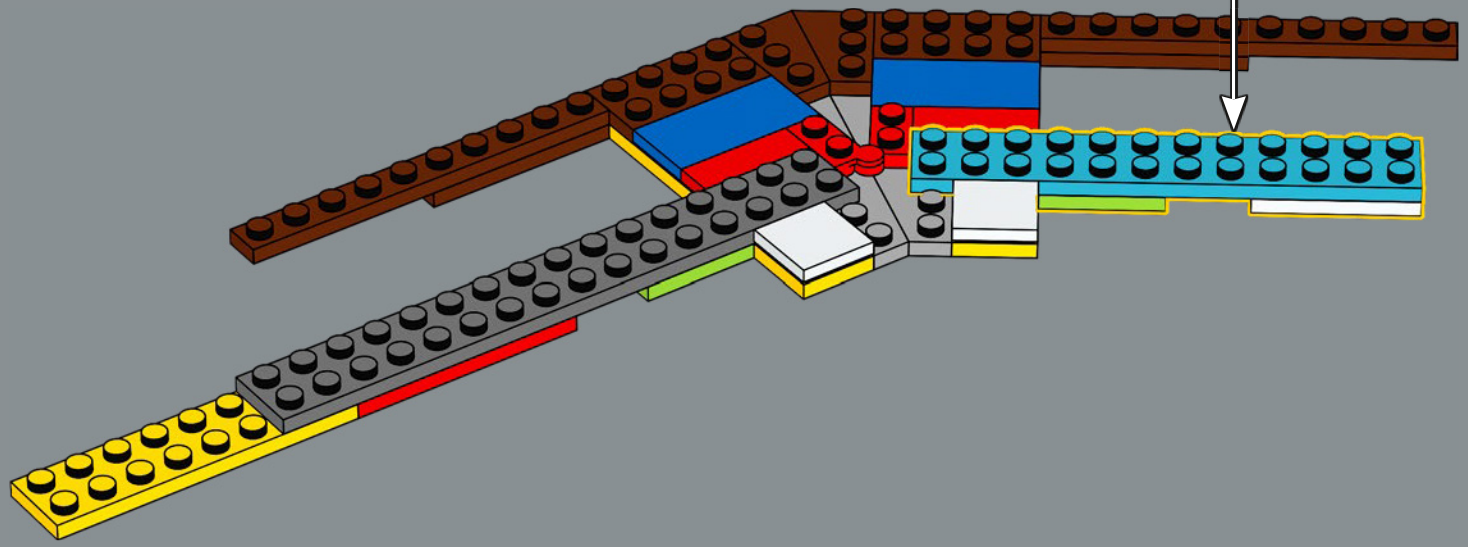

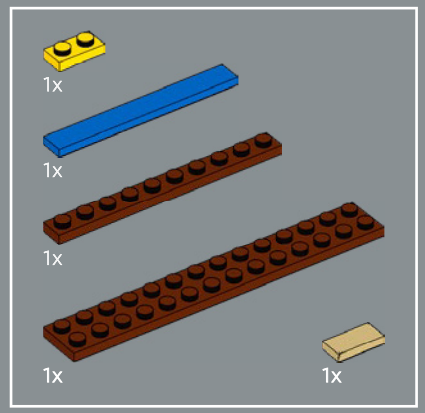

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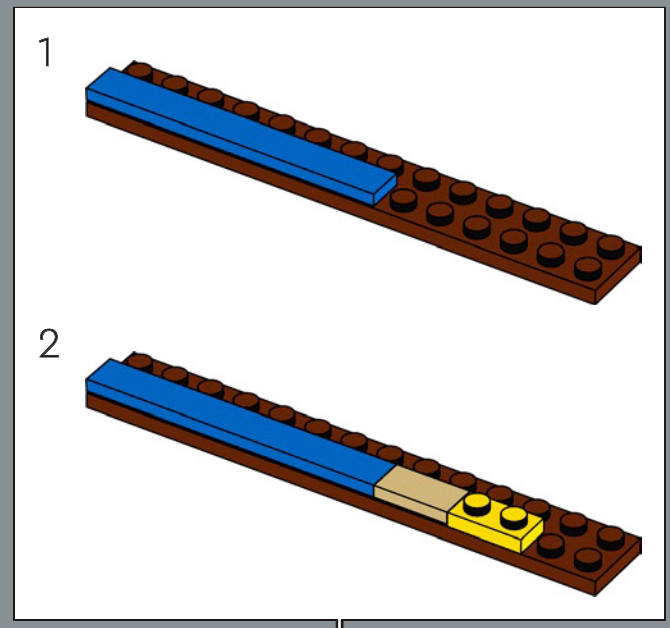

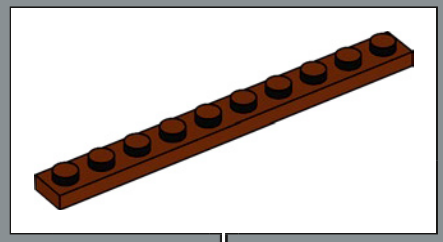

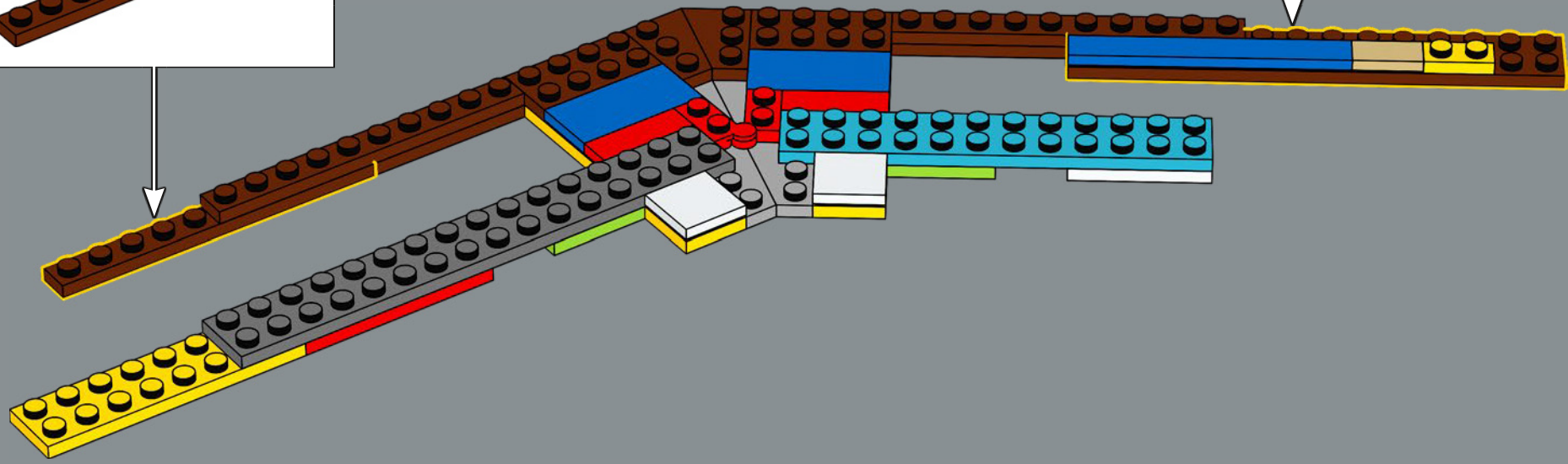

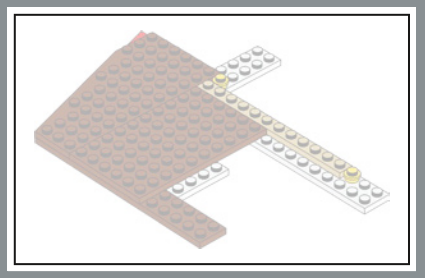

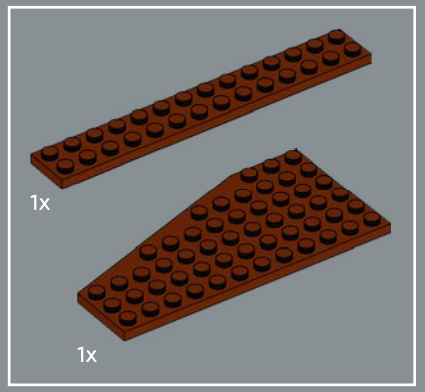

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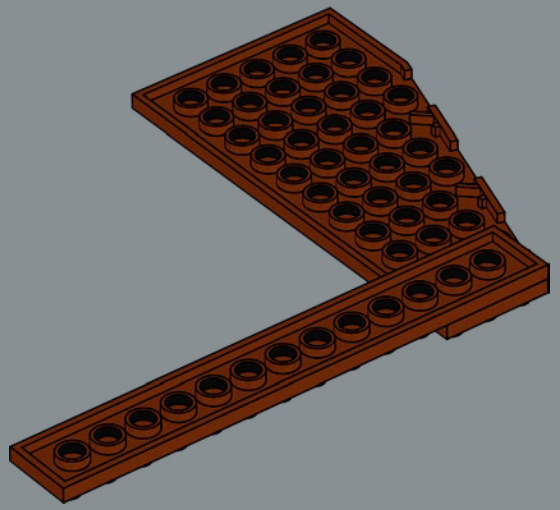

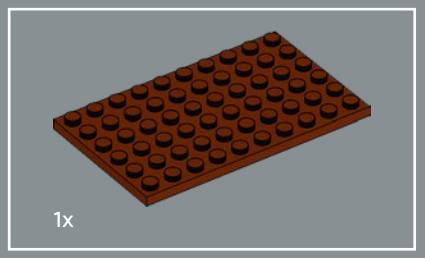

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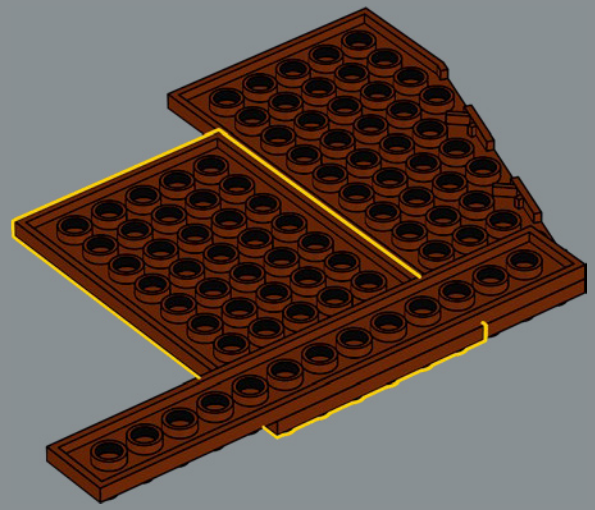

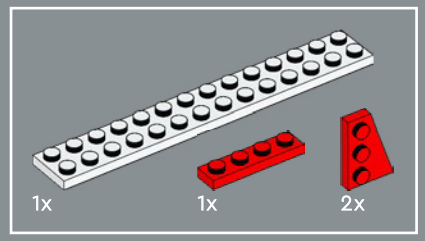

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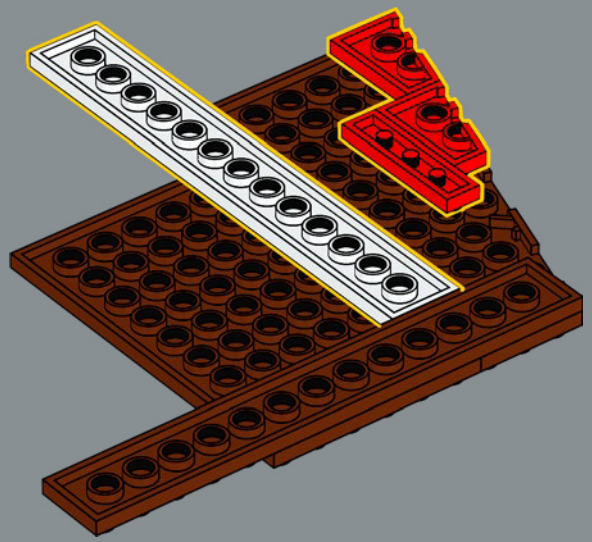

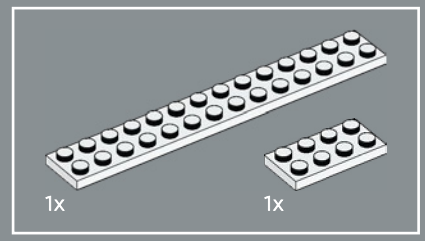

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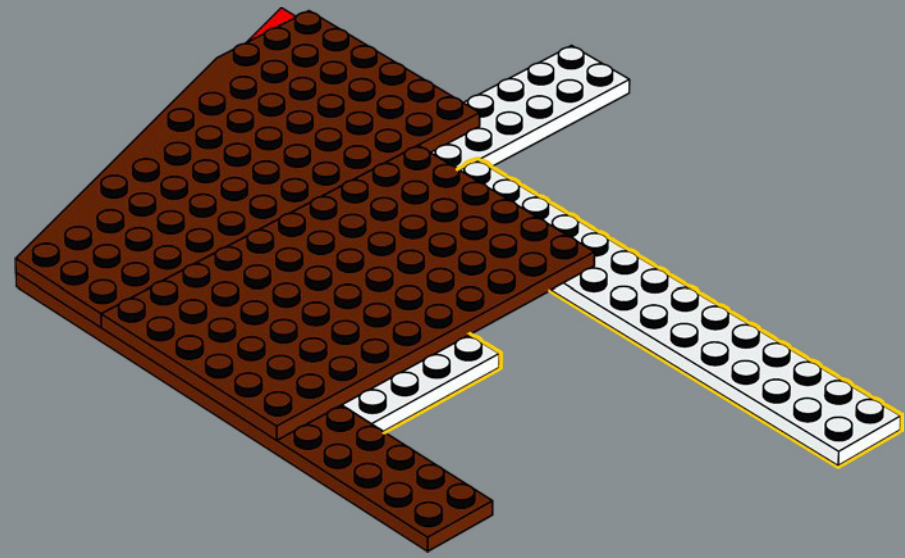

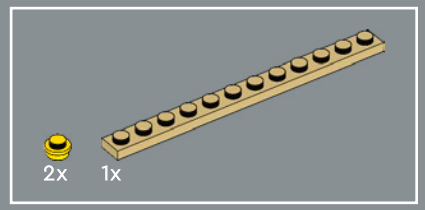

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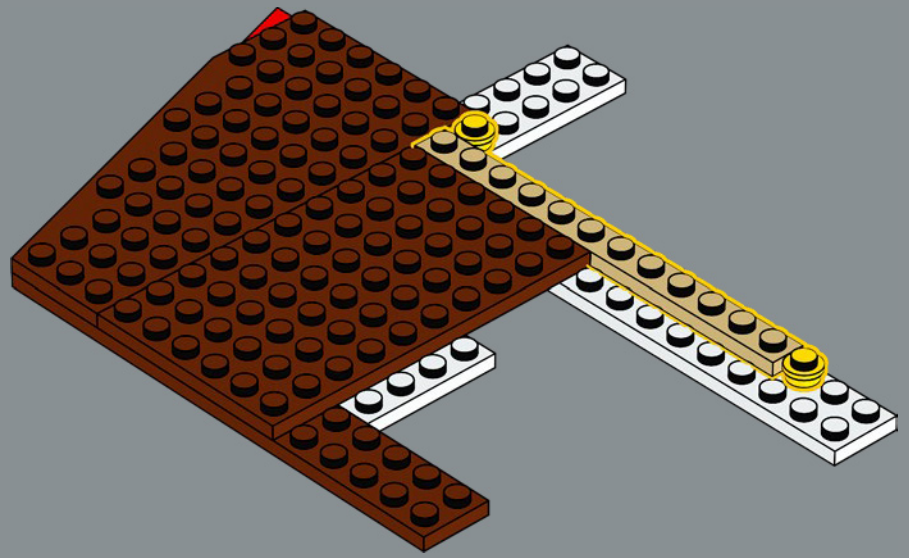

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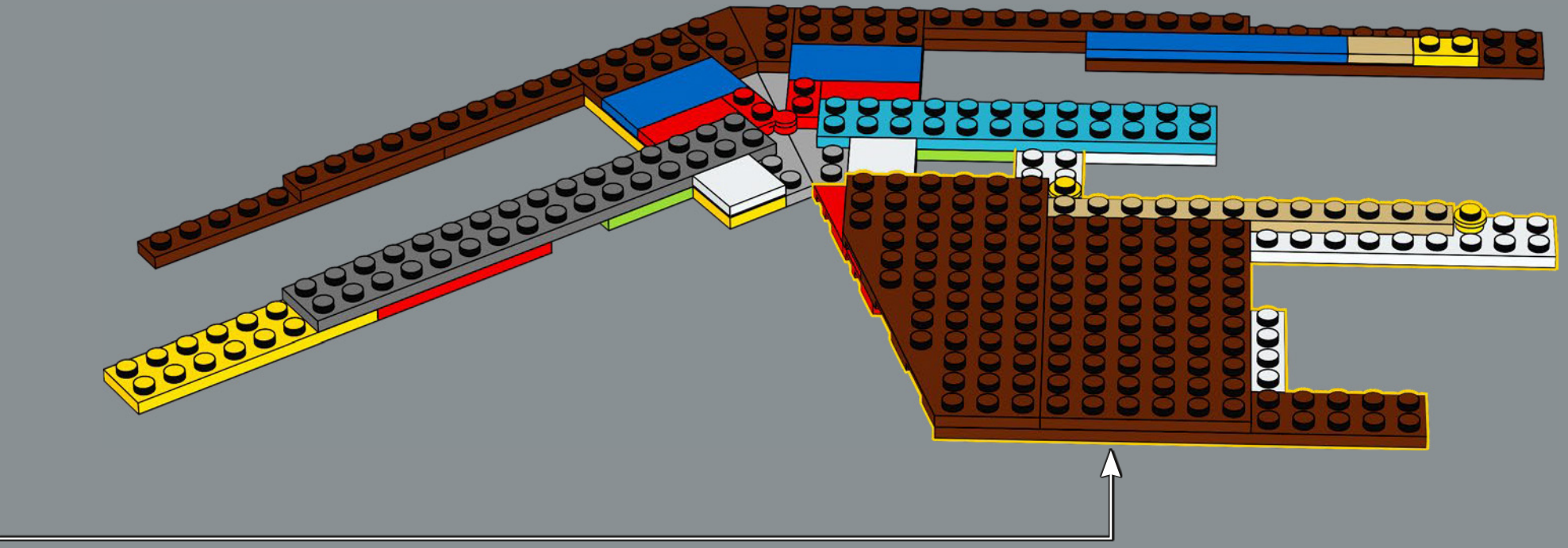

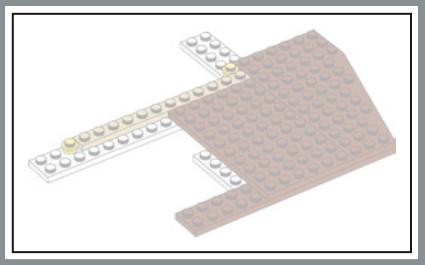

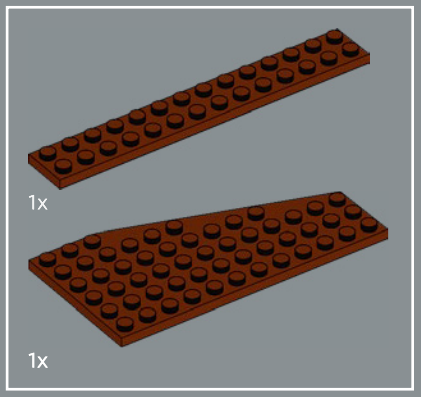

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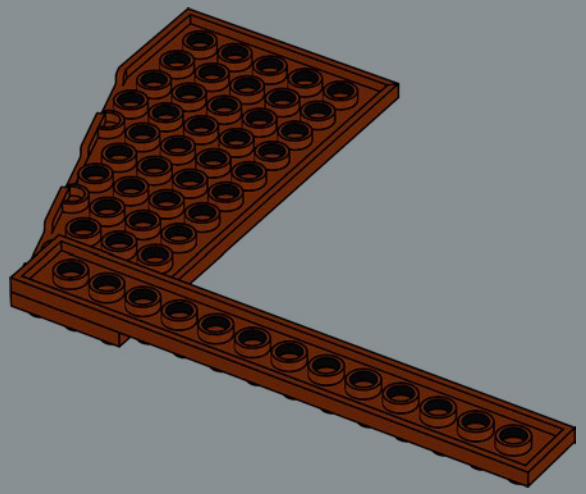

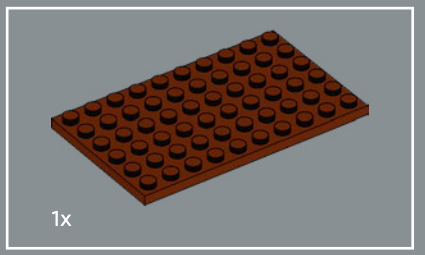

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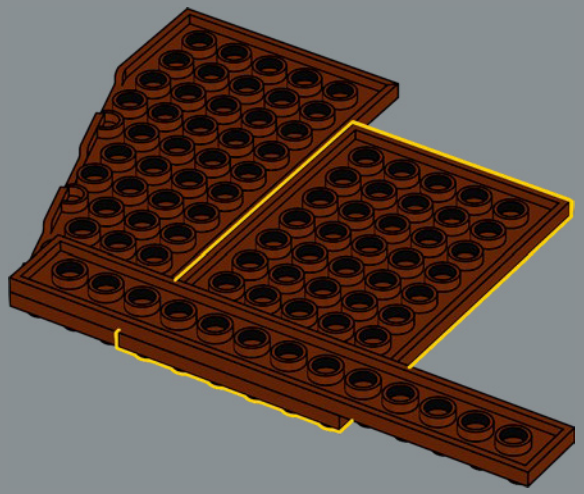

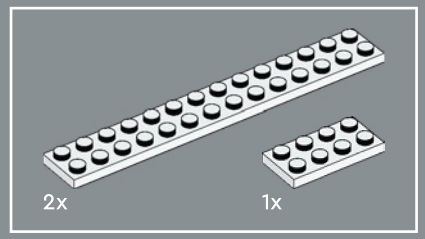

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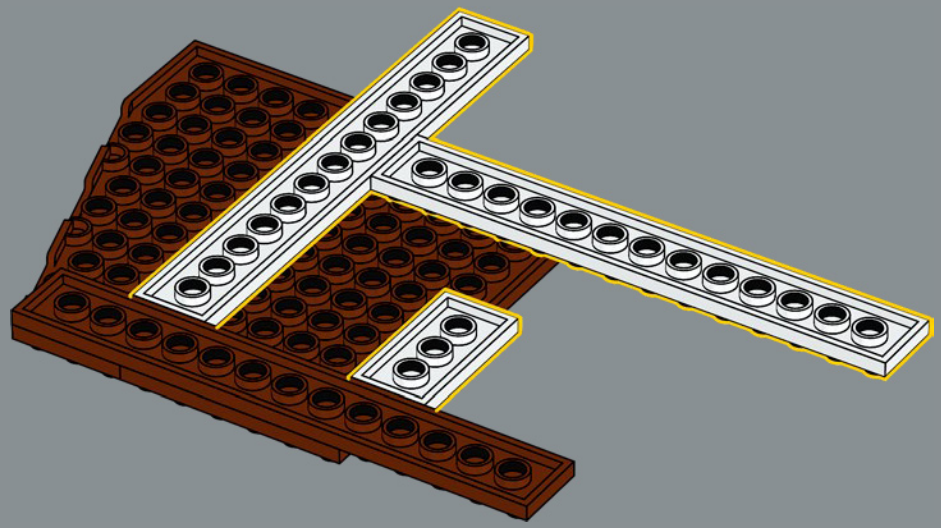

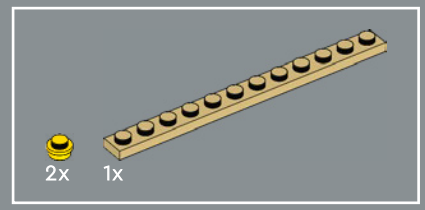

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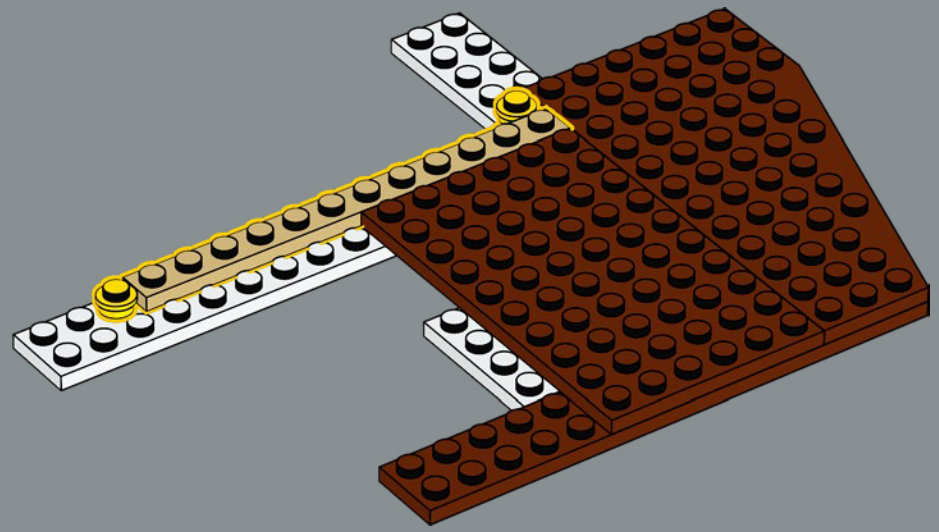

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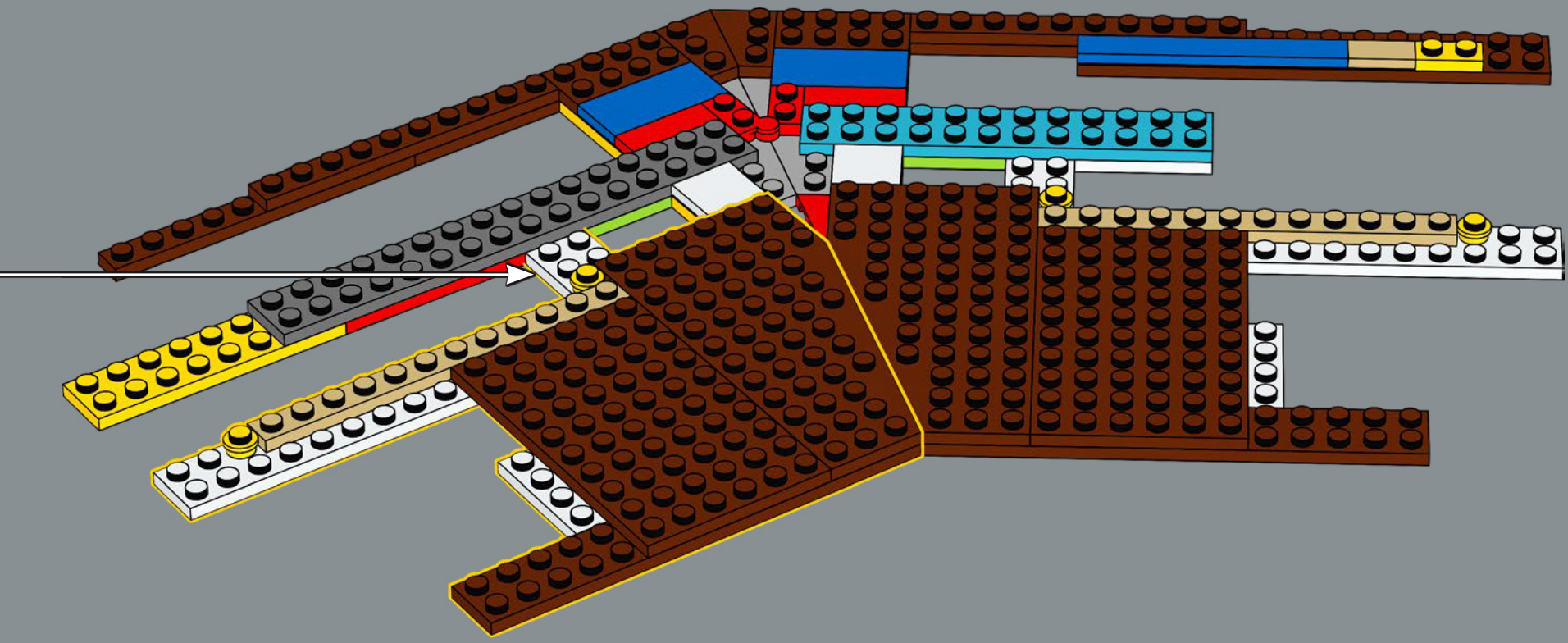

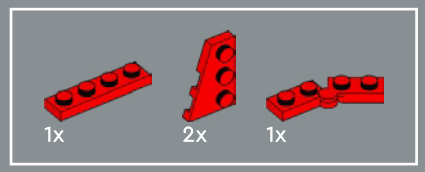

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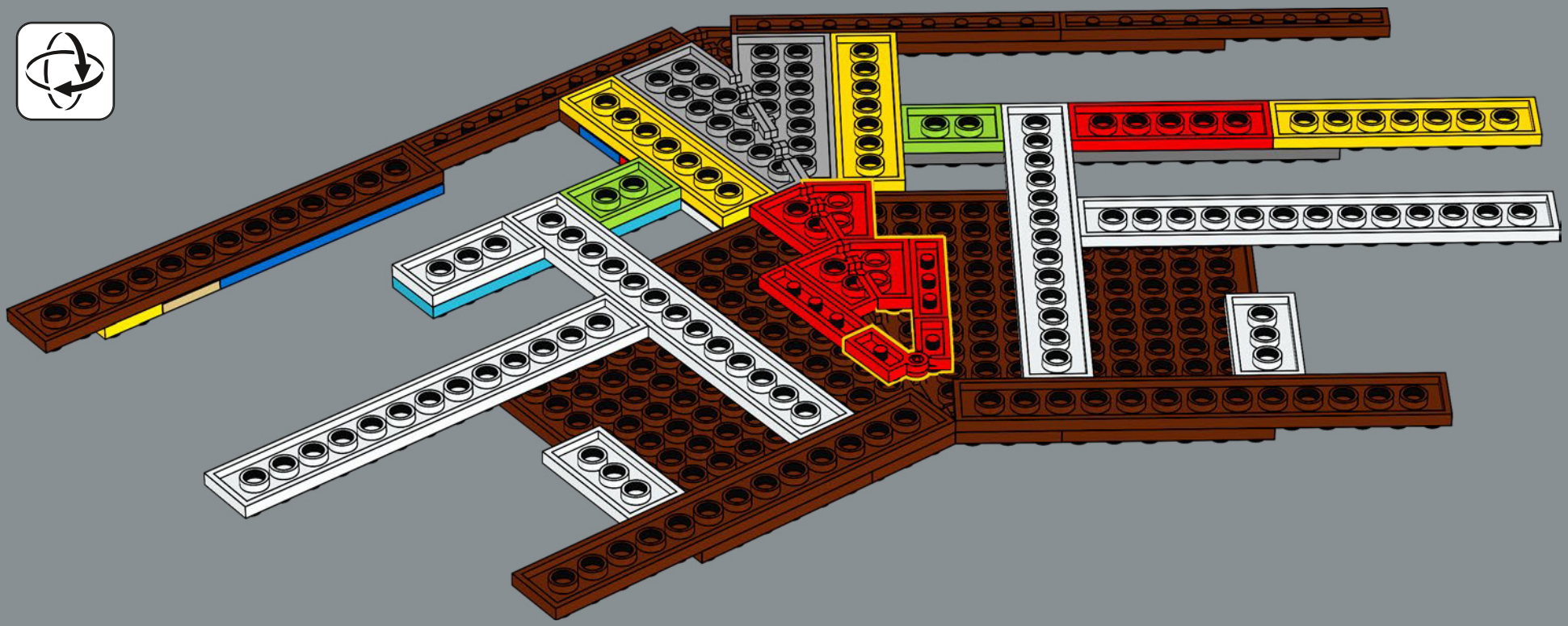

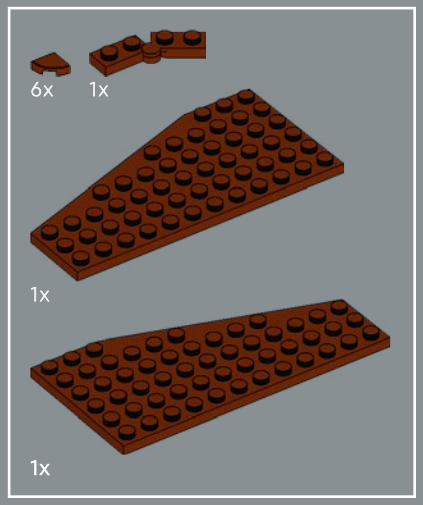

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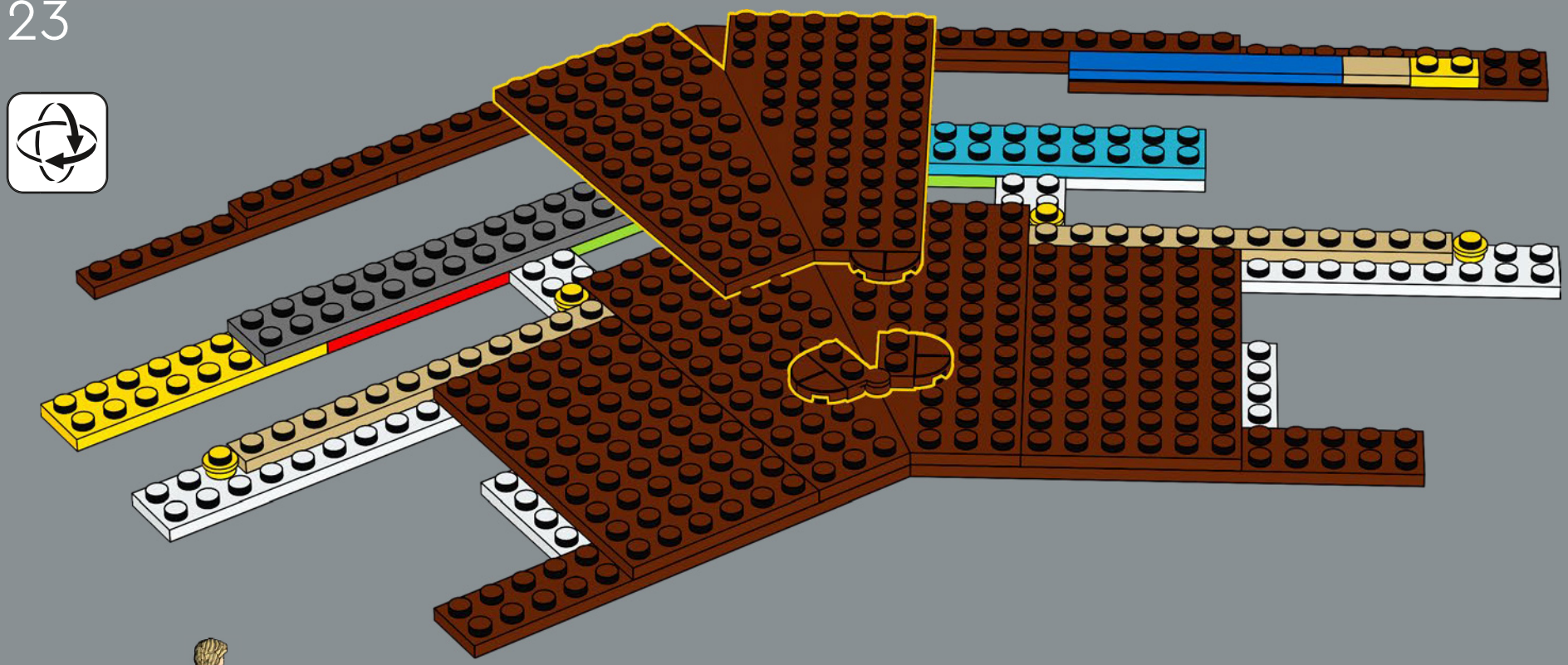


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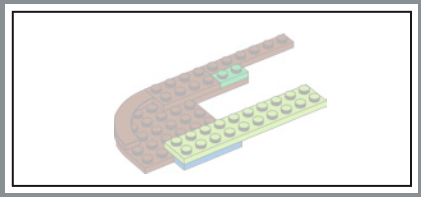

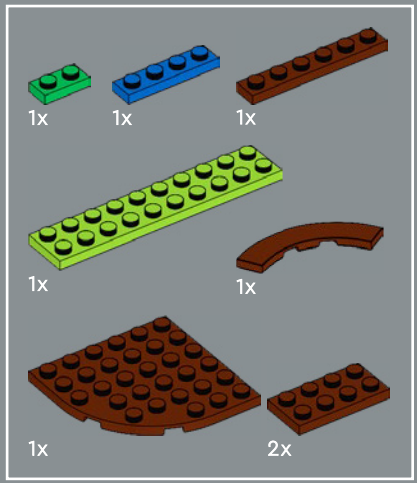

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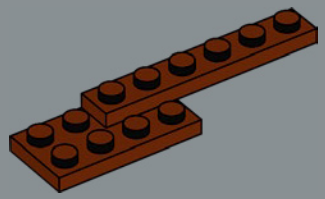

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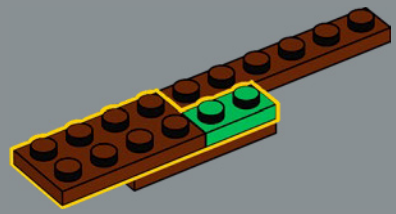

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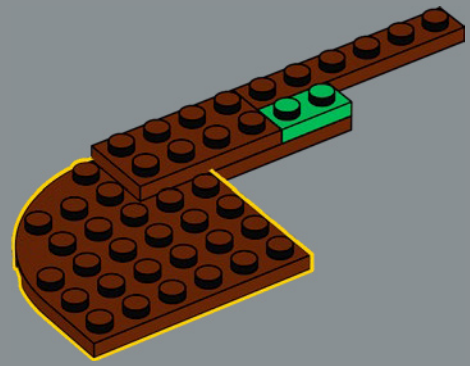

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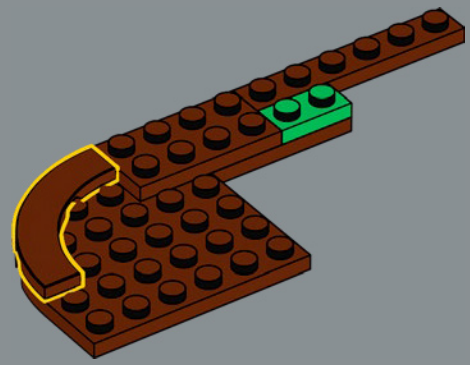

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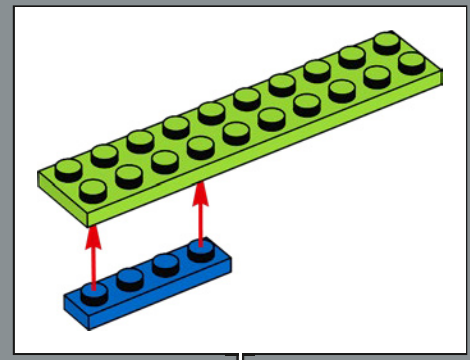

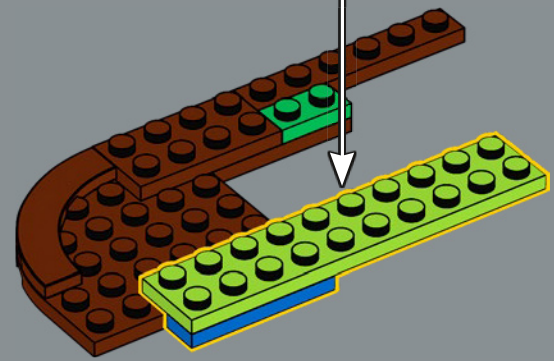



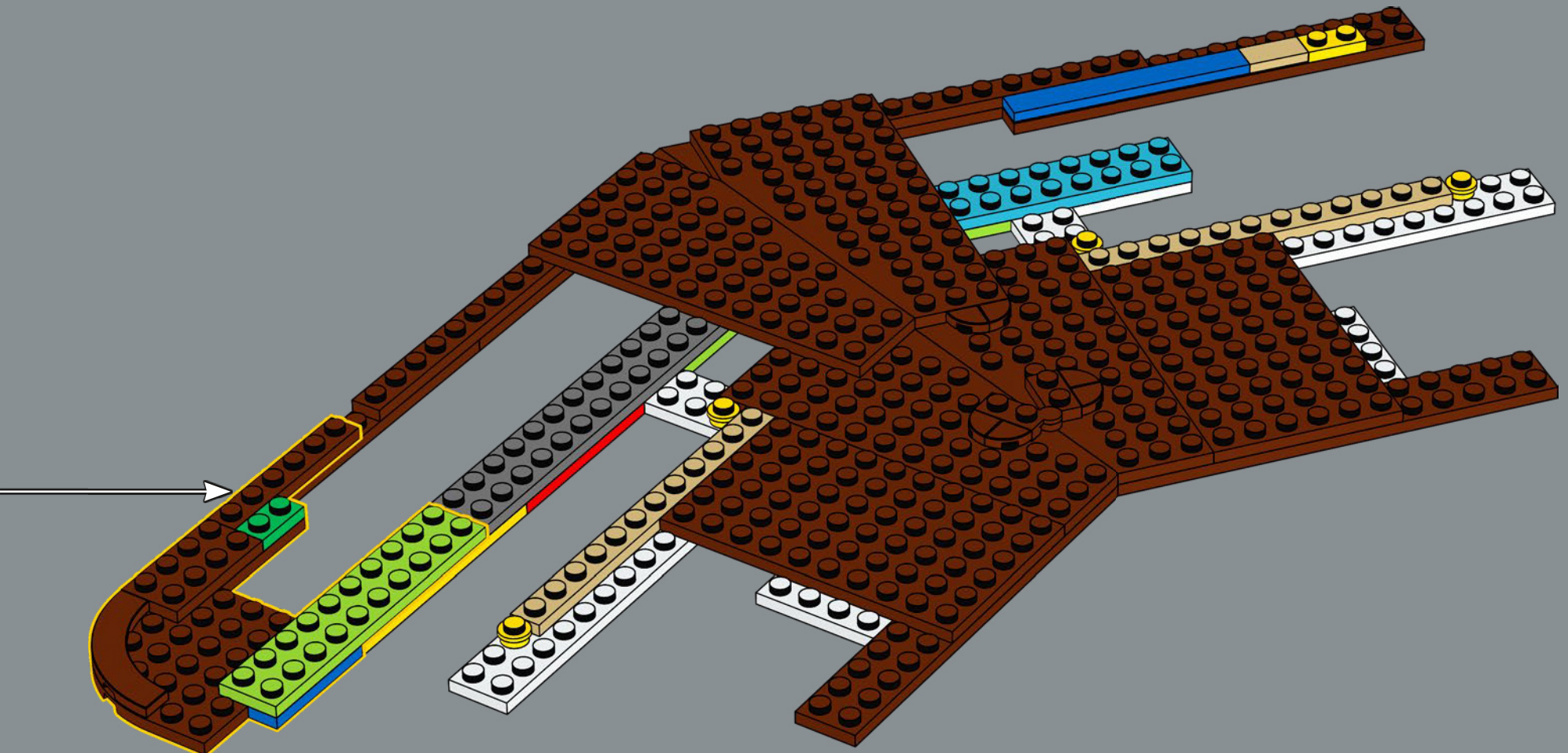

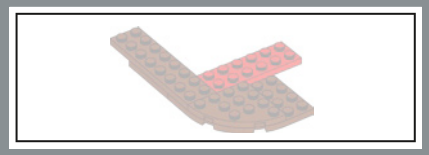

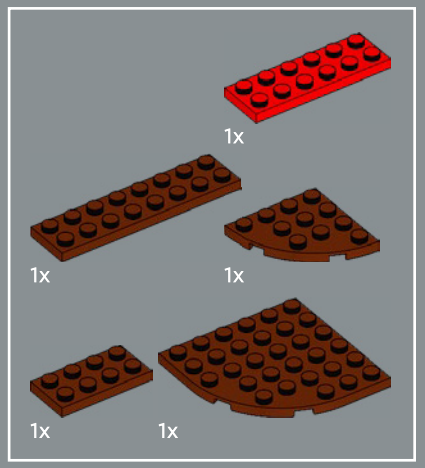

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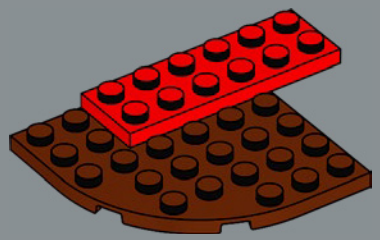

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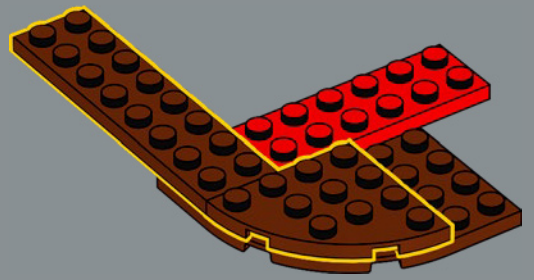

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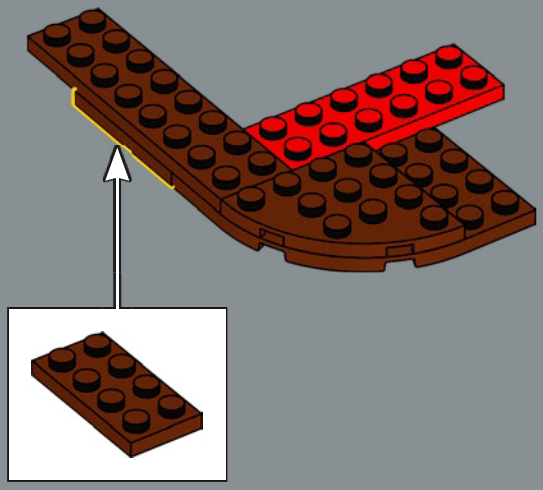

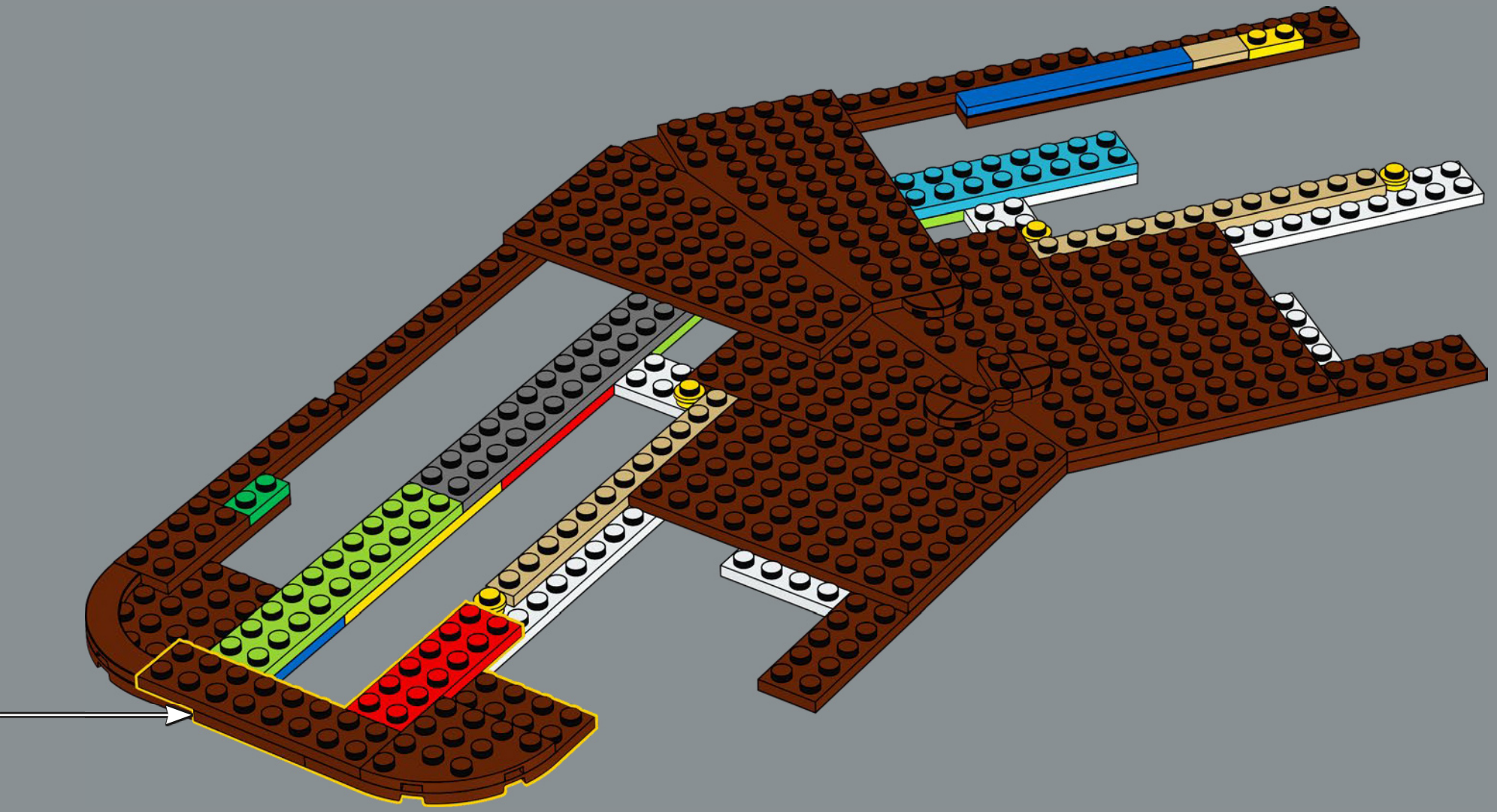

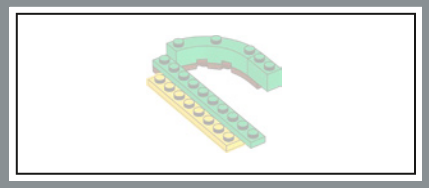

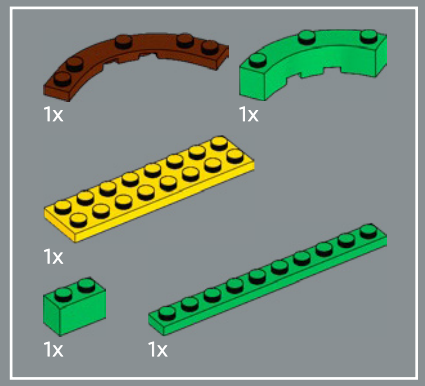

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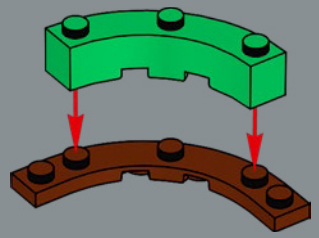

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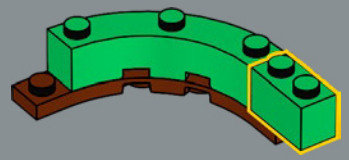

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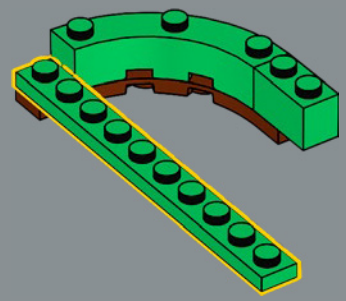

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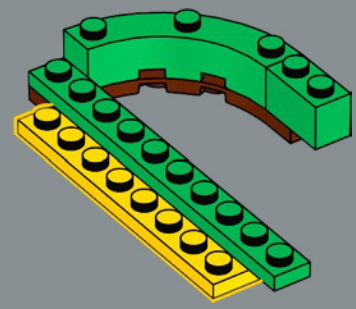

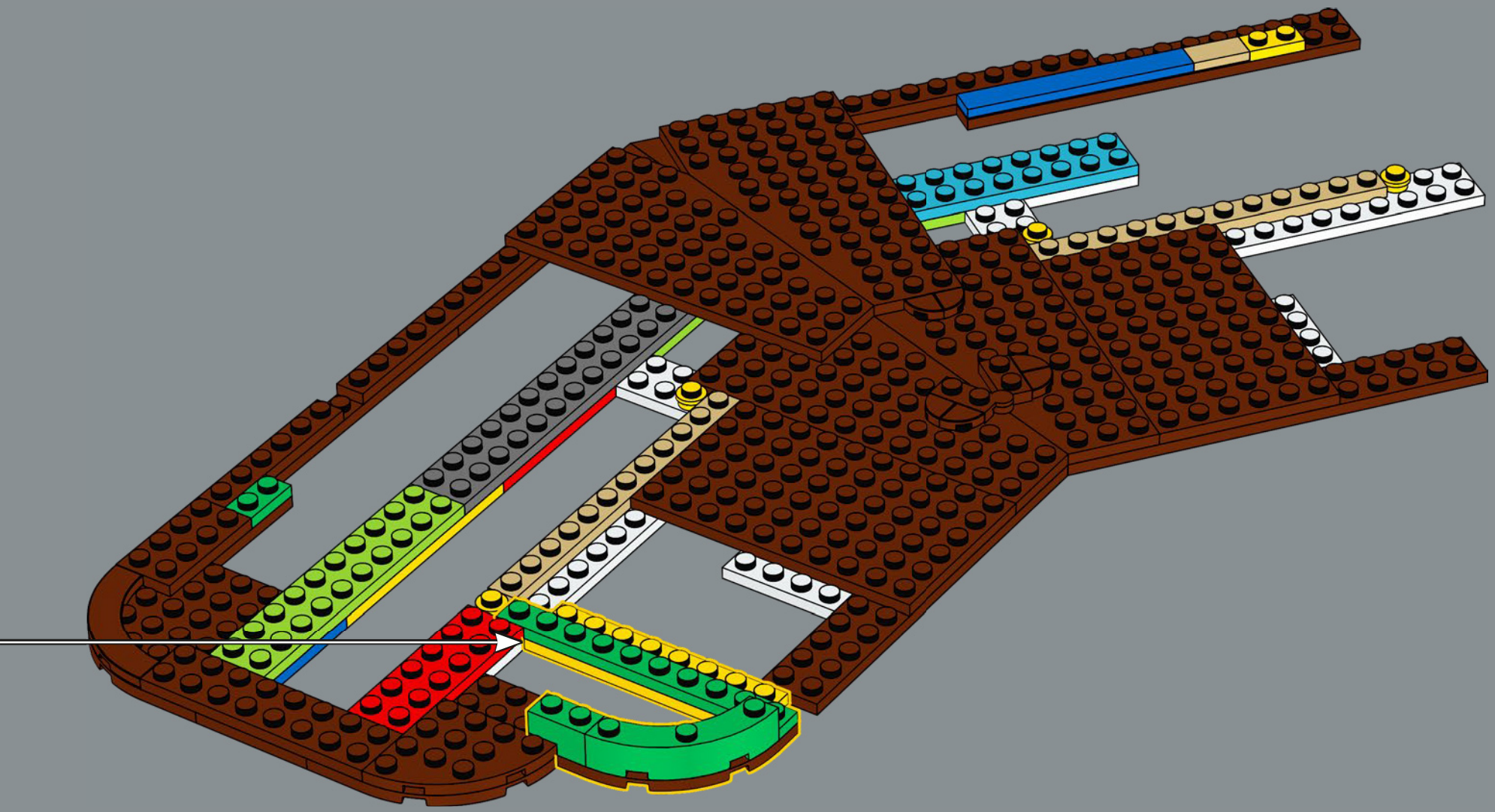

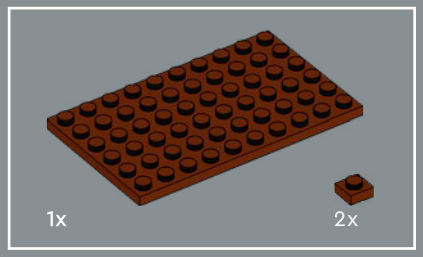

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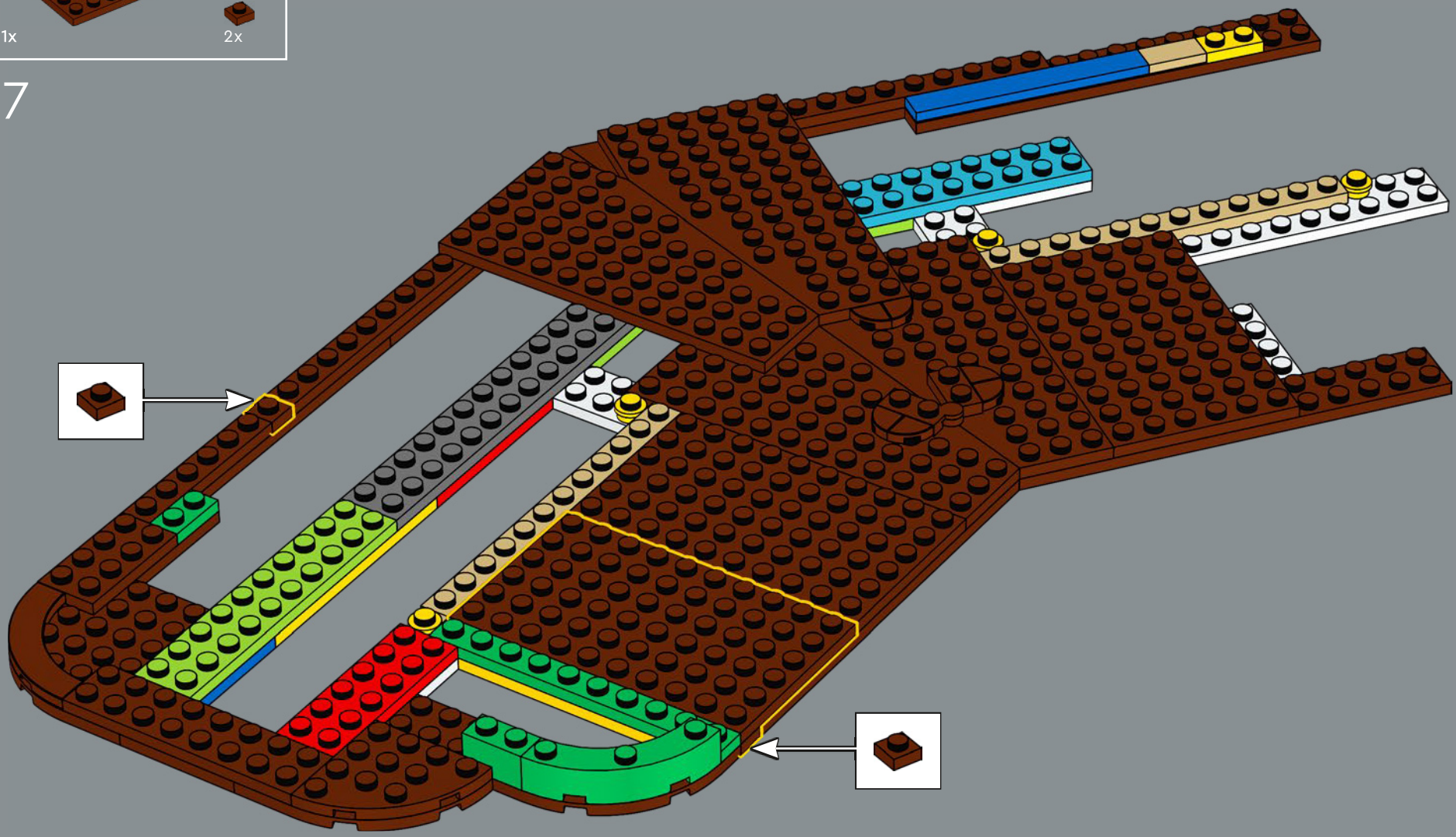

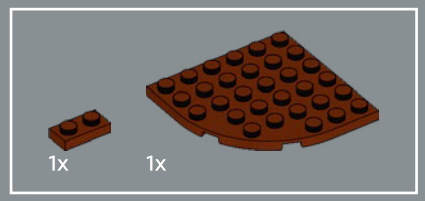

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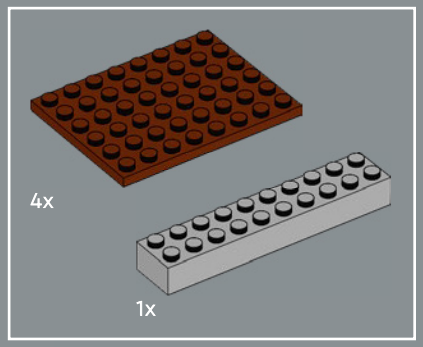

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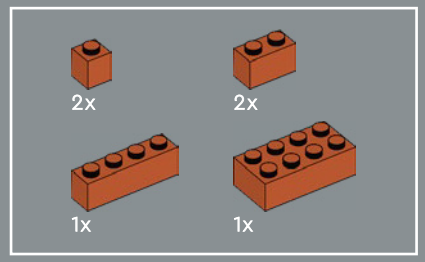

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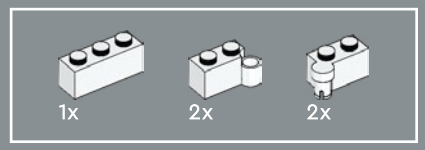

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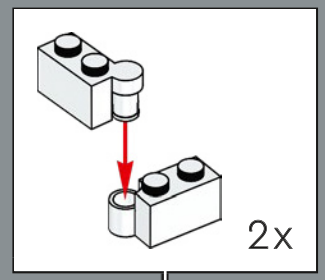



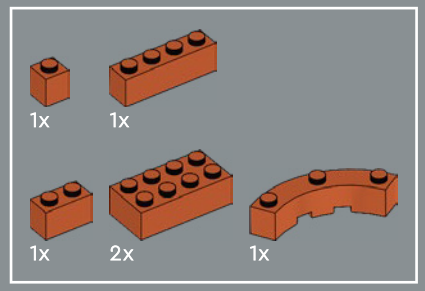

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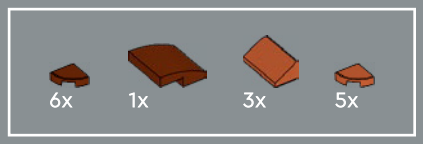

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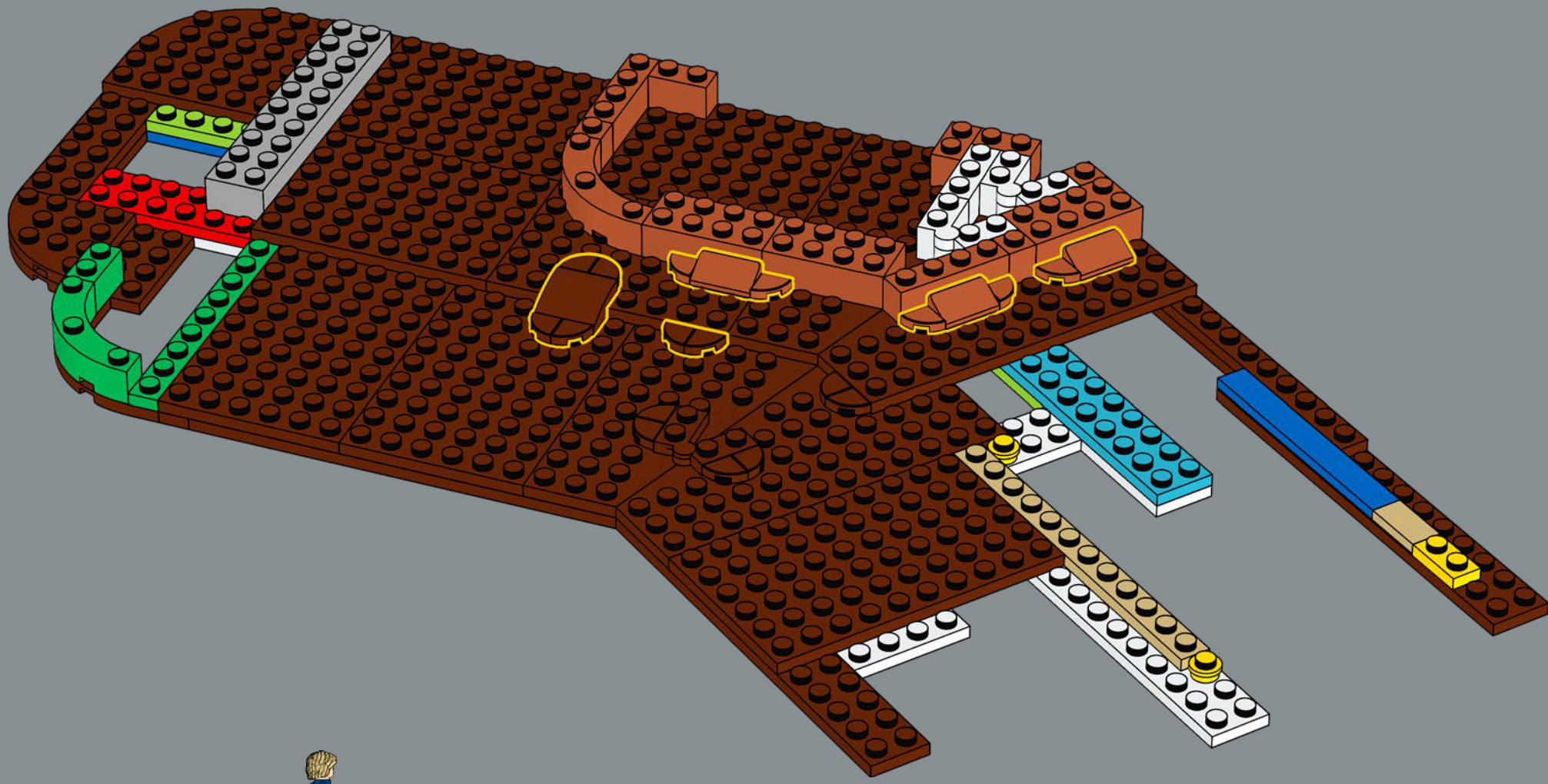



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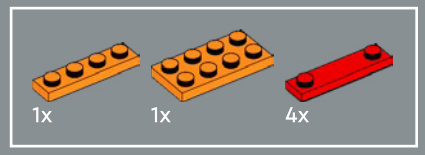

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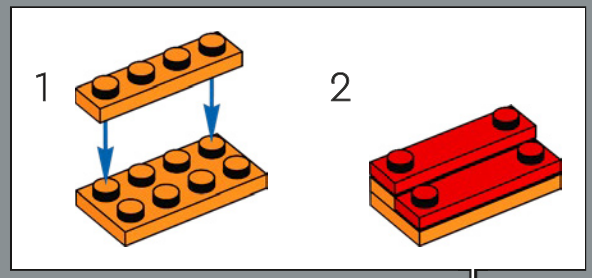

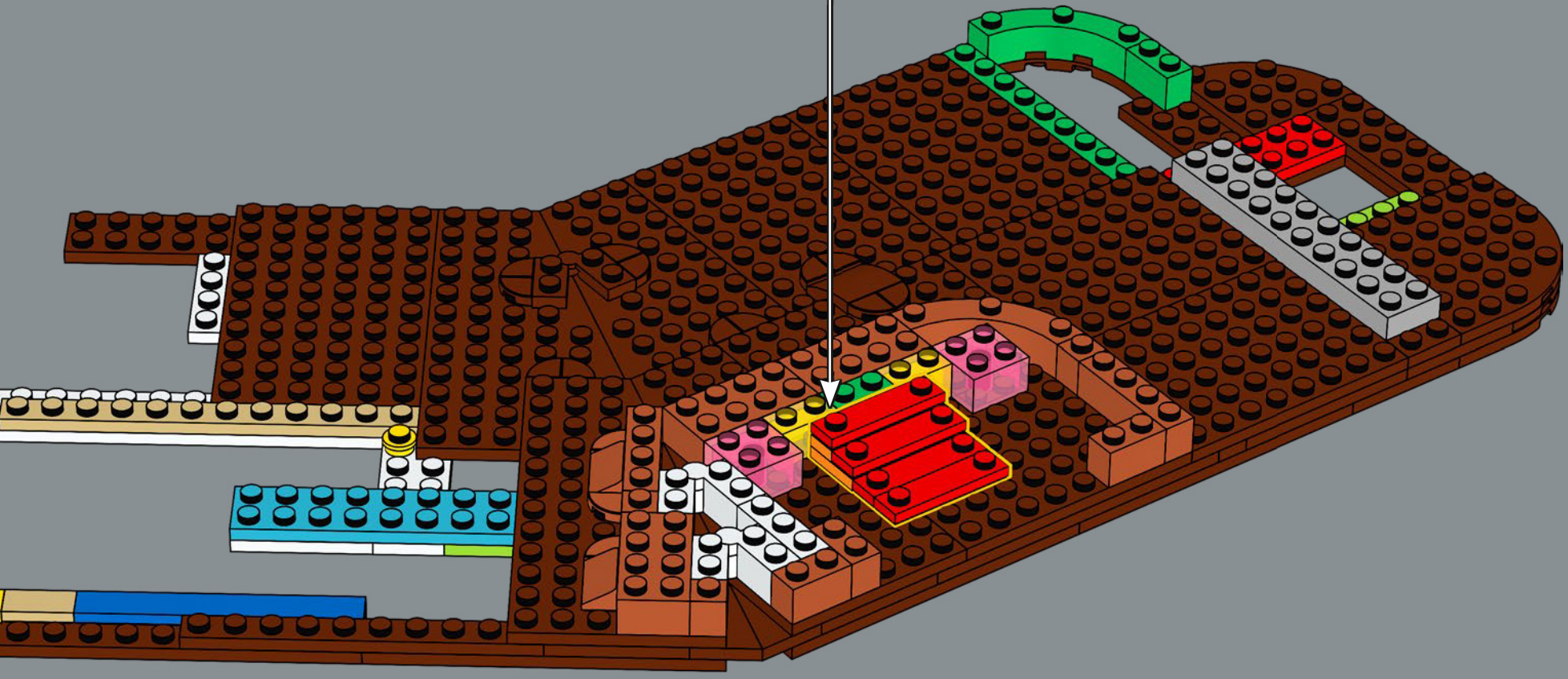



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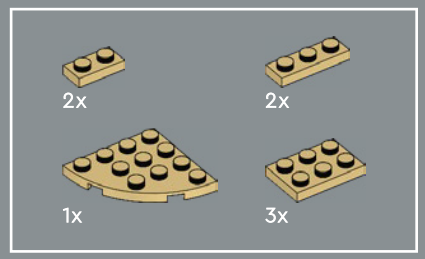

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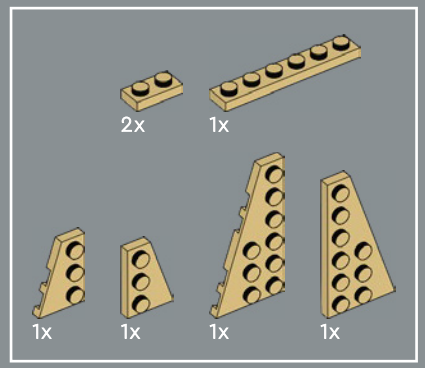

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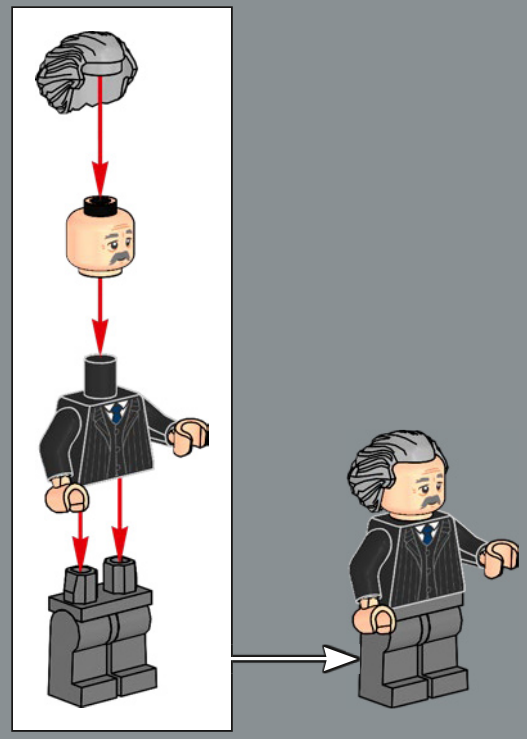

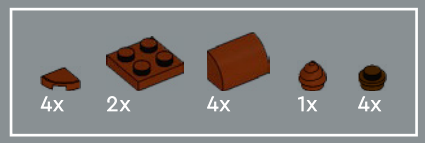

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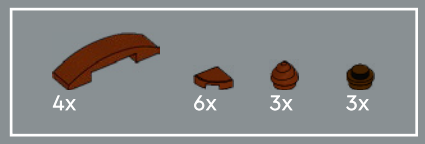

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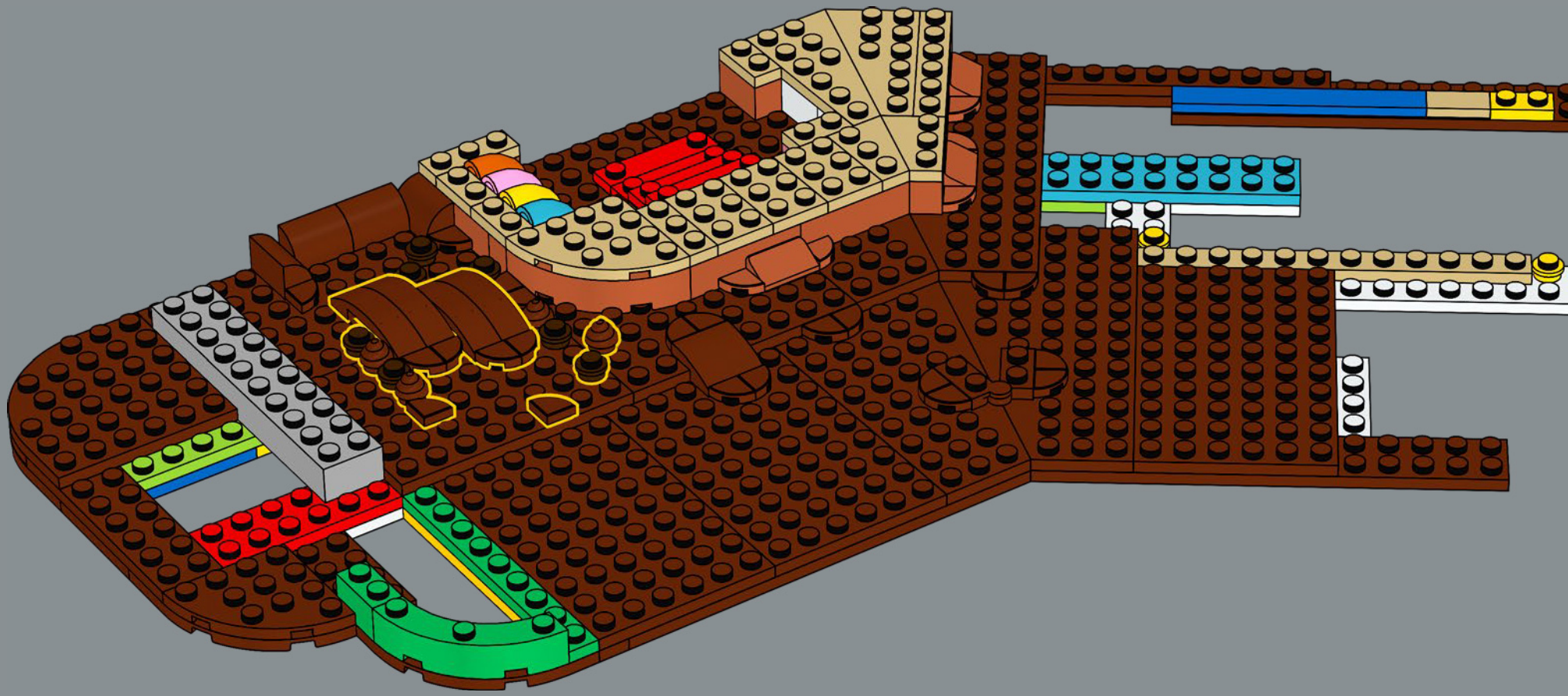

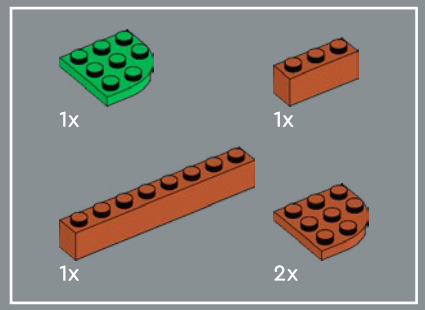

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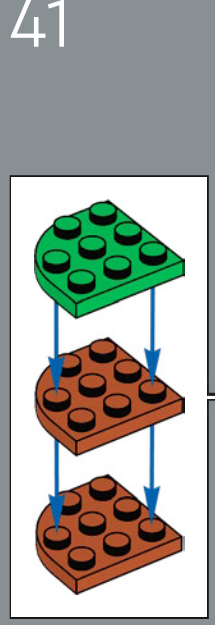

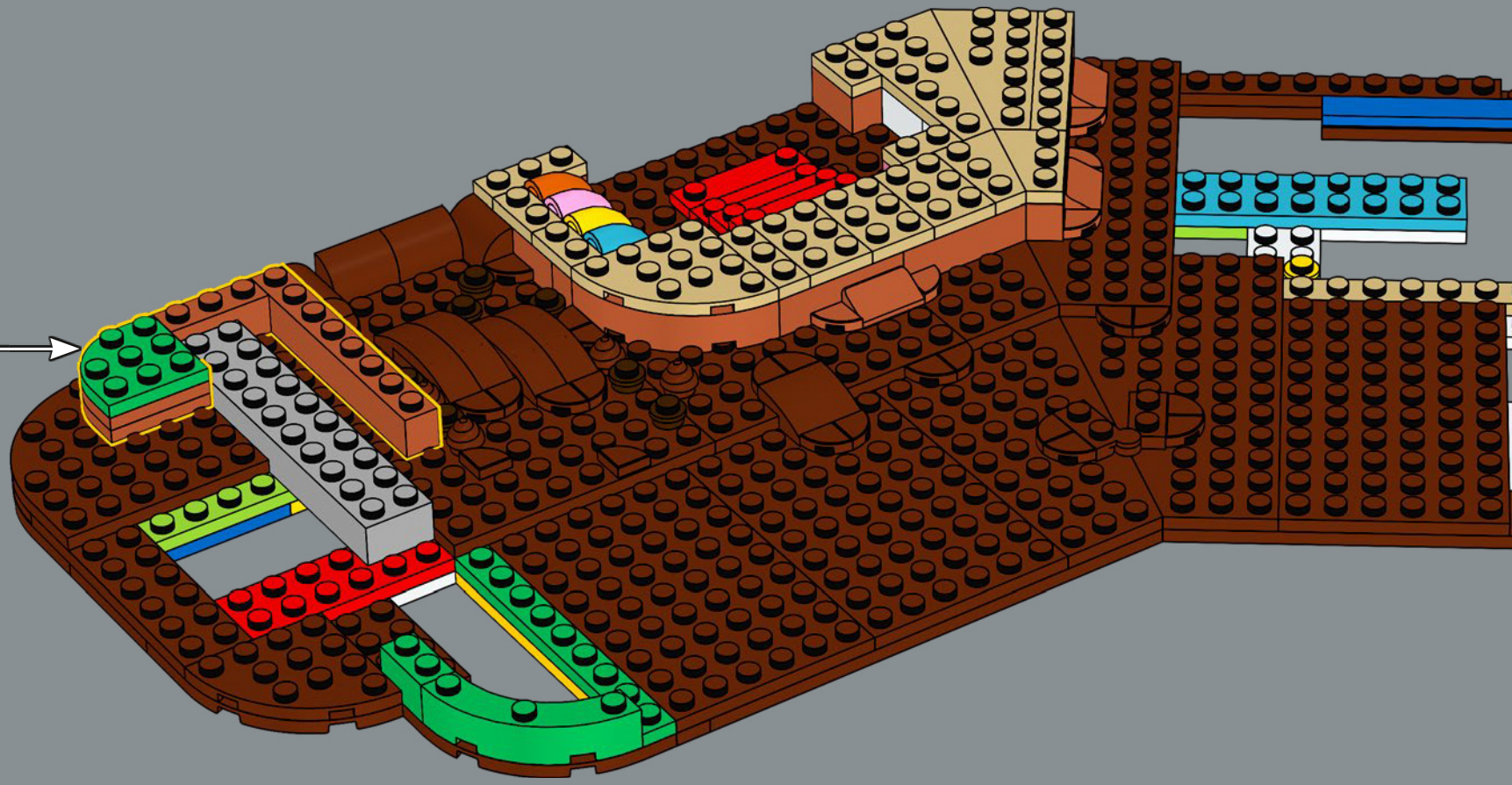

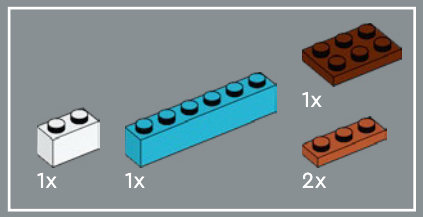

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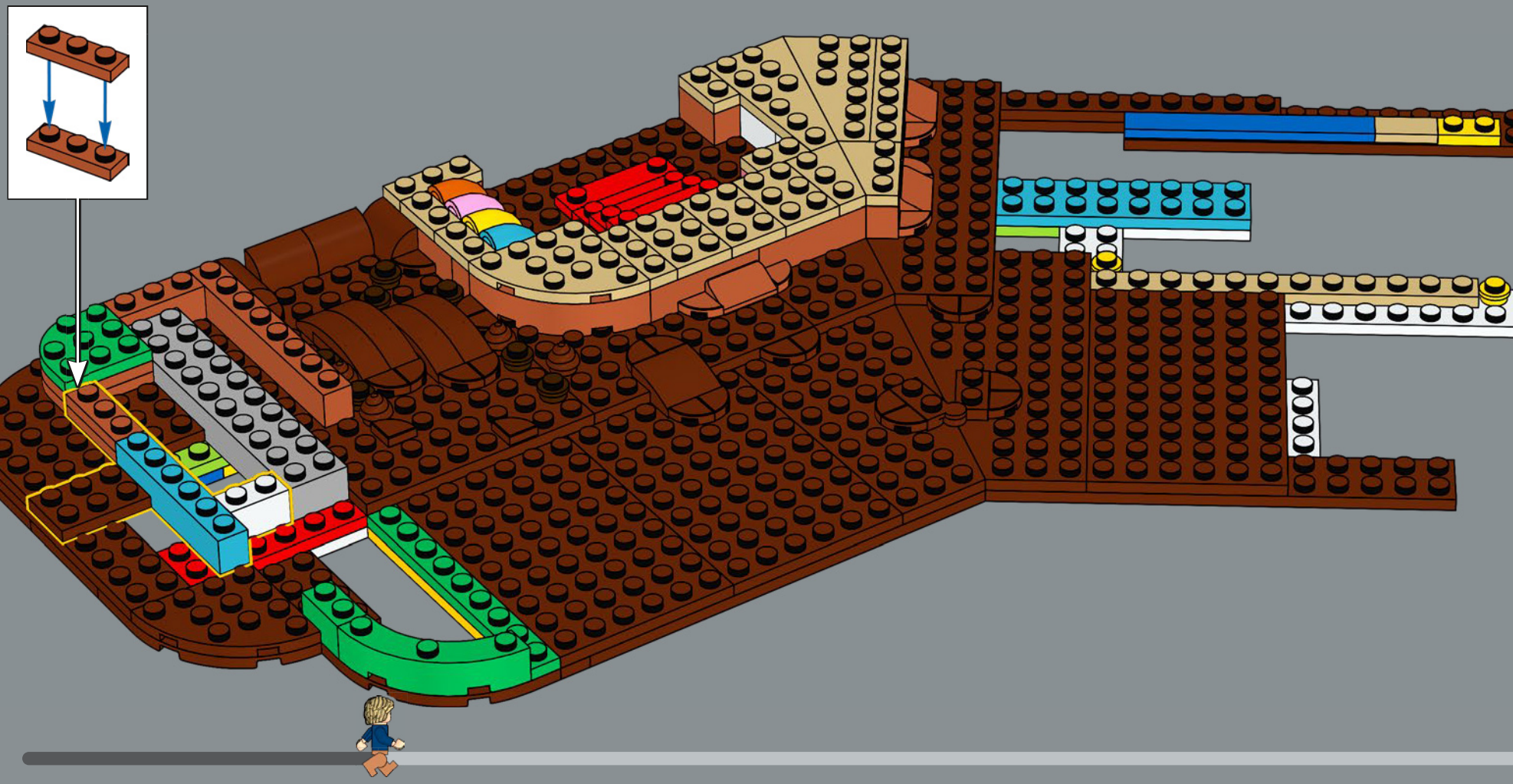

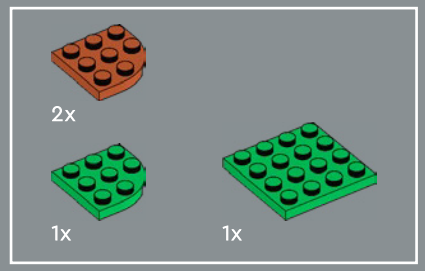

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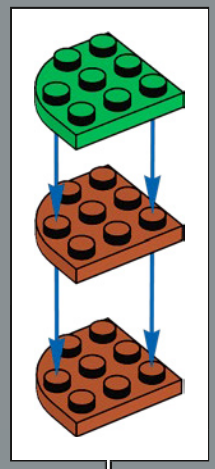

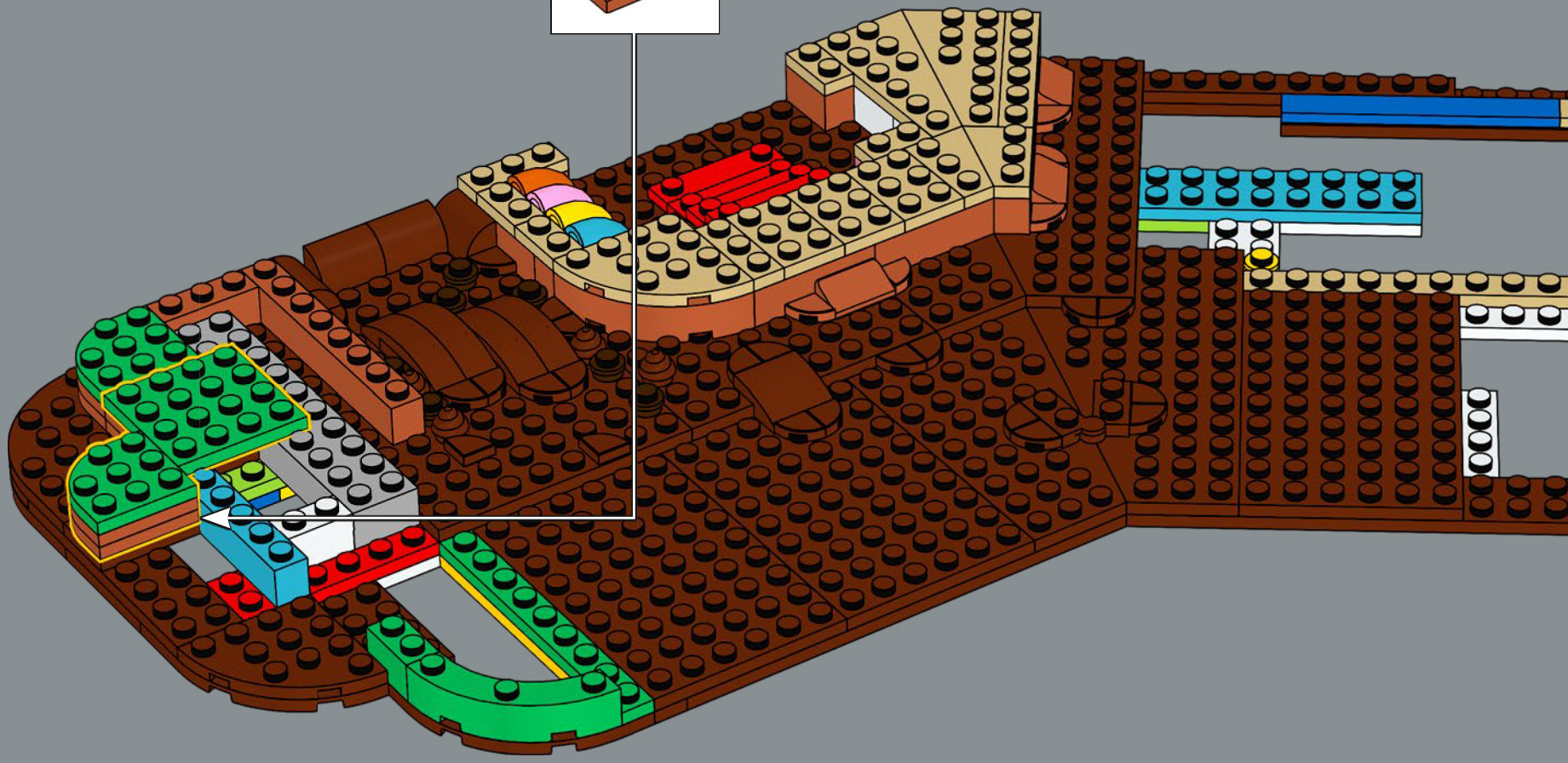

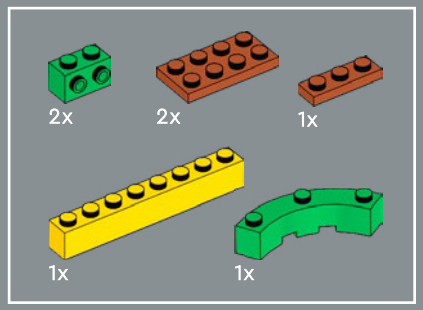

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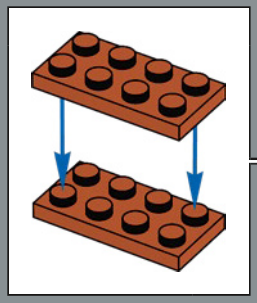

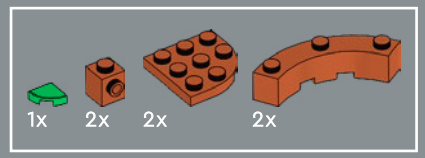

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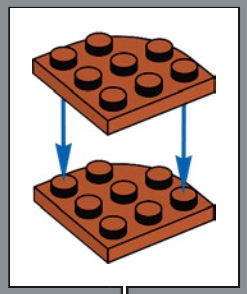

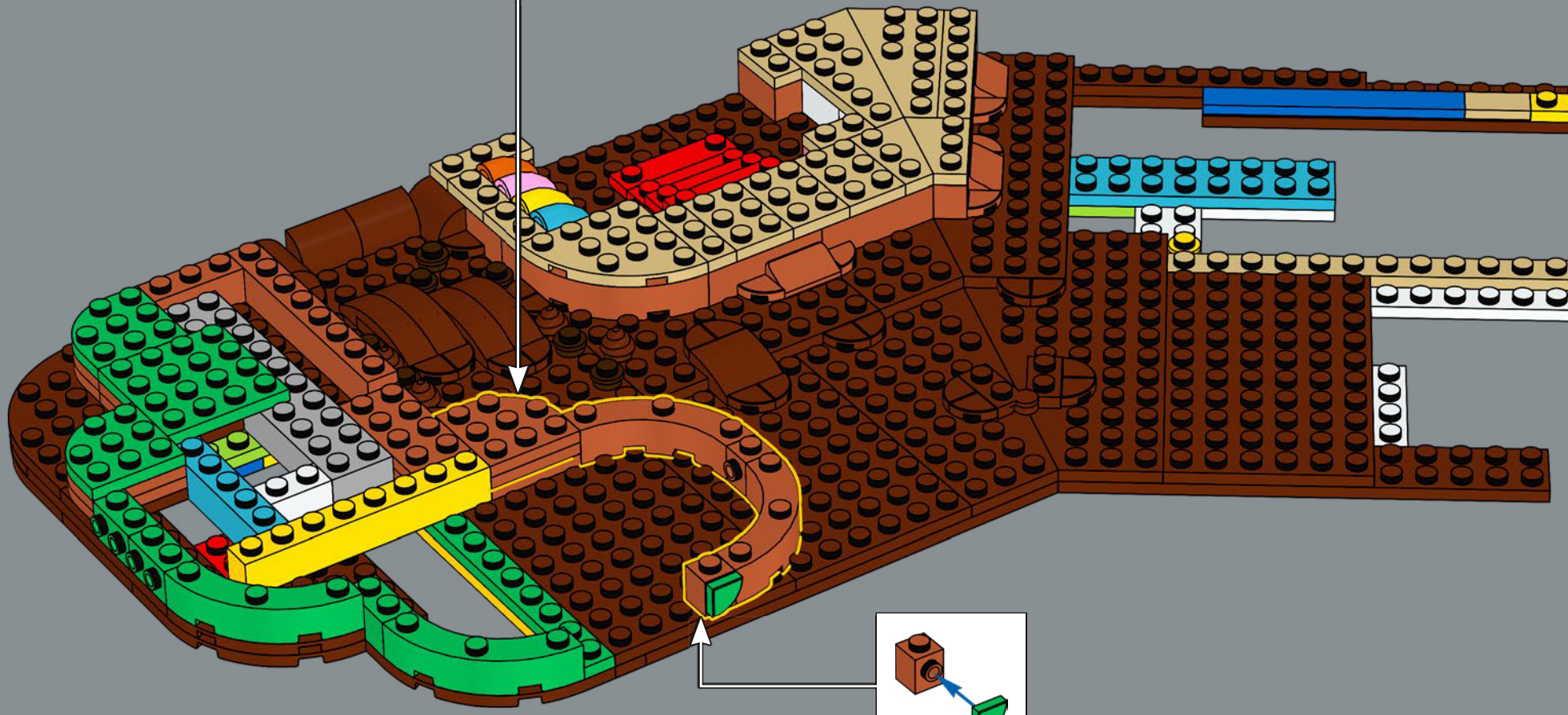

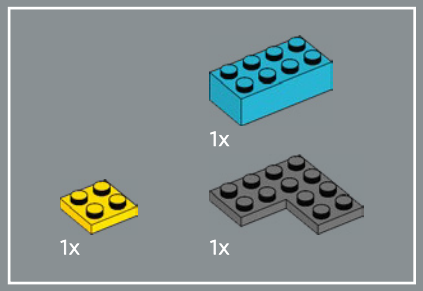

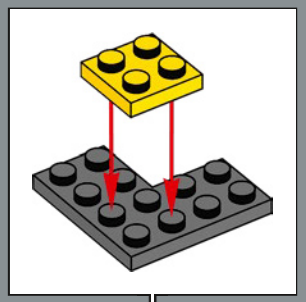

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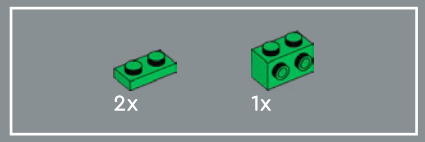

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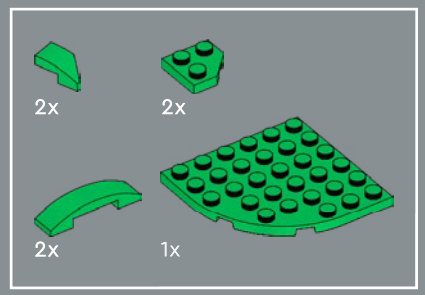

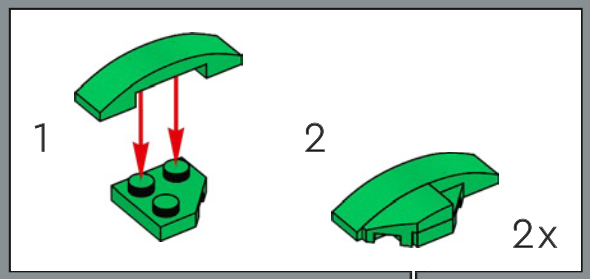

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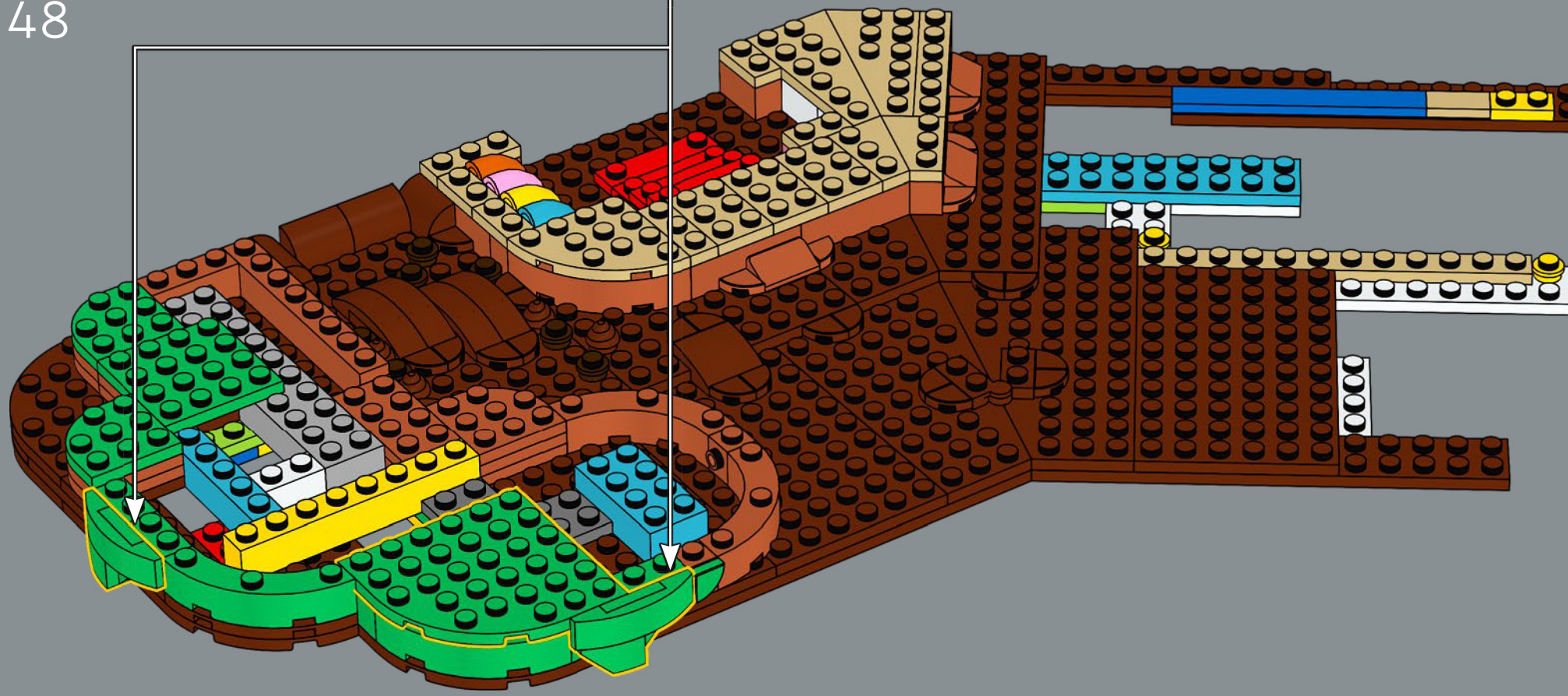

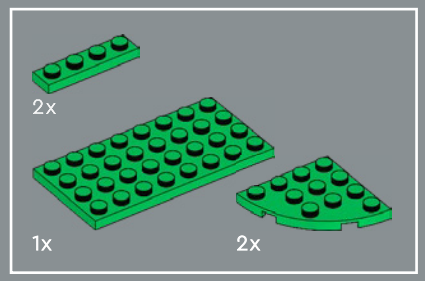

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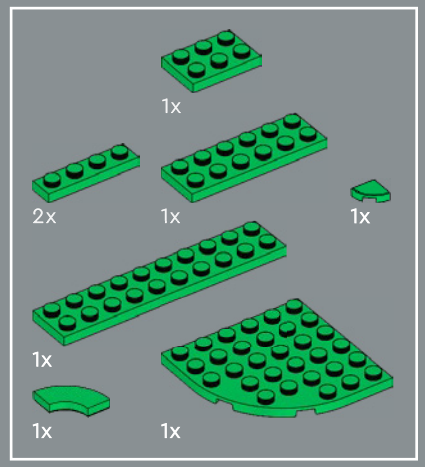

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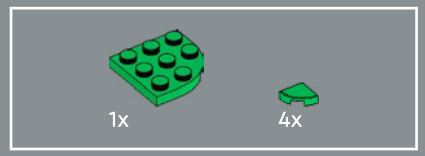

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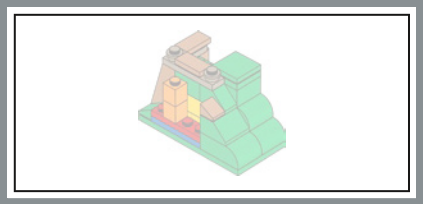

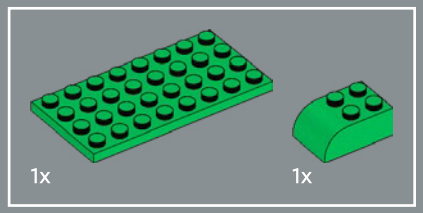

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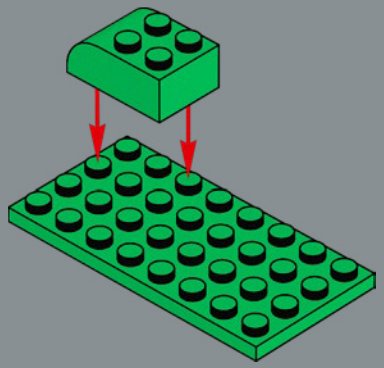

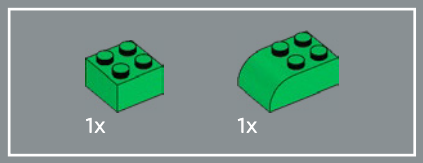

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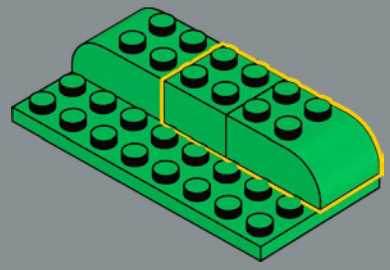

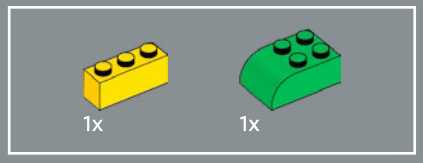

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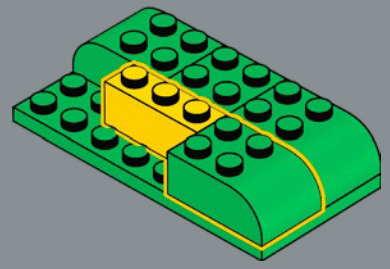



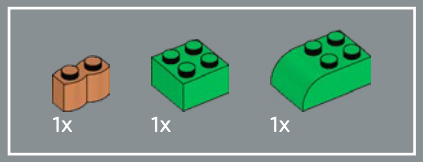

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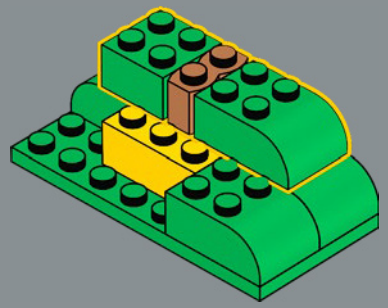

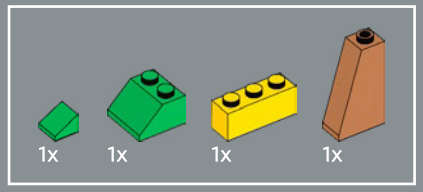

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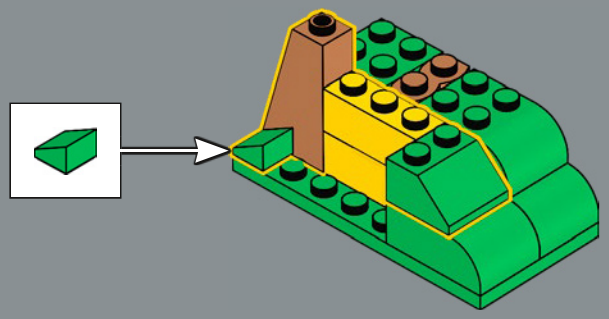

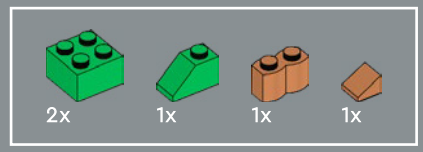

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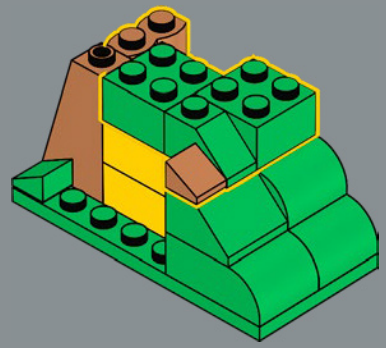

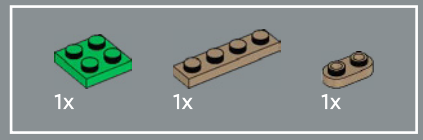

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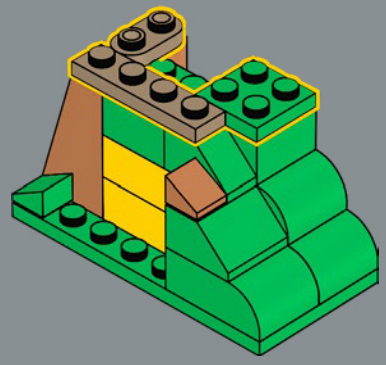

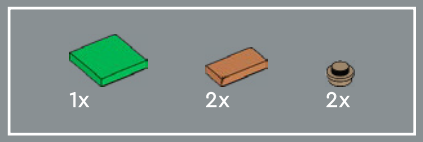

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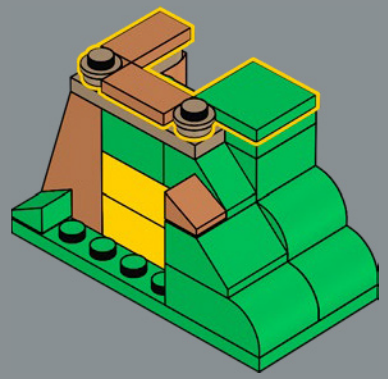

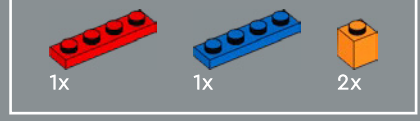

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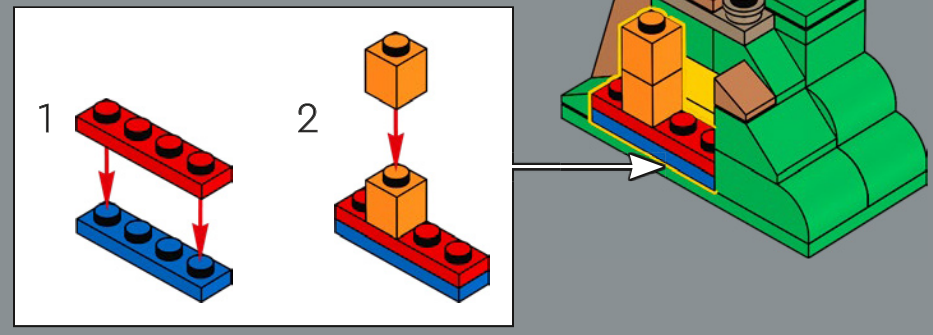

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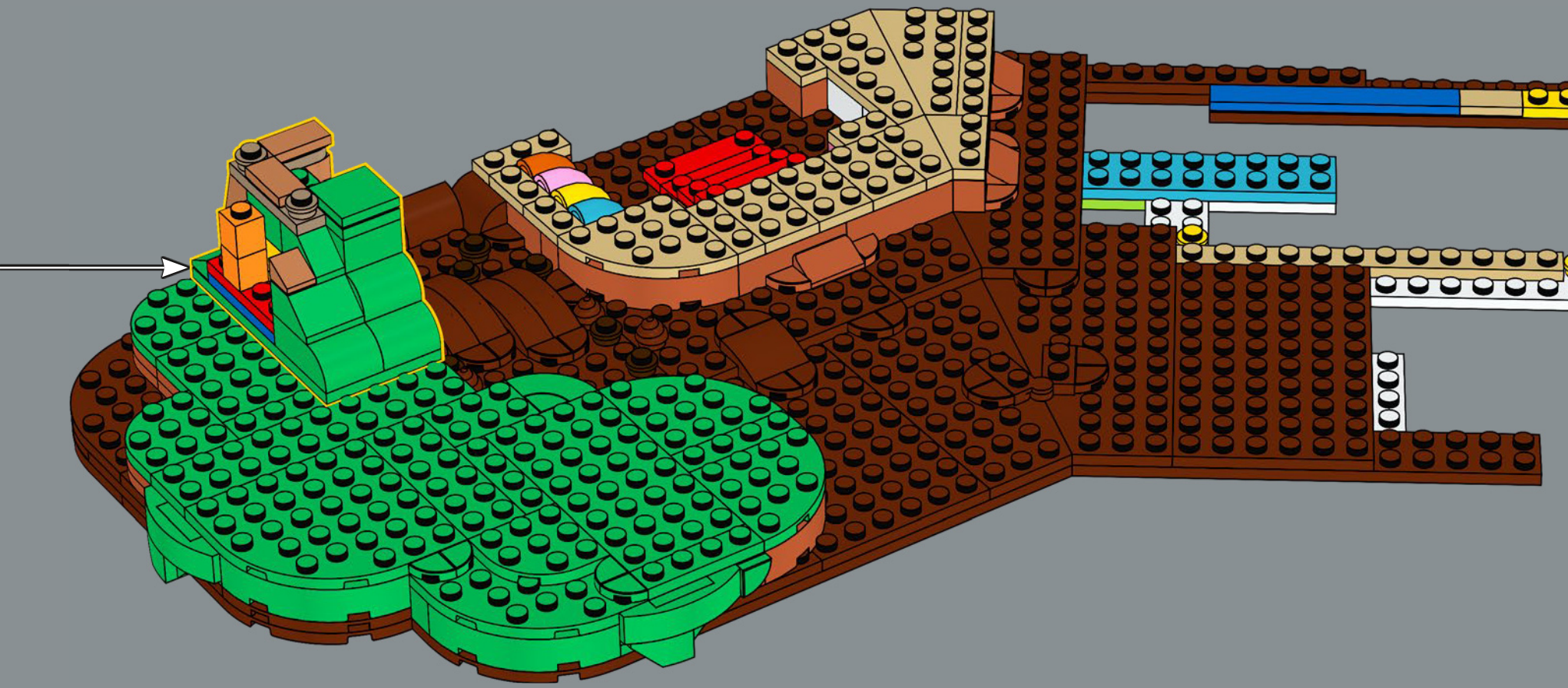

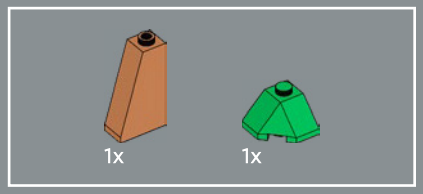

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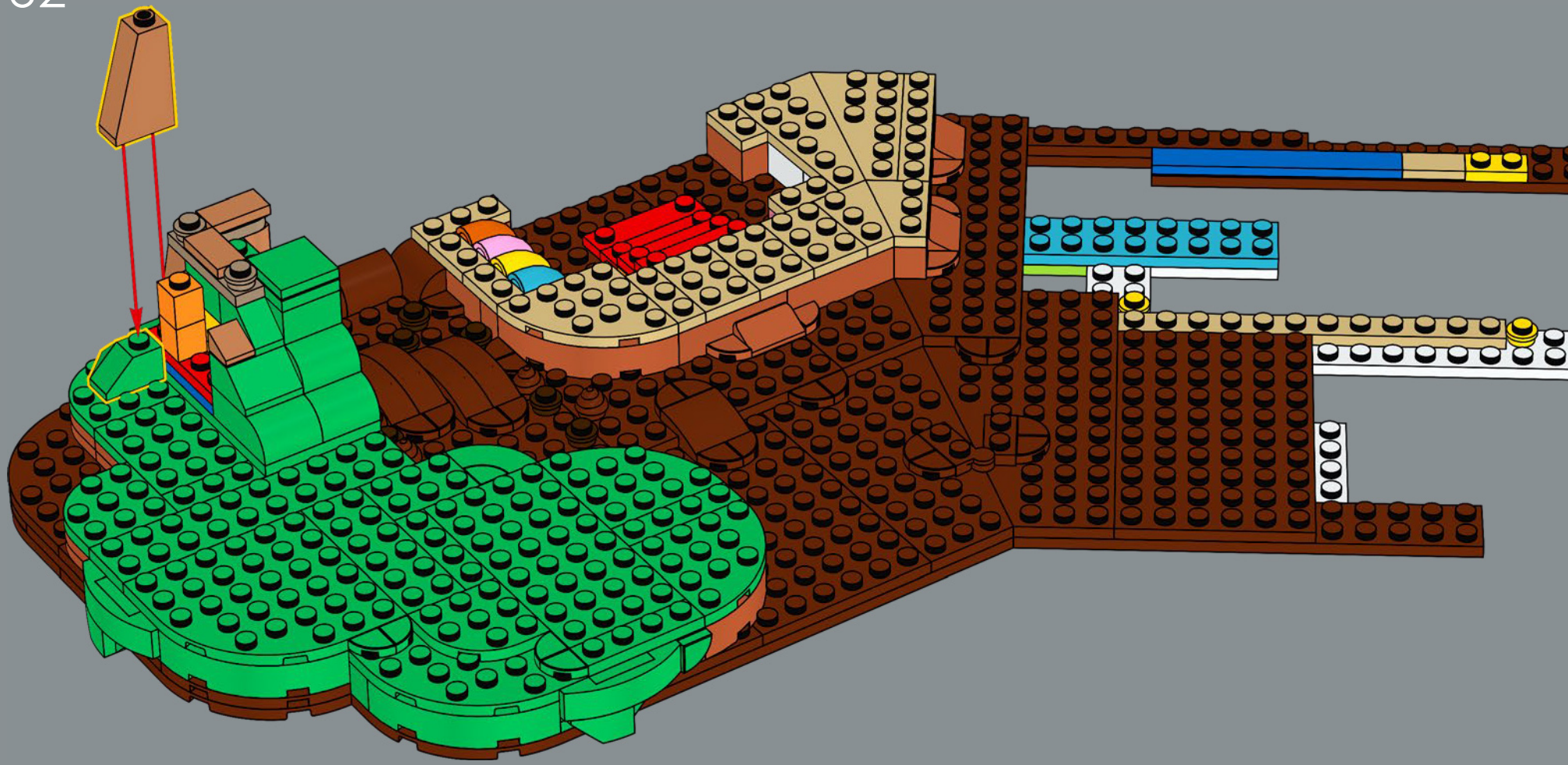

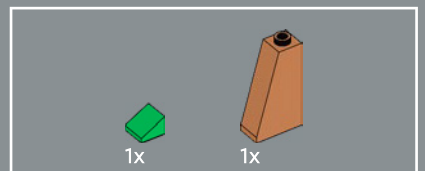

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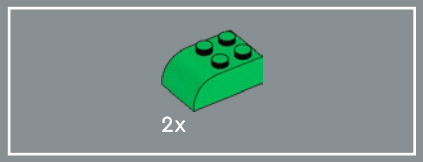

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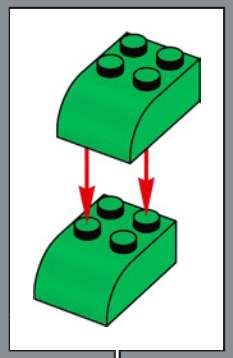

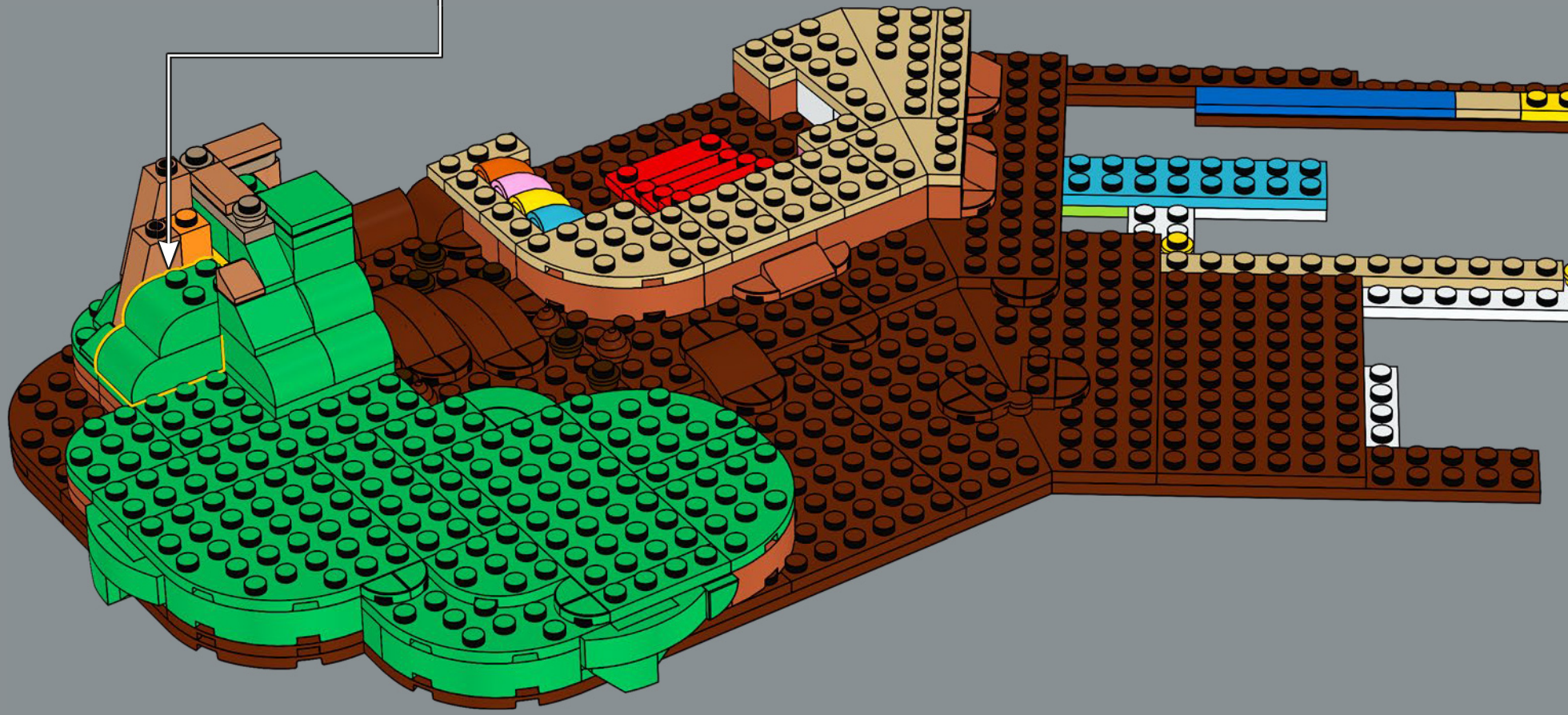

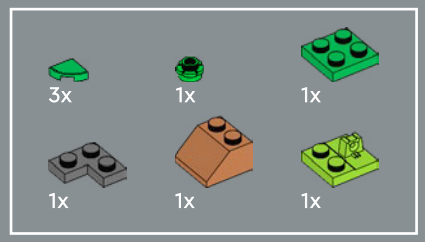

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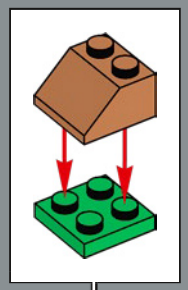

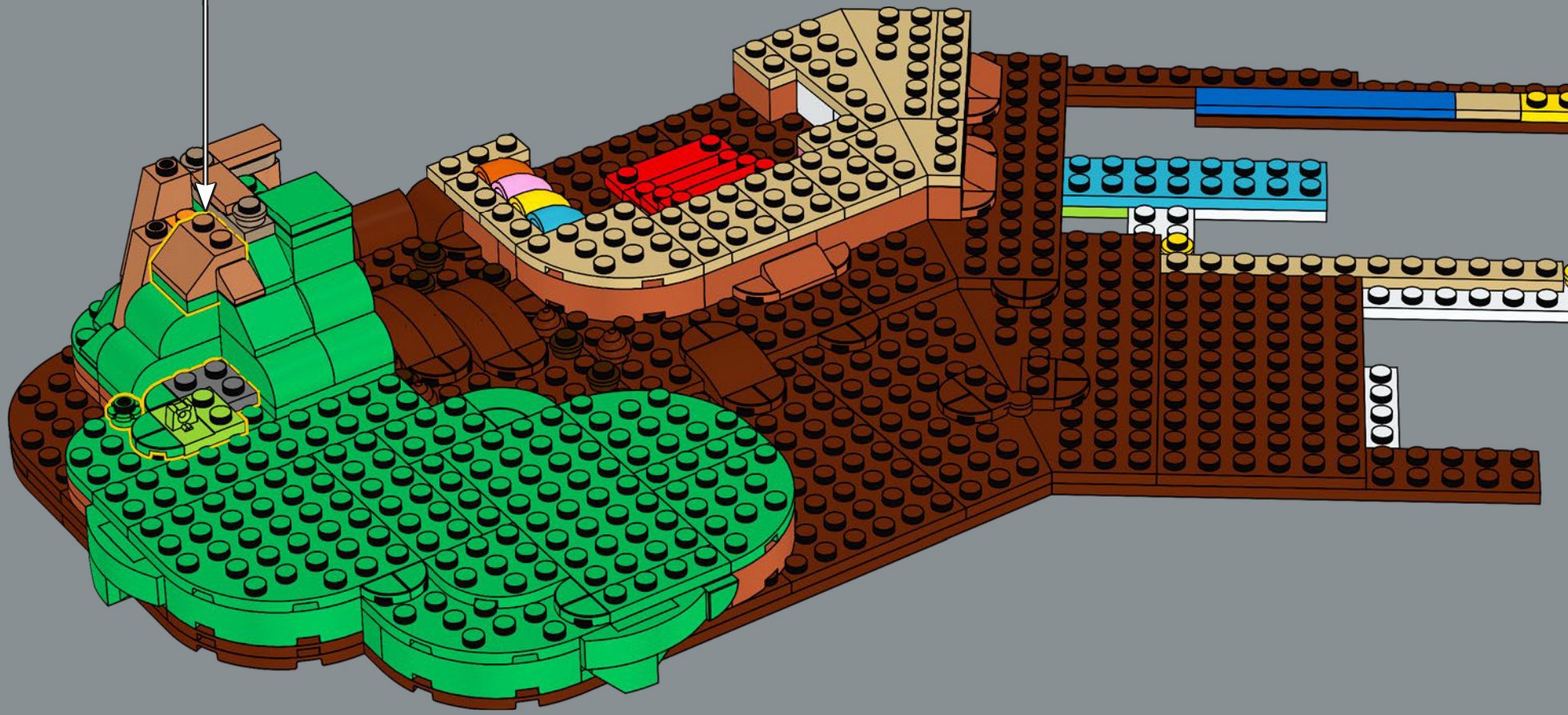



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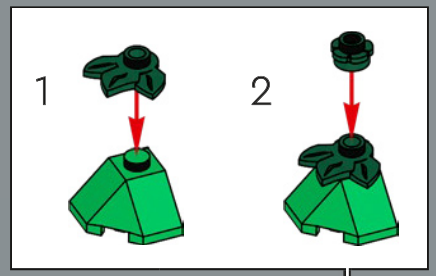

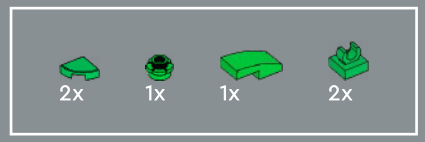

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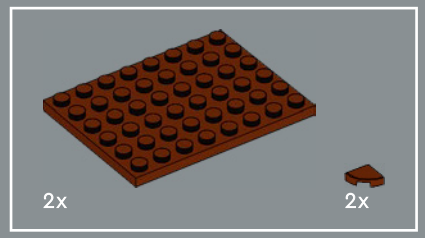

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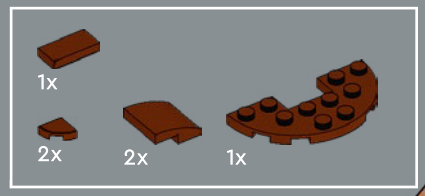

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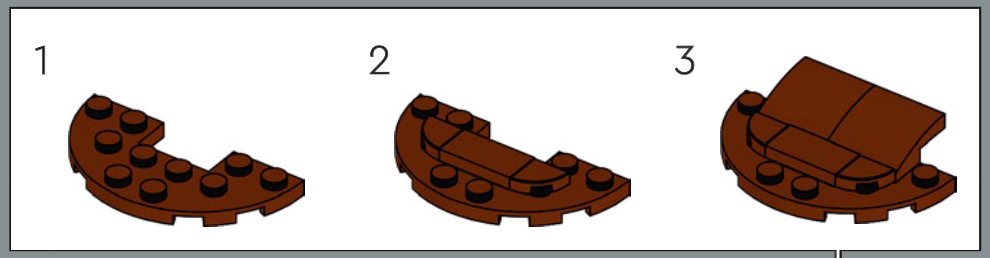



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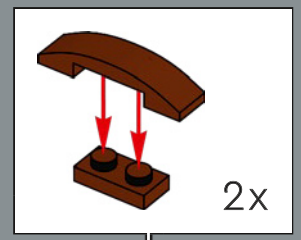

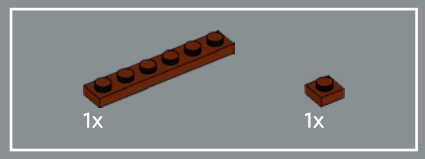

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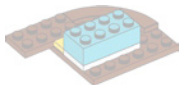

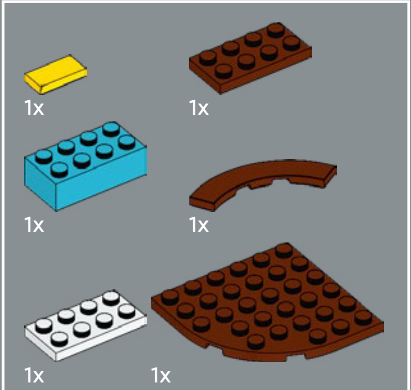

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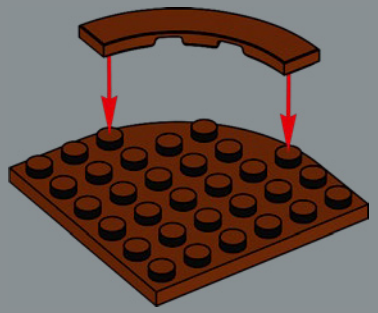

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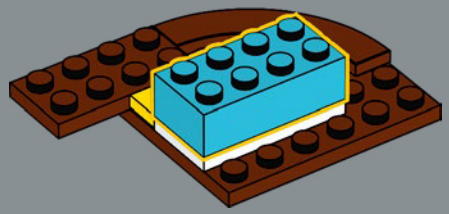

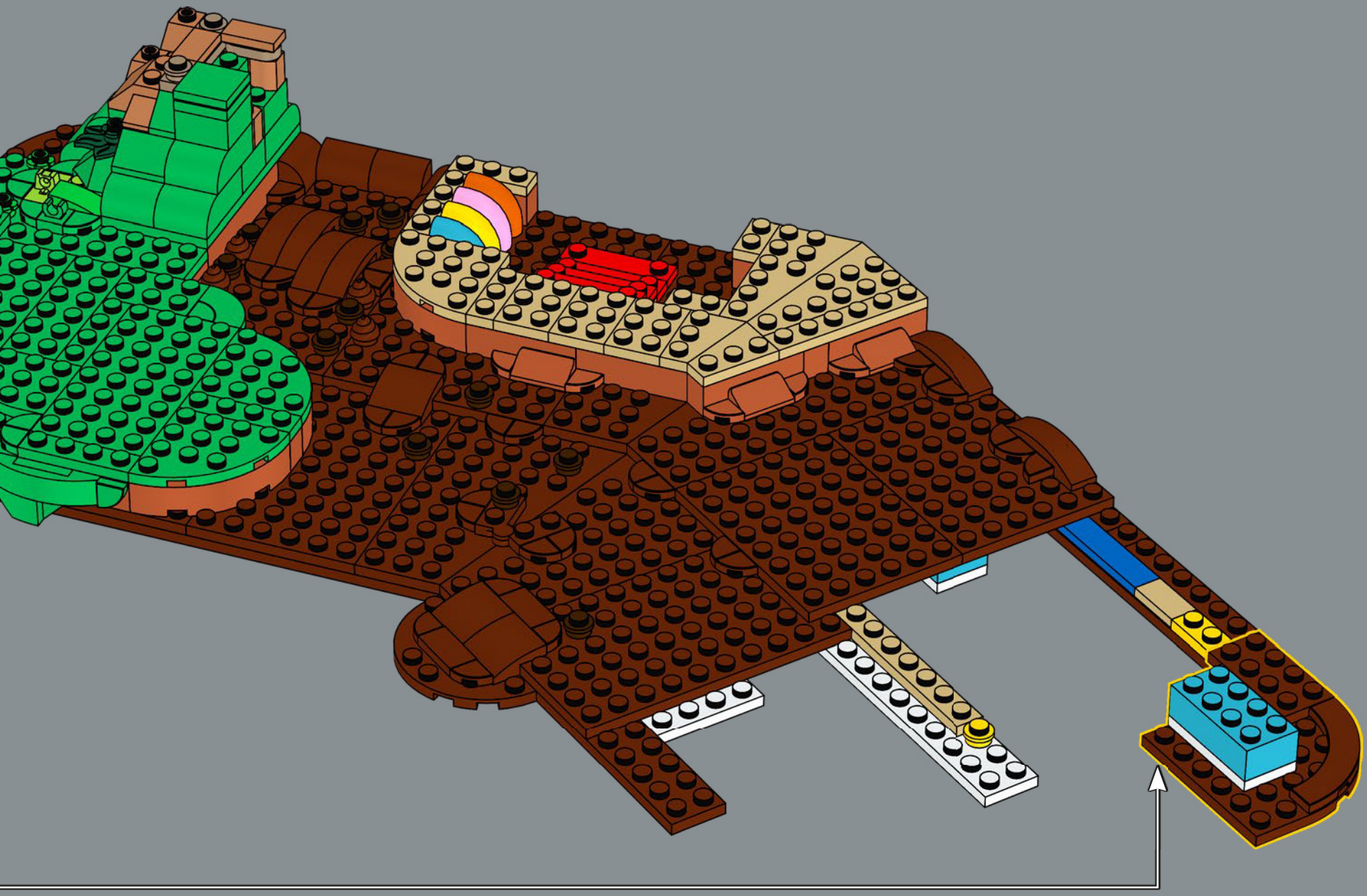

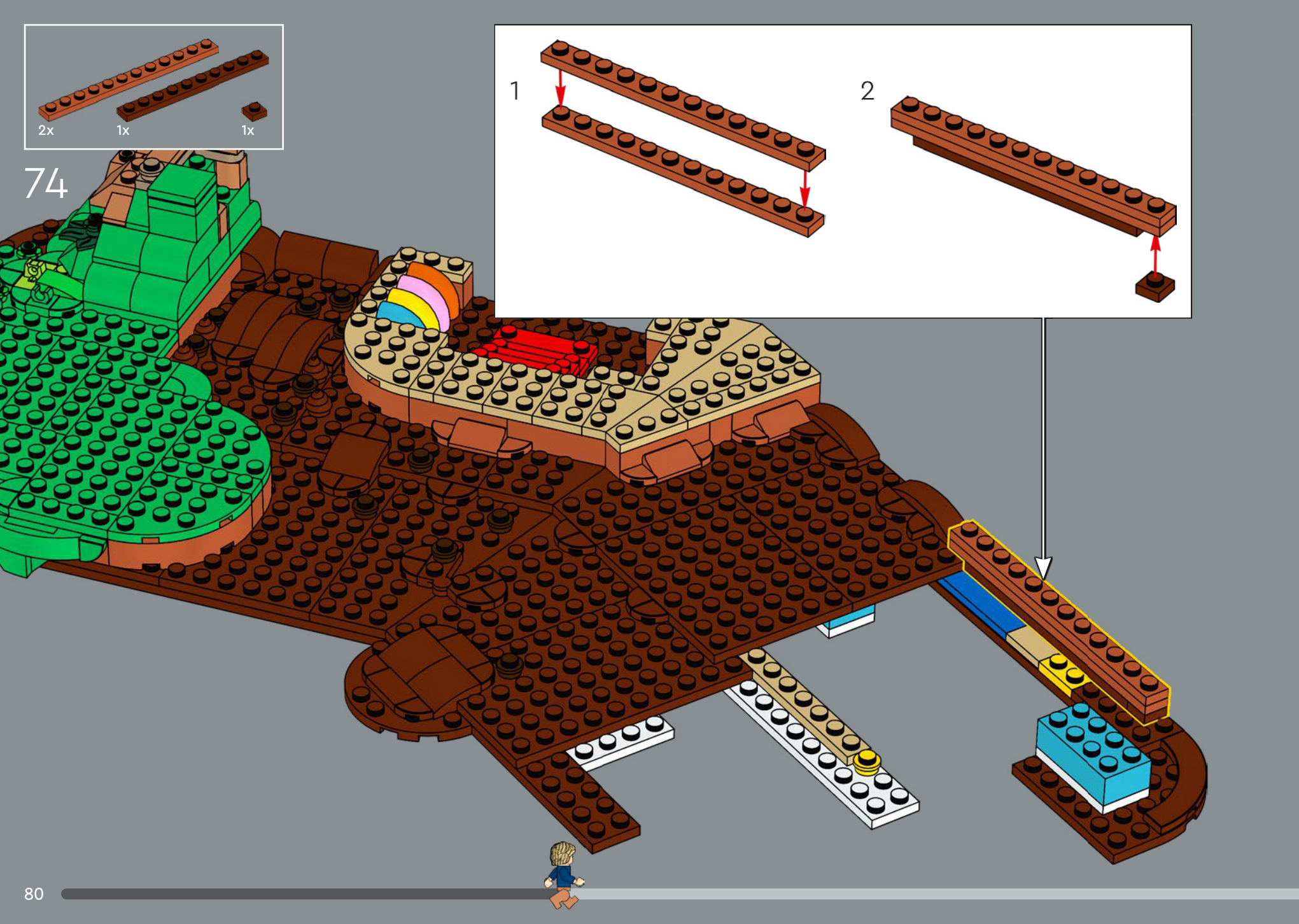
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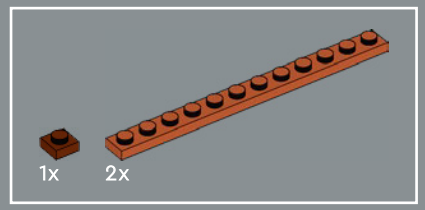

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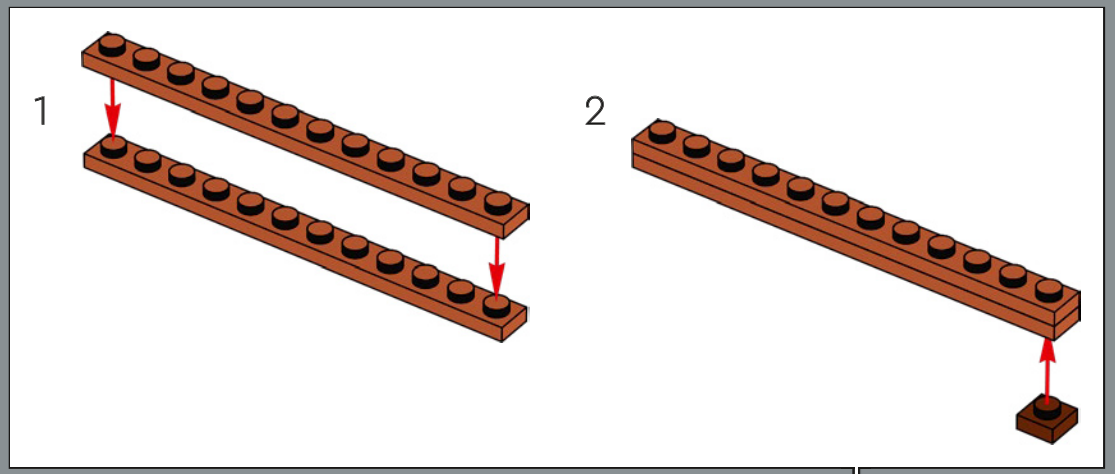

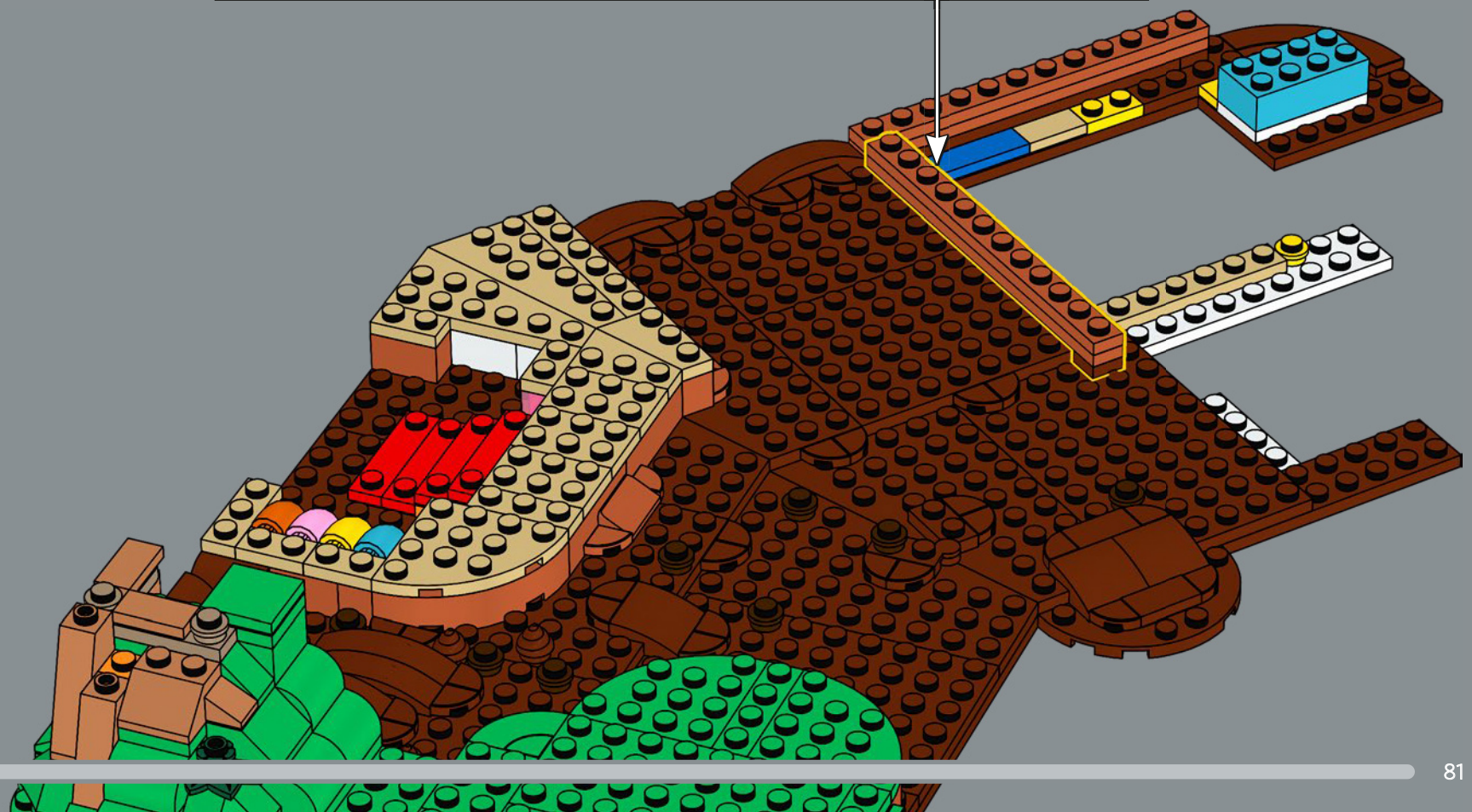

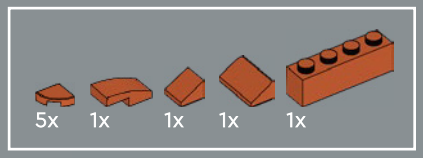

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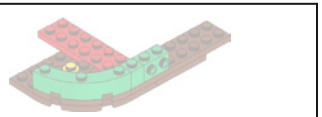

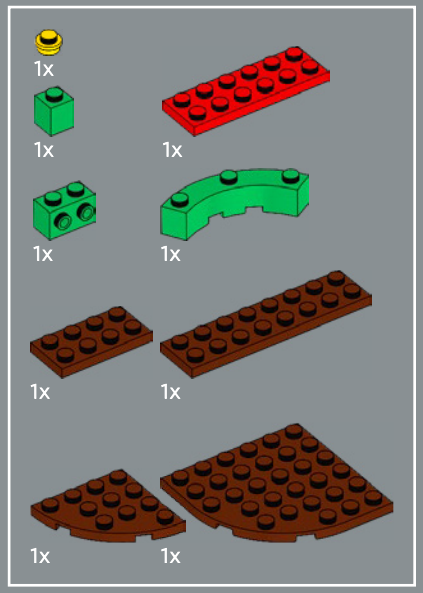

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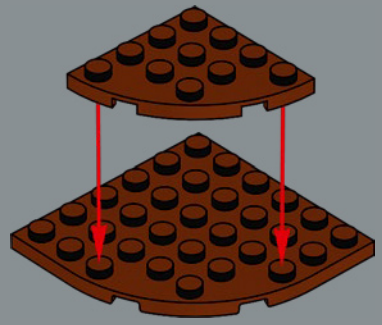

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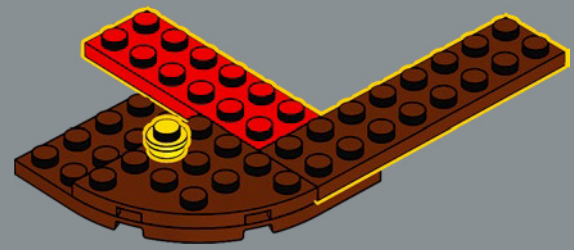

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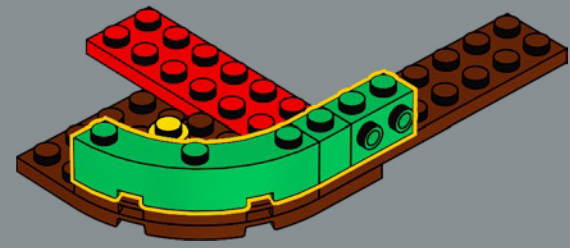

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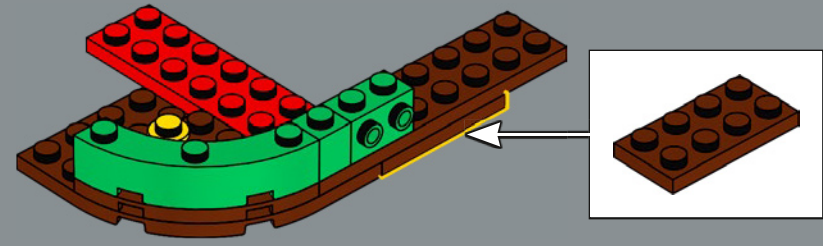

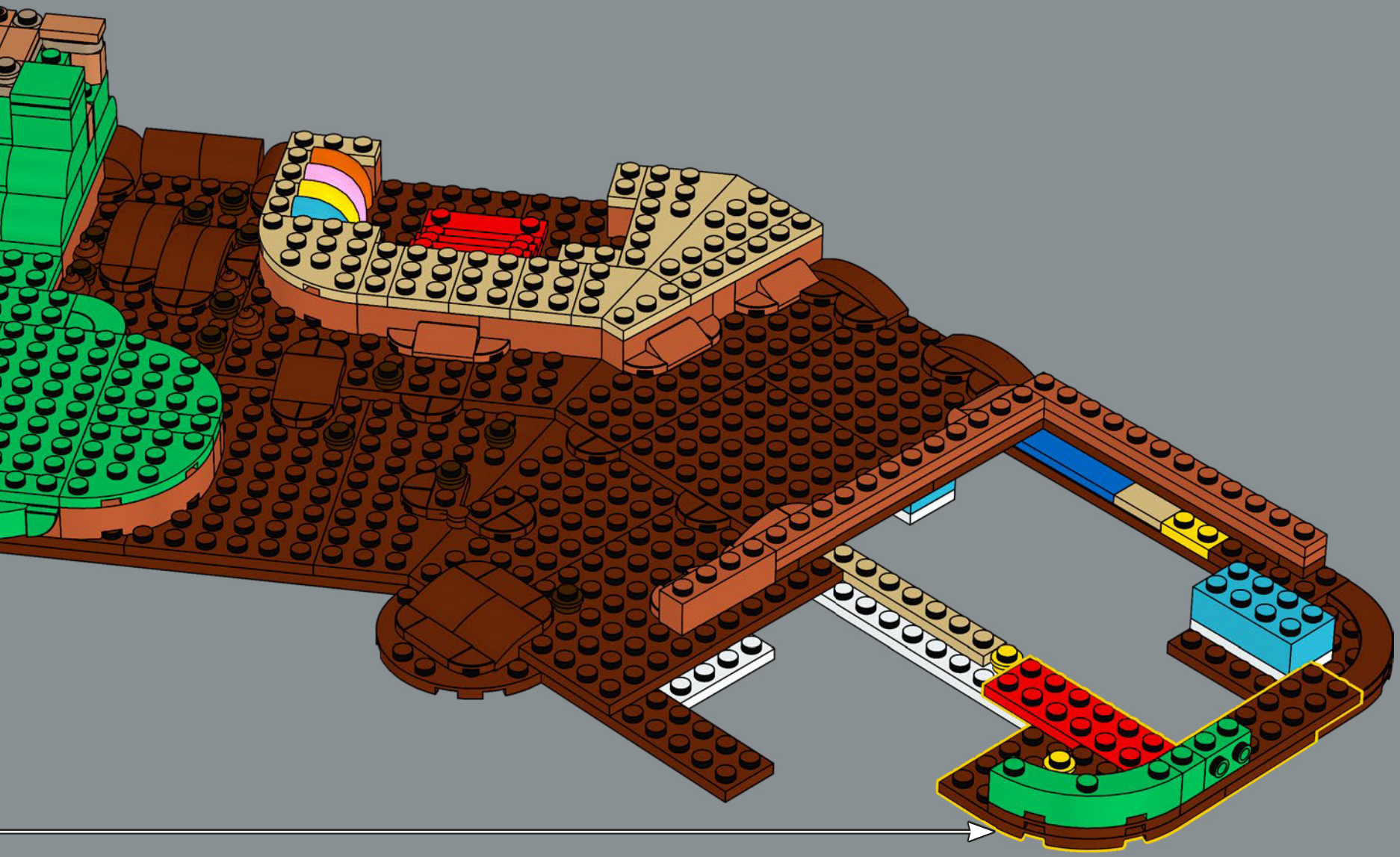

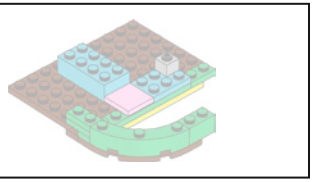

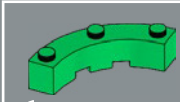
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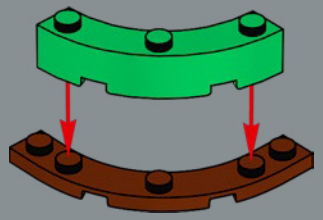


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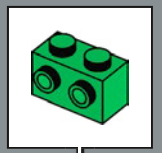

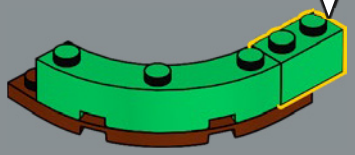

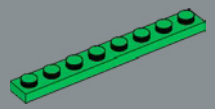
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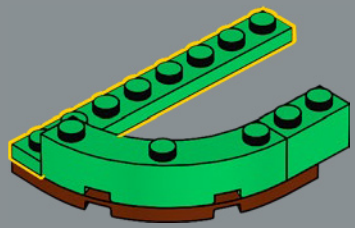

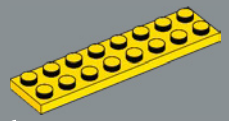
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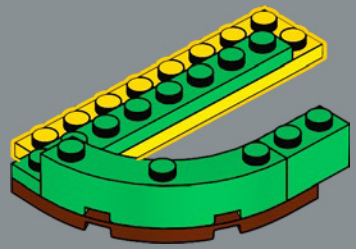



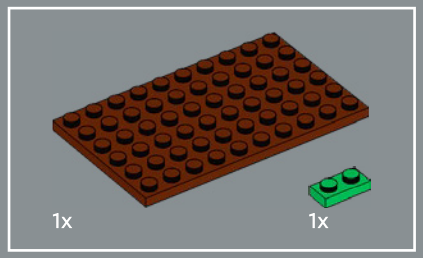

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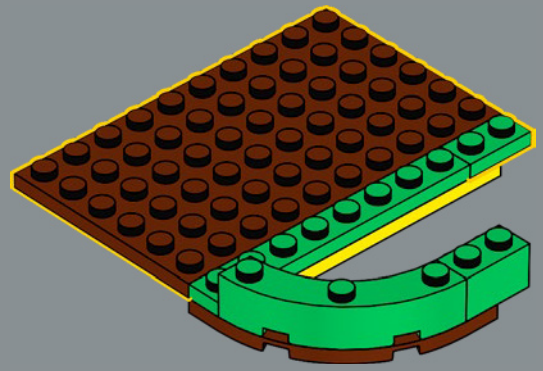

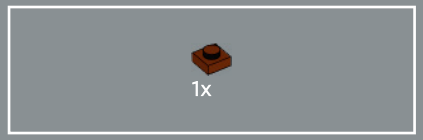

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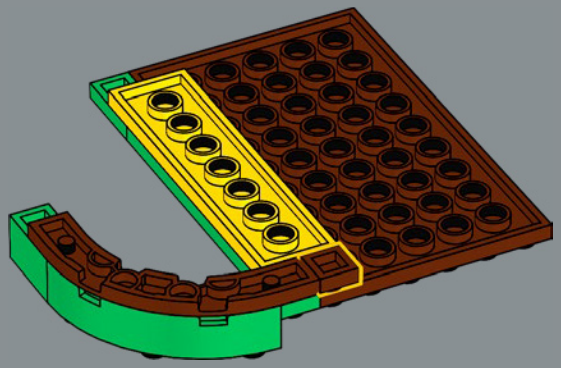

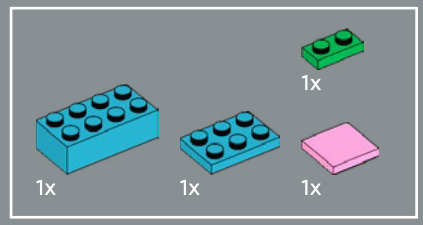

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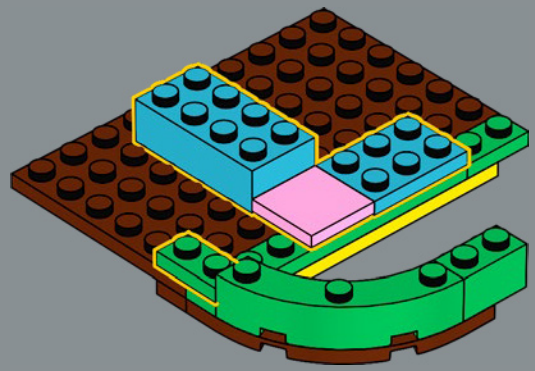

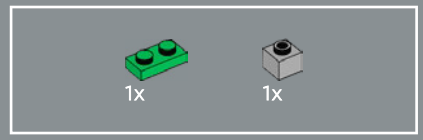

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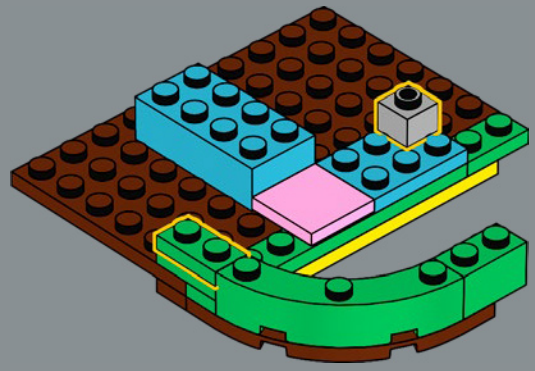

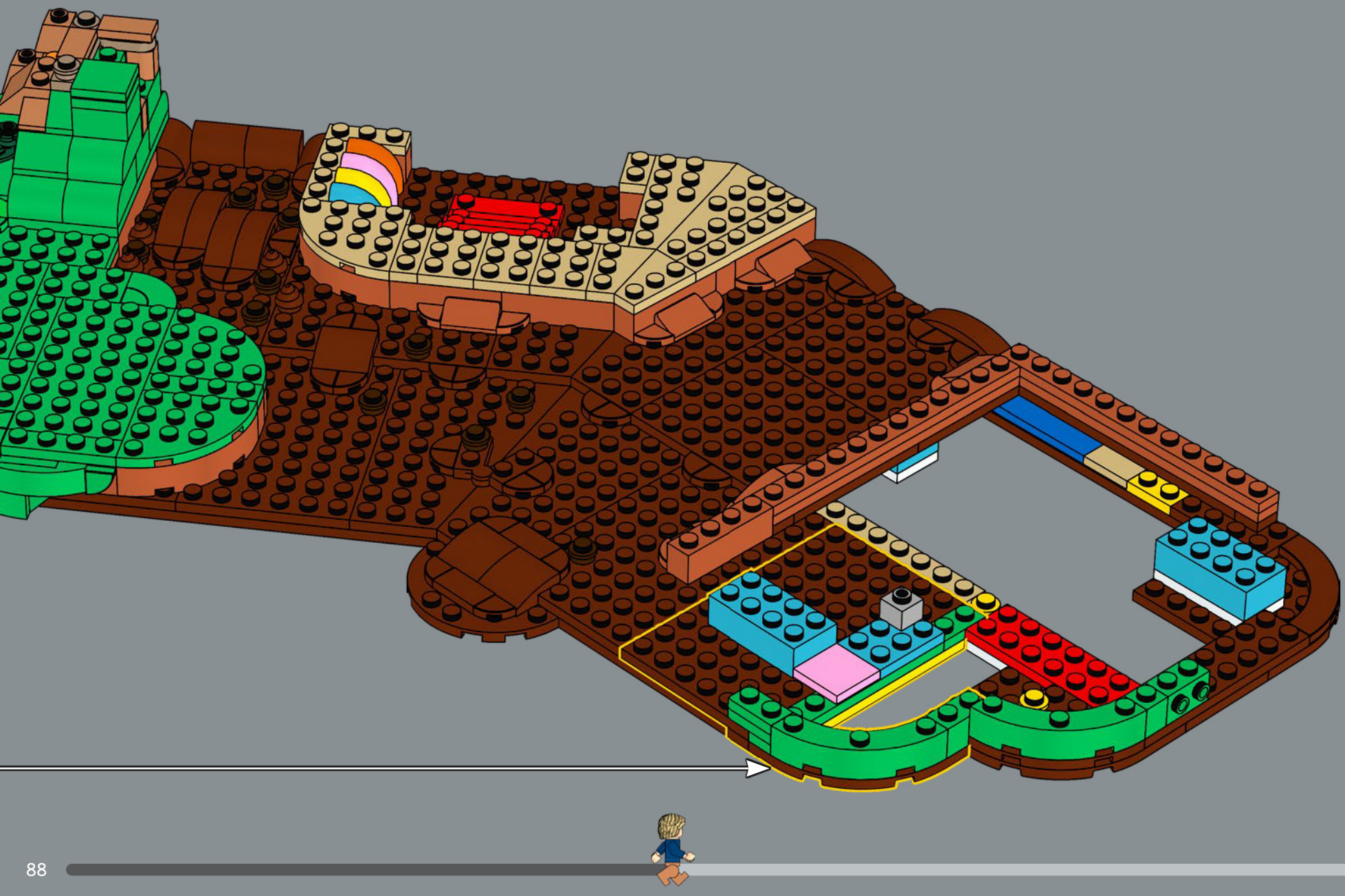

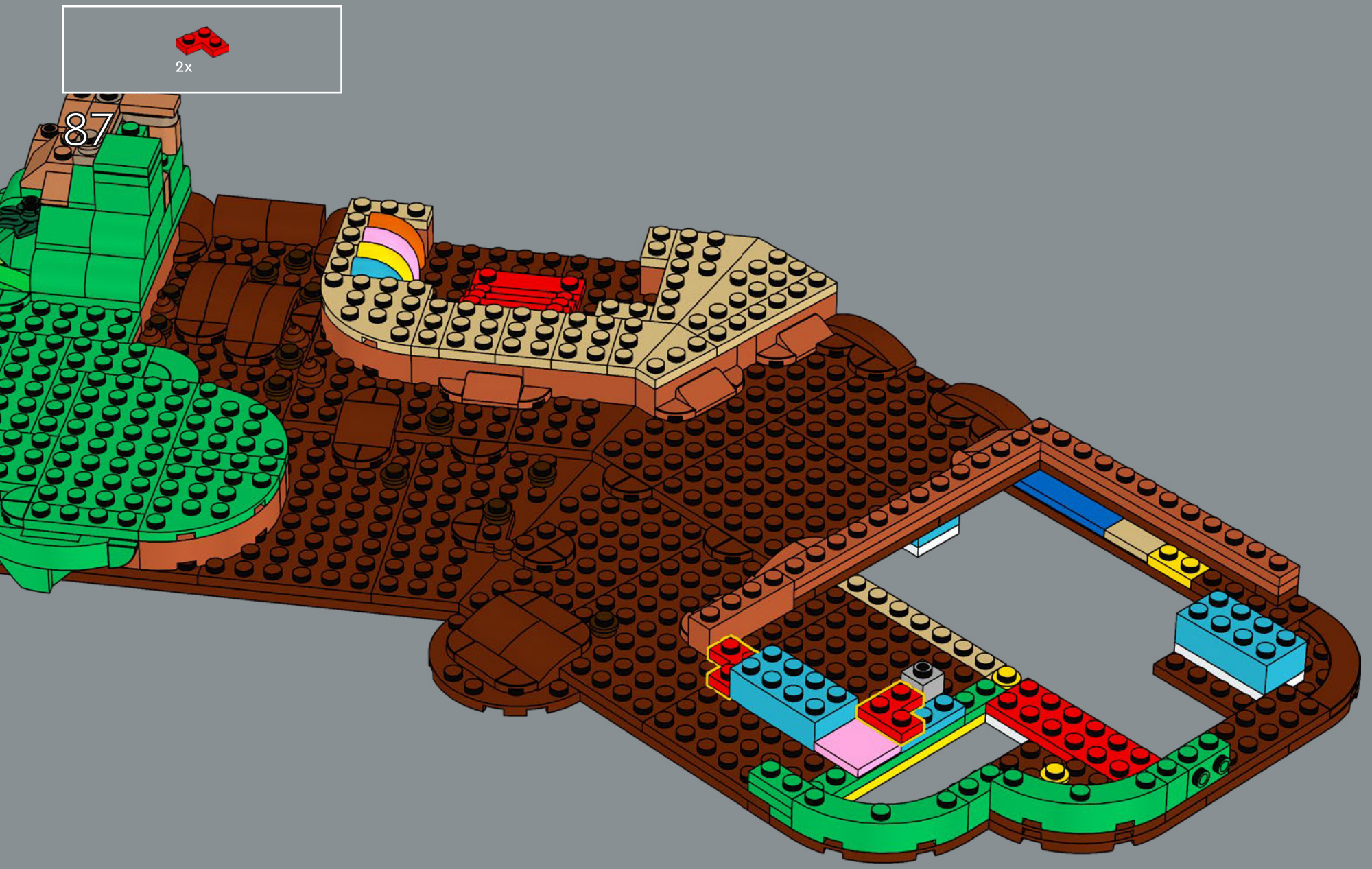
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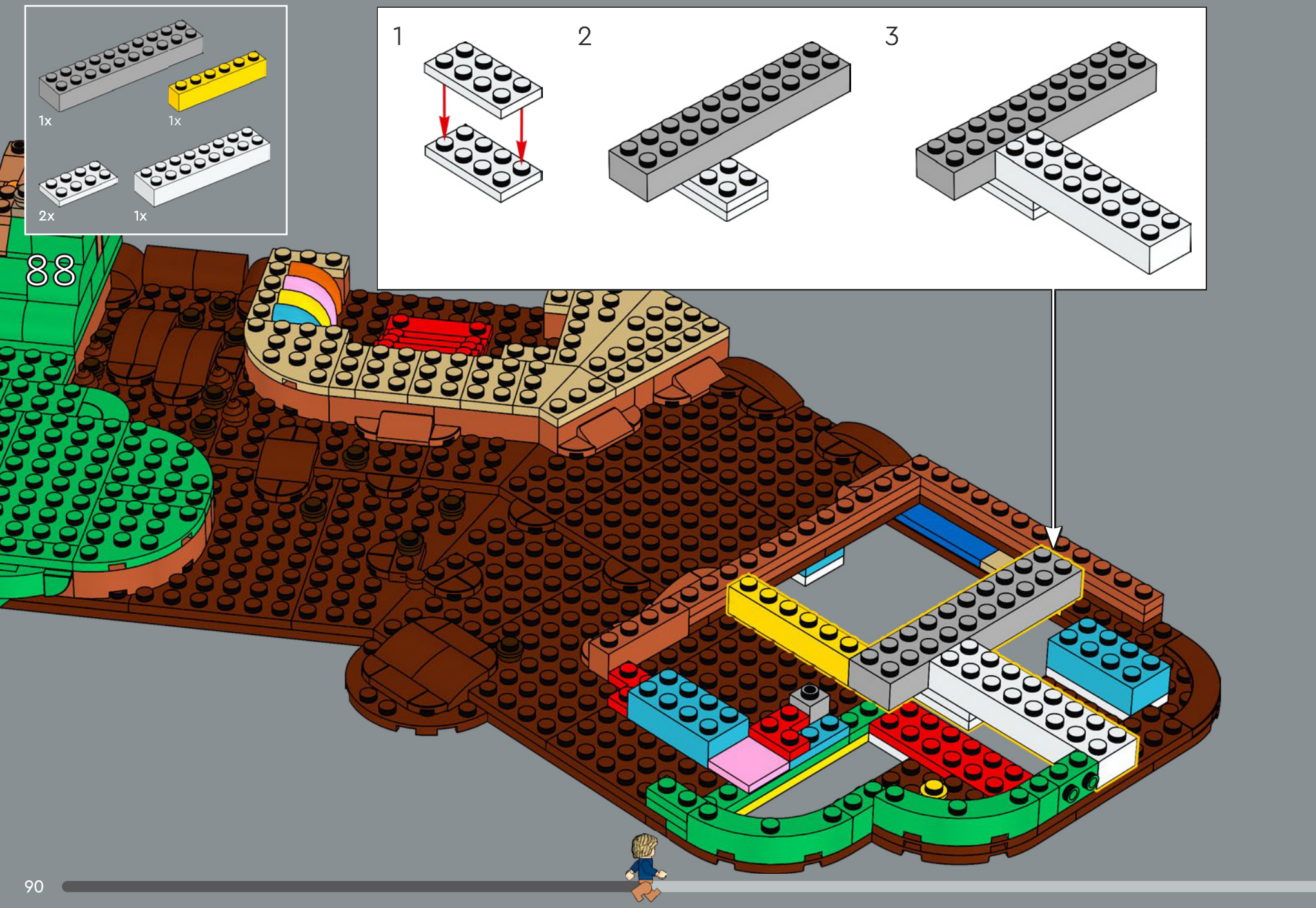
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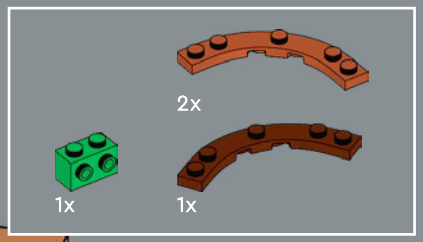

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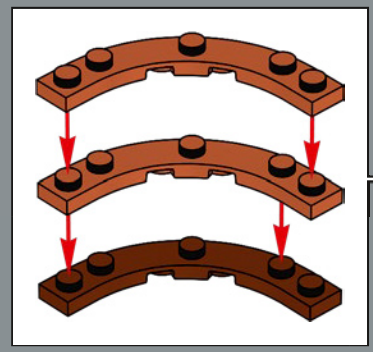

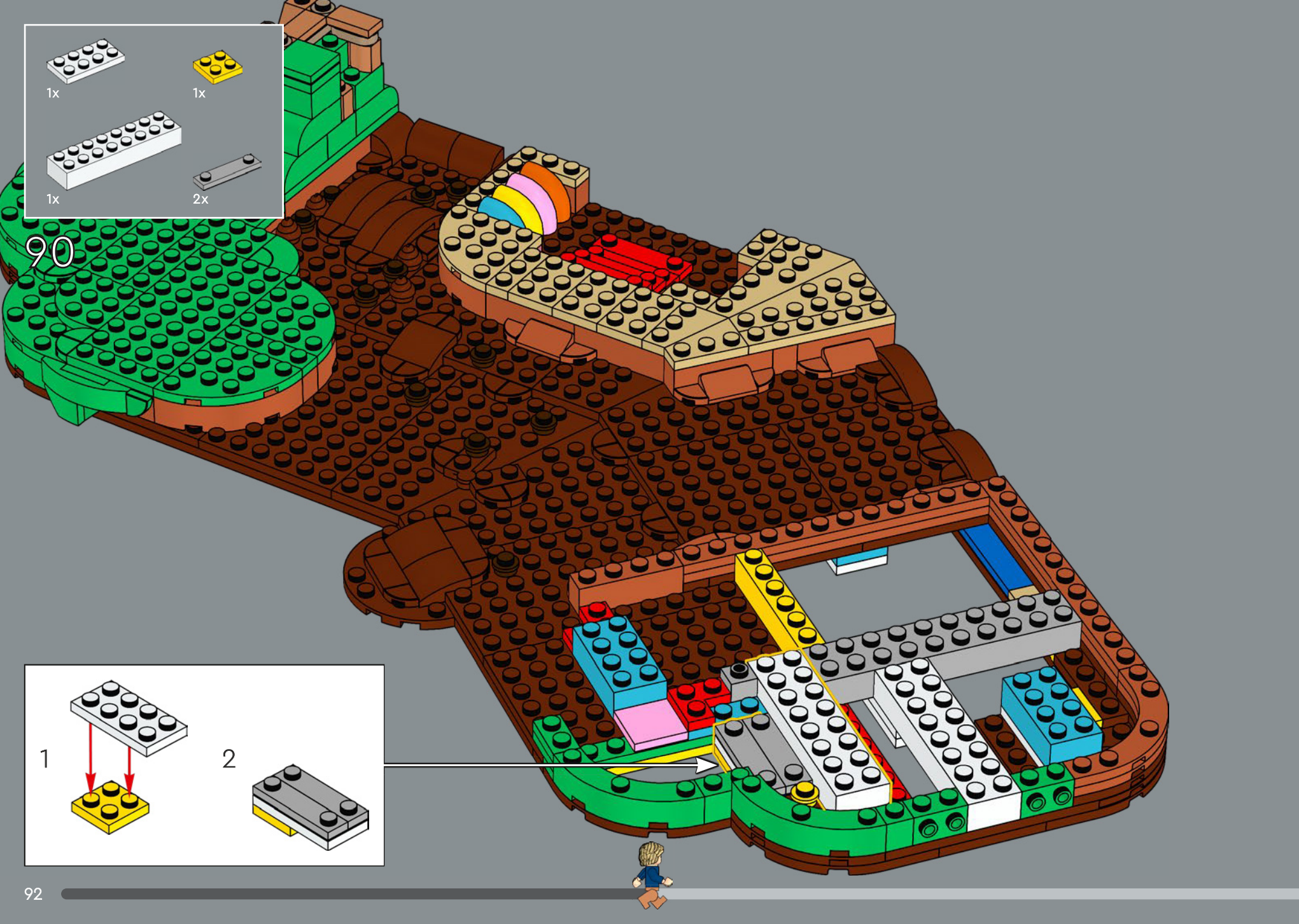
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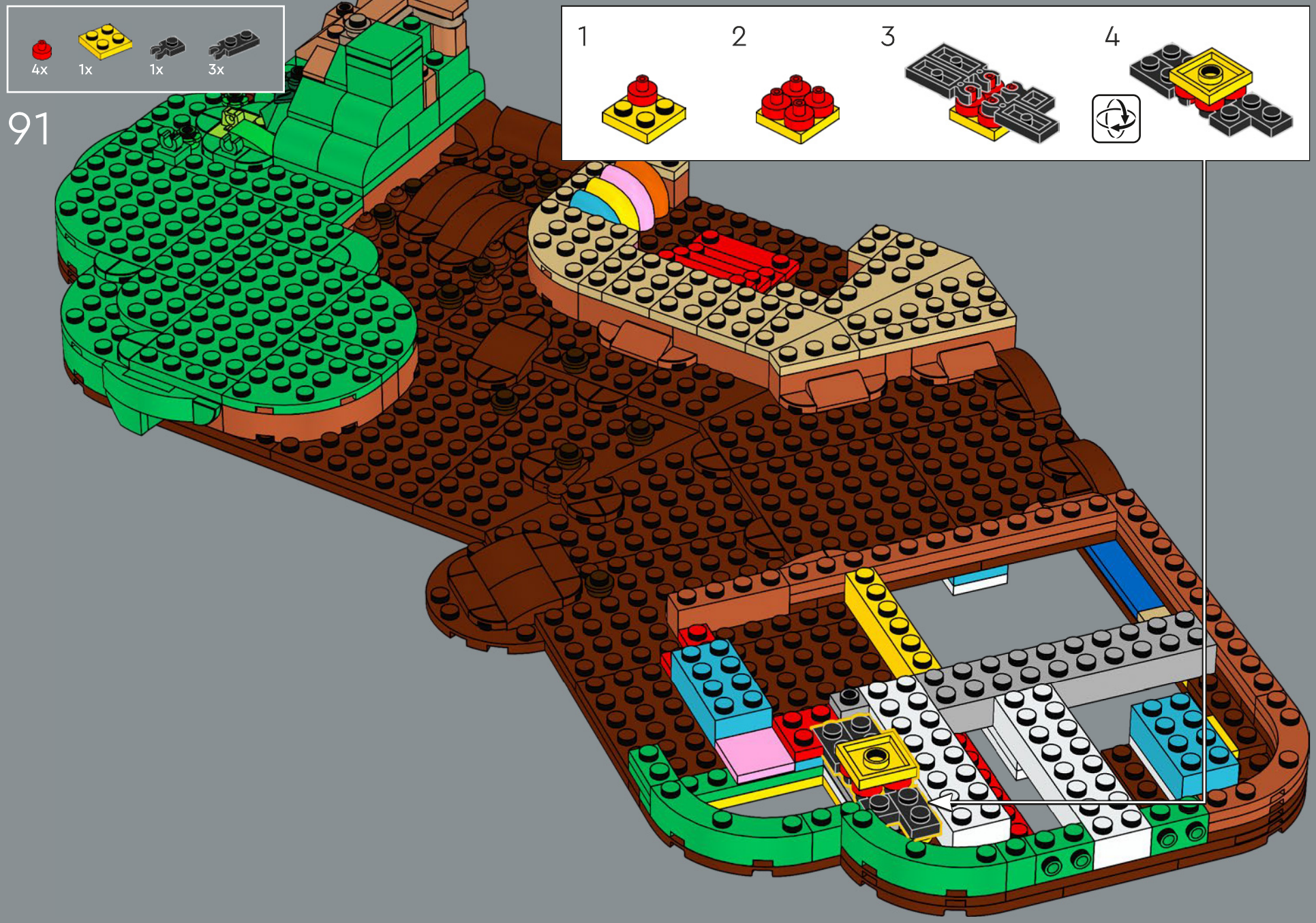
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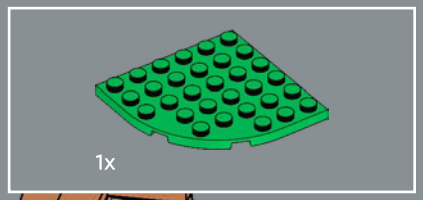

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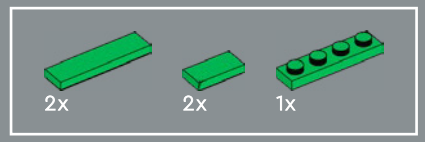

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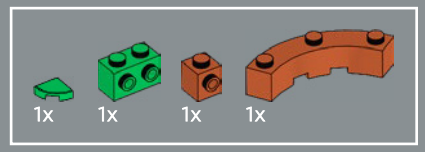

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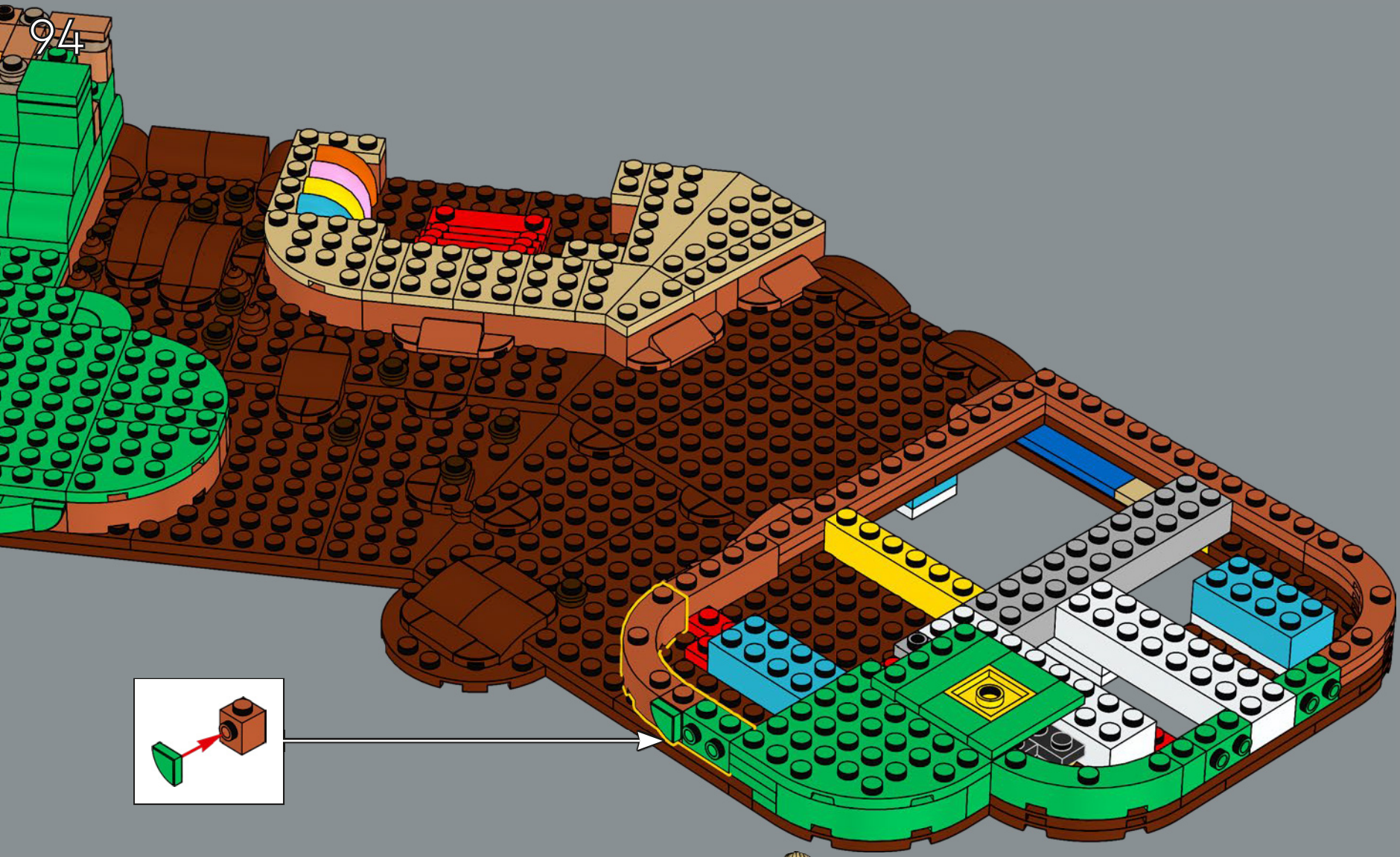

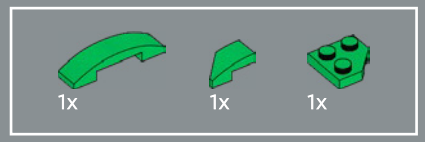

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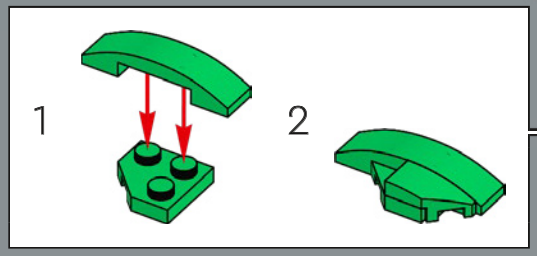

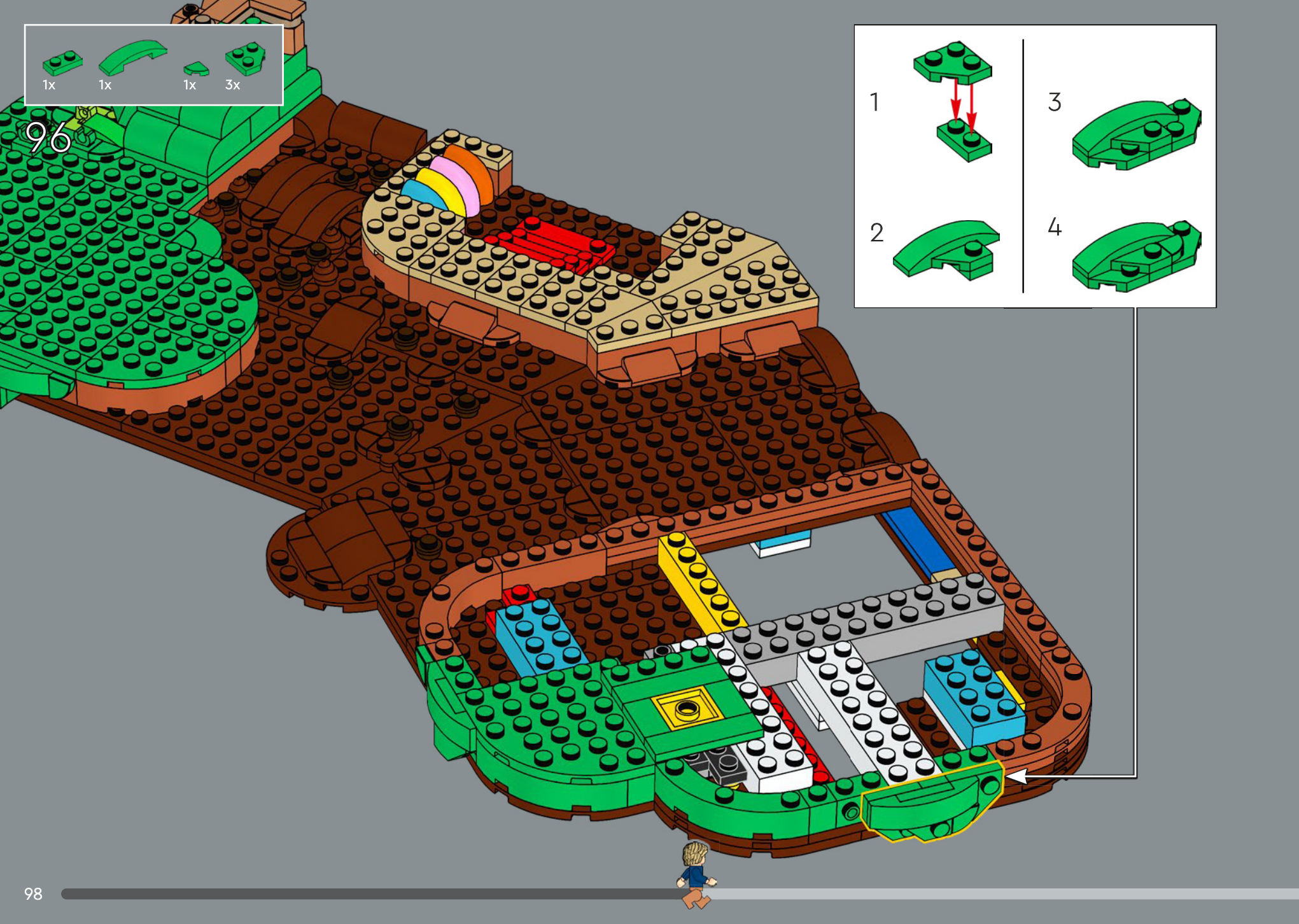
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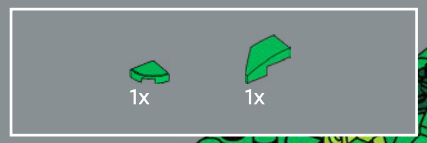

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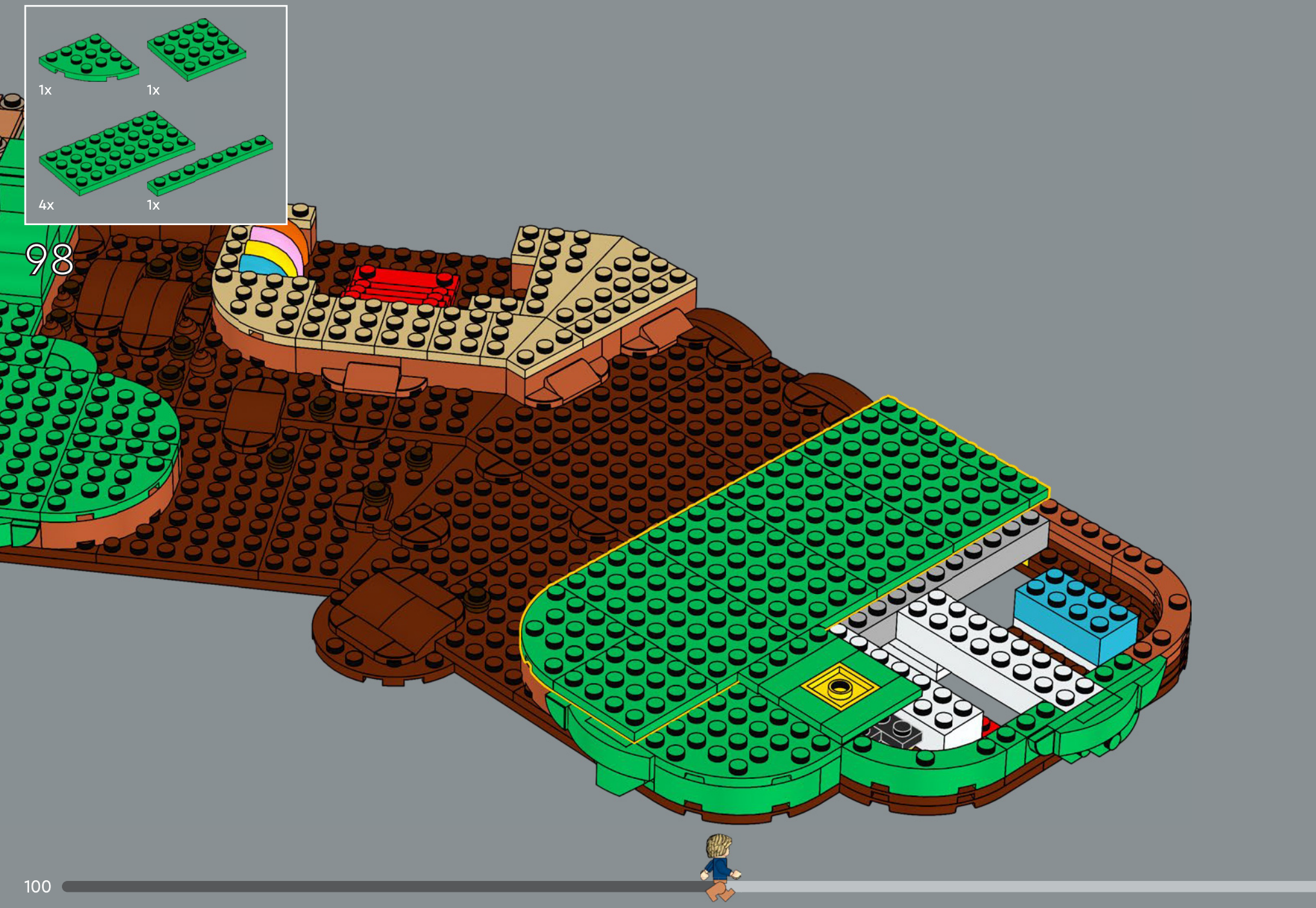
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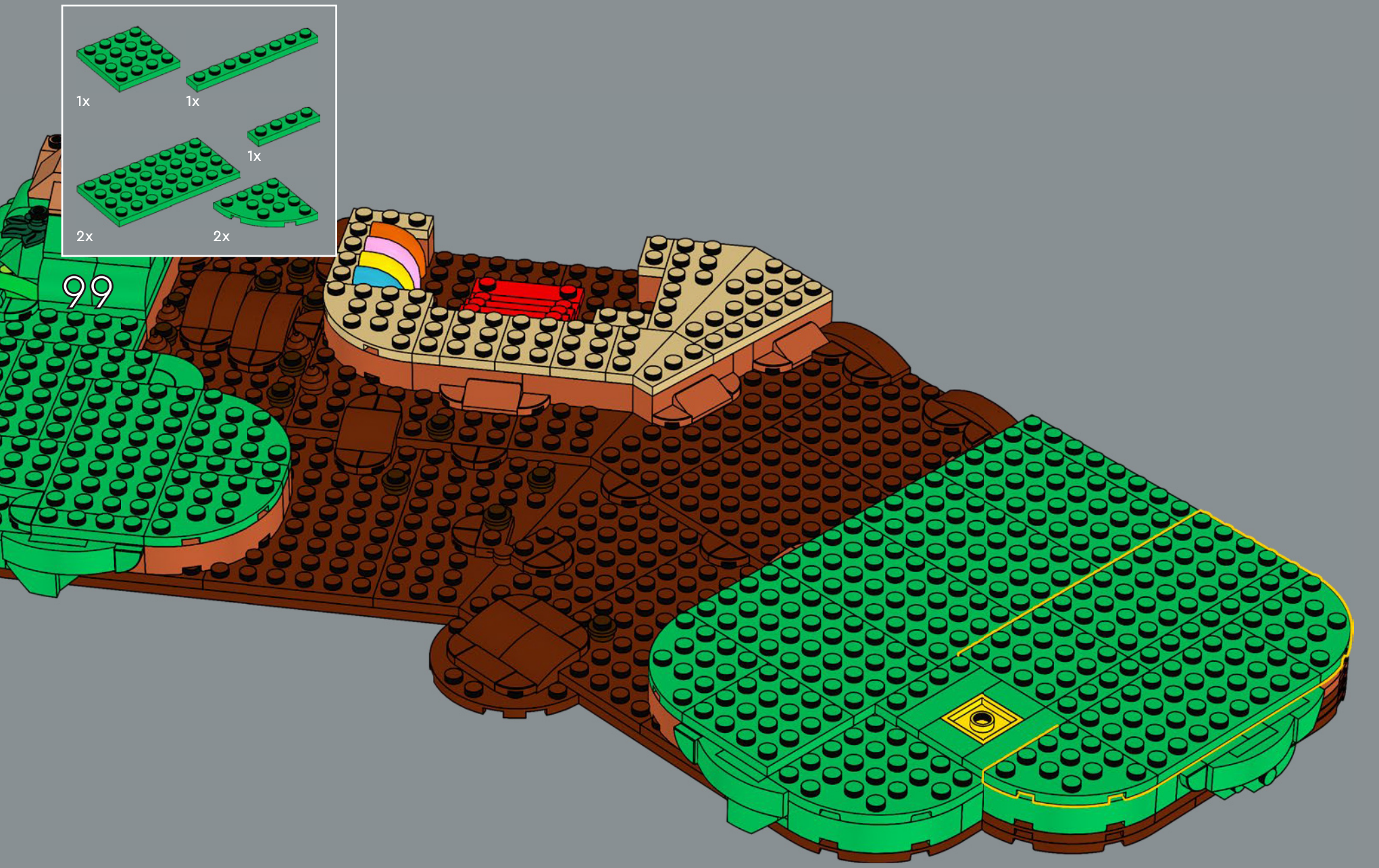
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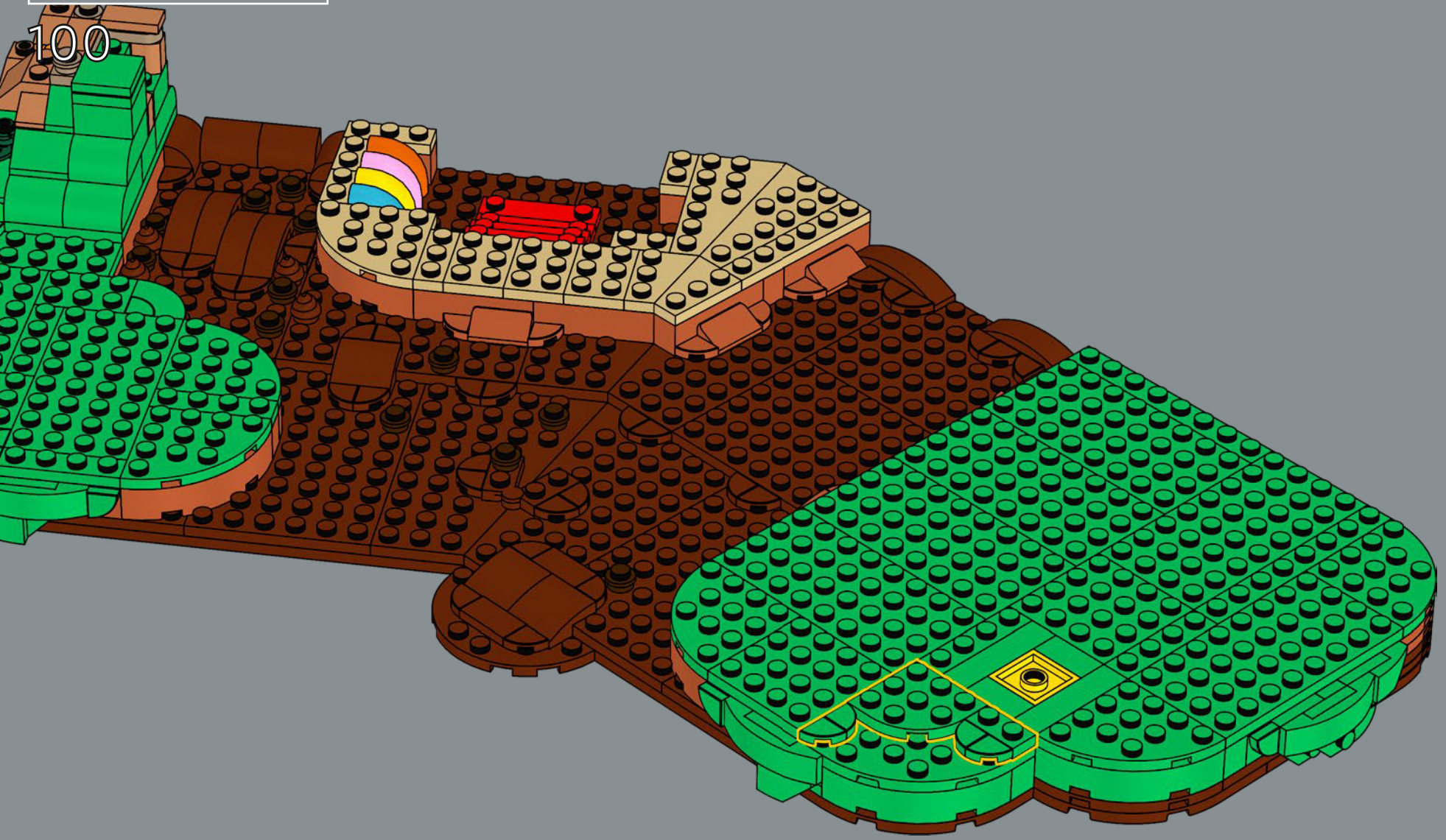

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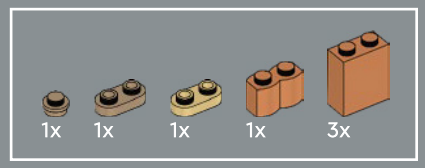

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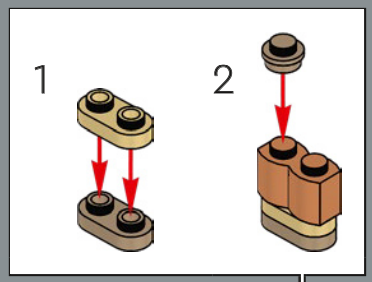



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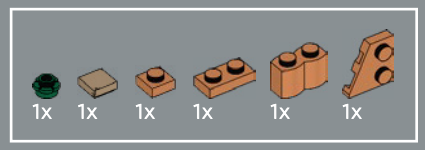

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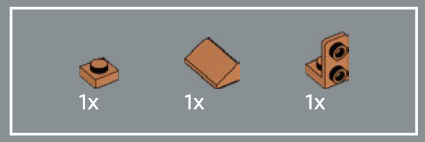

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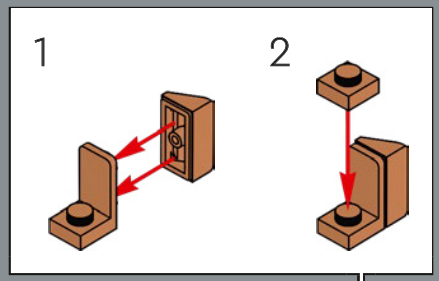

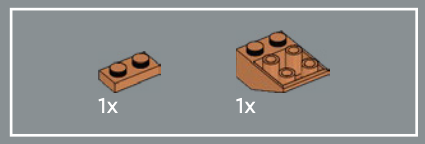

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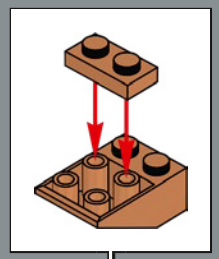

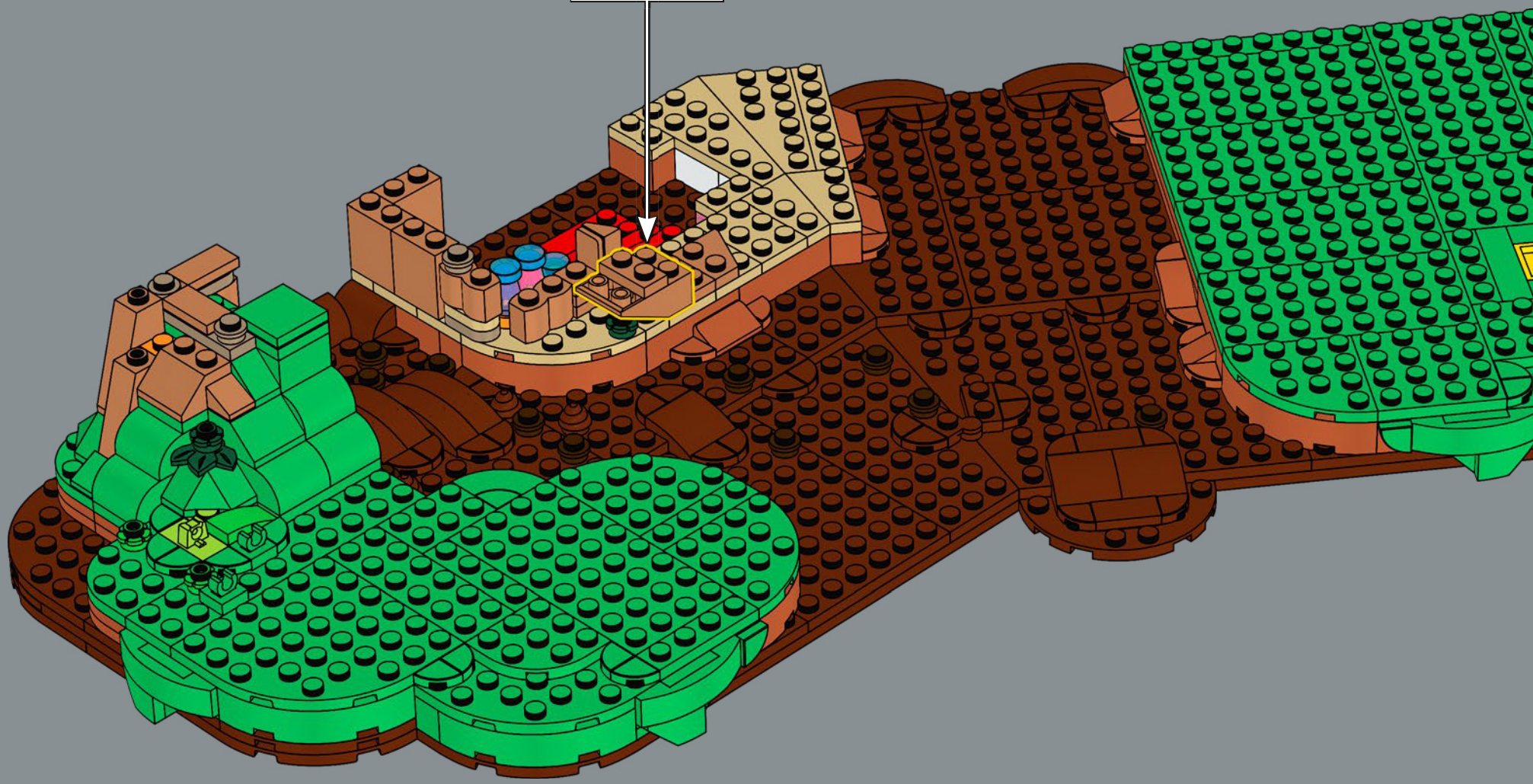

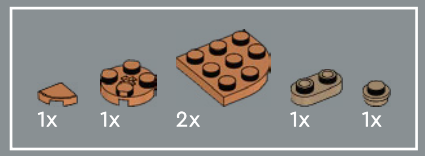

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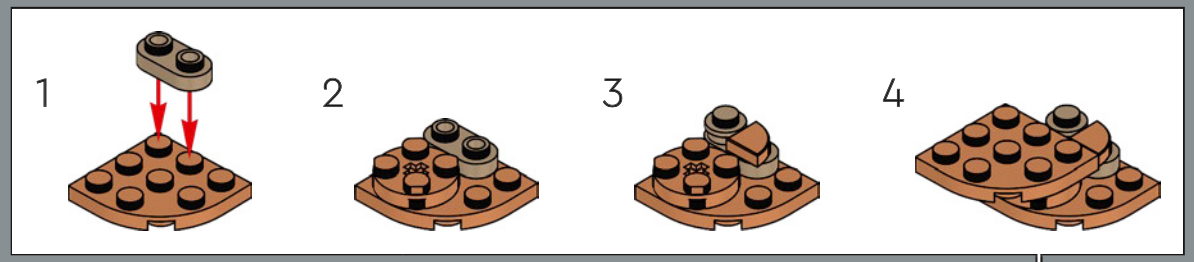

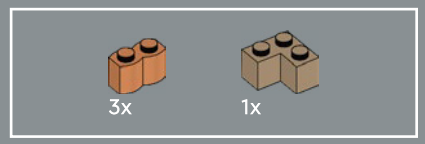

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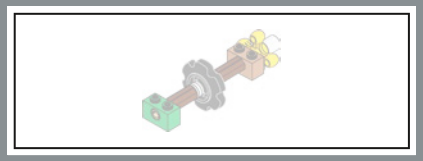

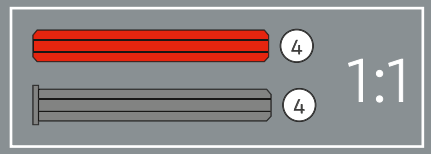

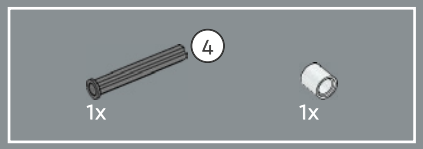

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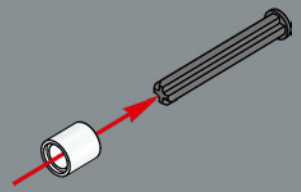

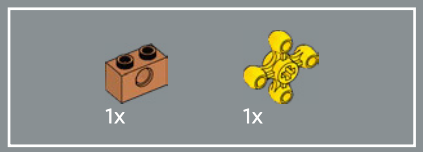

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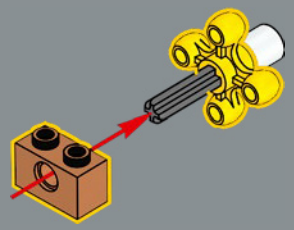

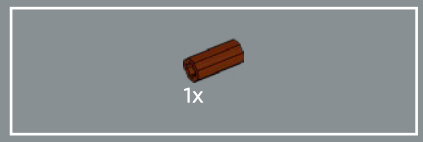

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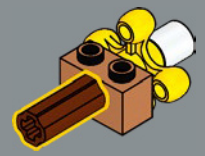

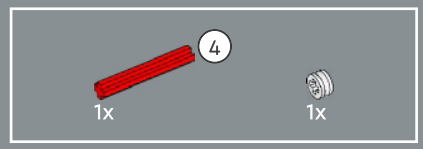

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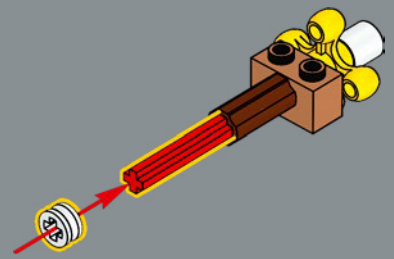



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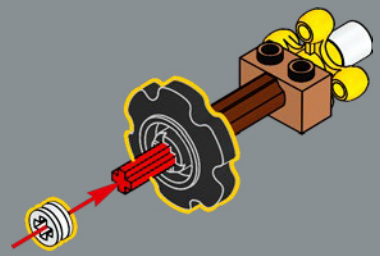



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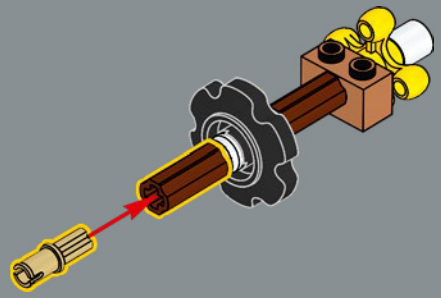



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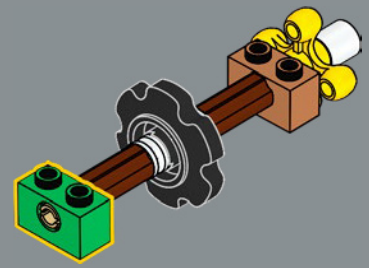



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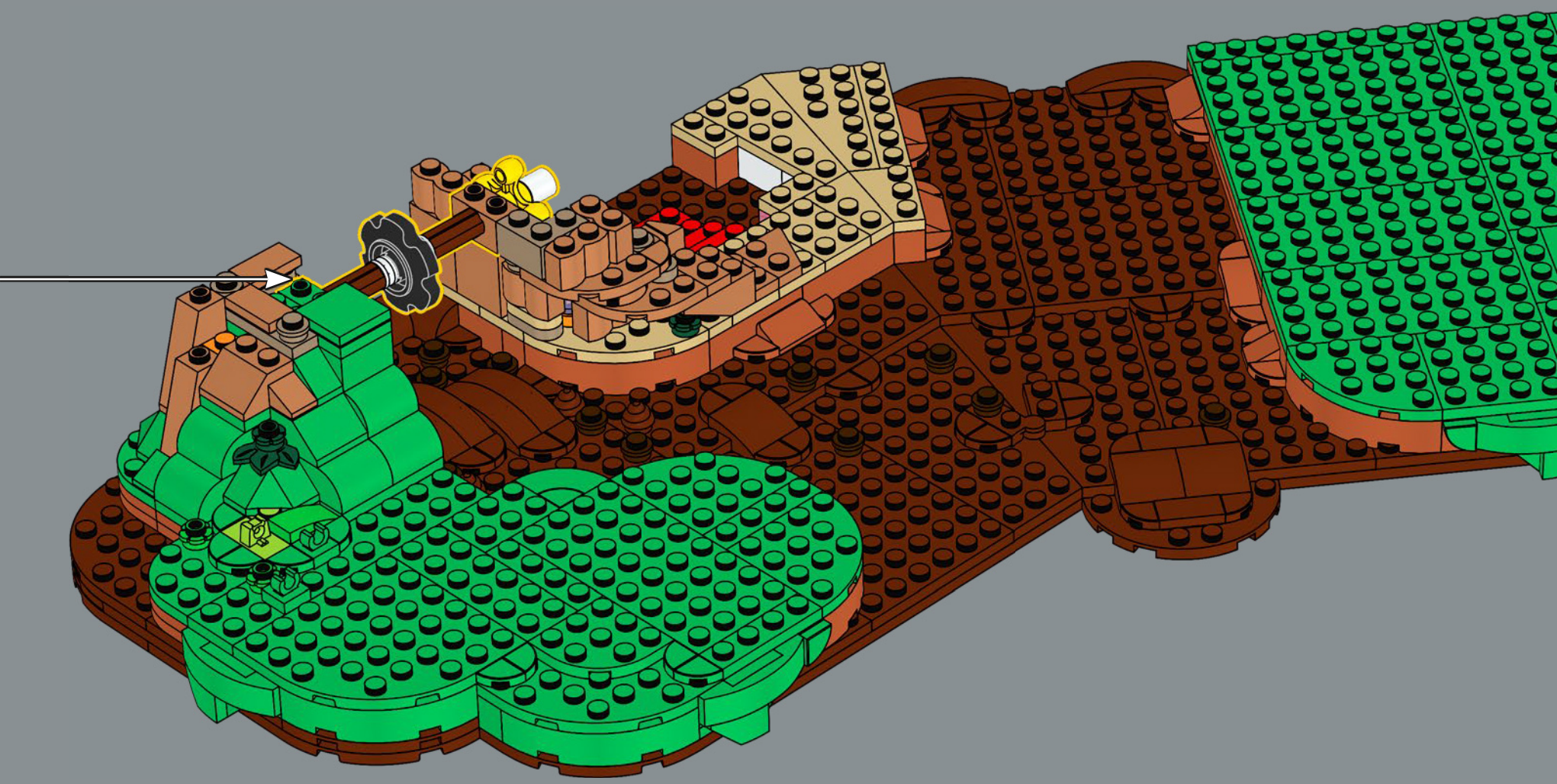

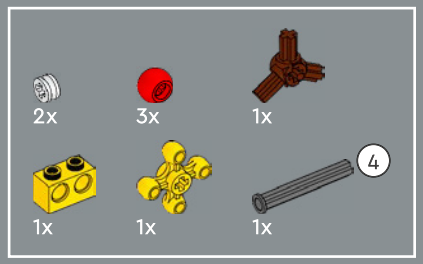

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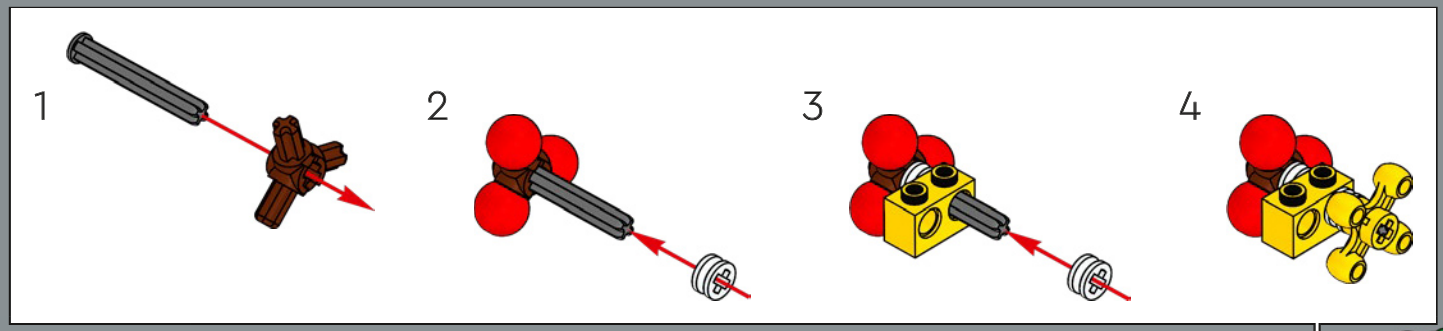

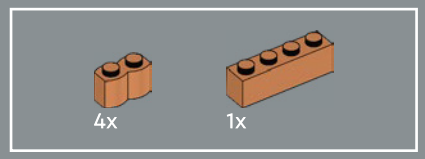

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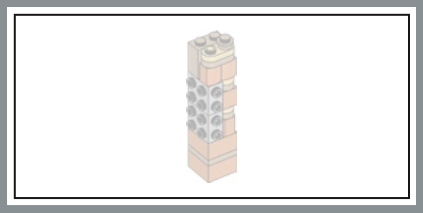

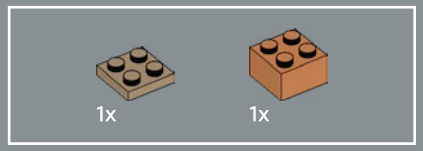

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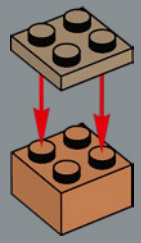

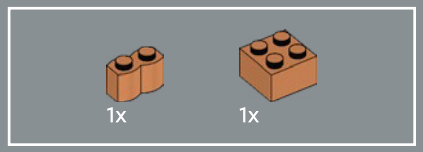

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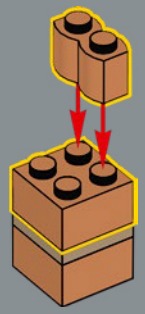



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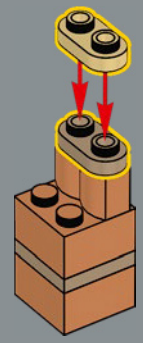

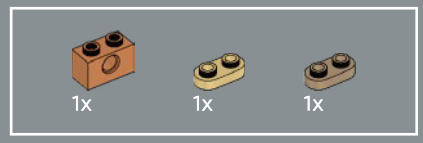

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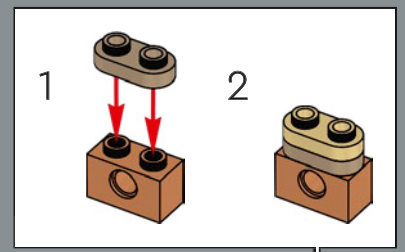

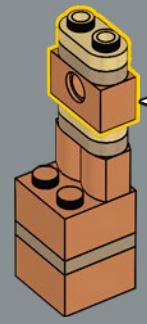





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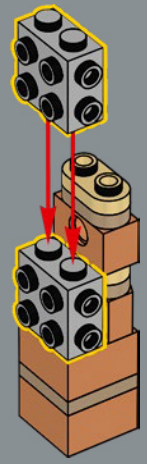



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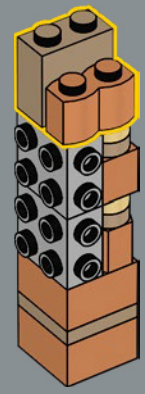



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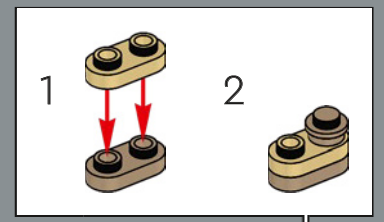

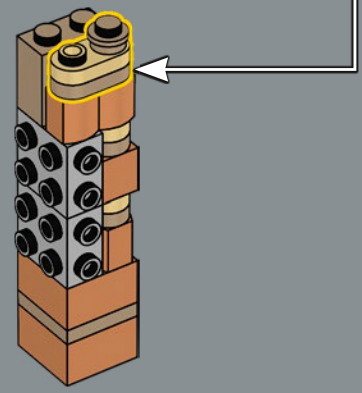

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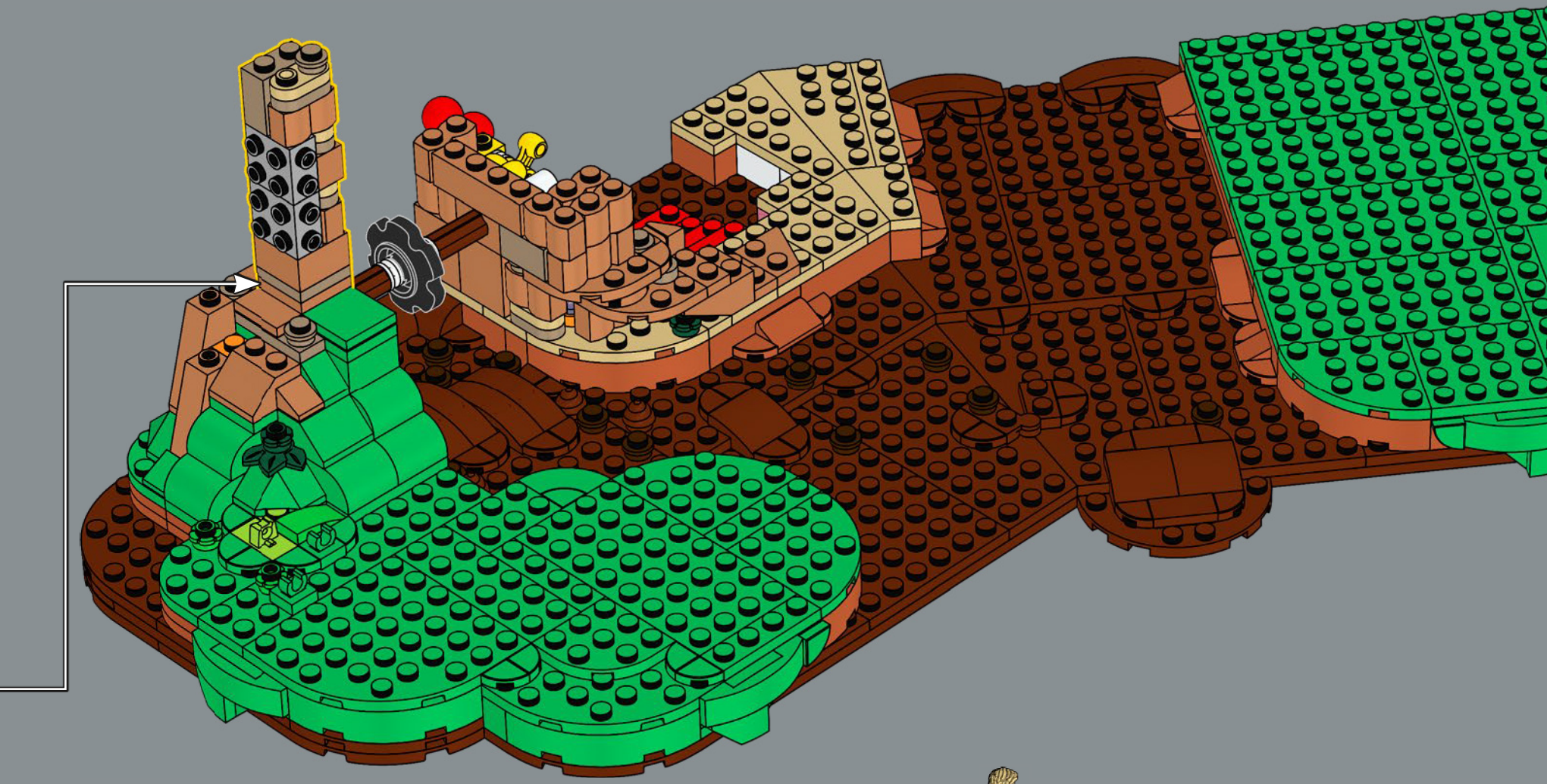

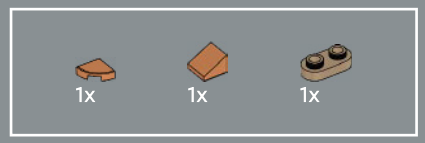

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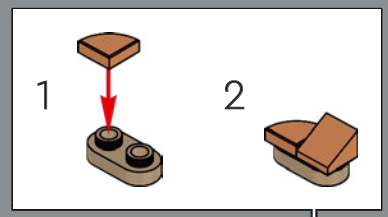

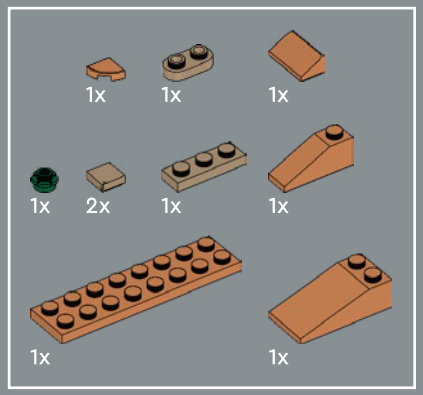

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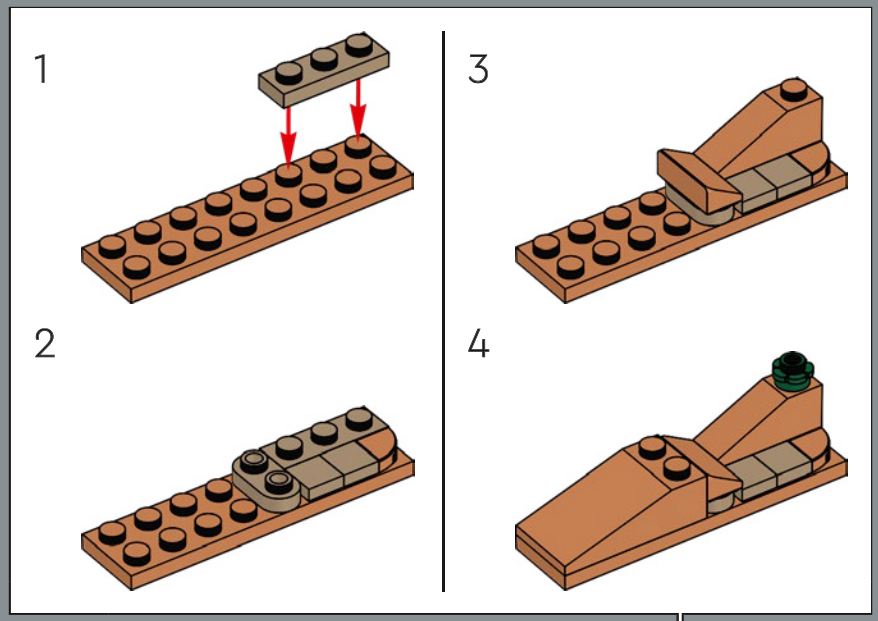

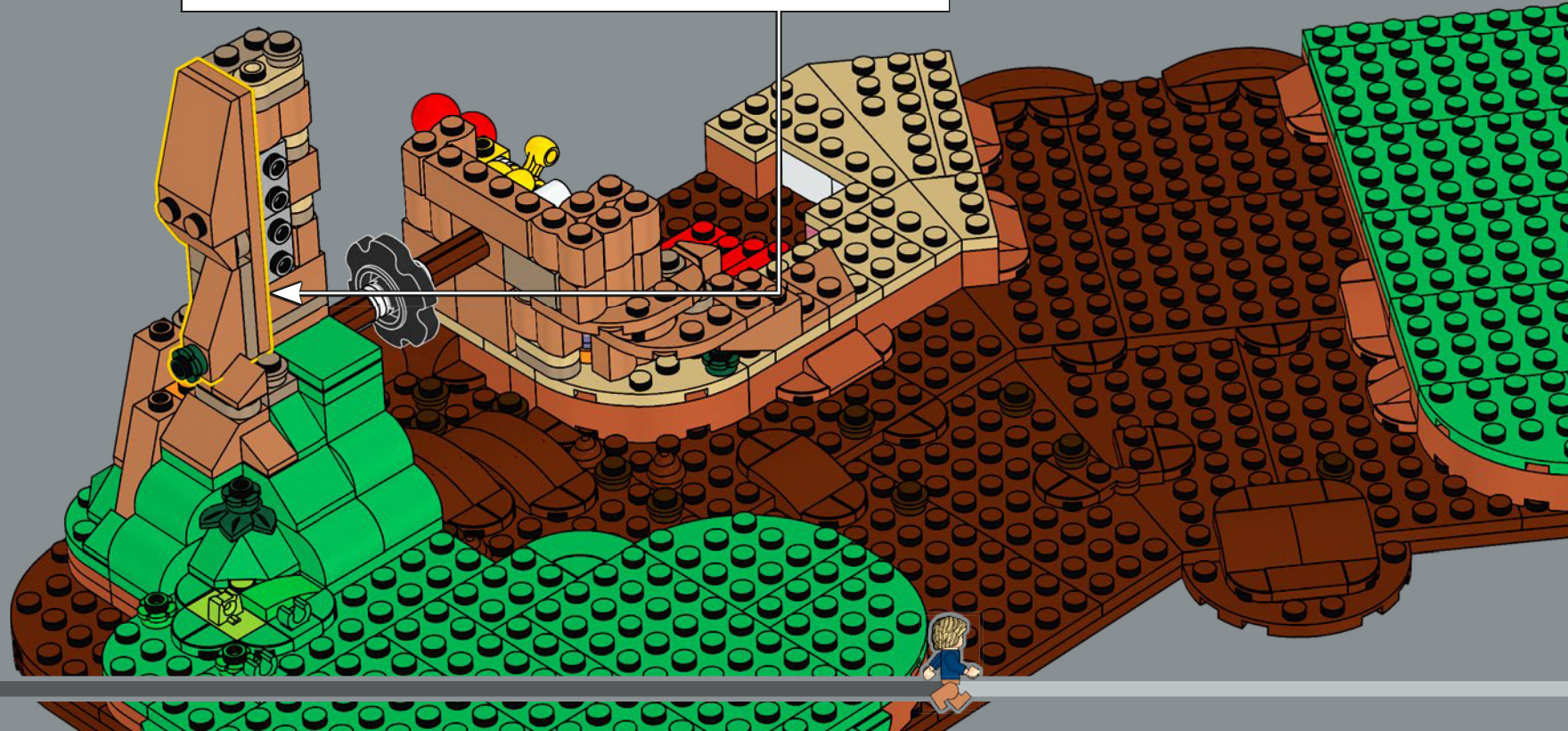

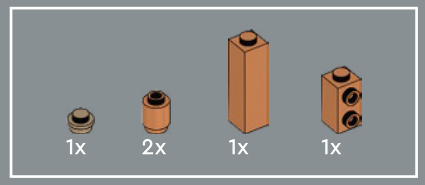

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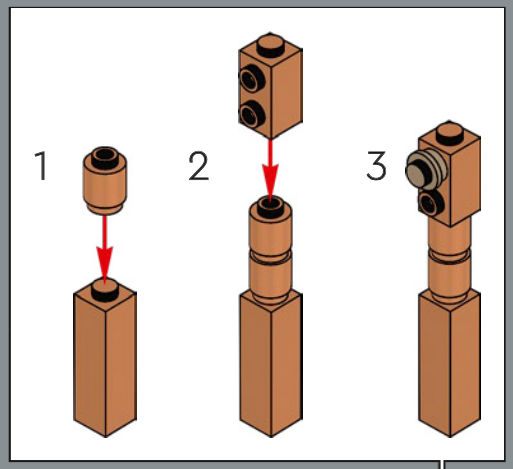

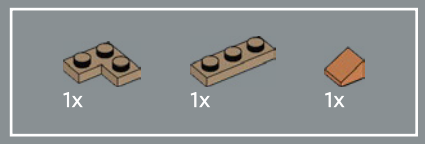

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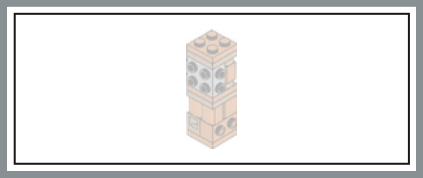

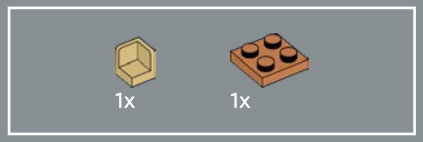

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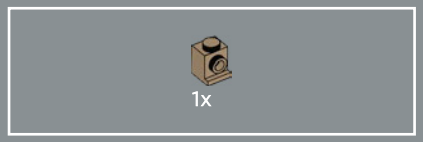

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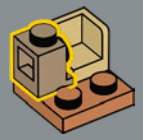

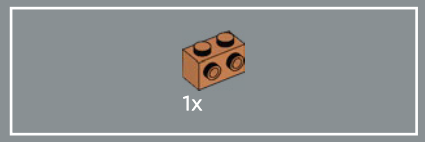

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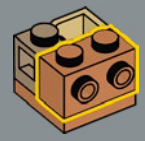

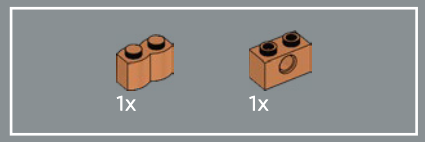

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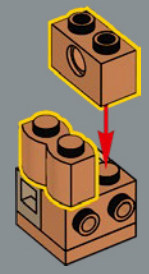



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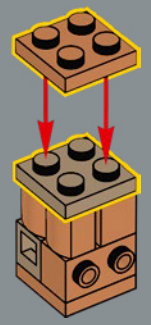



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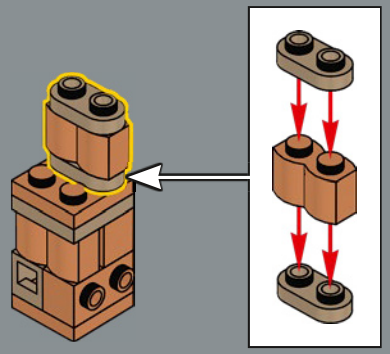



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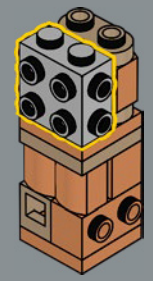



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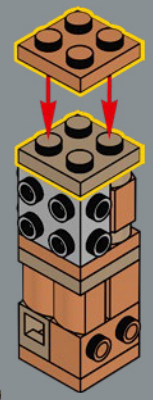



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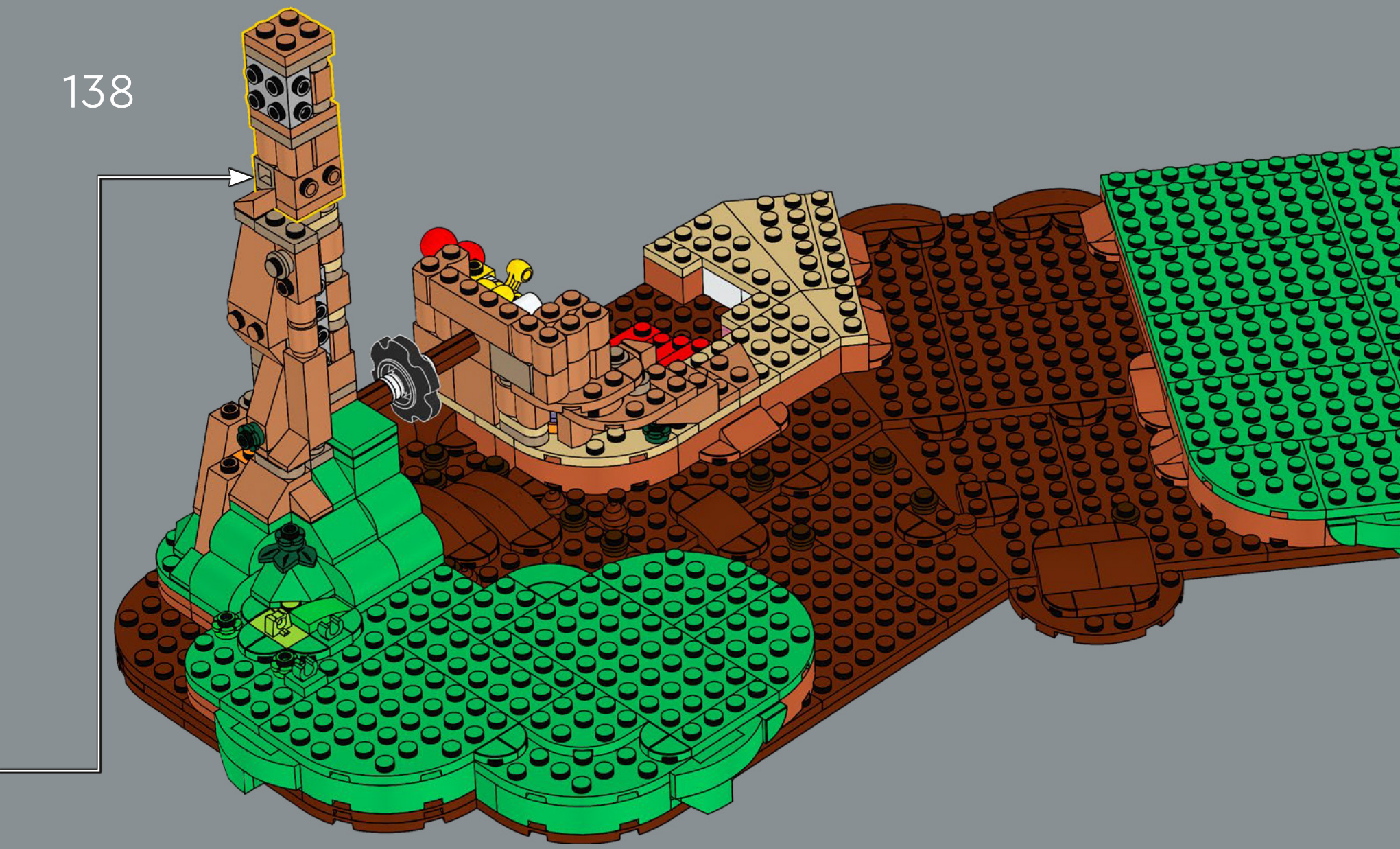

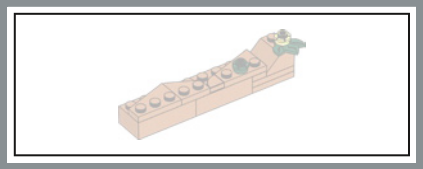



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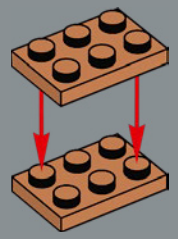

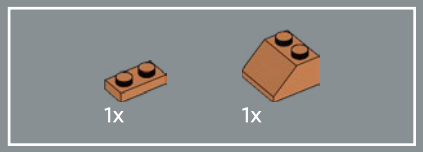

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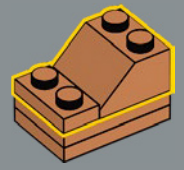



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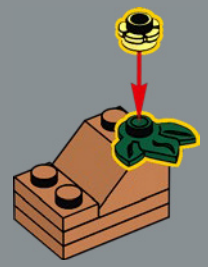

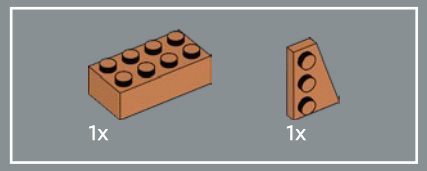

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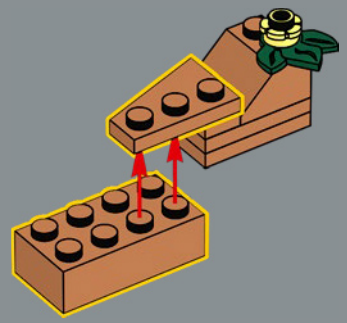



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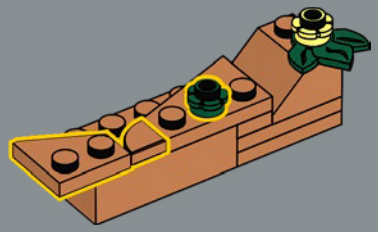

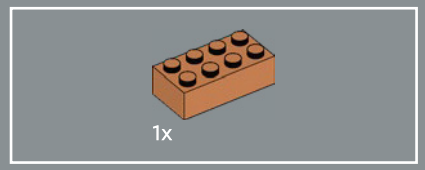

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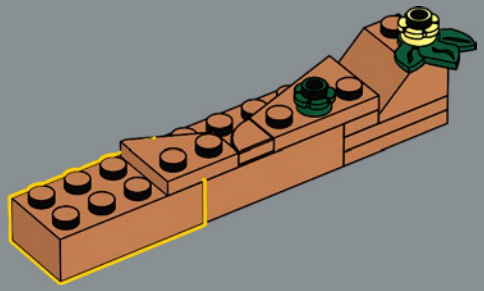

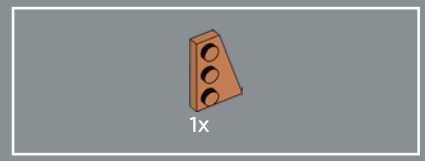

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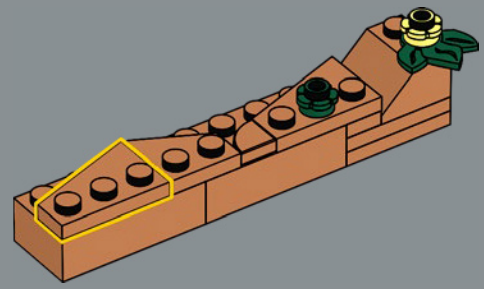

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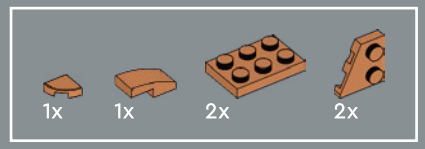

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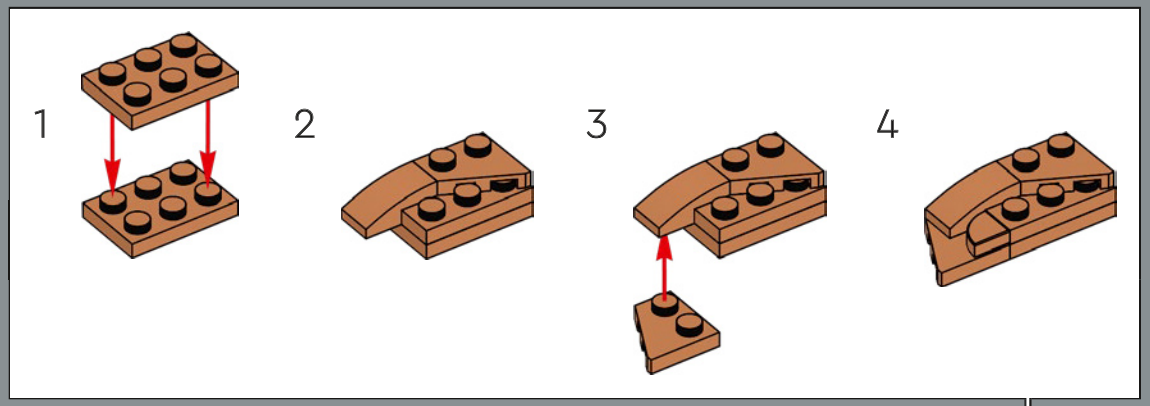

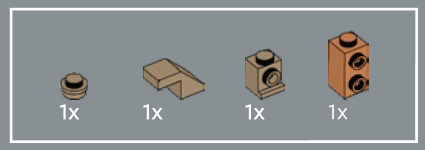

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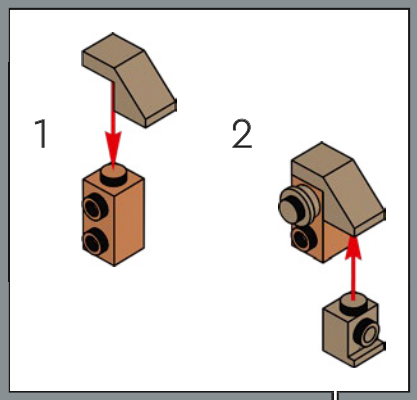

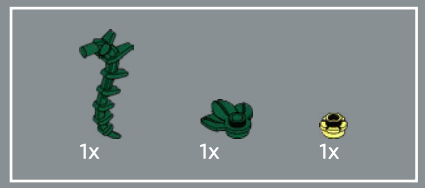

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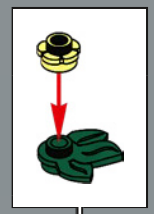

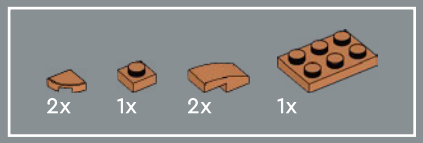

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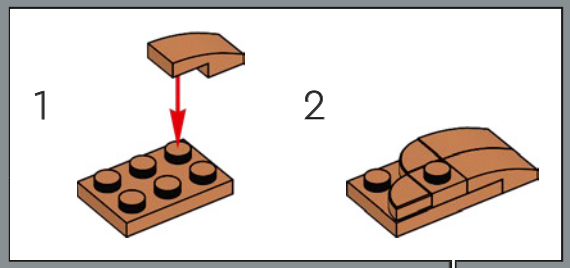

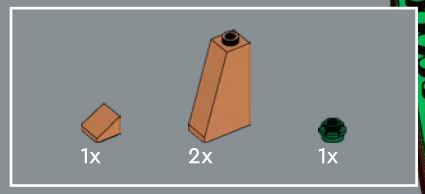

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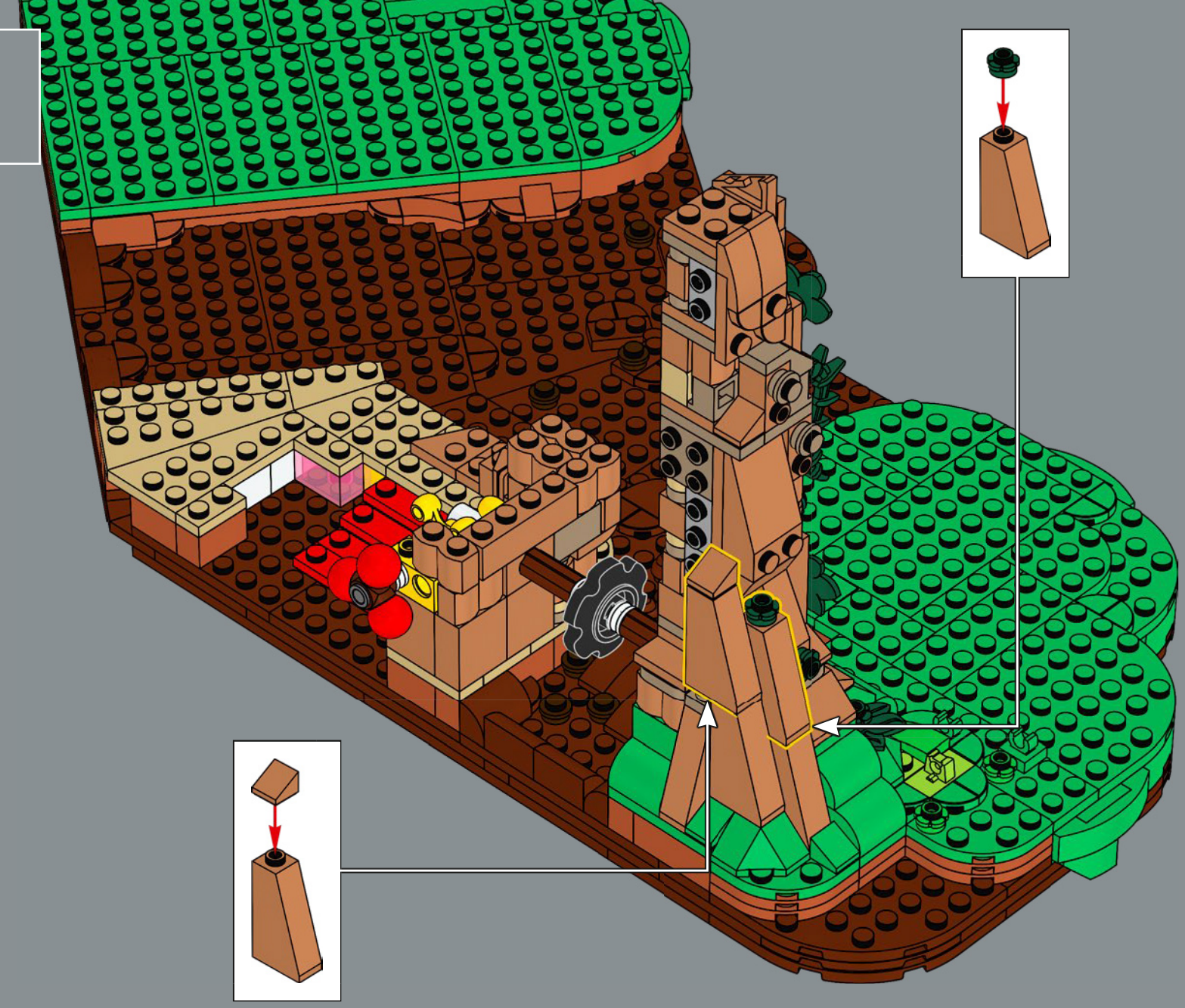

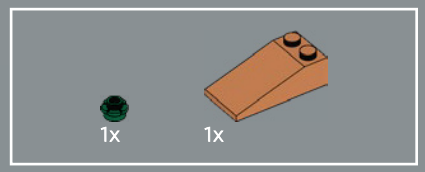

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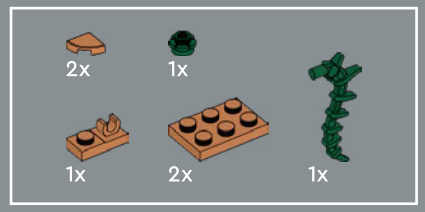

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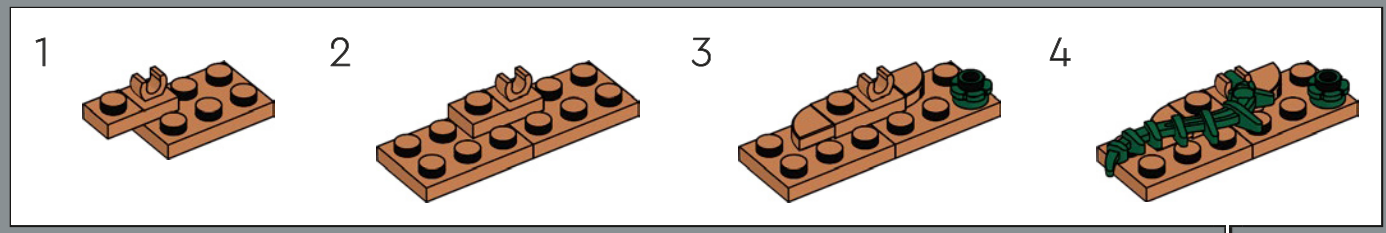


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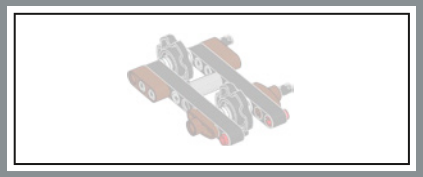

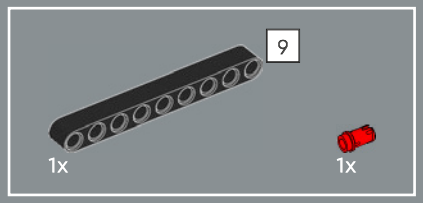

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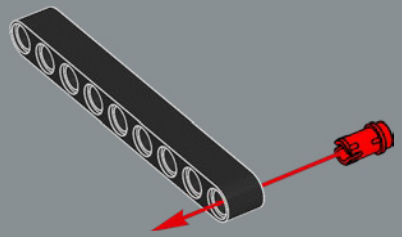

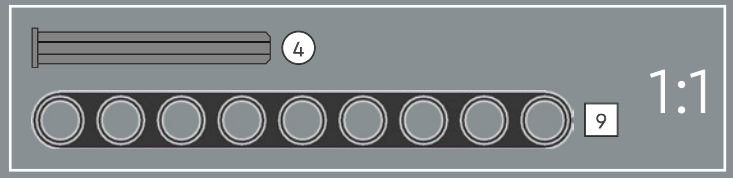

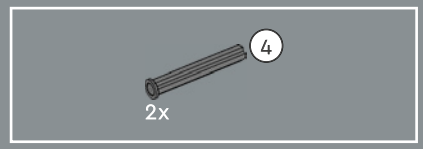

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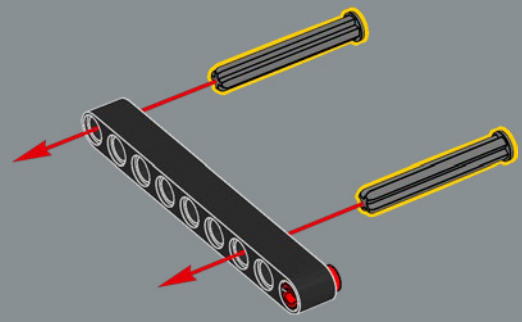



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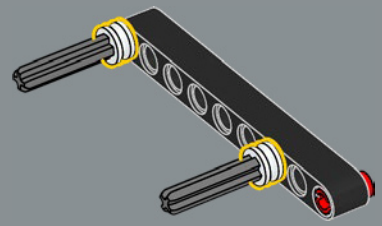



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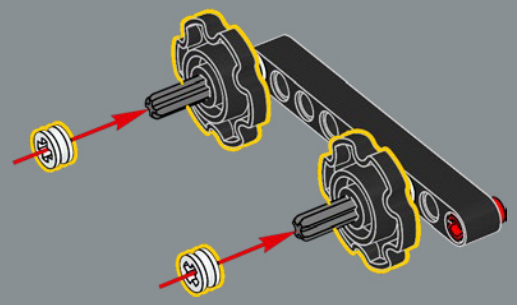

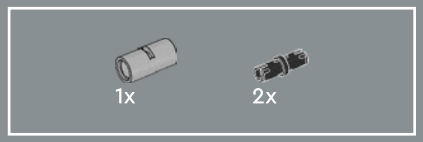

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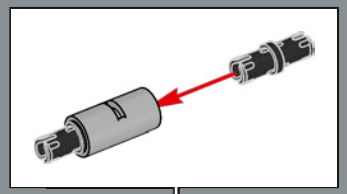

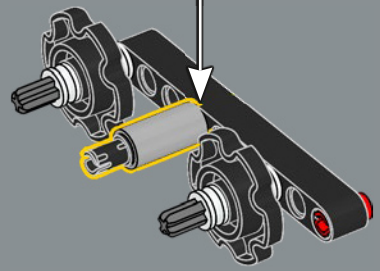

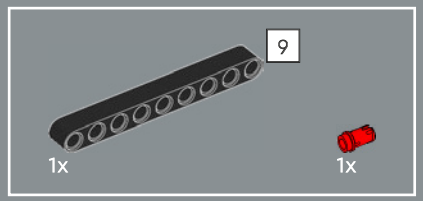

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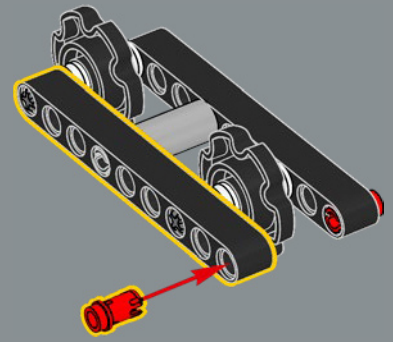

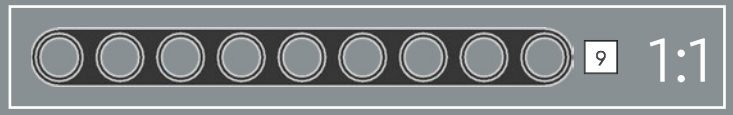

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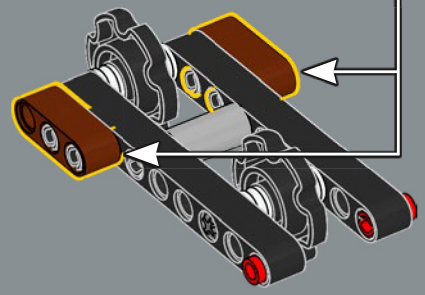

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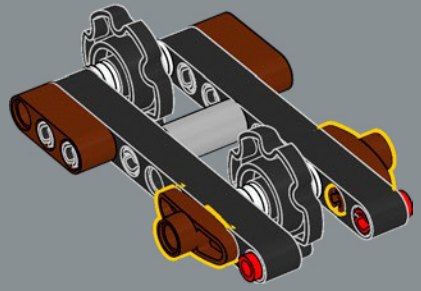

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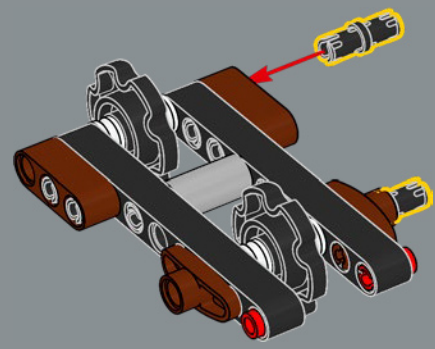

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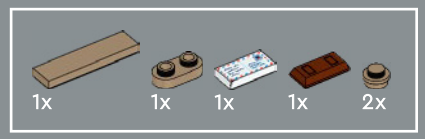

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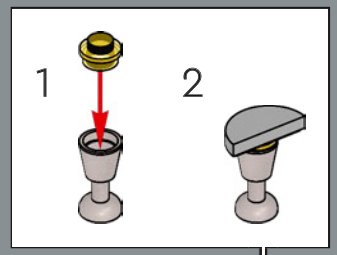

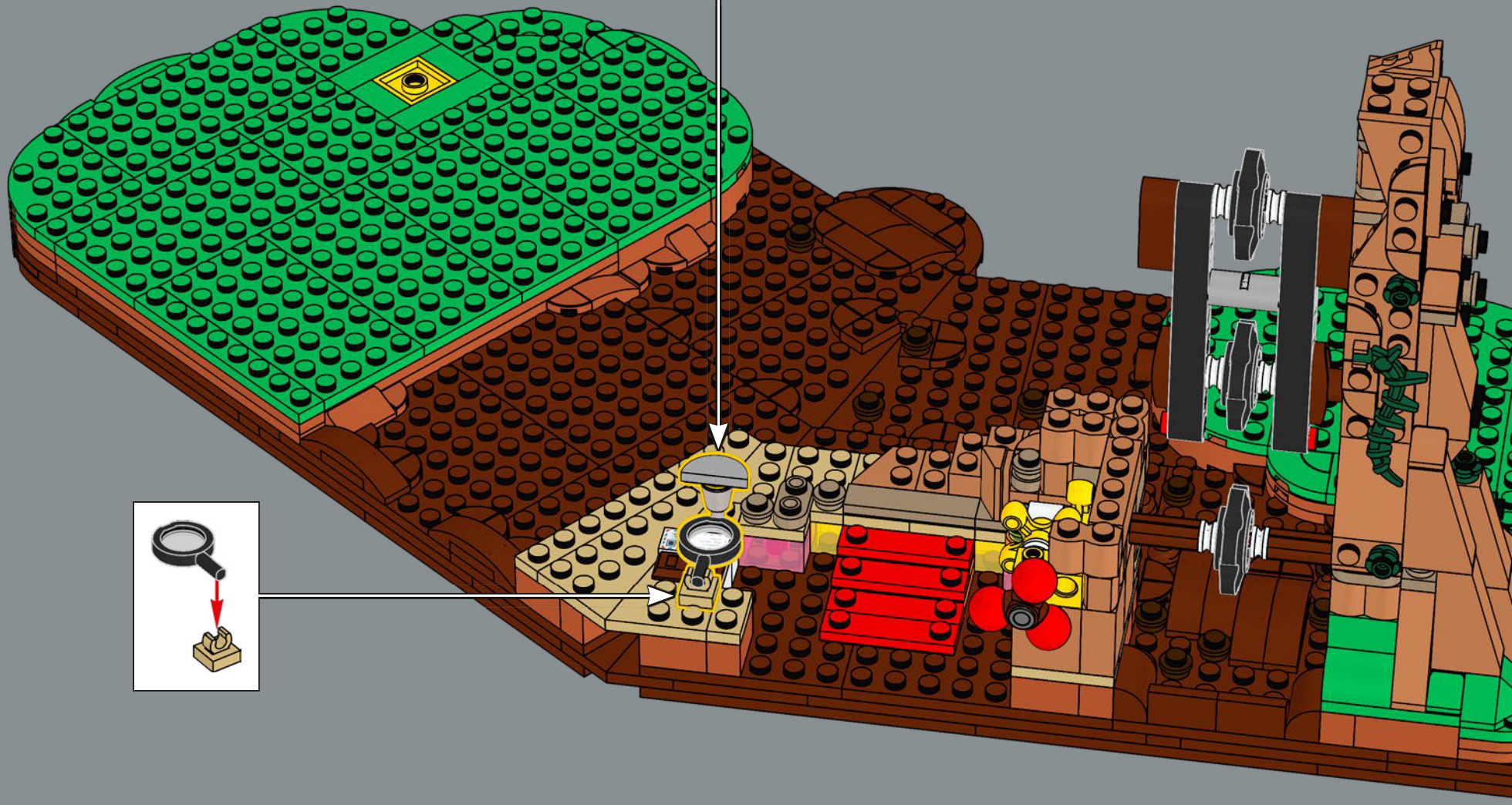



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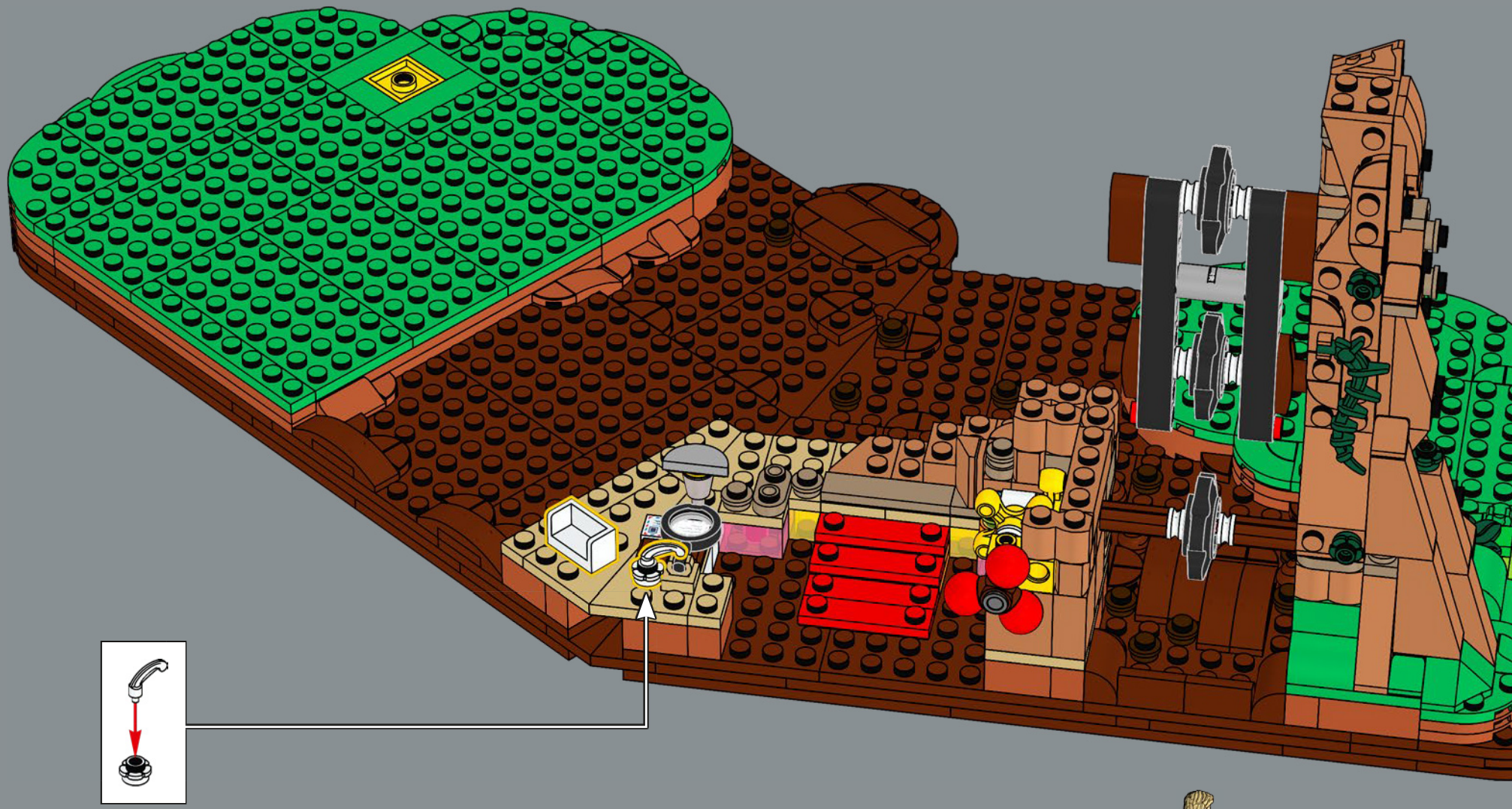





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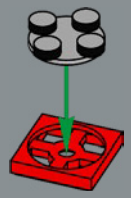



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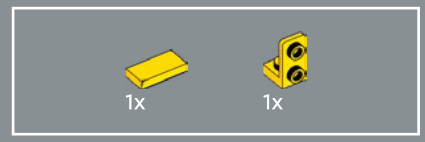

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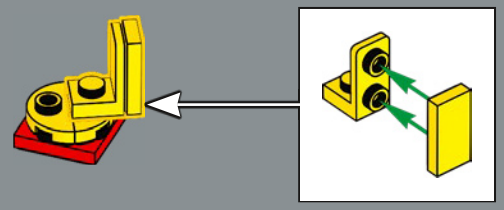



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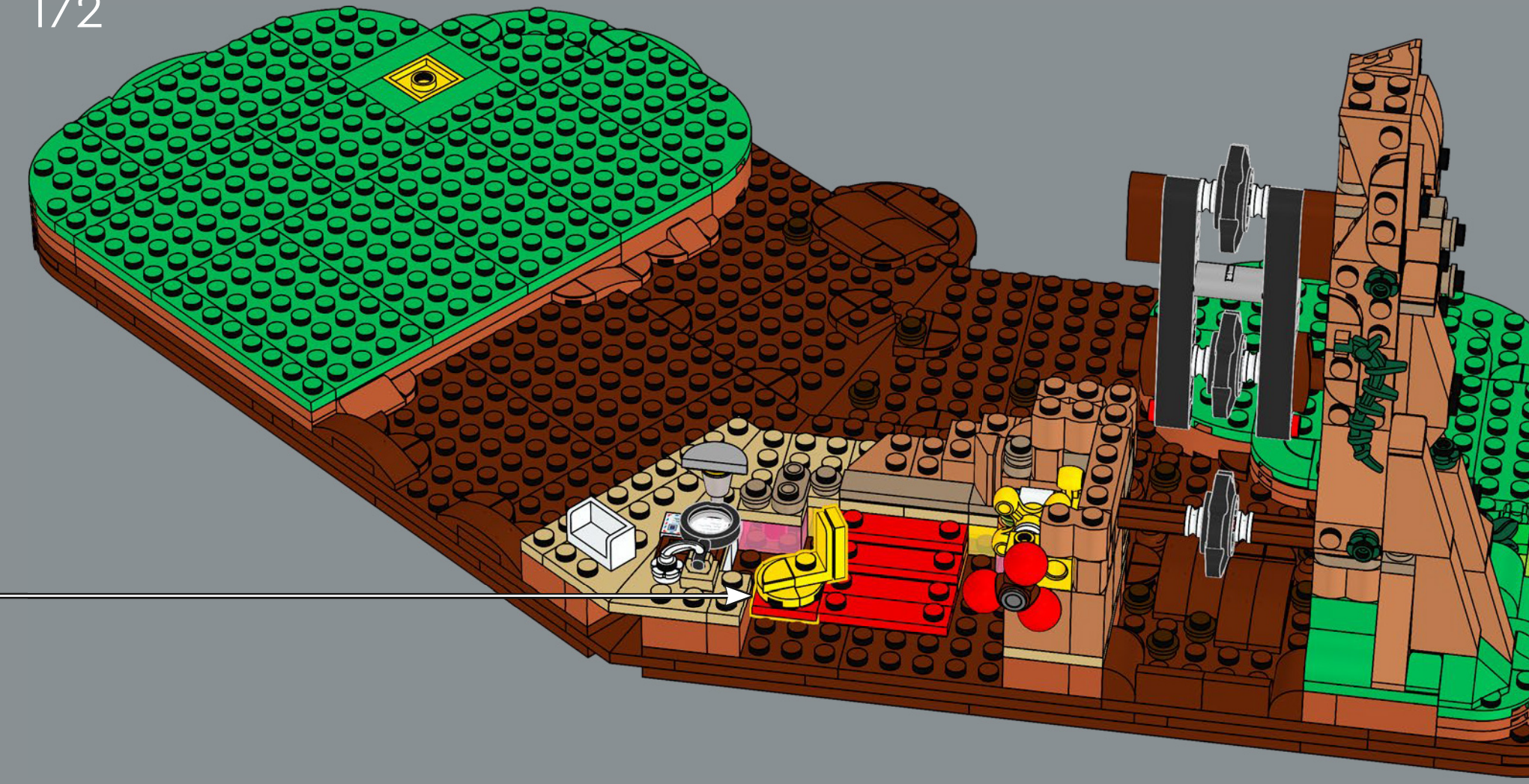
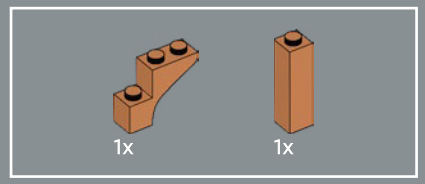
172





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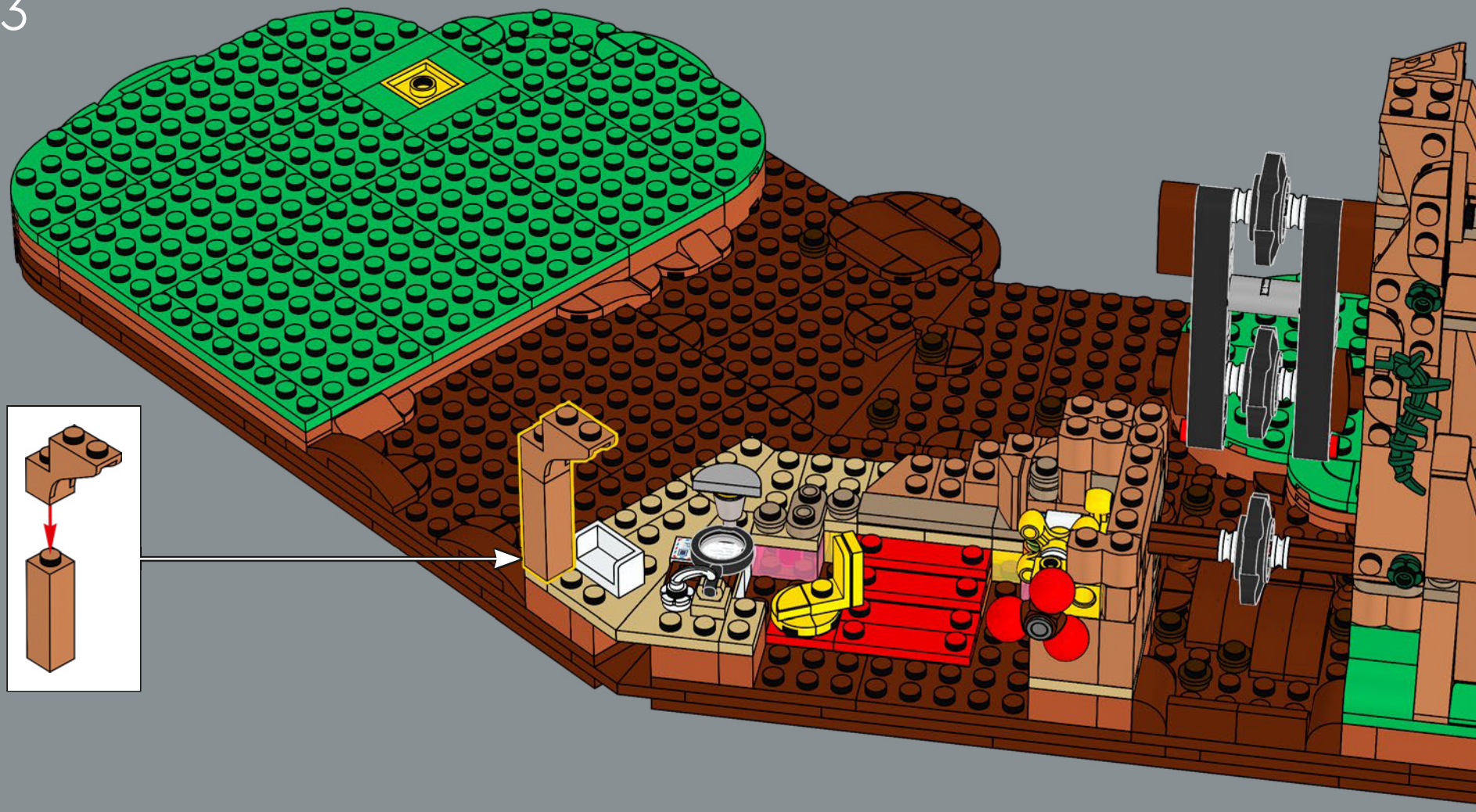

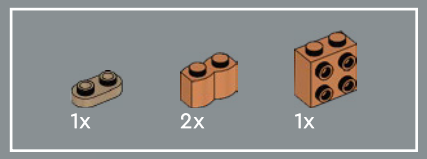

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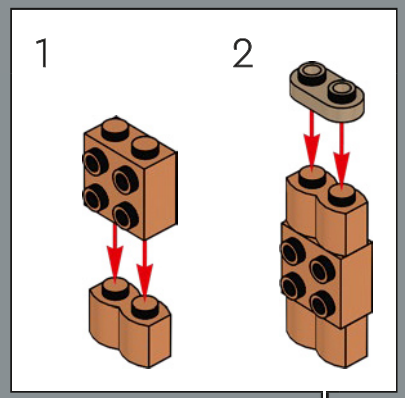

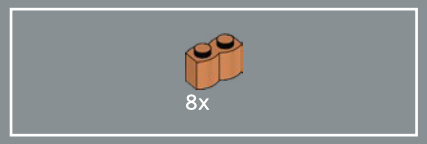

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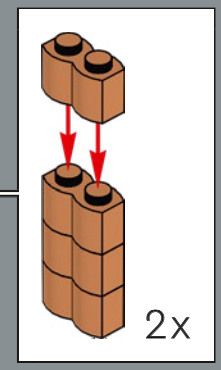

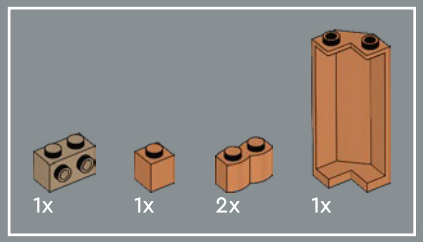

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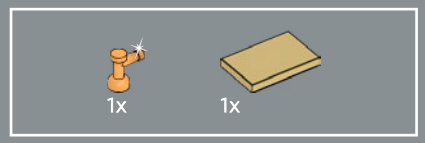

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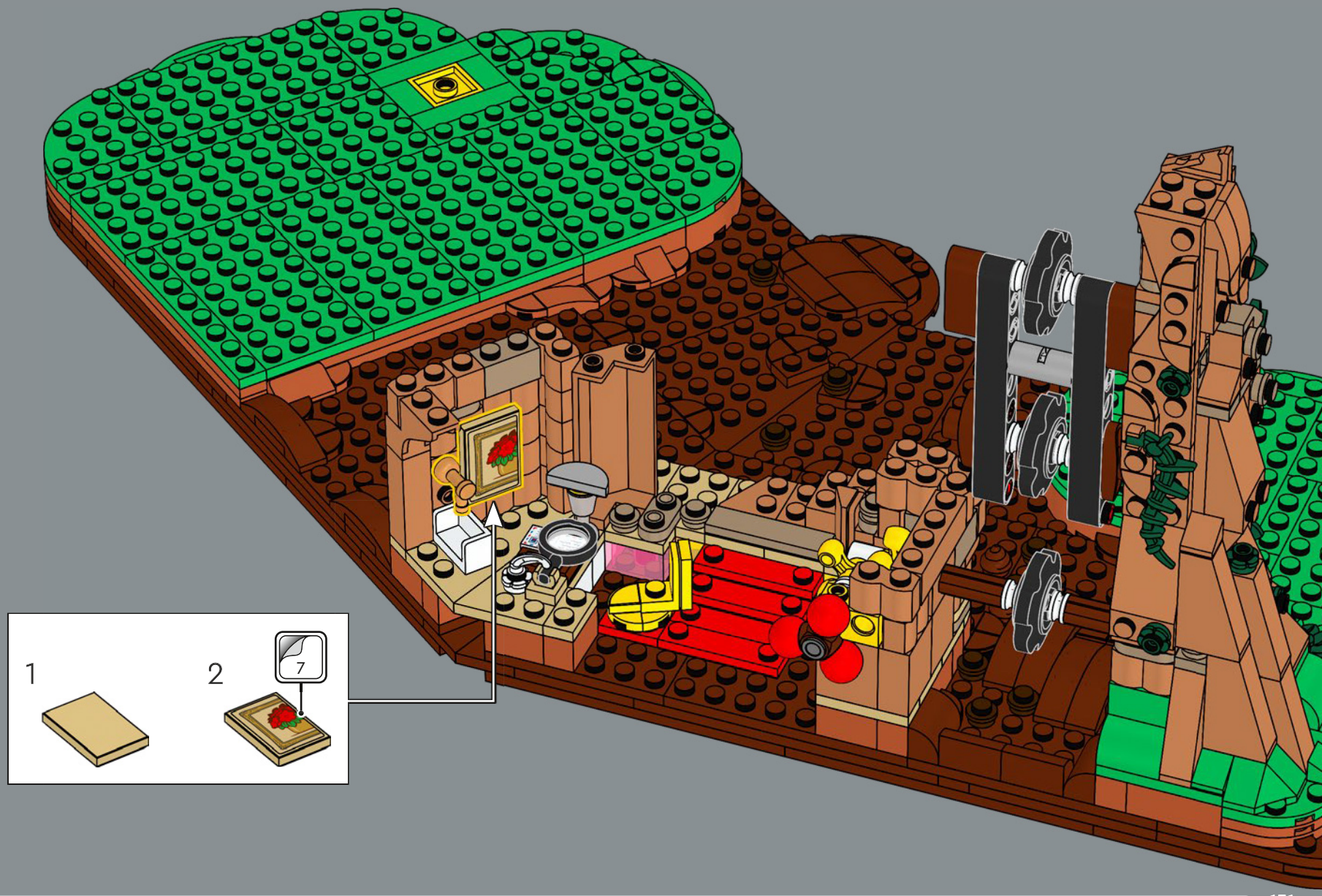

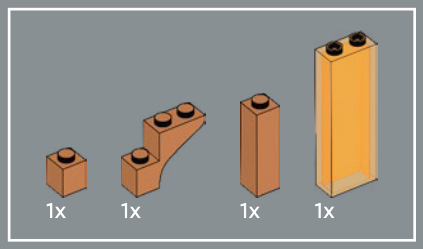

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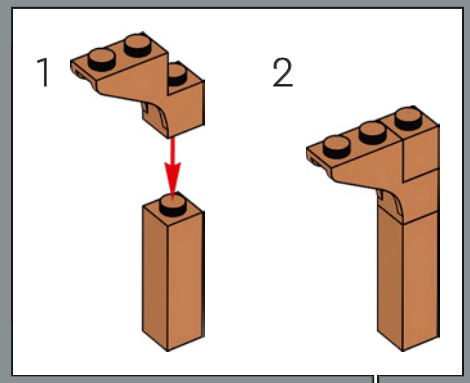

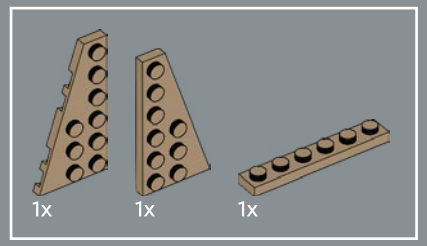

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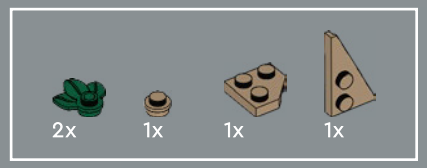

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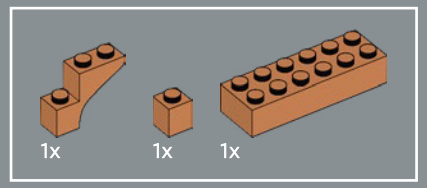

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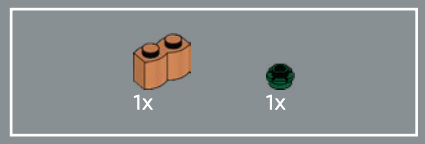

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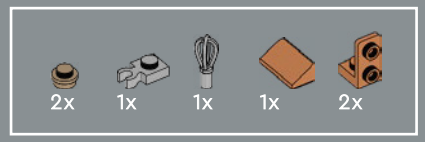

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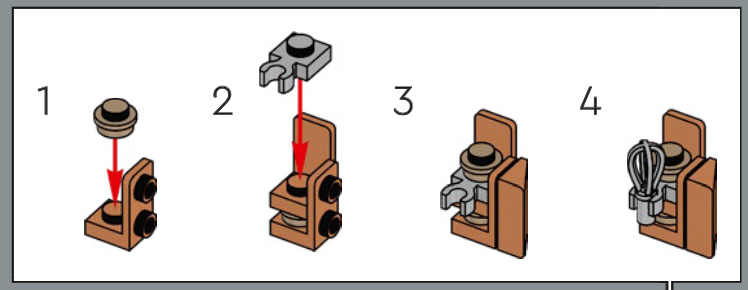

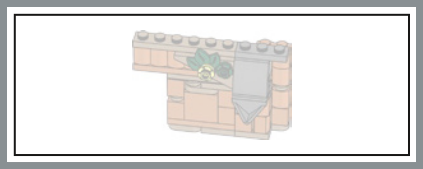

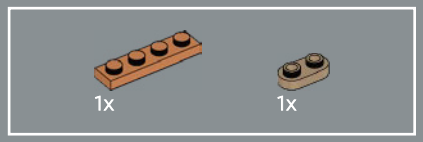

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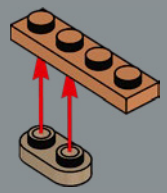

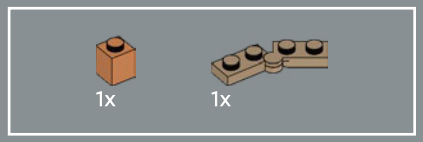

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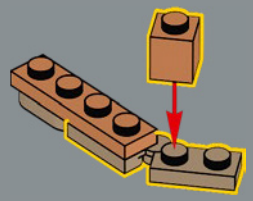

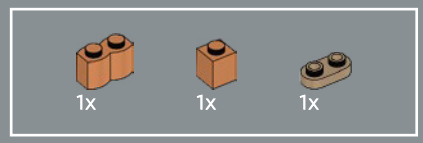

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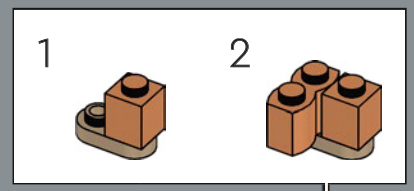

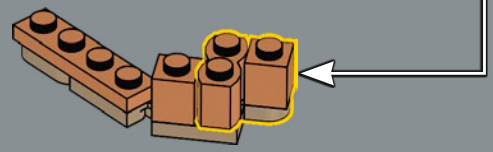

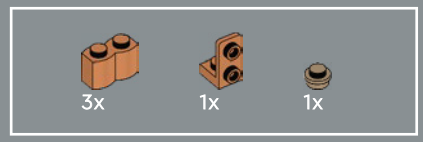

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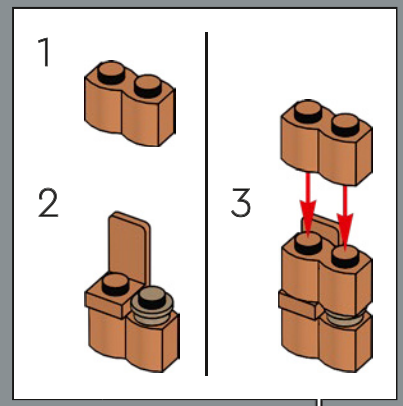

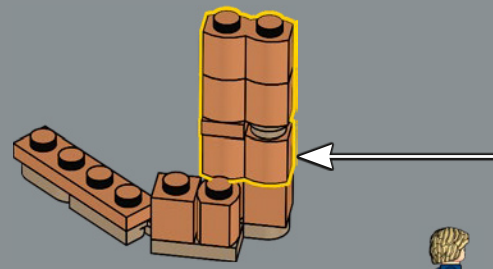

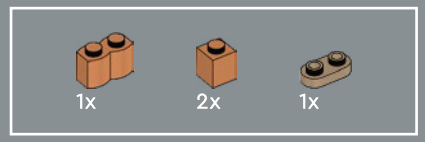

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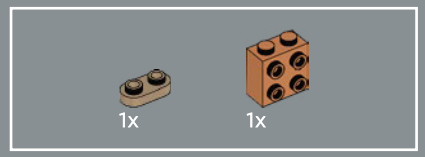

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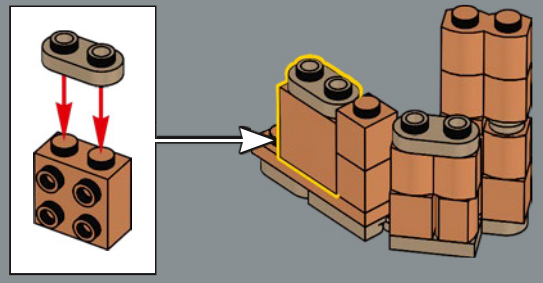

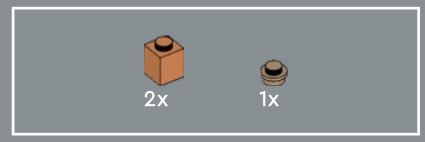

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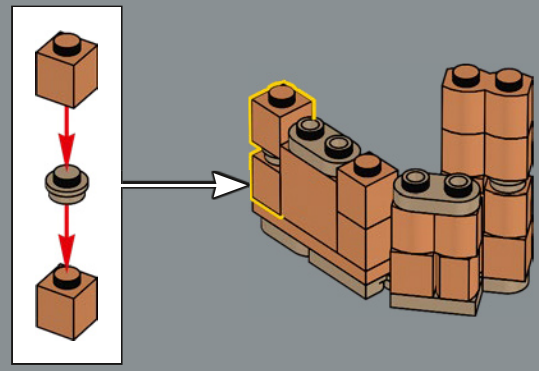

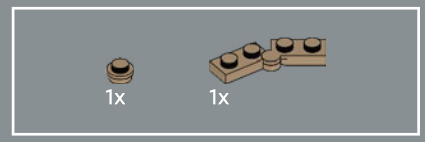

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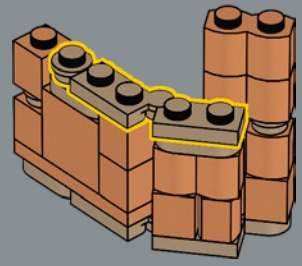

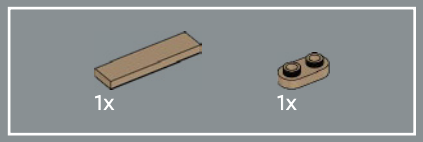

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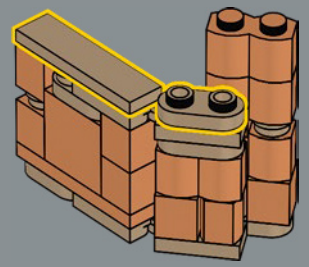

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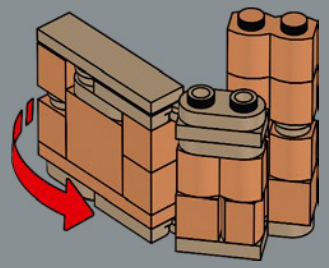

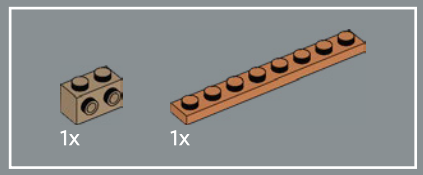

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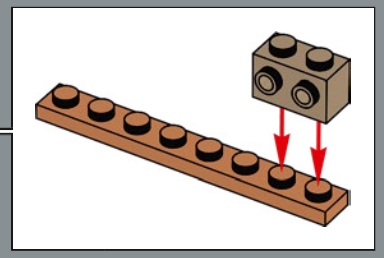

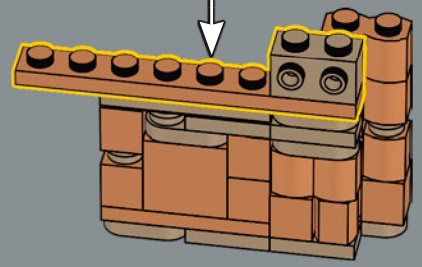

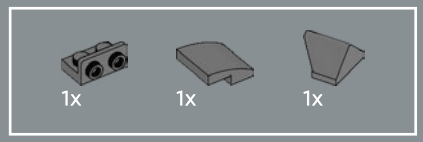

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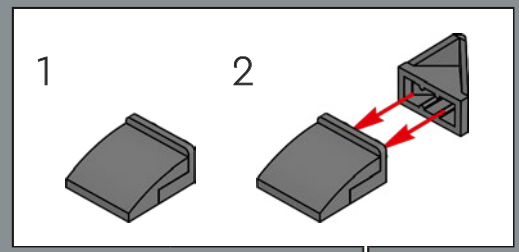

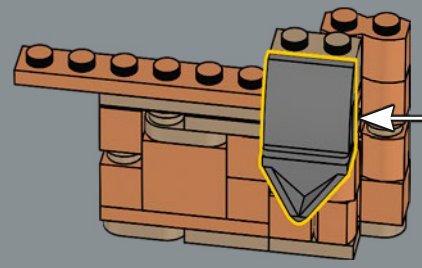



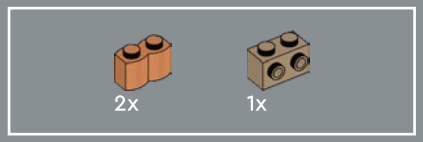

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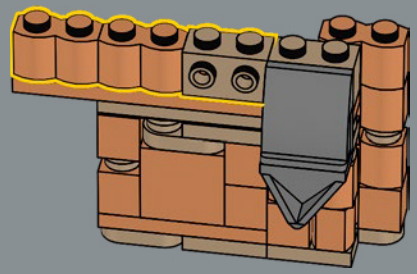

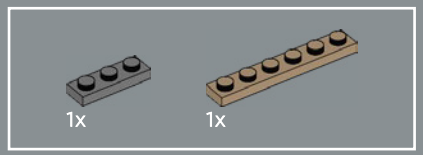

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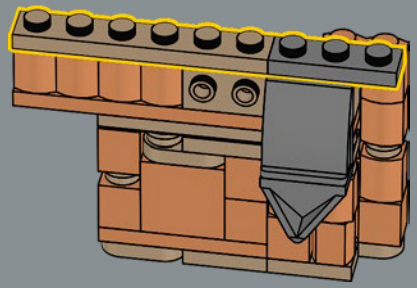

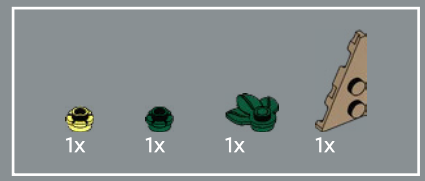

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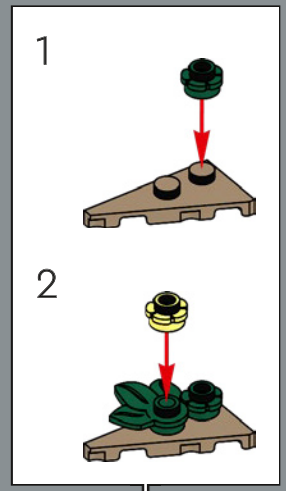

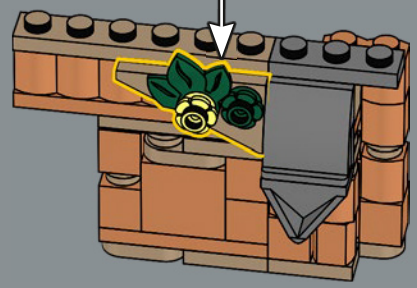

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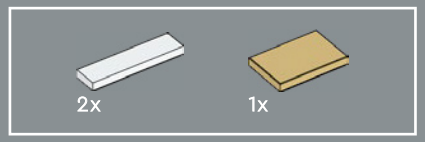

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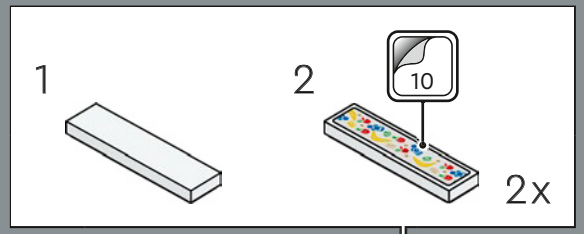

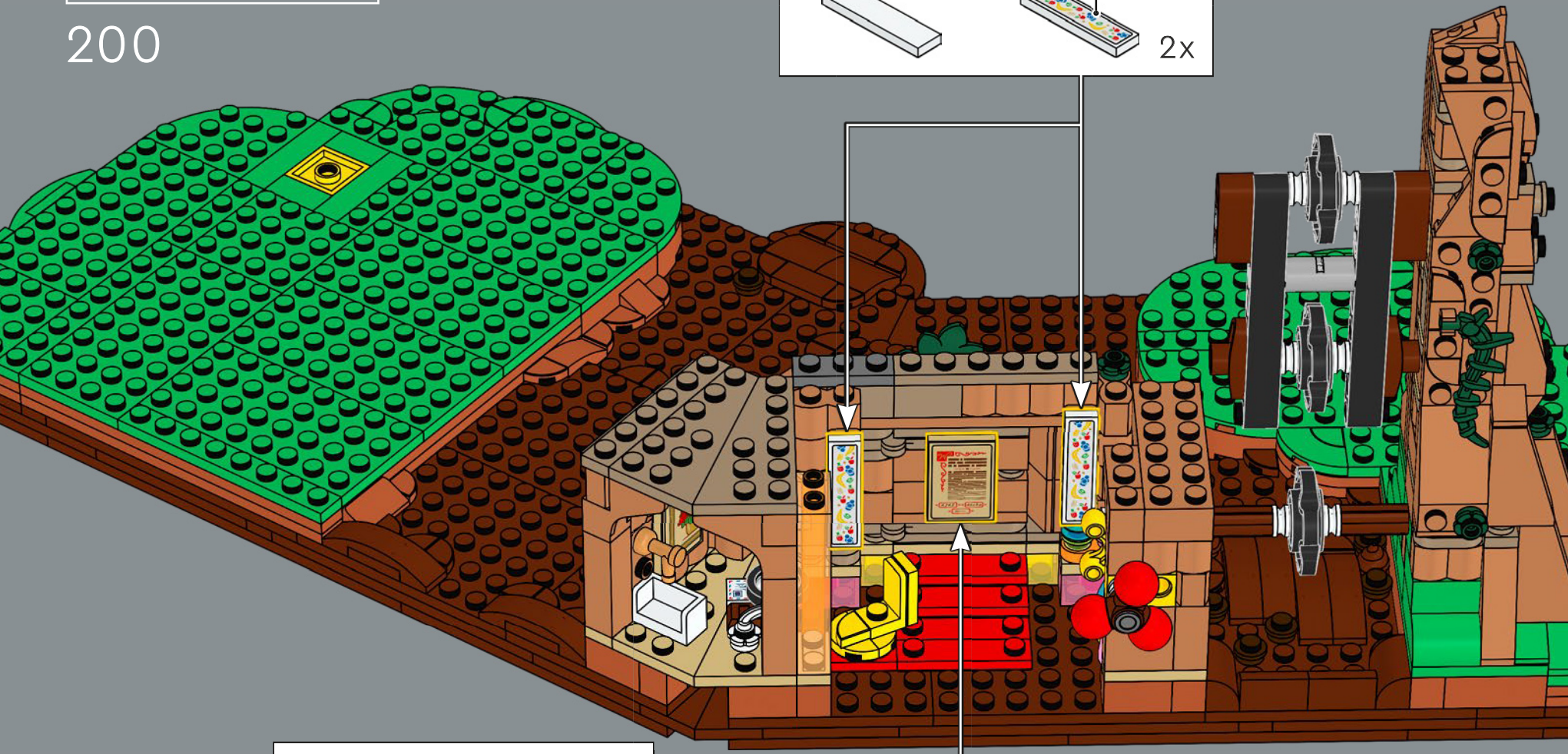

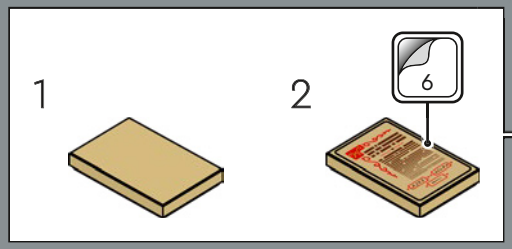


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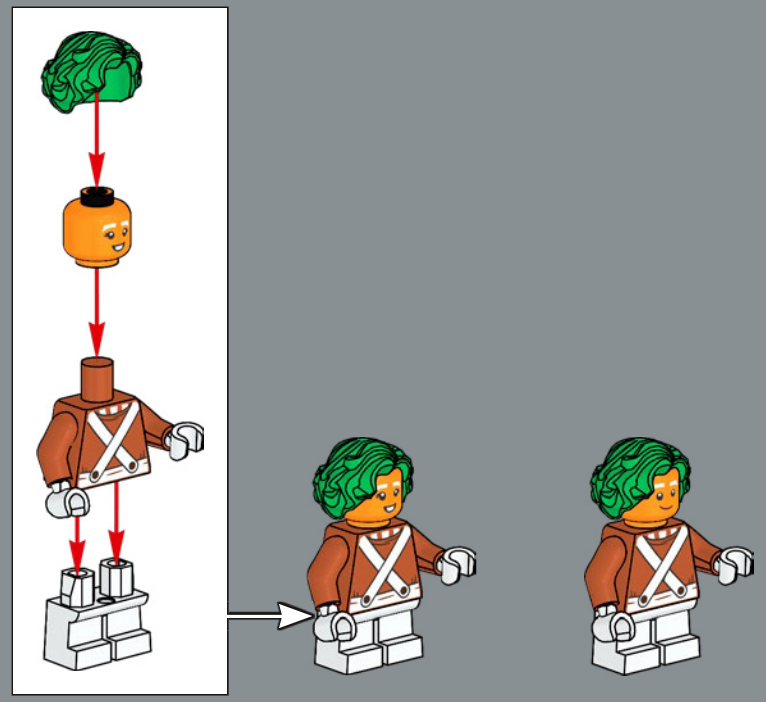

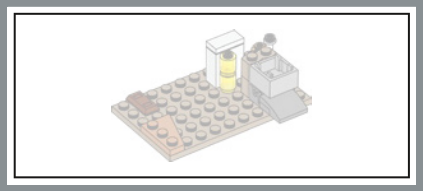

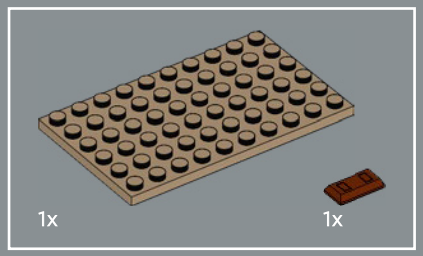

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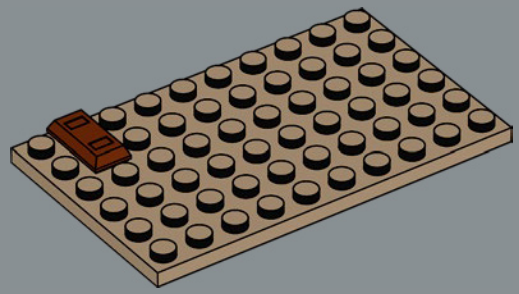



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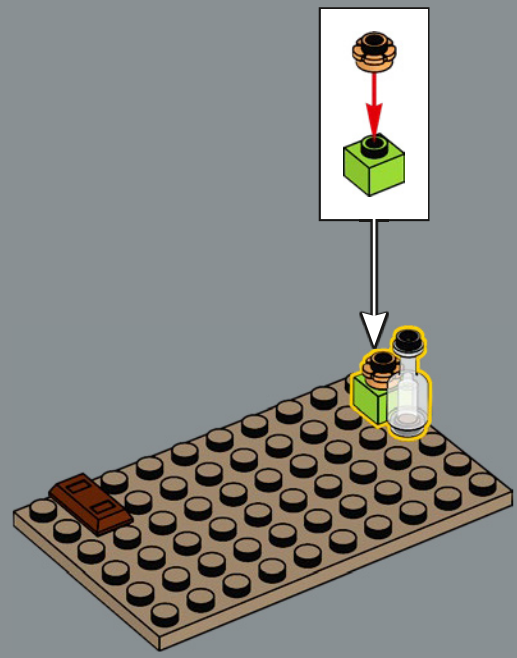

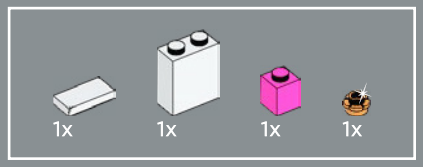

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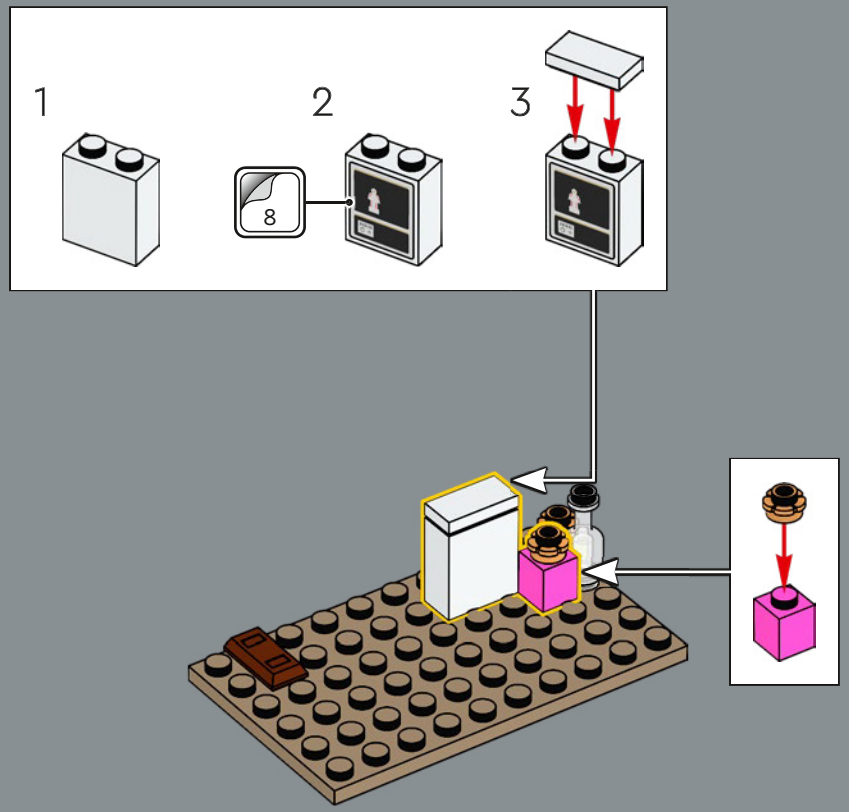

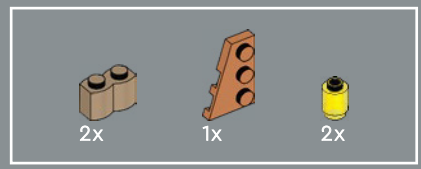

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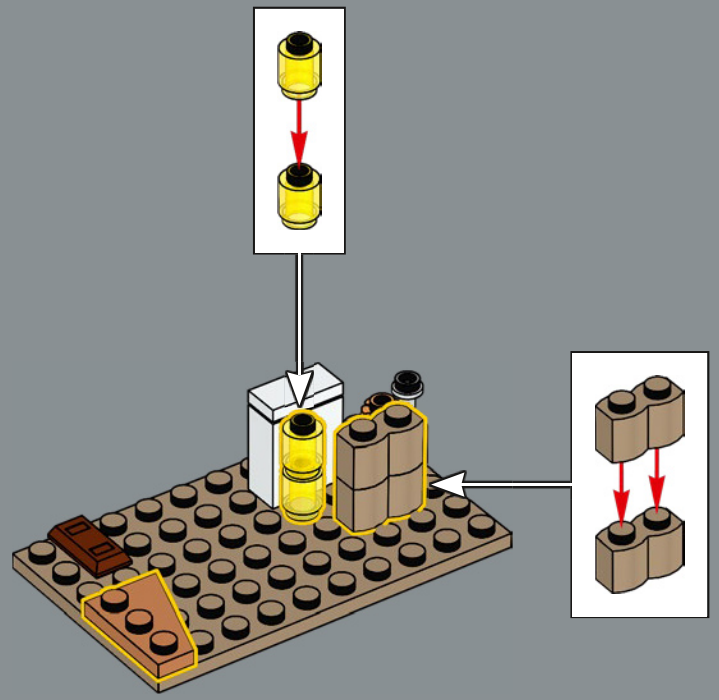

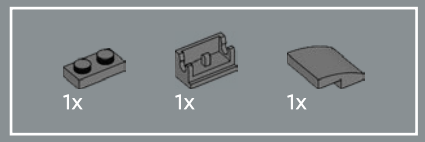

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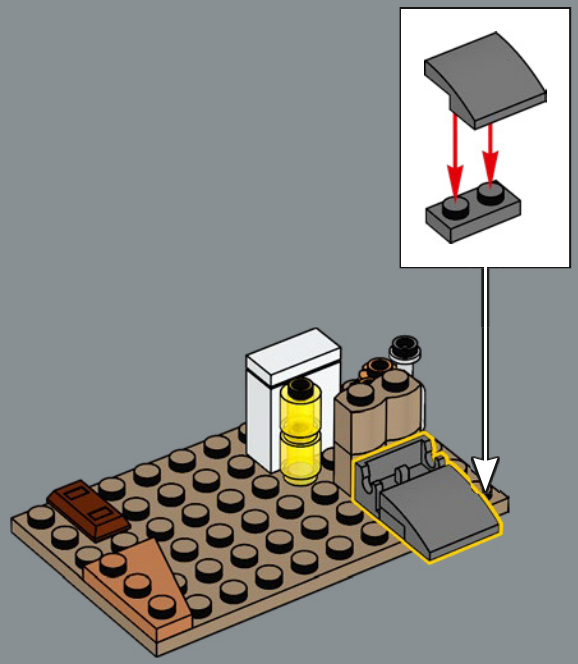

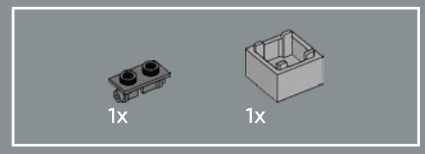

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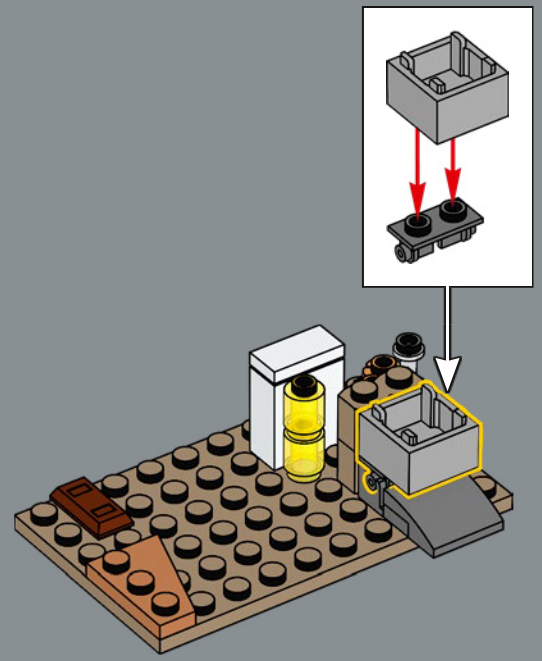

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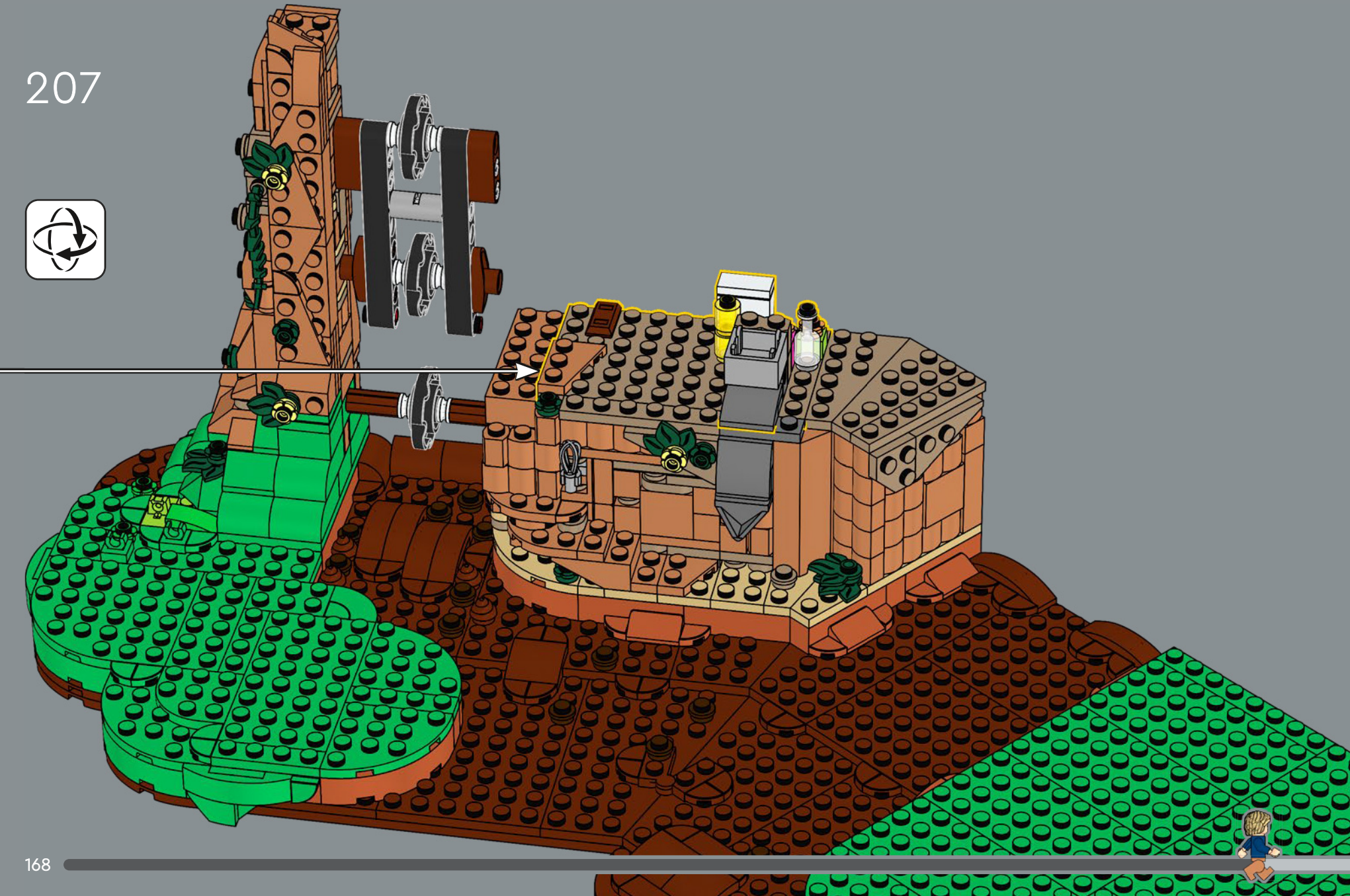

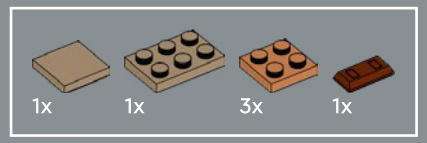

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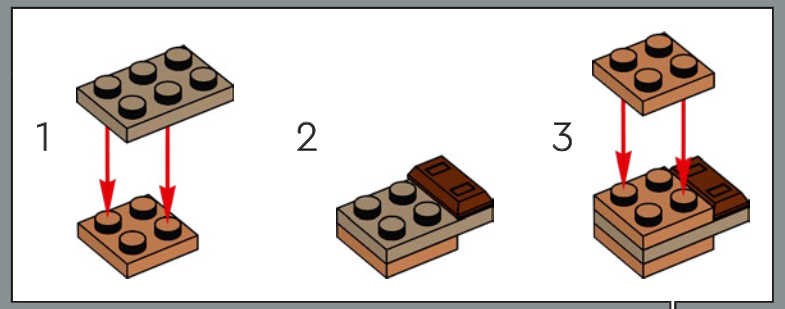



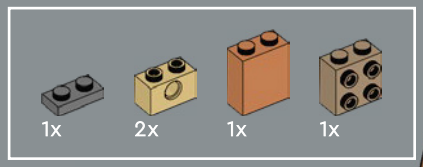

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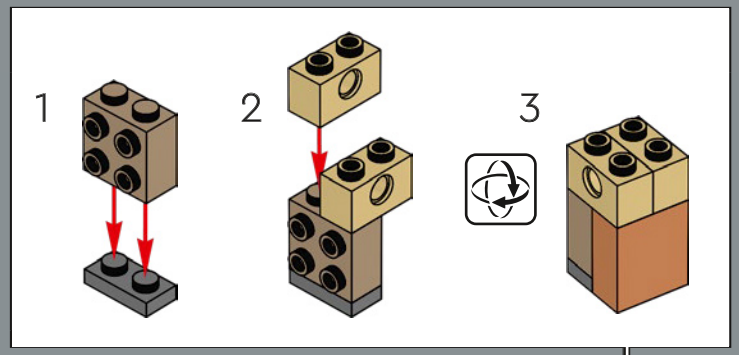



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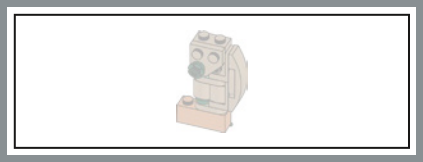

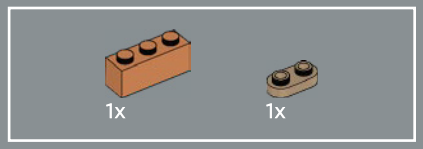

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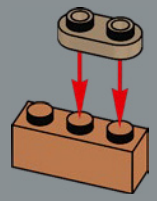

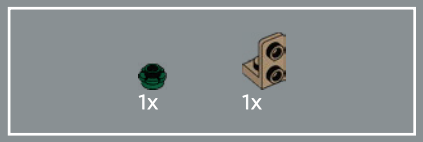

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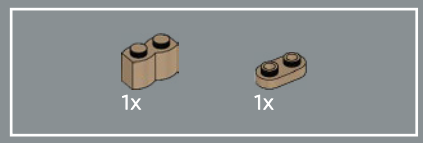

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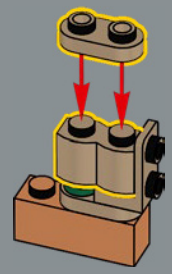

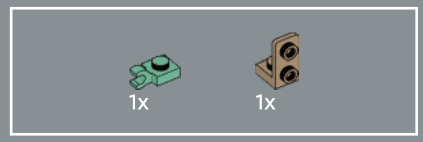

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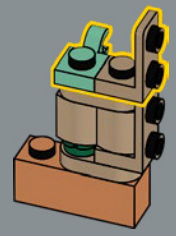

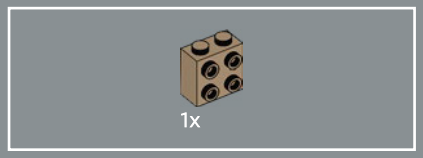

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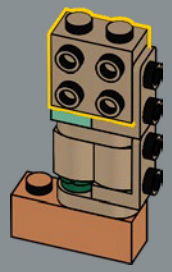



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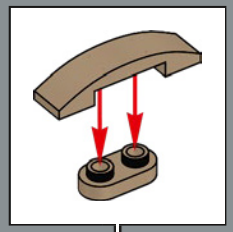

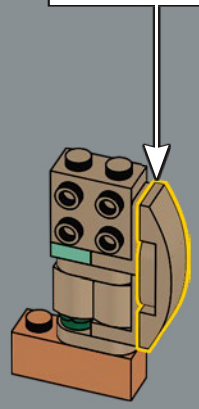



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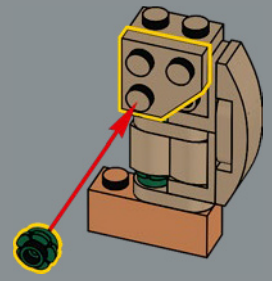

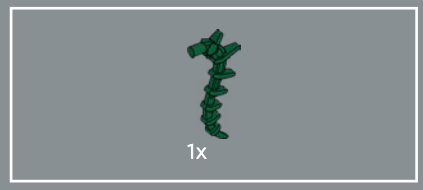

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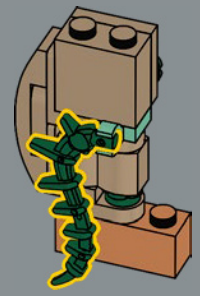

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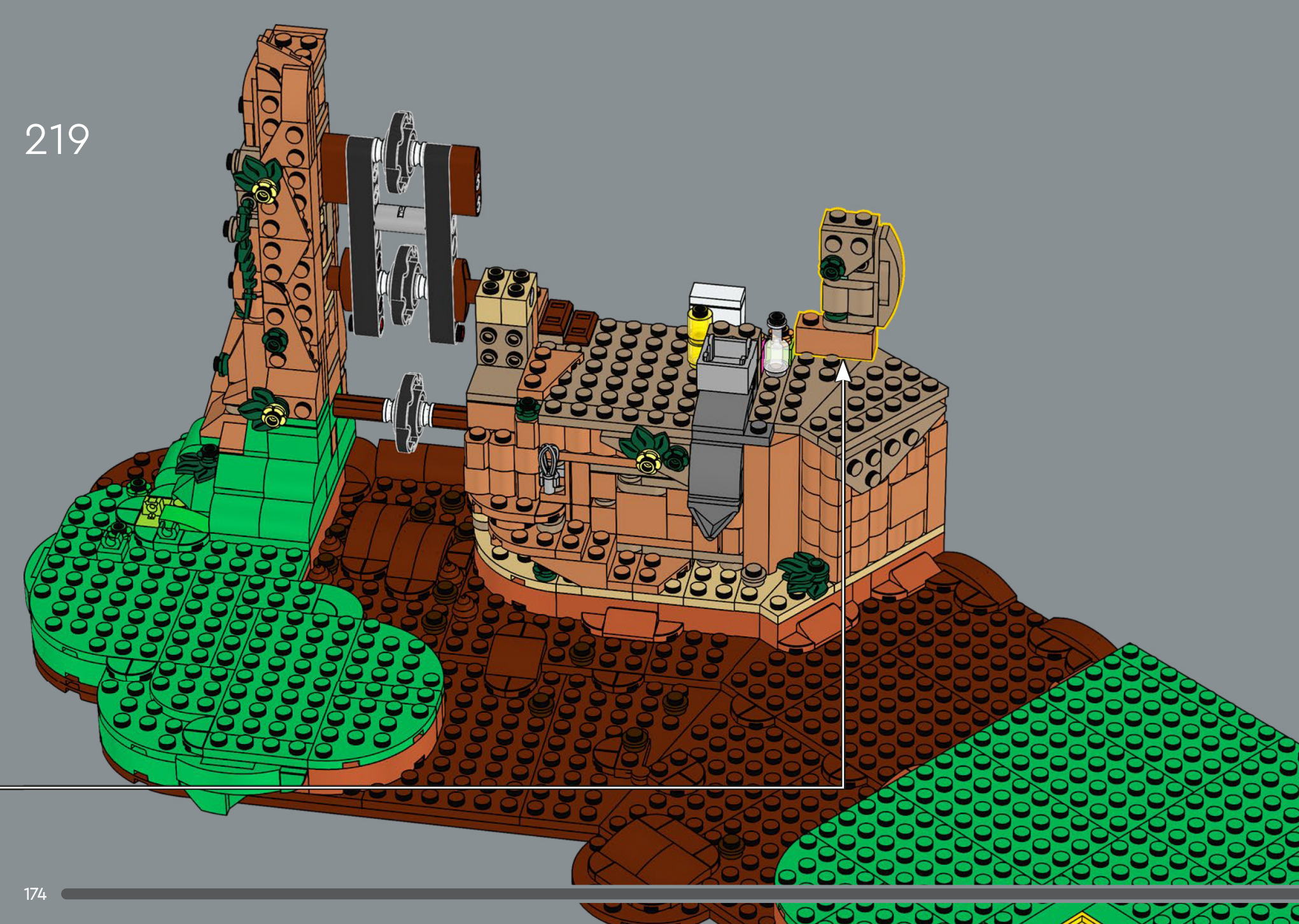

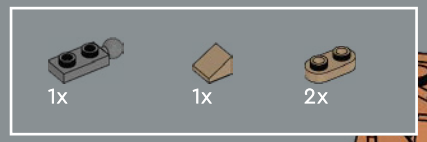

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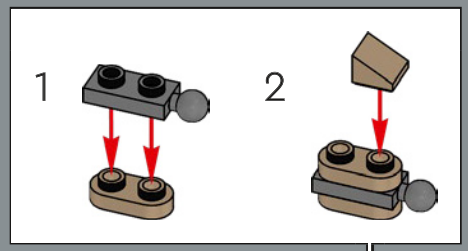

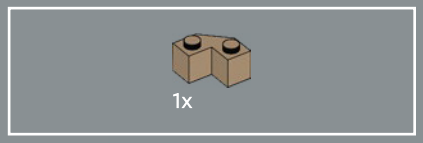

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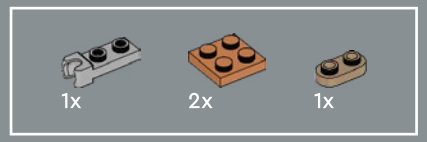

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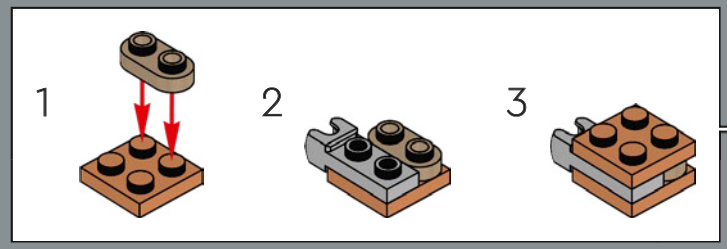

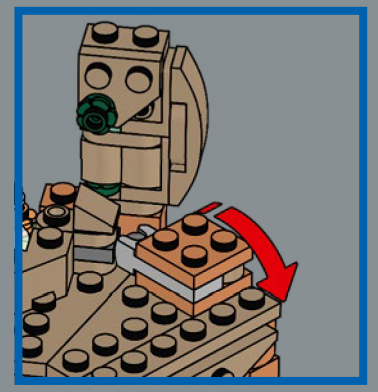

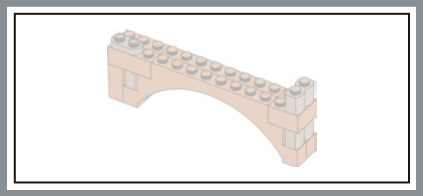

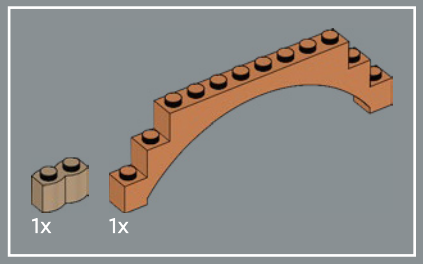

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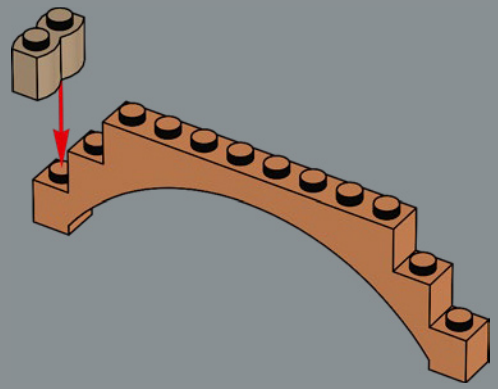

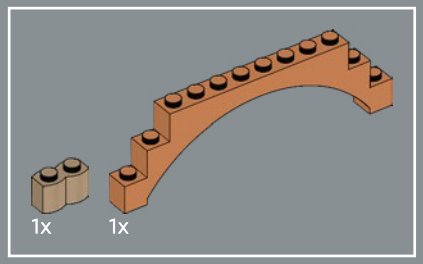

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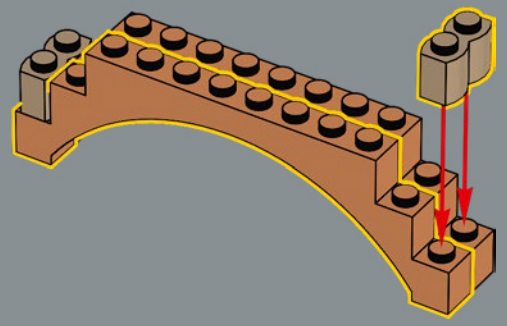



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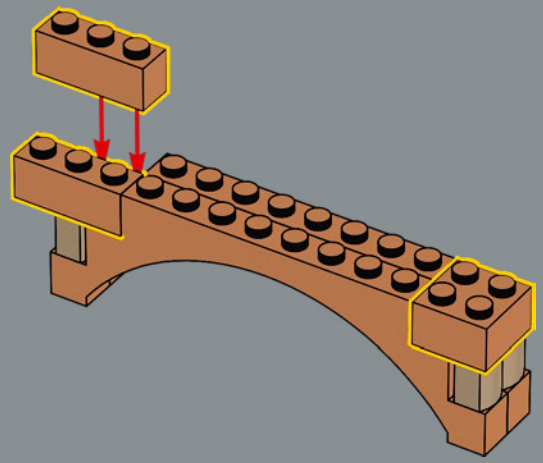

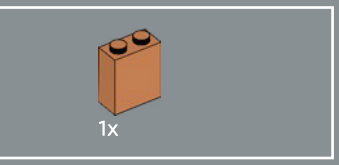

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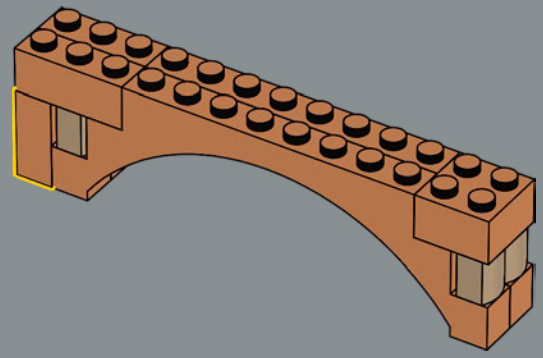



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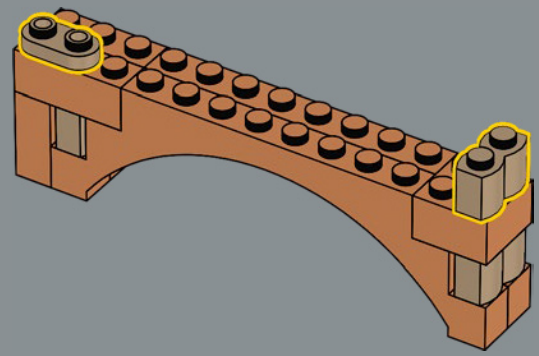



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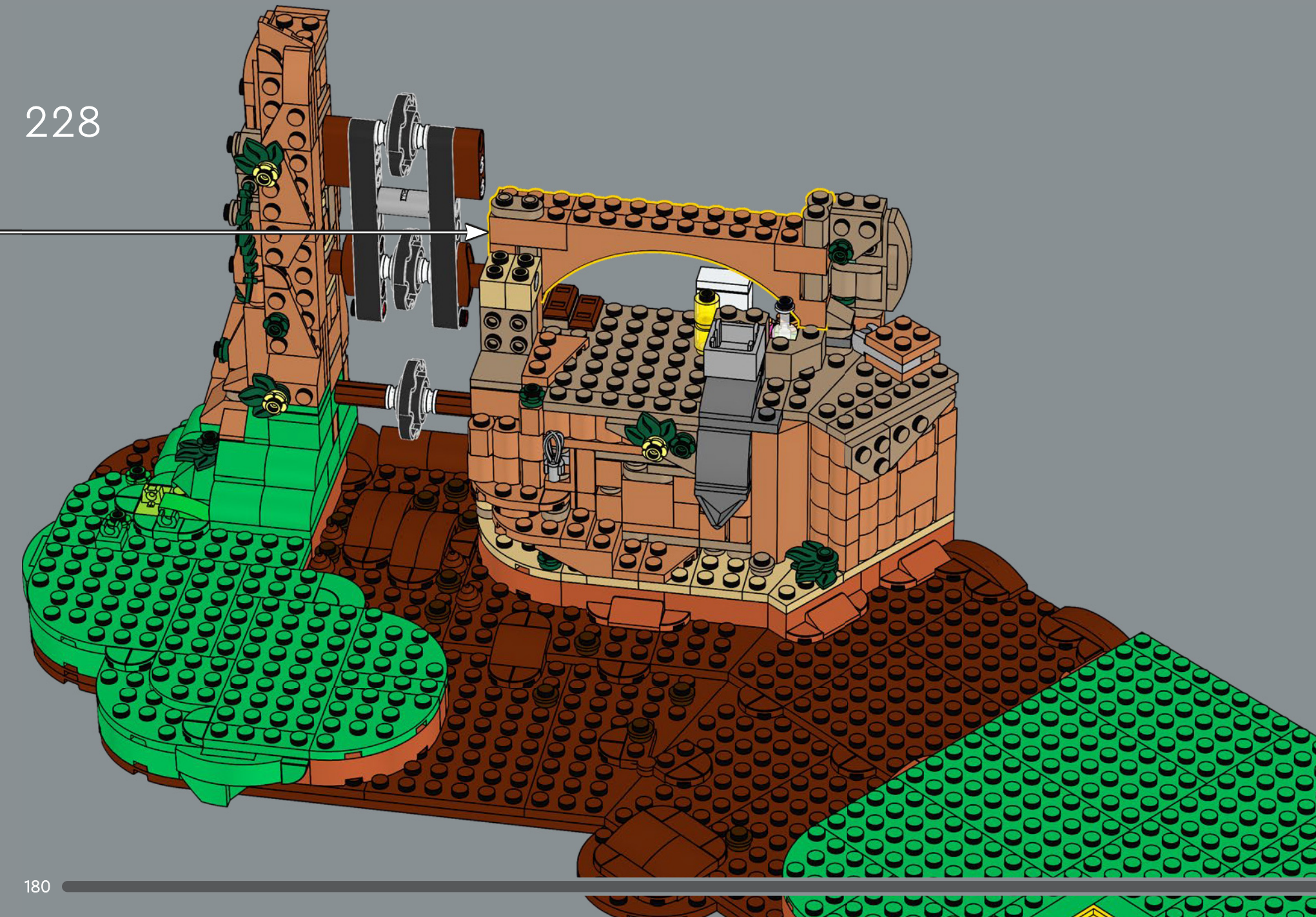

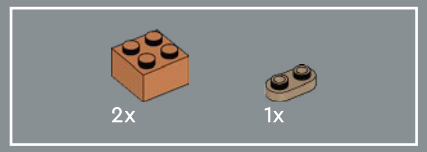

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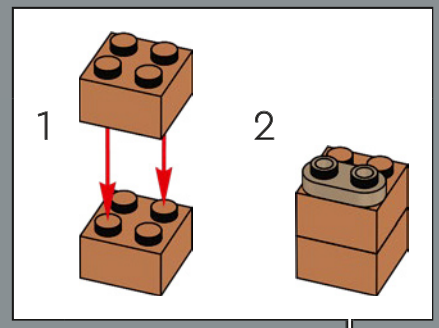

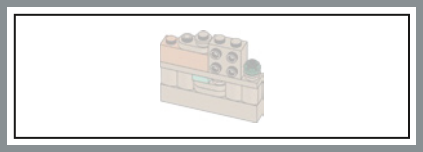

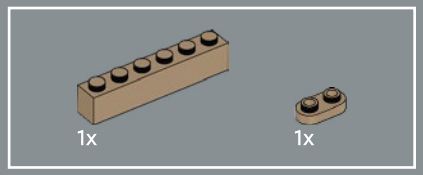

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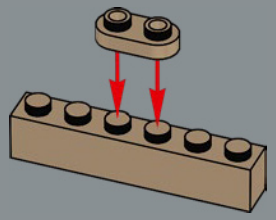

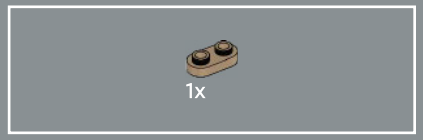

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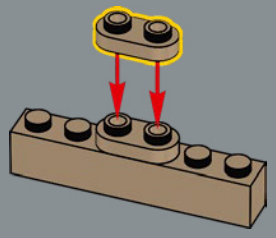



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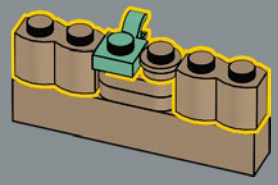

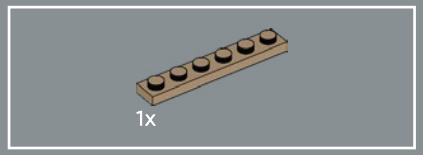

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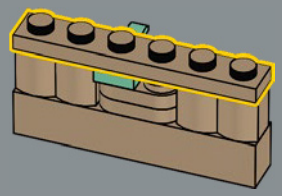

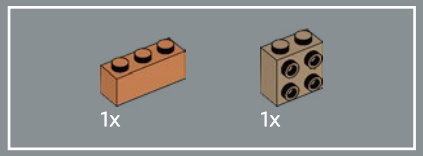

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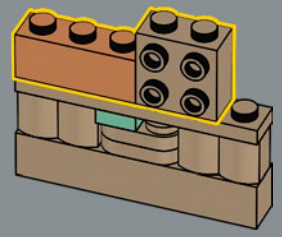



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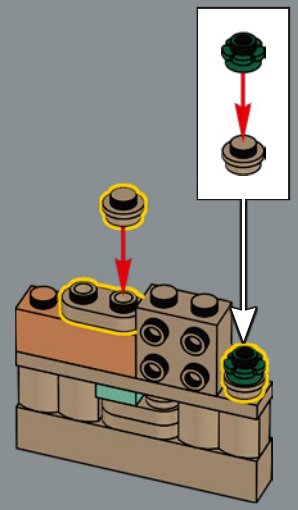



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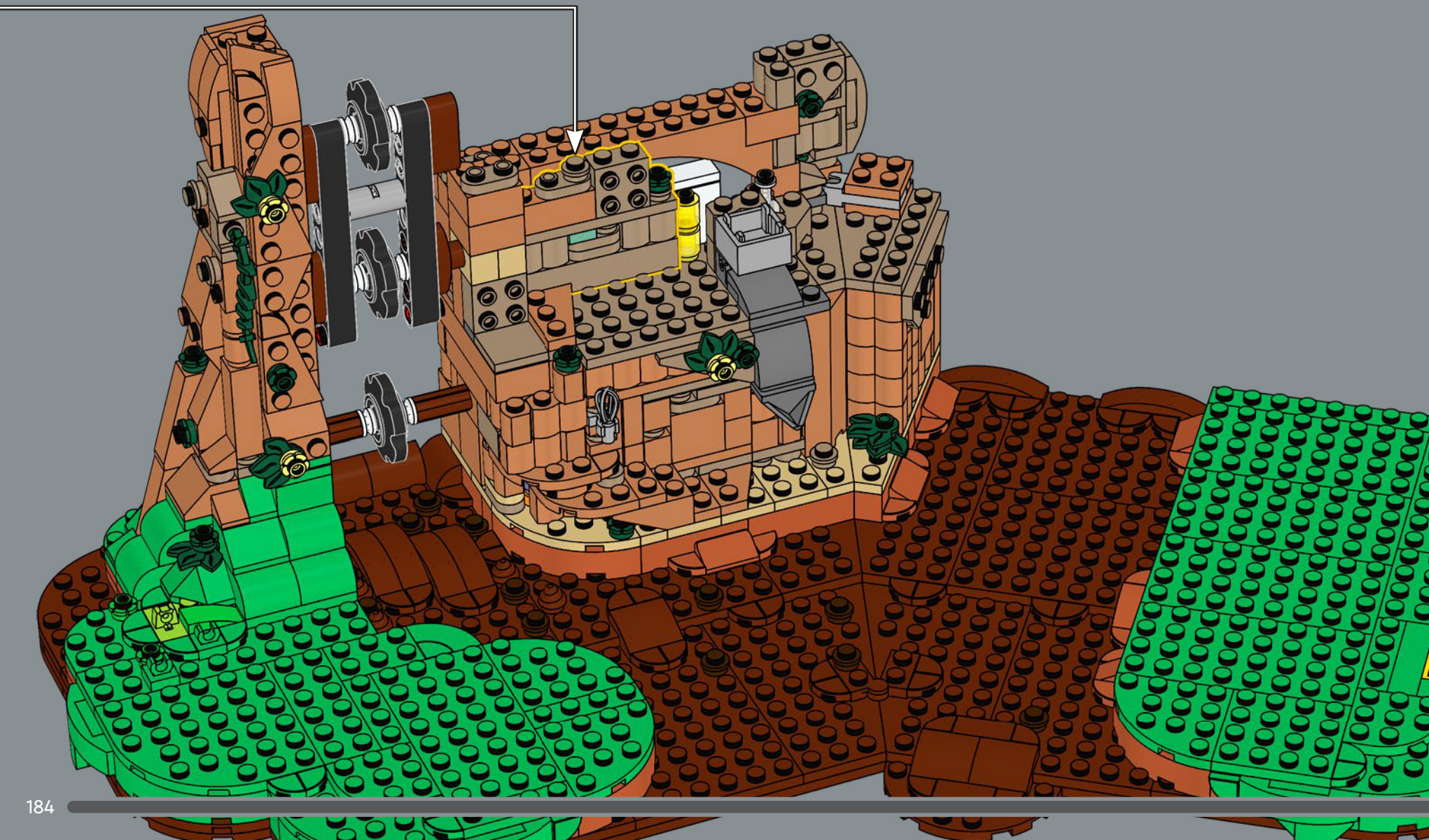

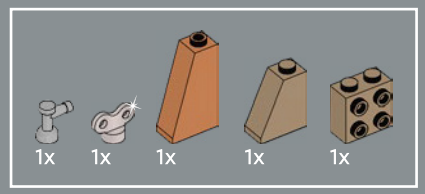

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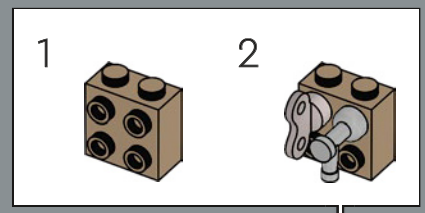

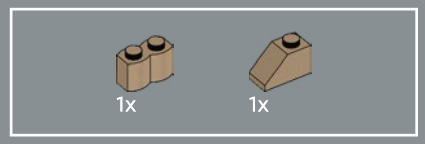

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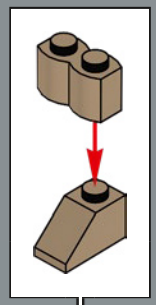

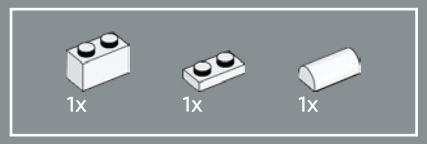
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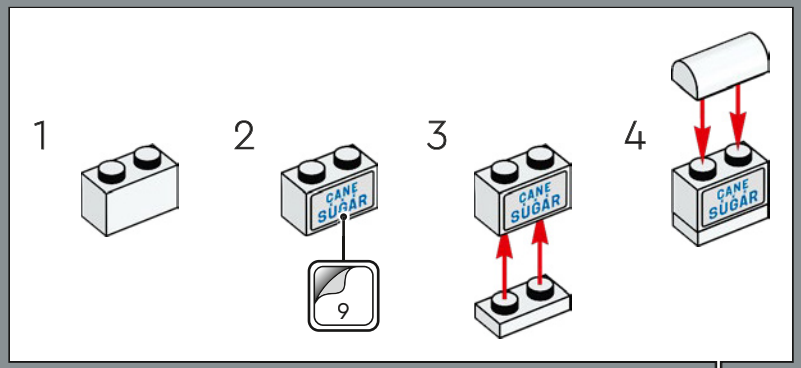
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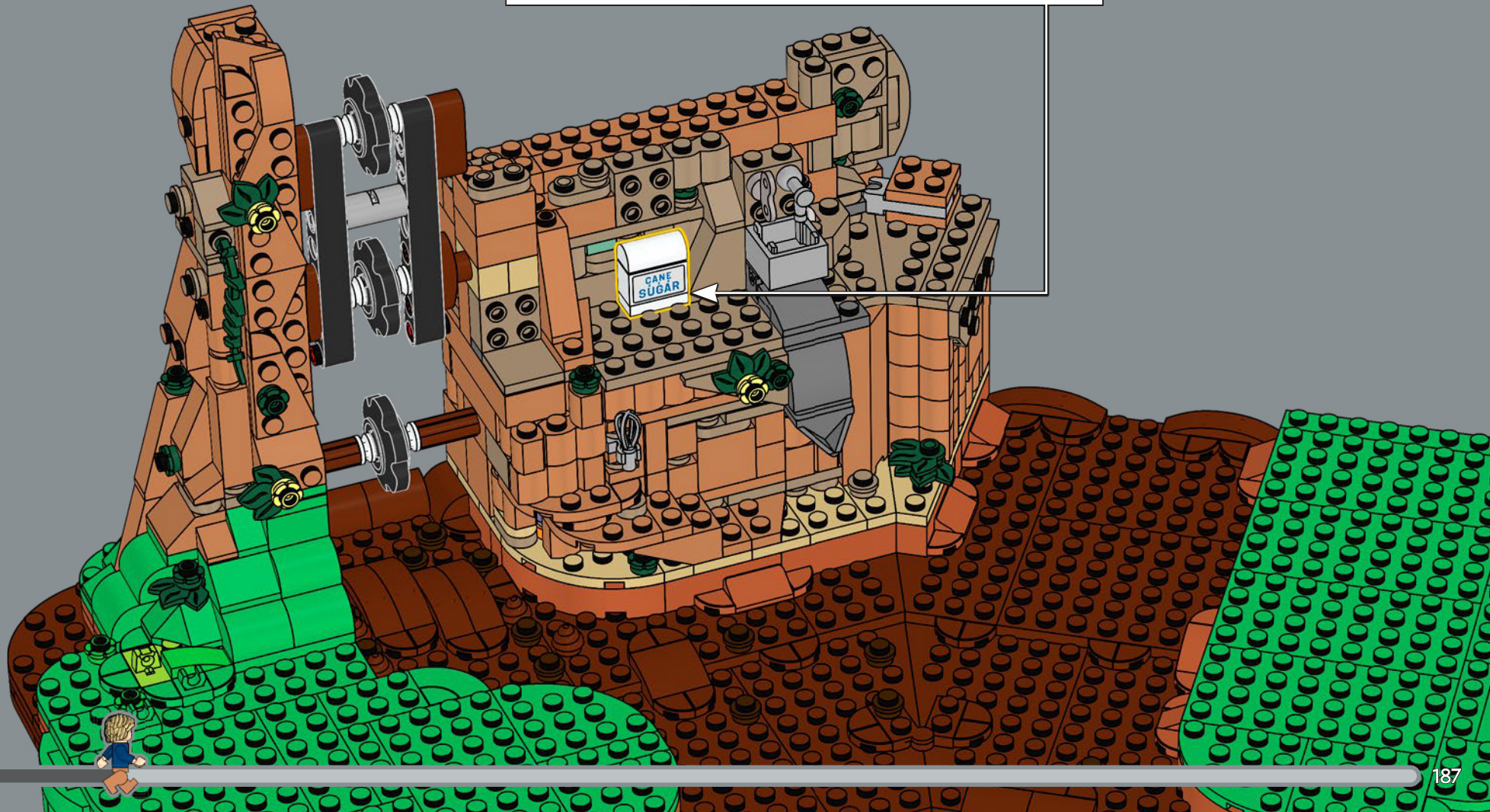
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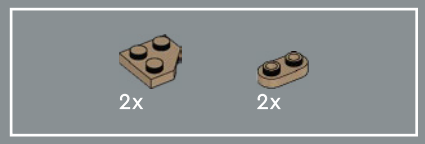

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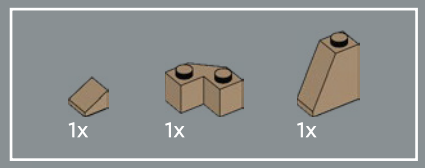

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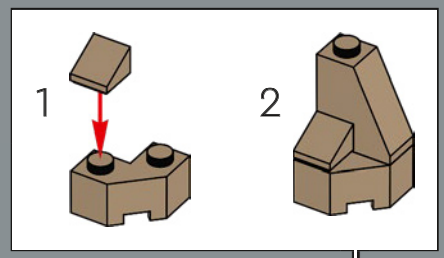

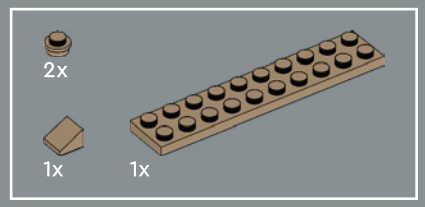

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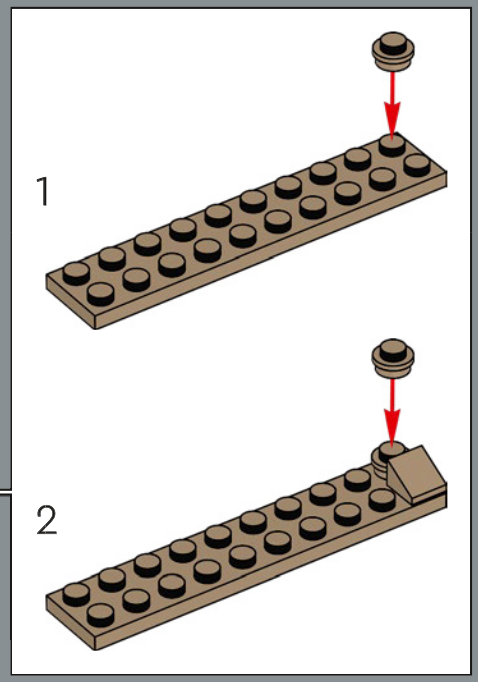

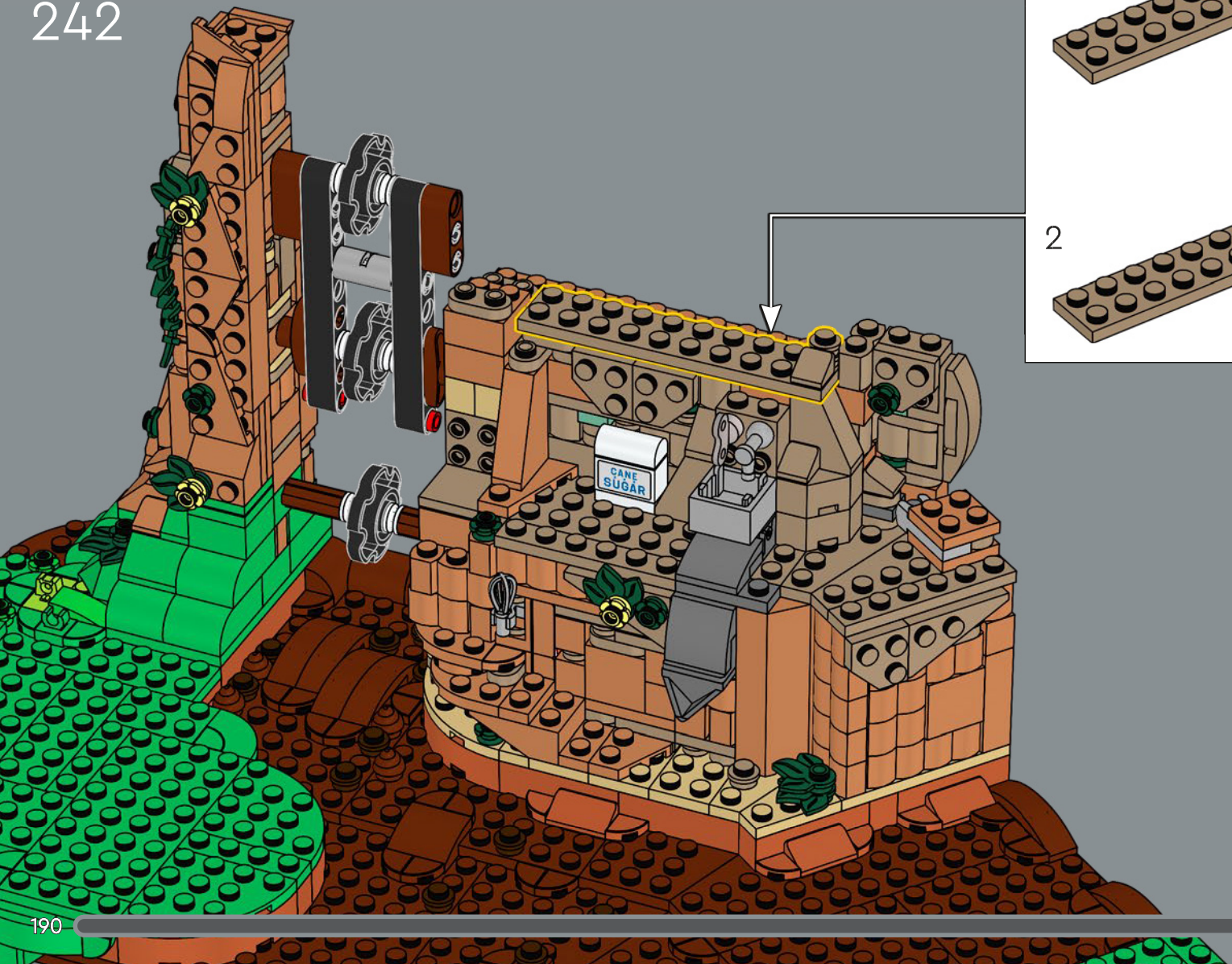

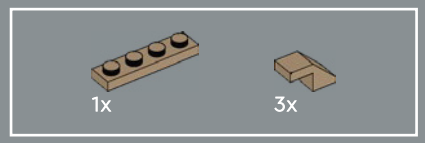

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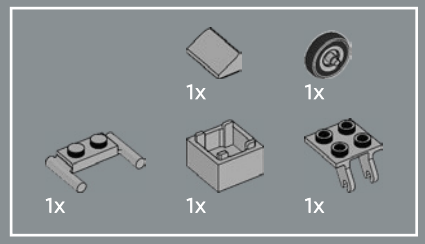

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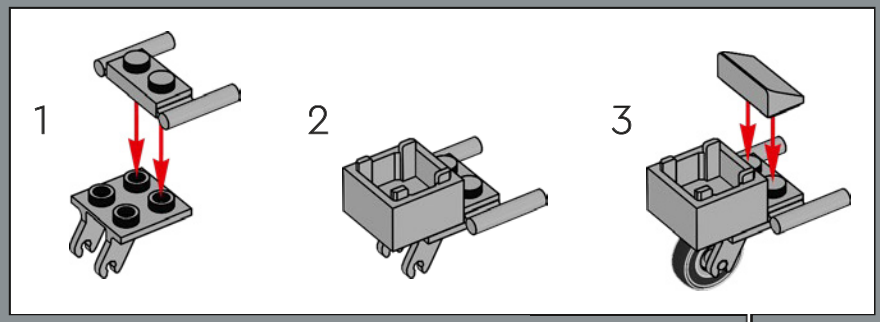

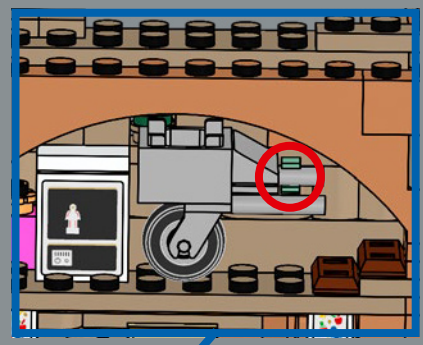


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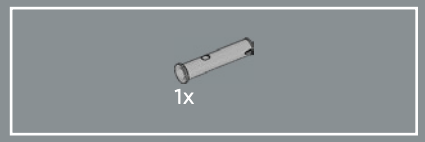

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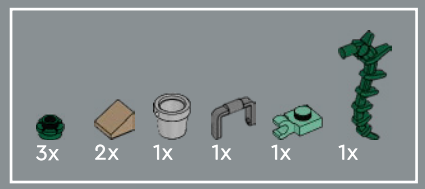

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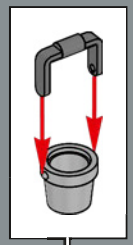

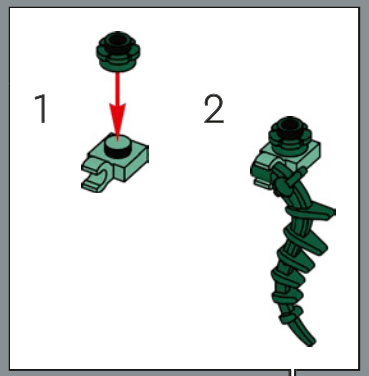


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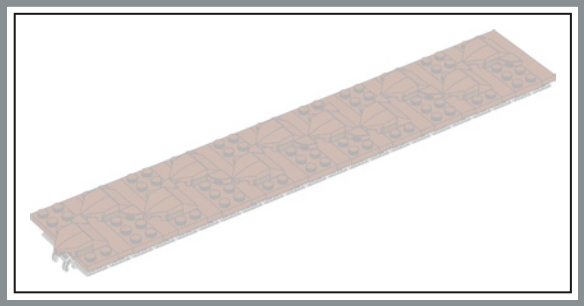



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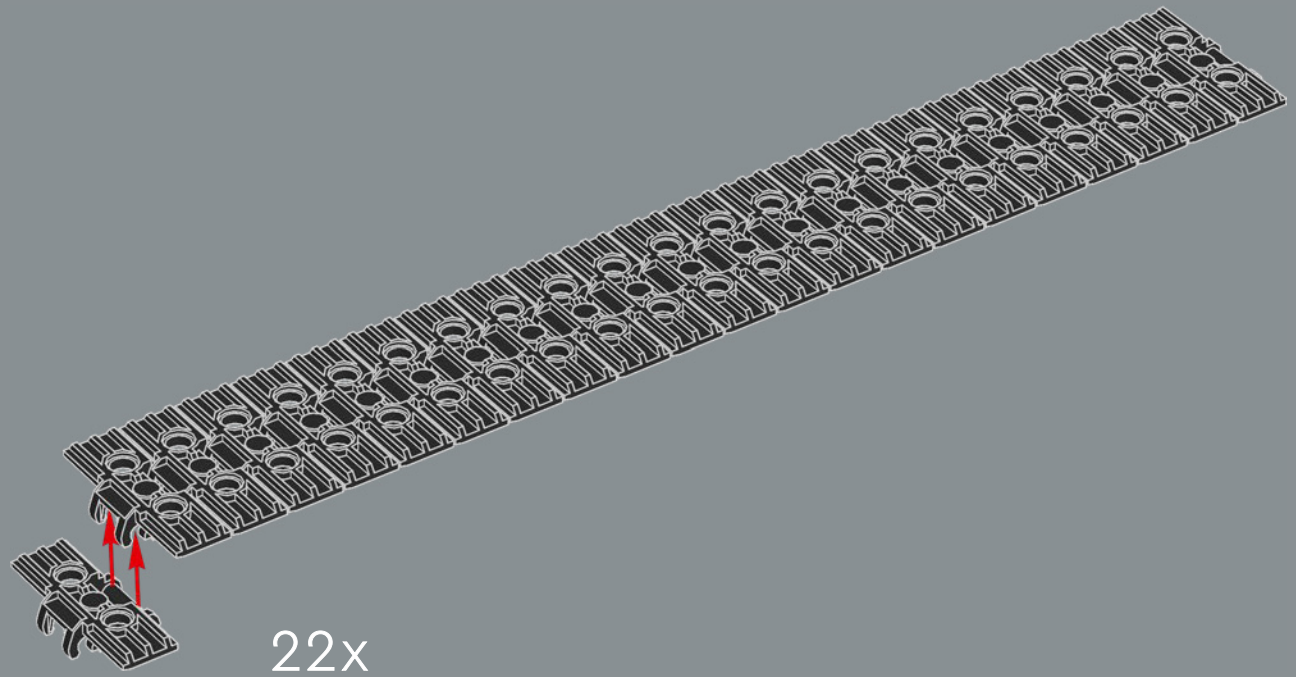

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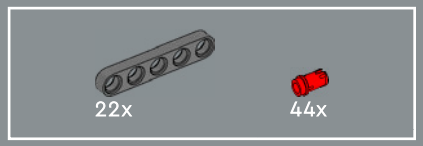

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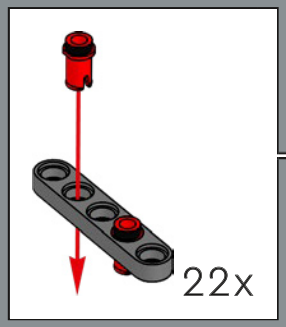

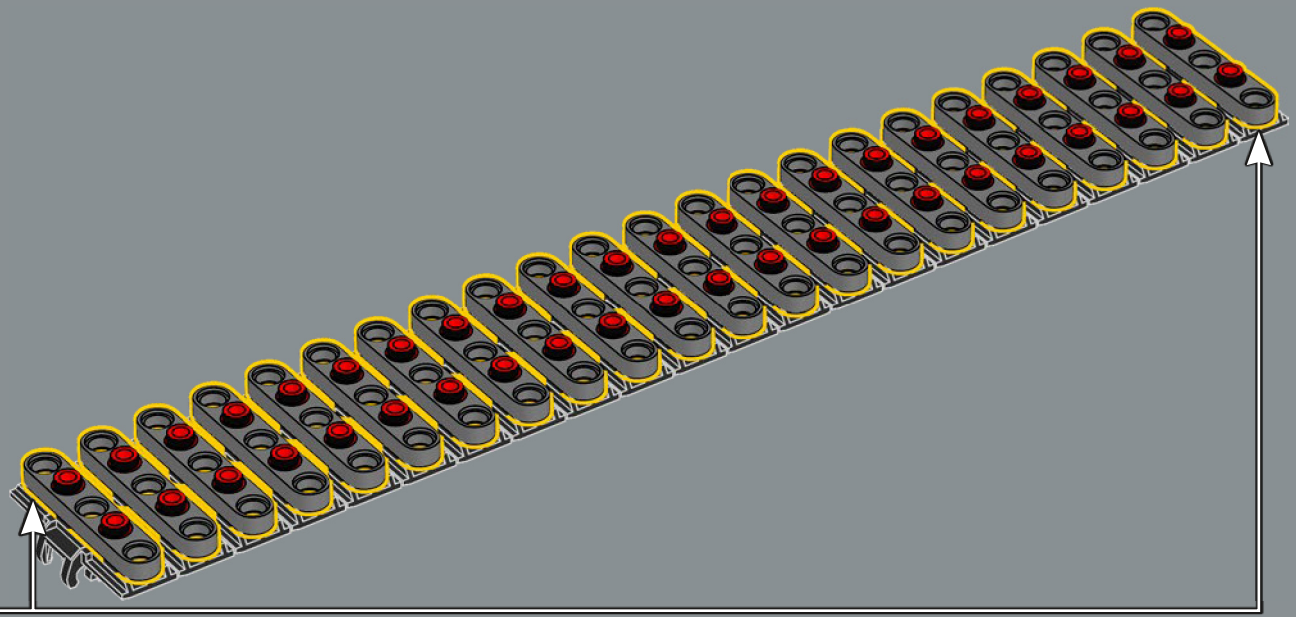

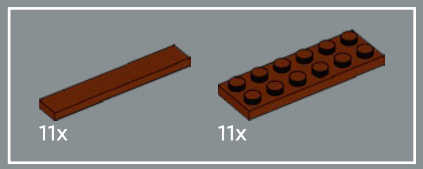

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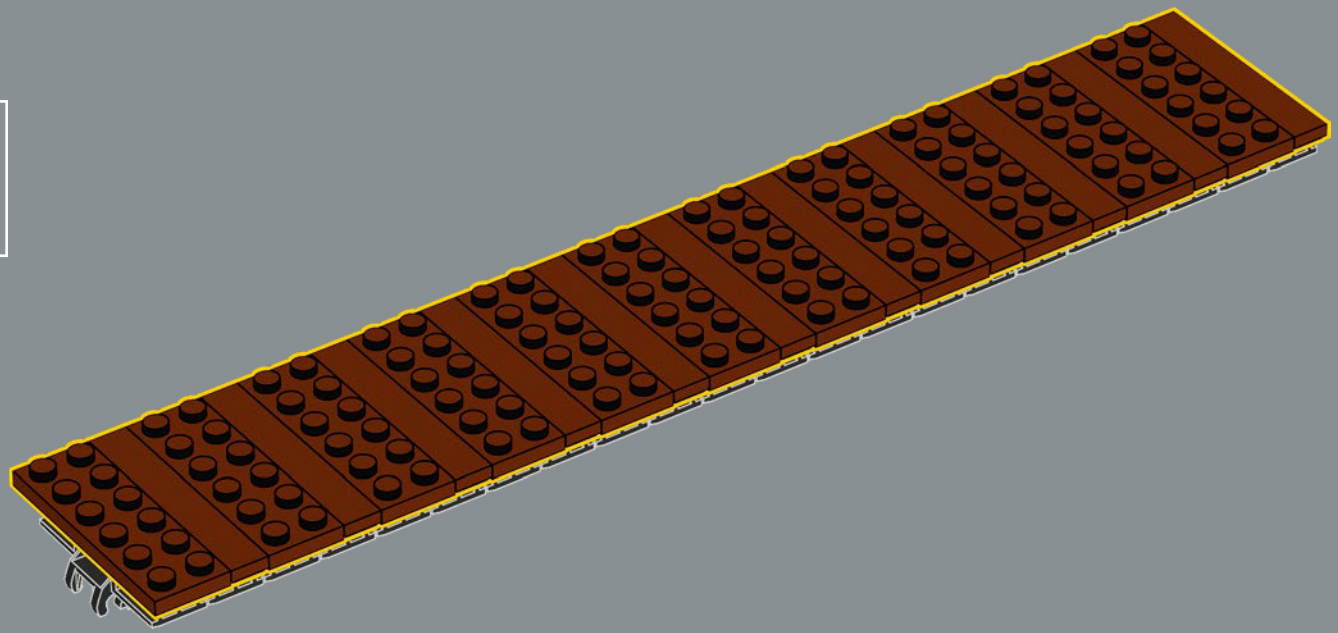

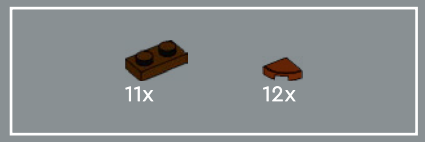

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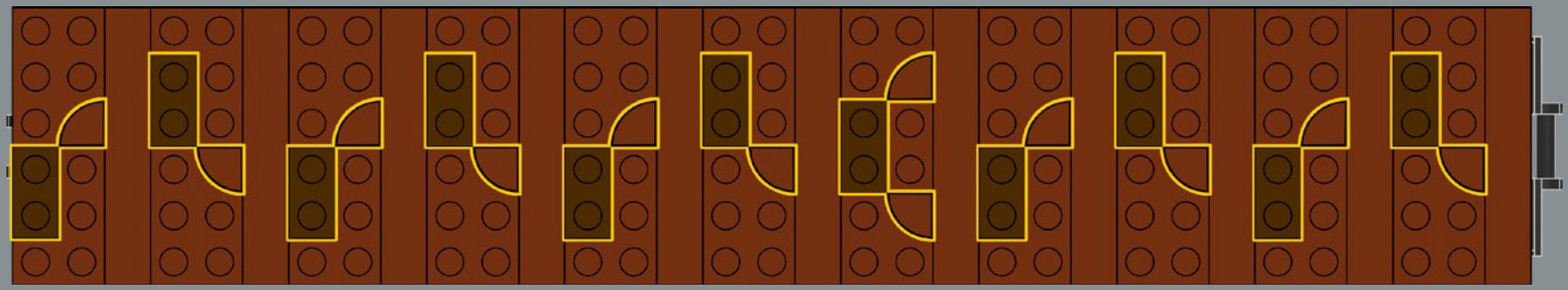



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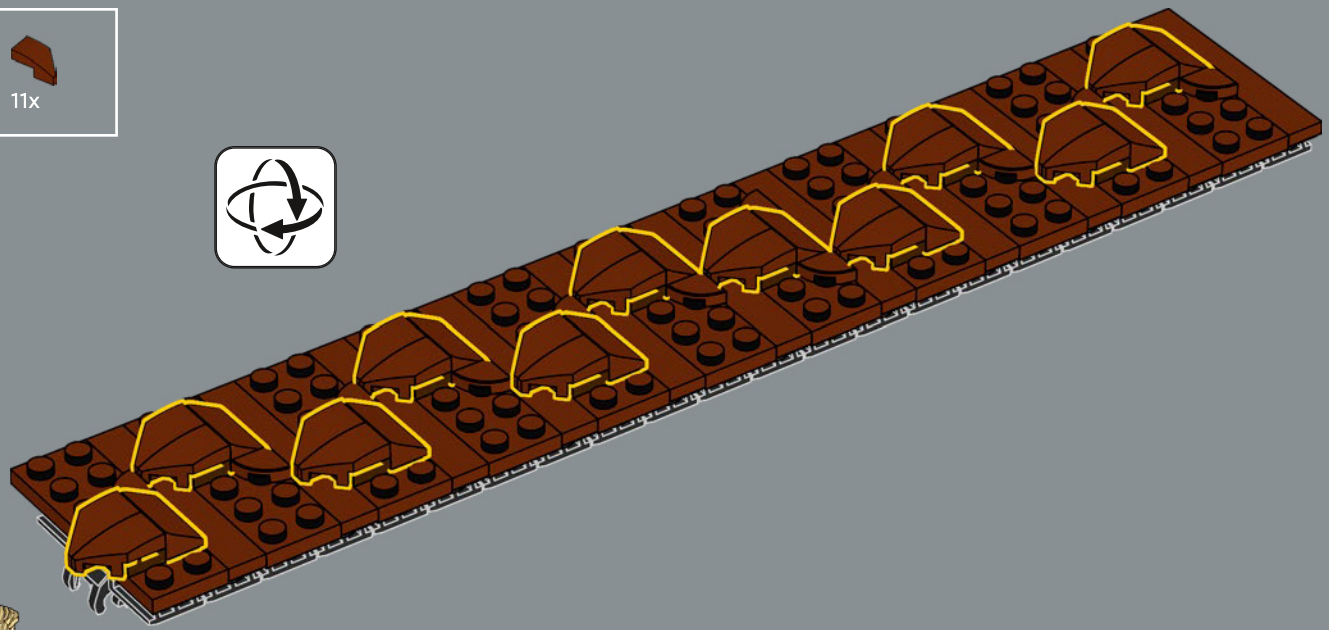

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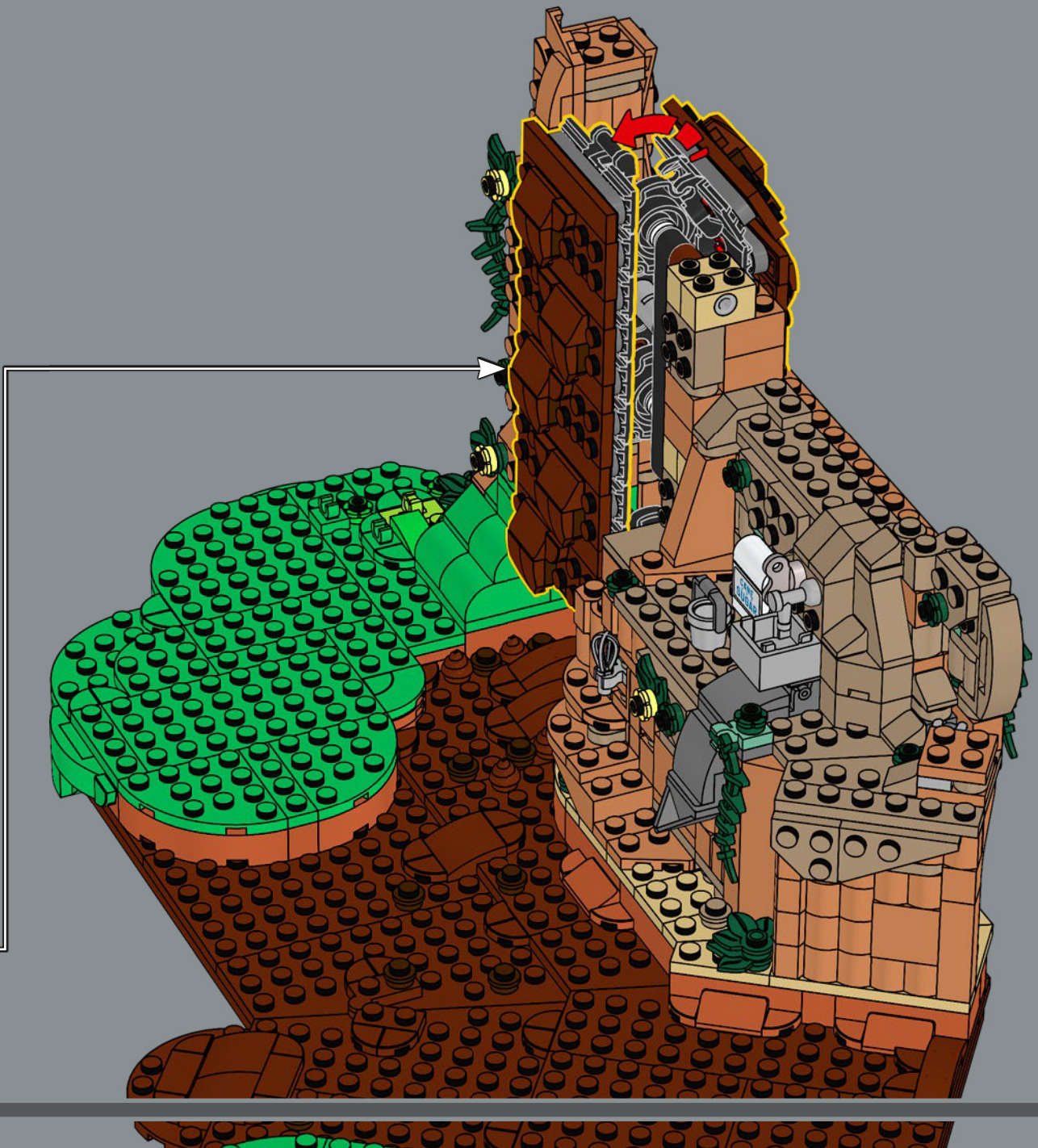

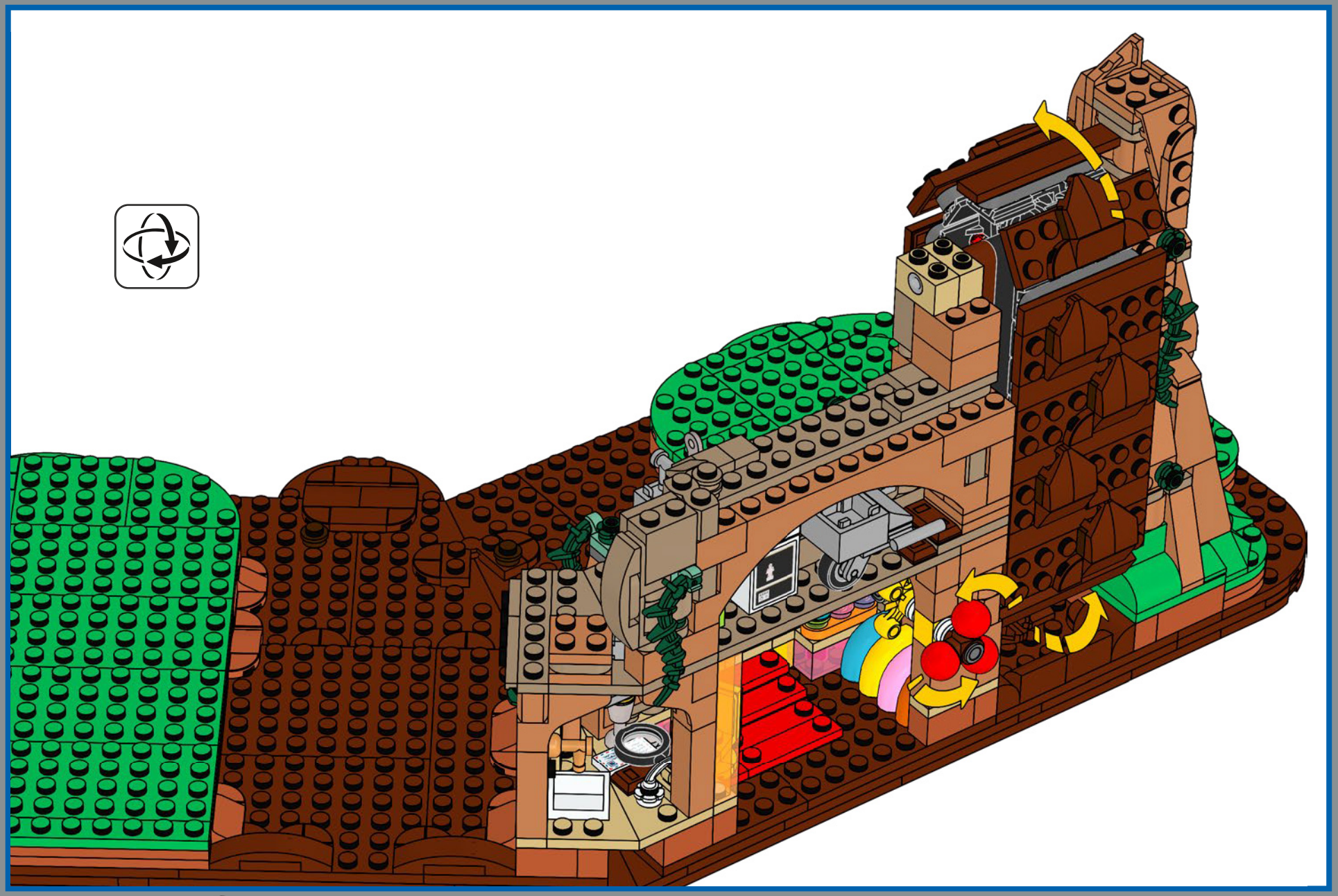


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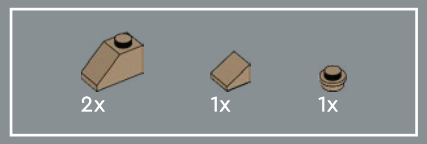

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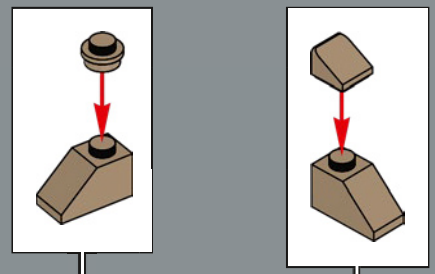

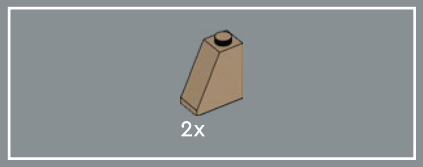

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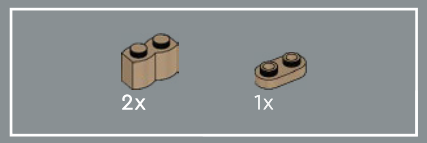

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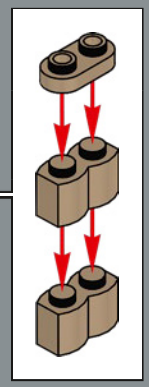





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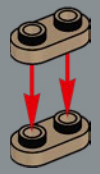



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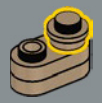



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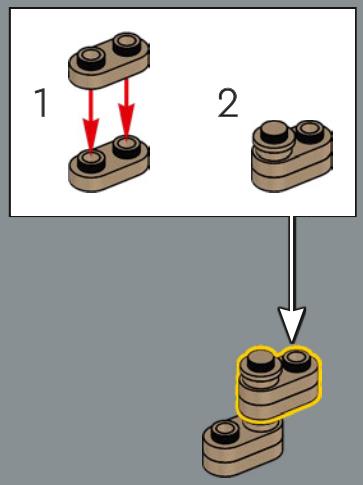

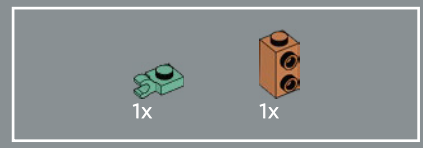

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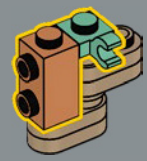

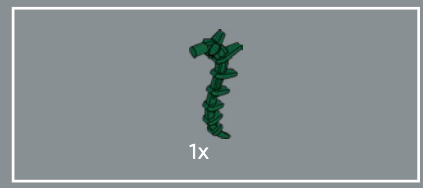

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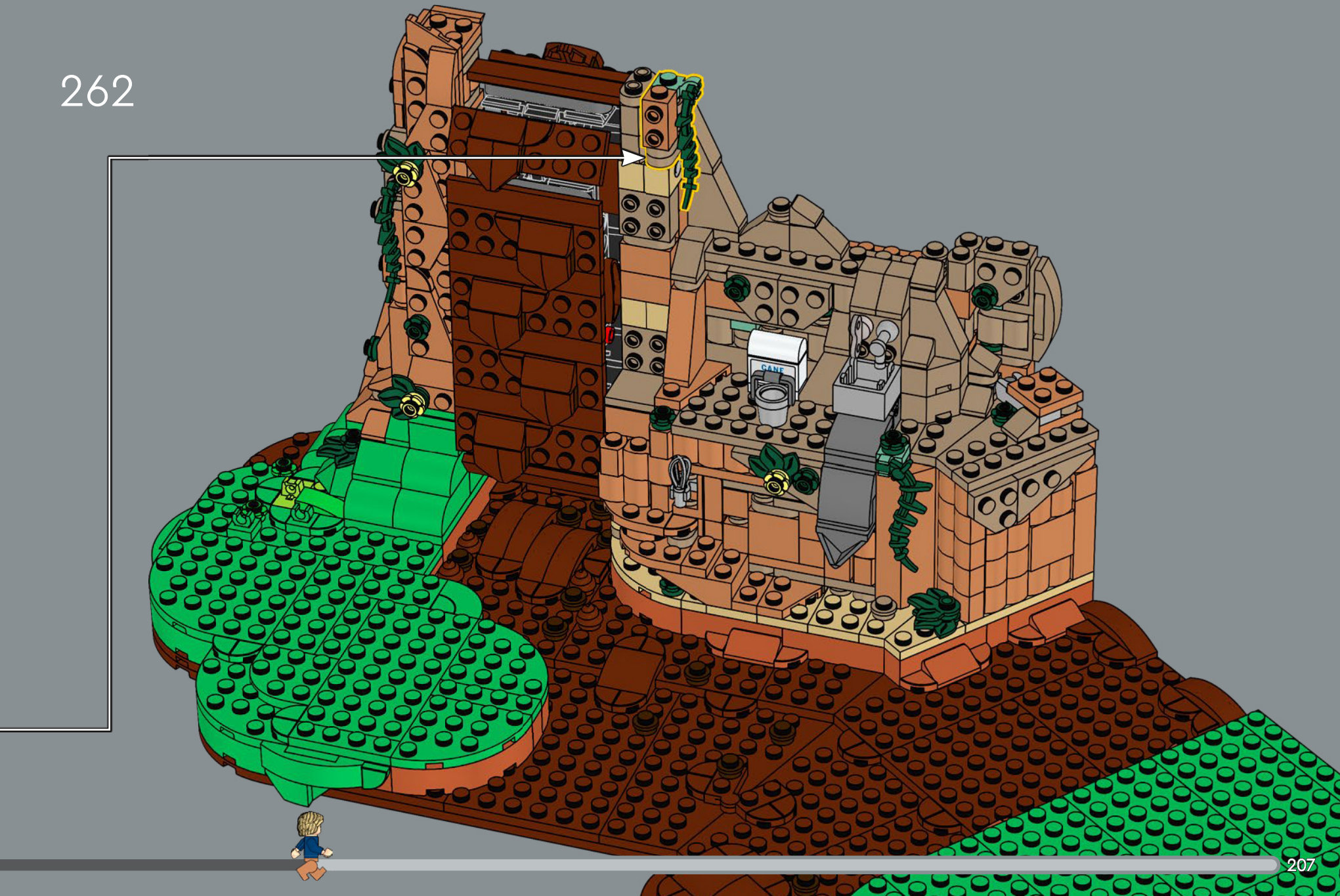

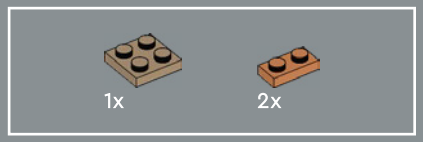

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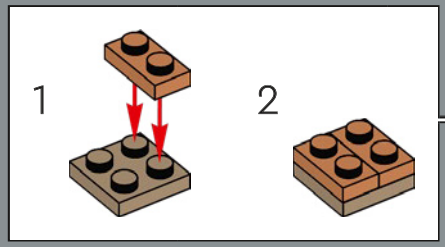

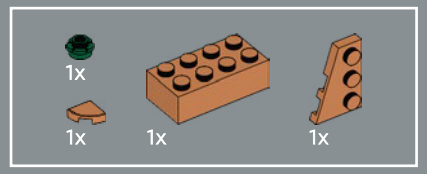

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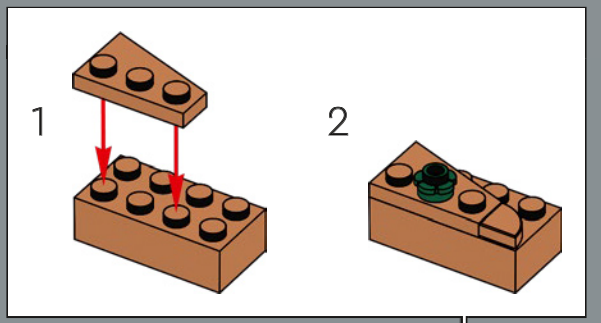

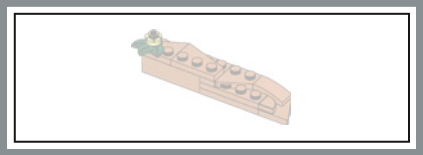

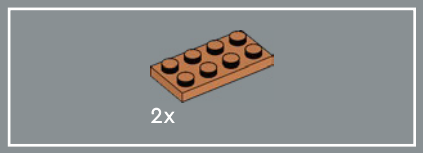

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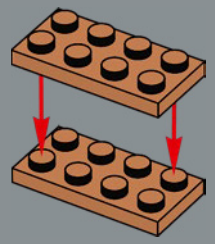

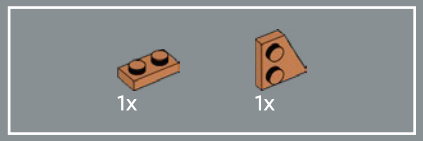

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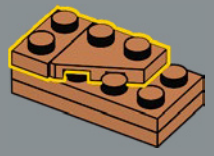

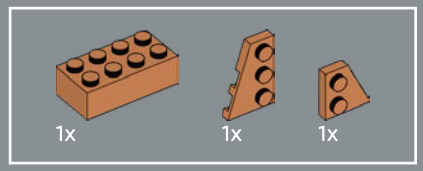

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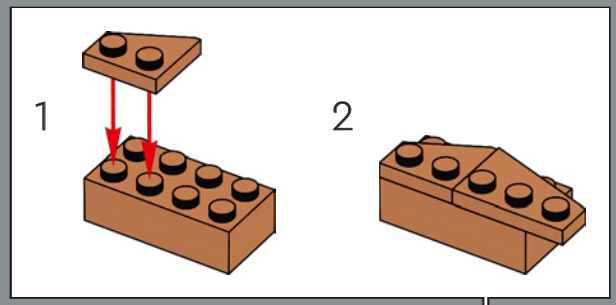

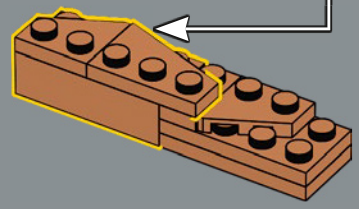



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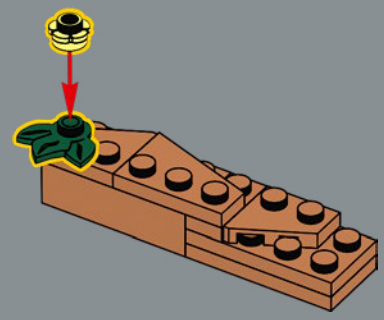

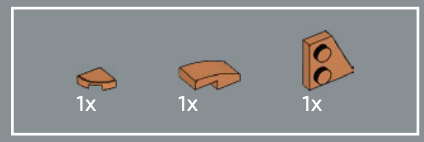

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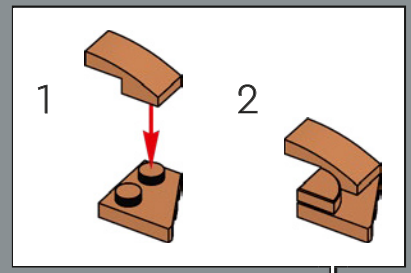

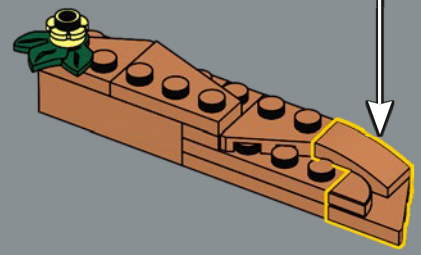

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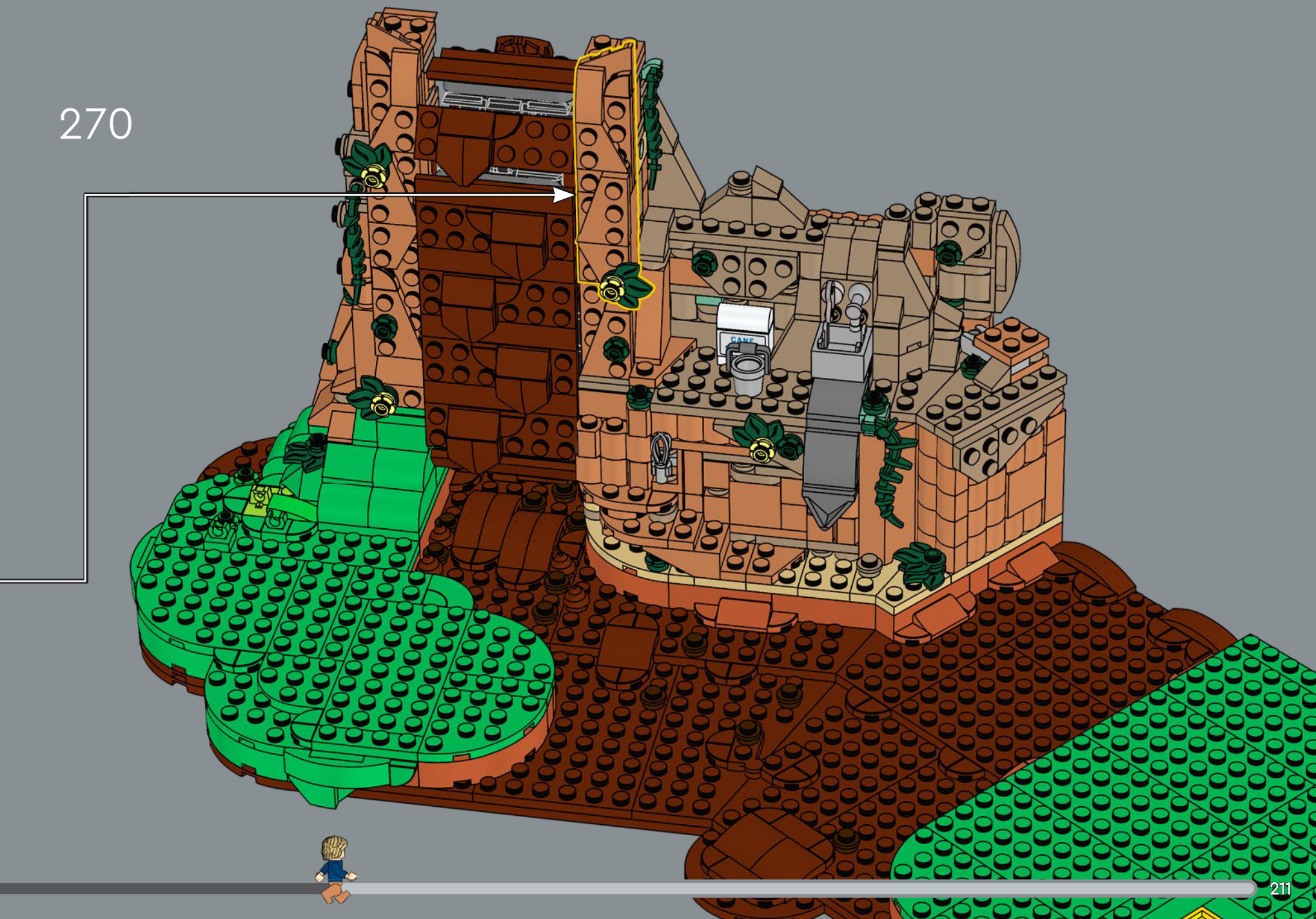

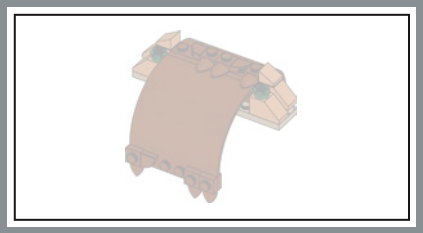

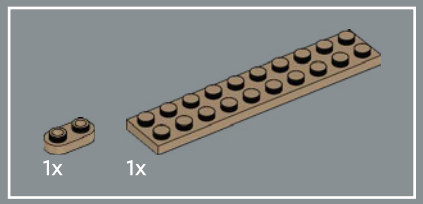

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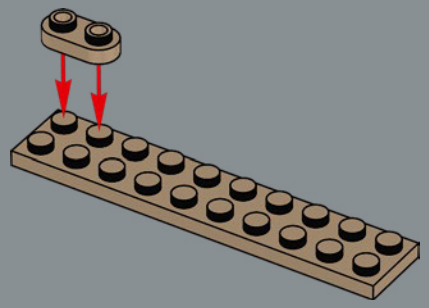

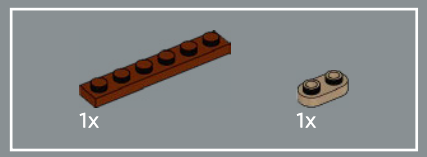

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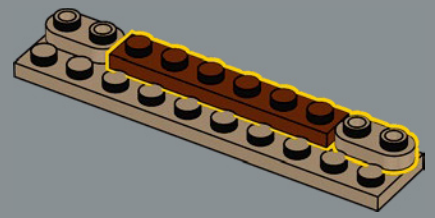

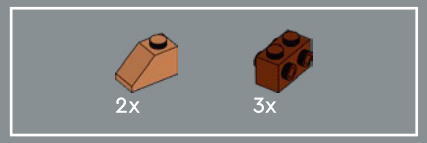

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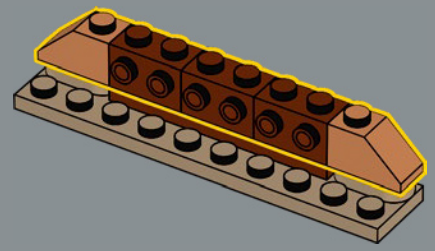

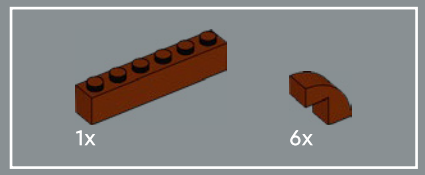

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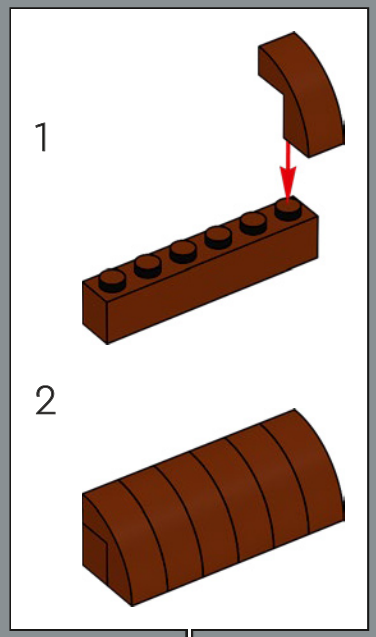

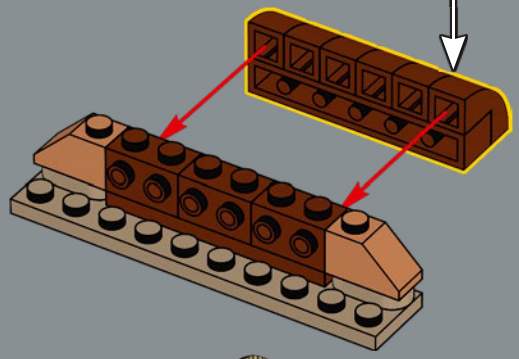



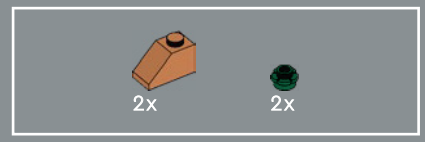

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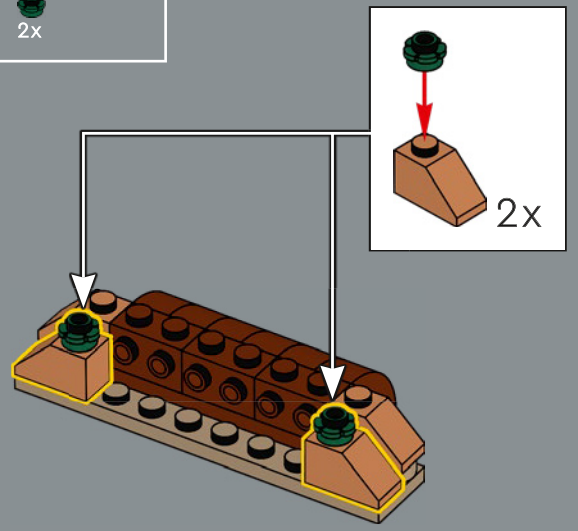

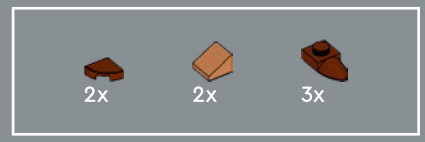

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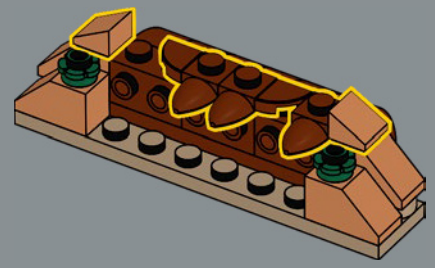

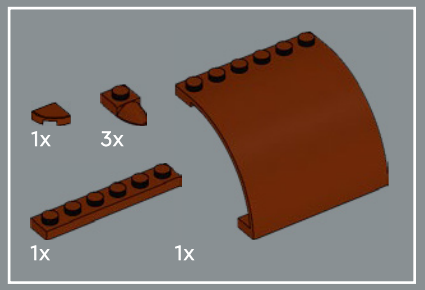

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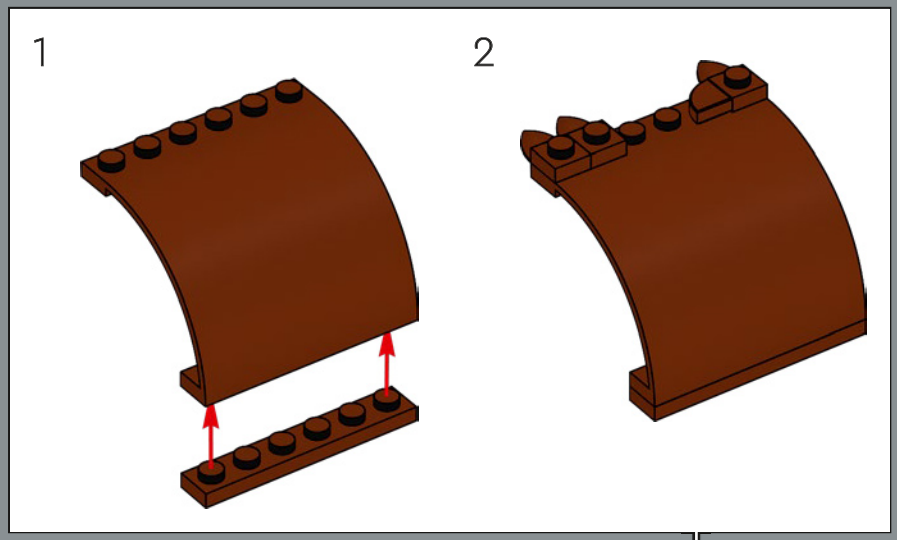

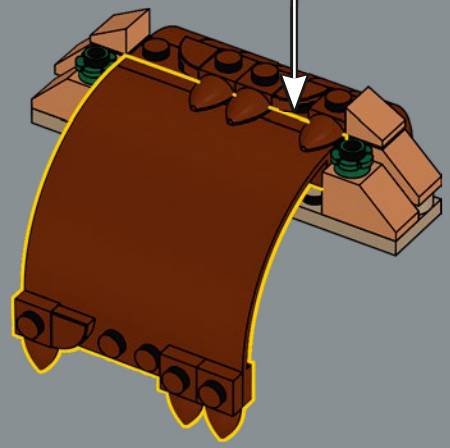

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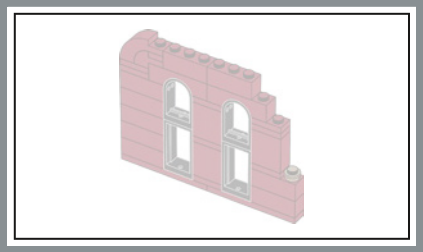

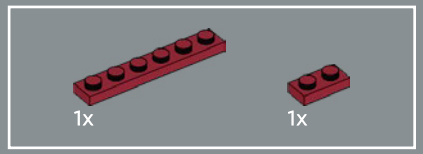

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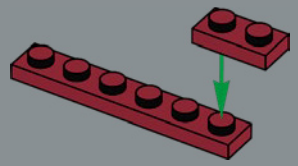

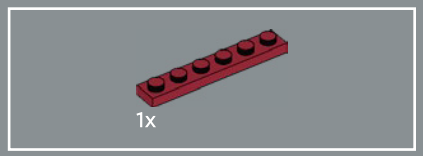

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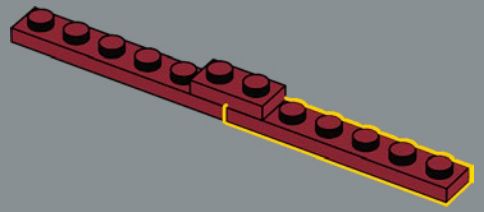

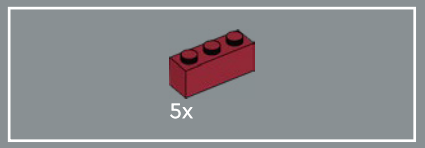

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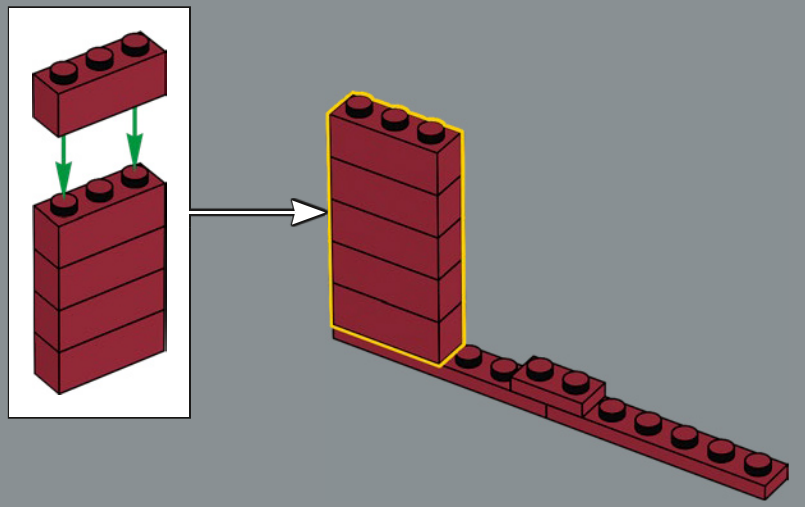

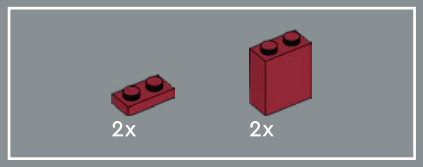

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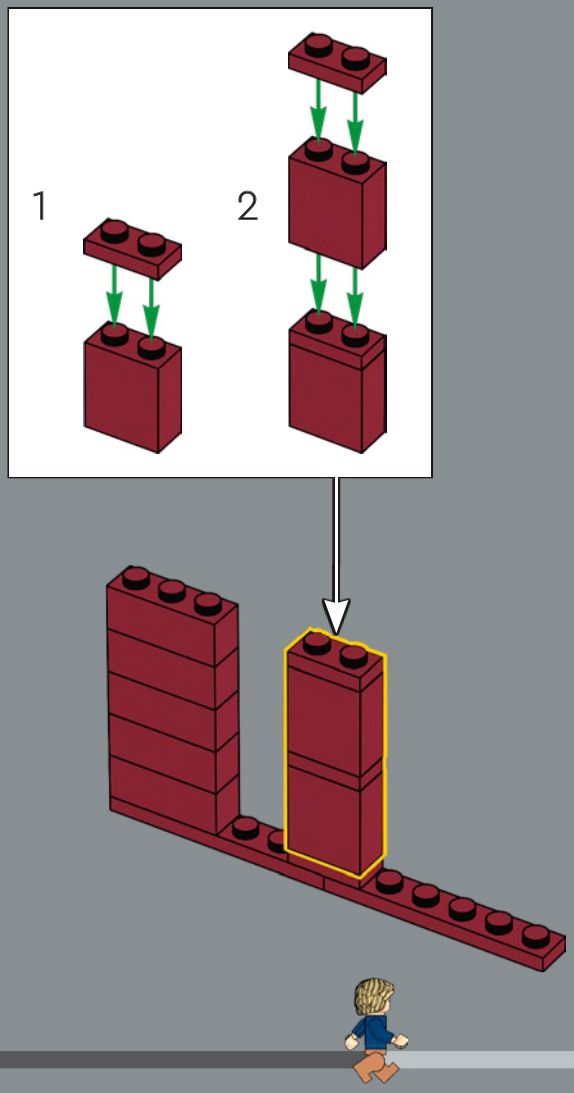

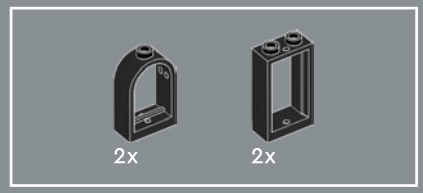

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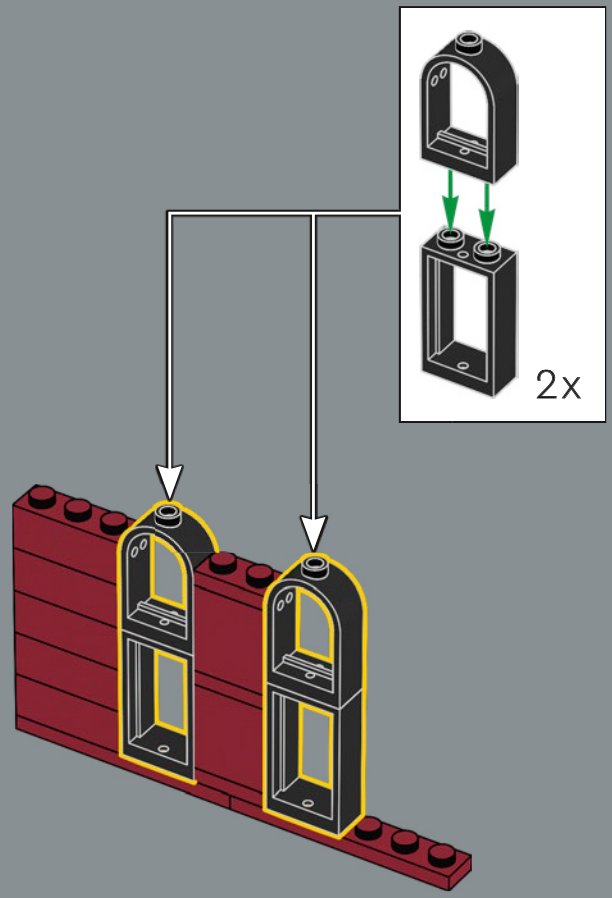

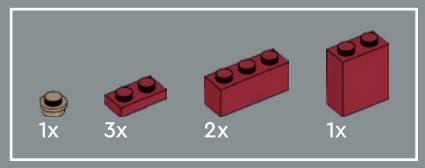

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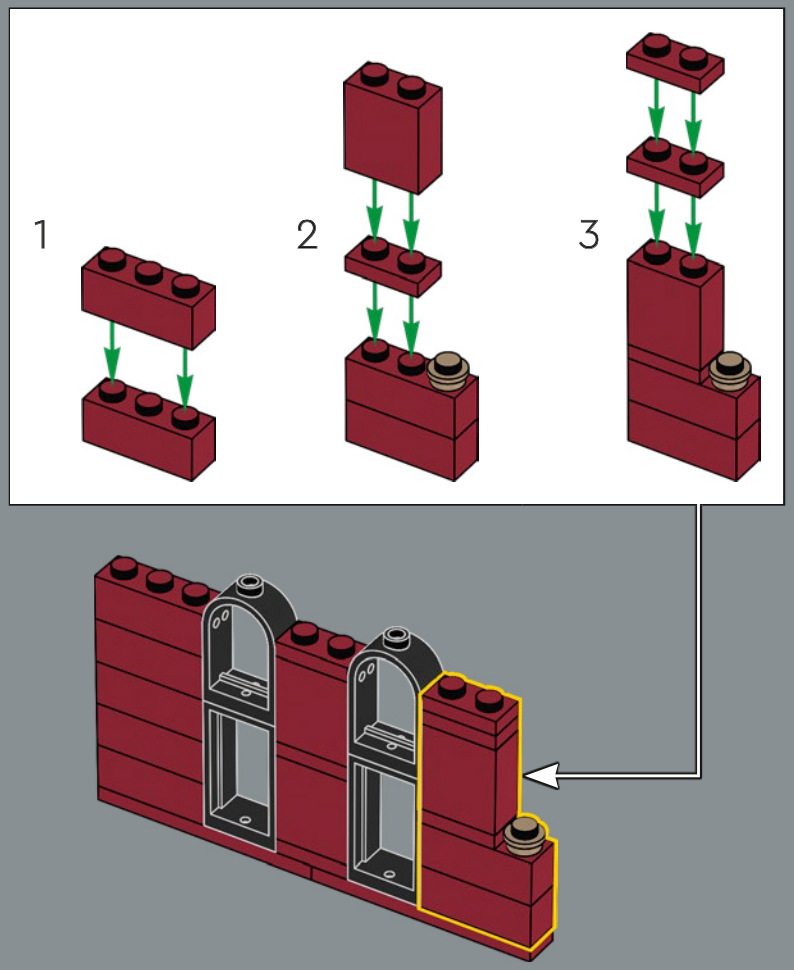

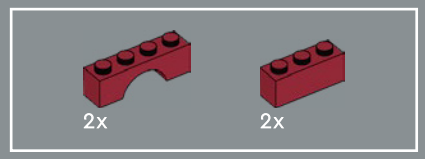

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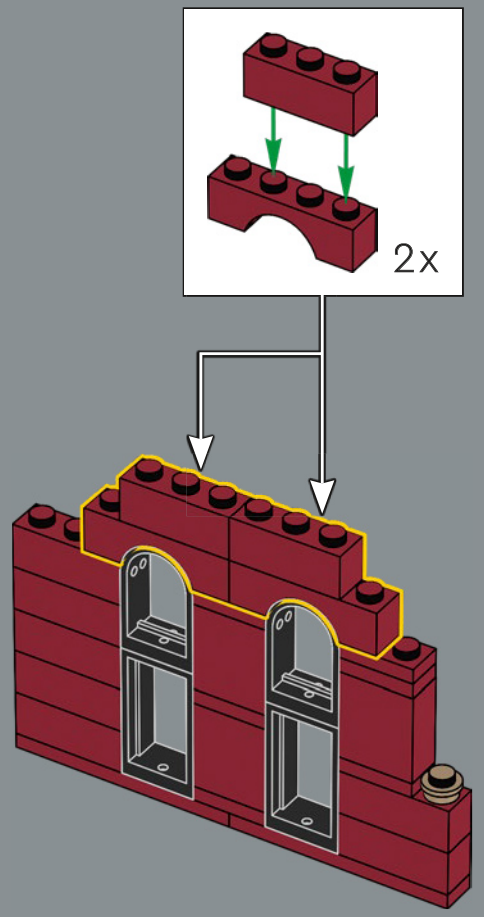

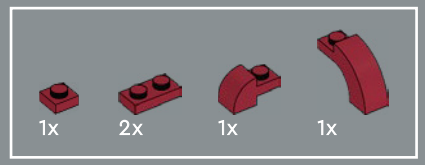

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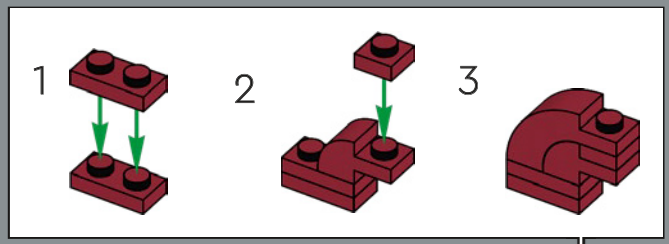

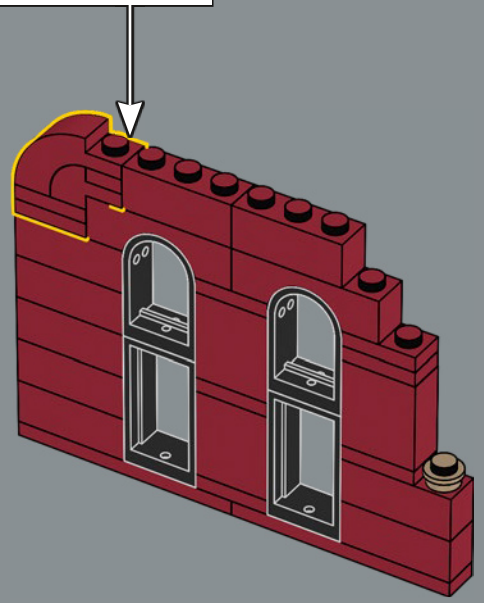



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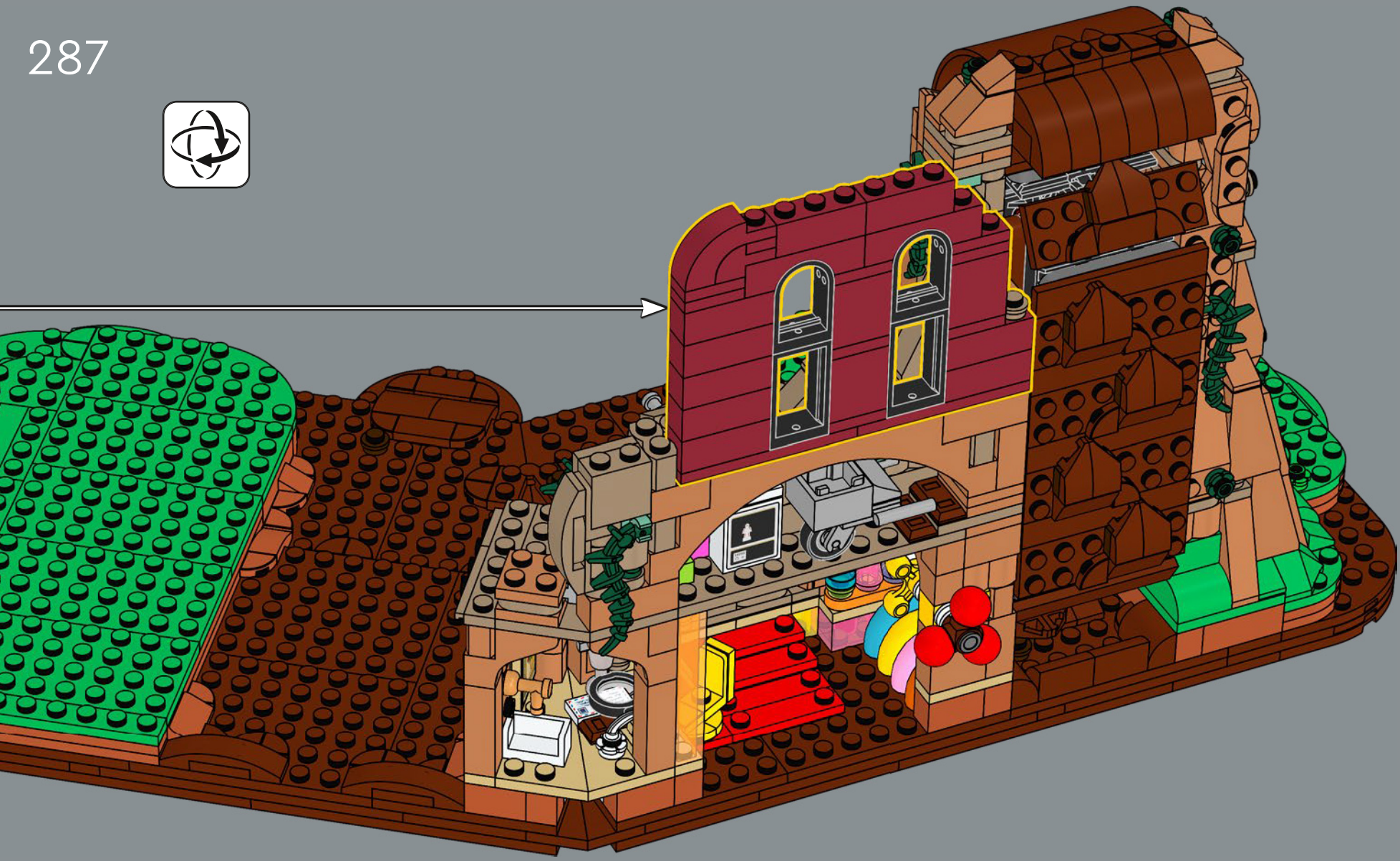



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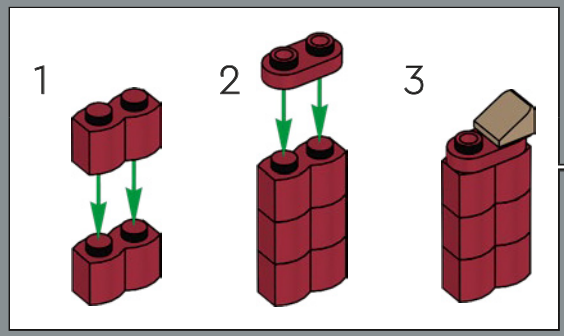



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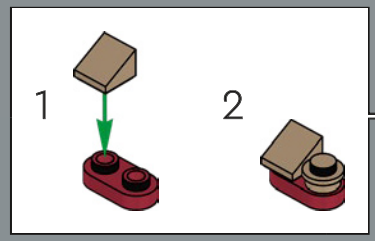

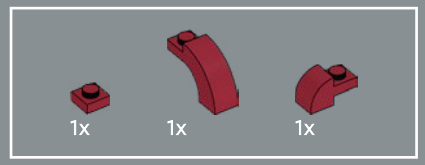

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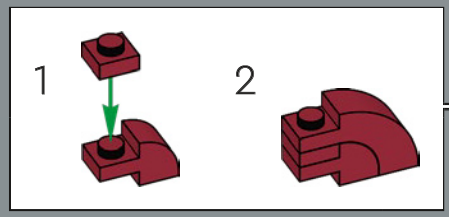

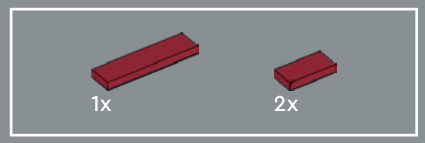

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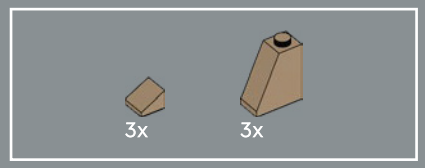

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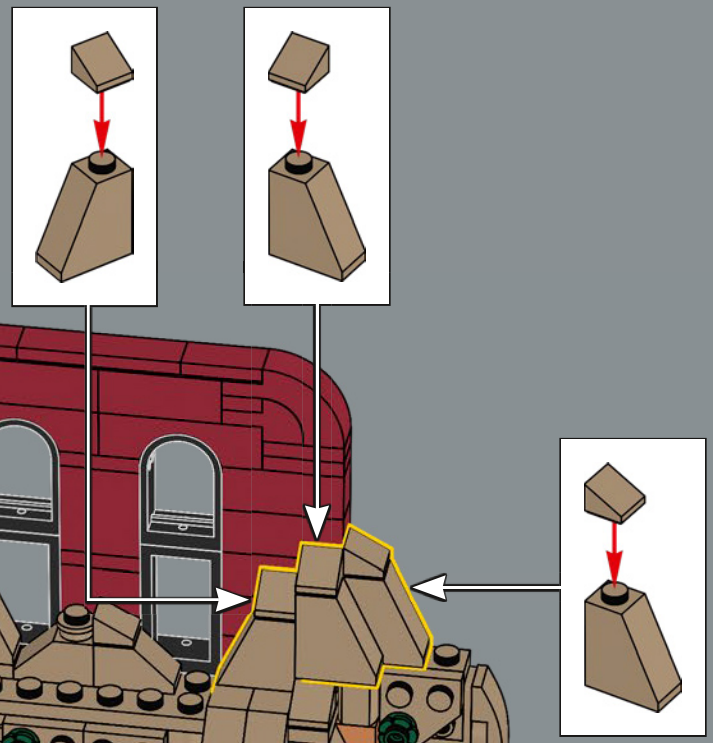

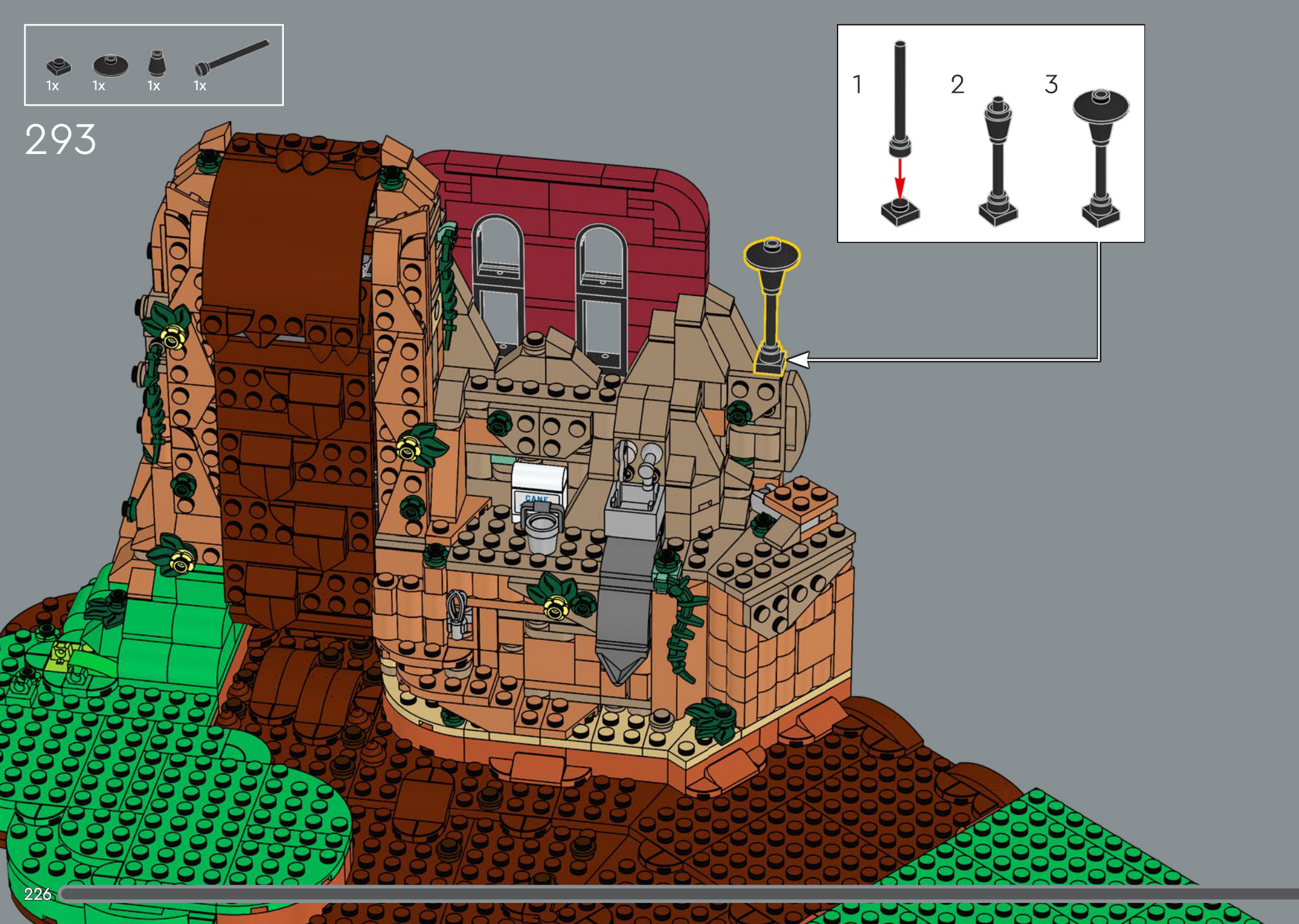
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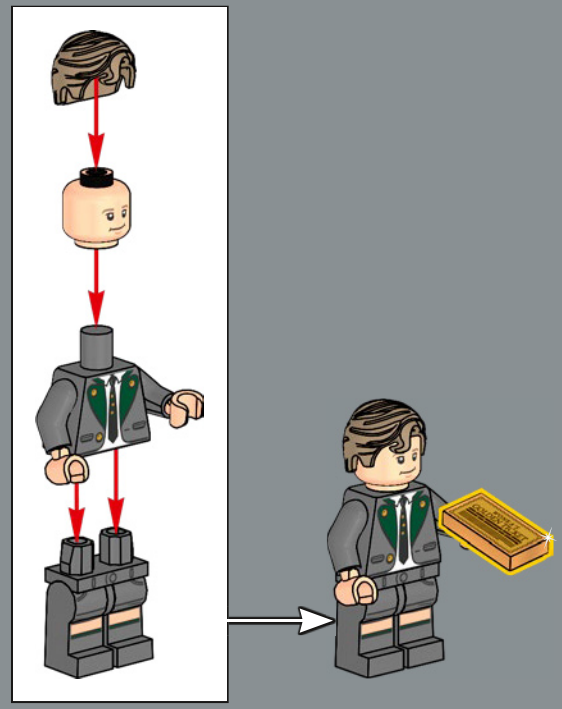

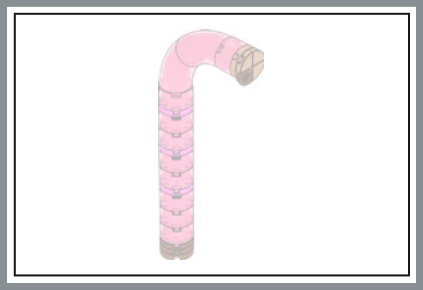



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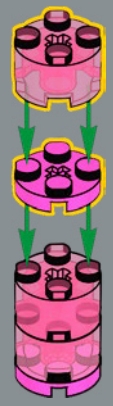



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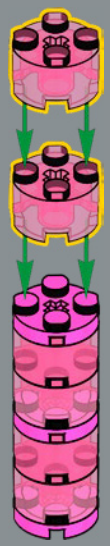



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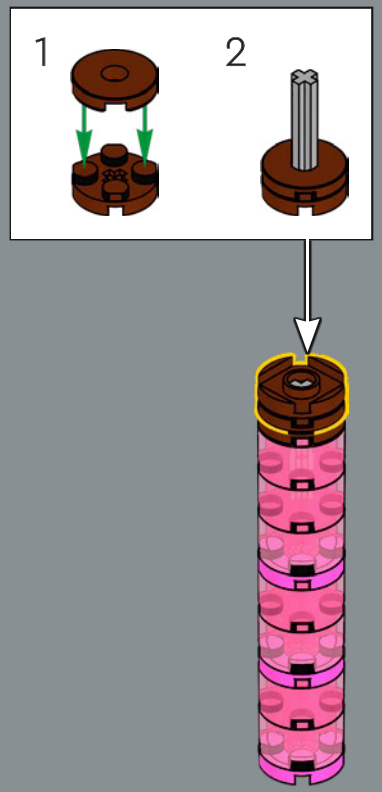

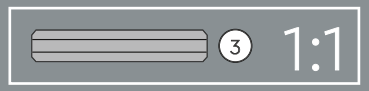



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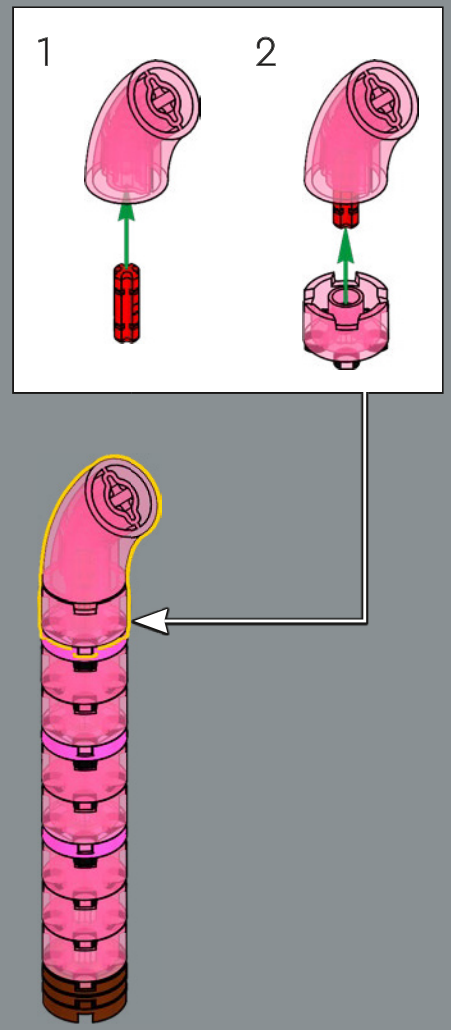

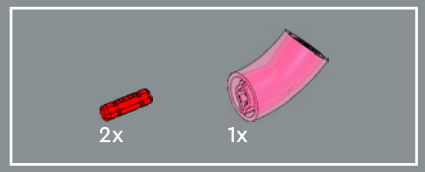

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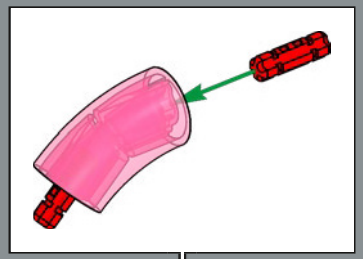

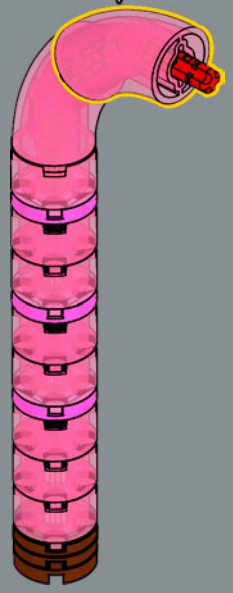

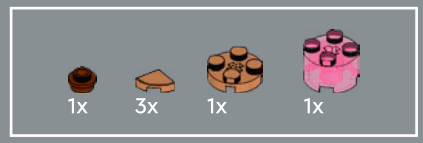

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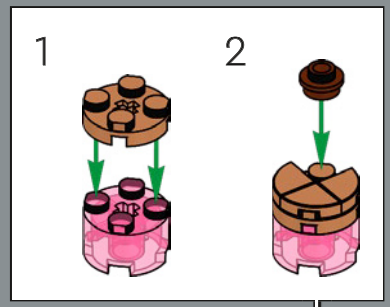

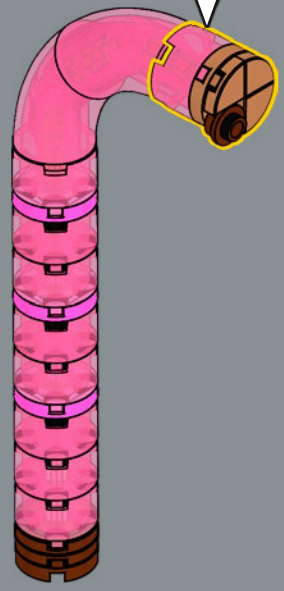



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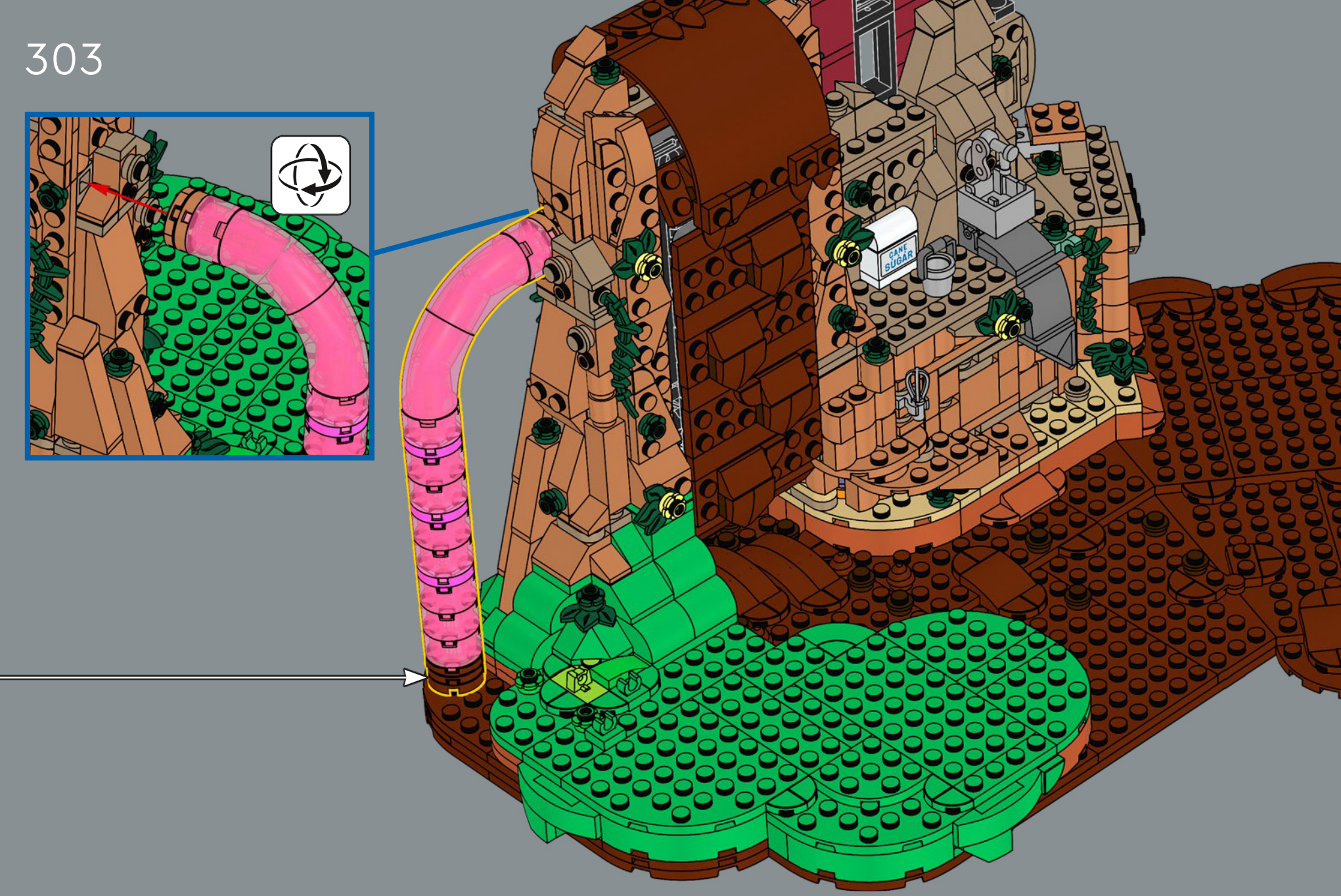



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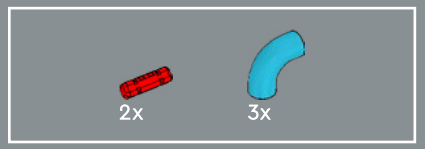

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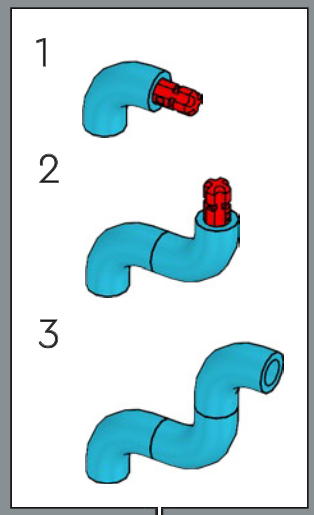

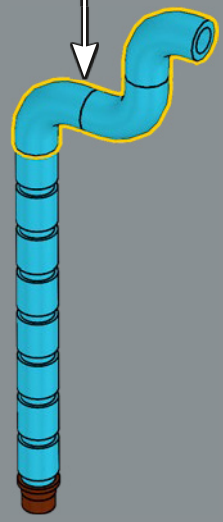



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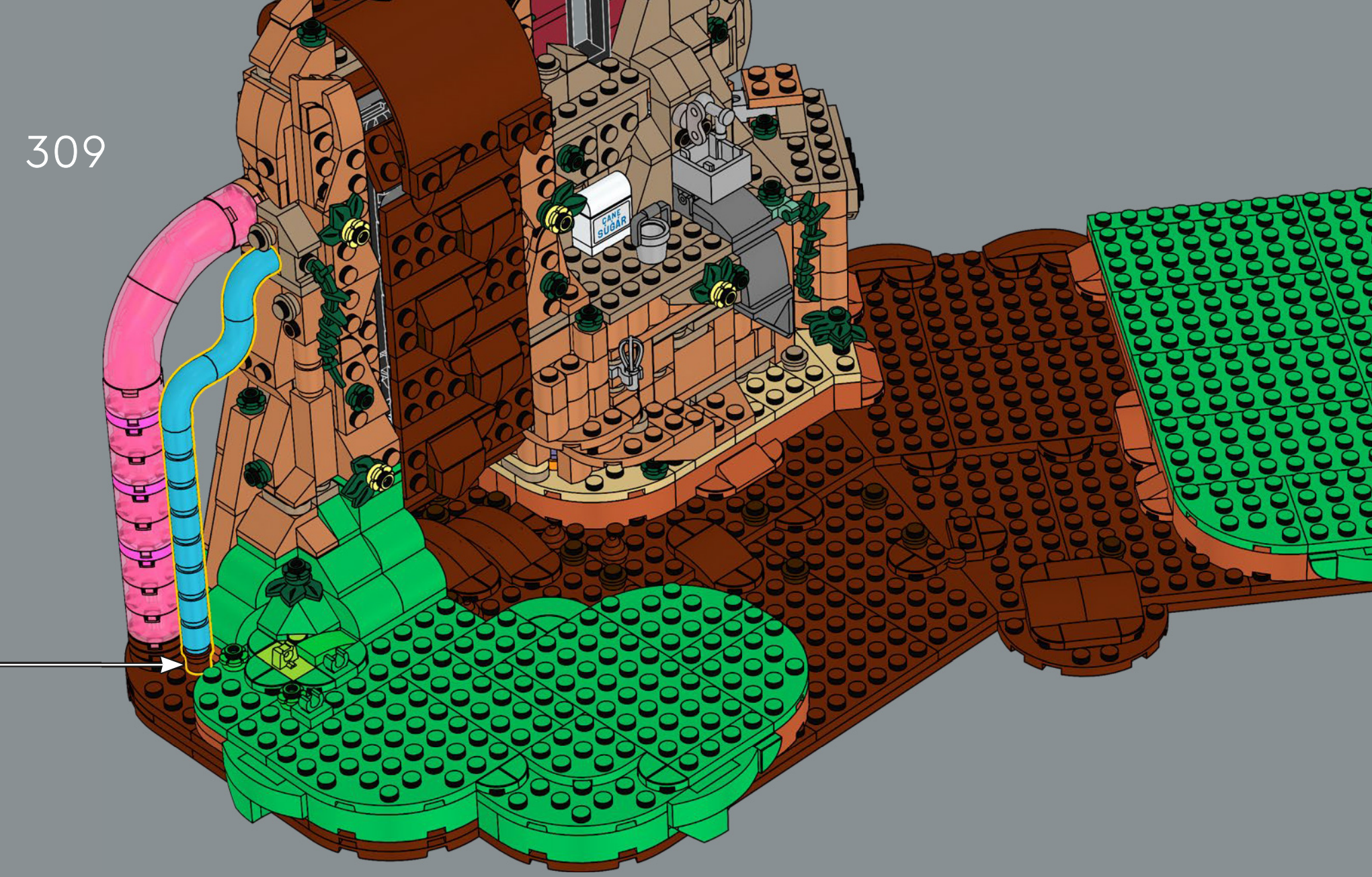



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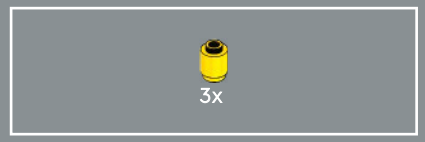

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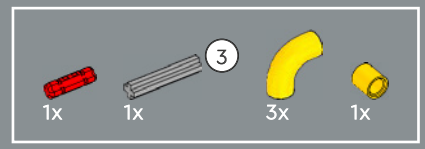

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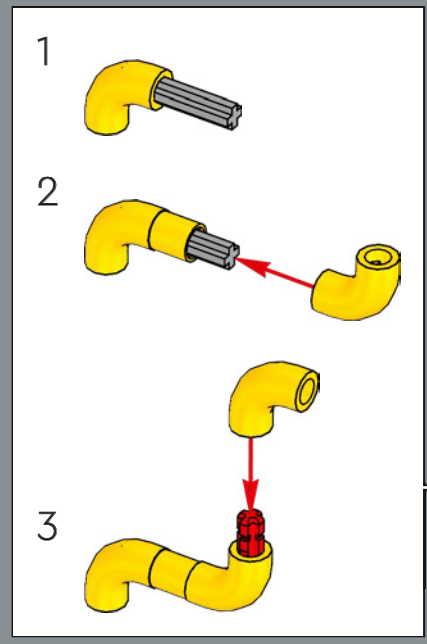

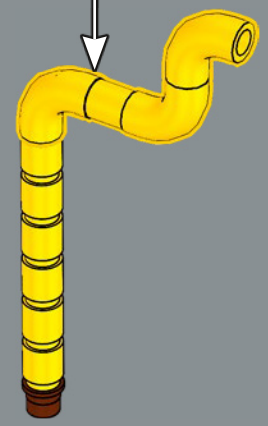

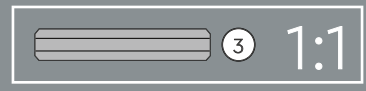



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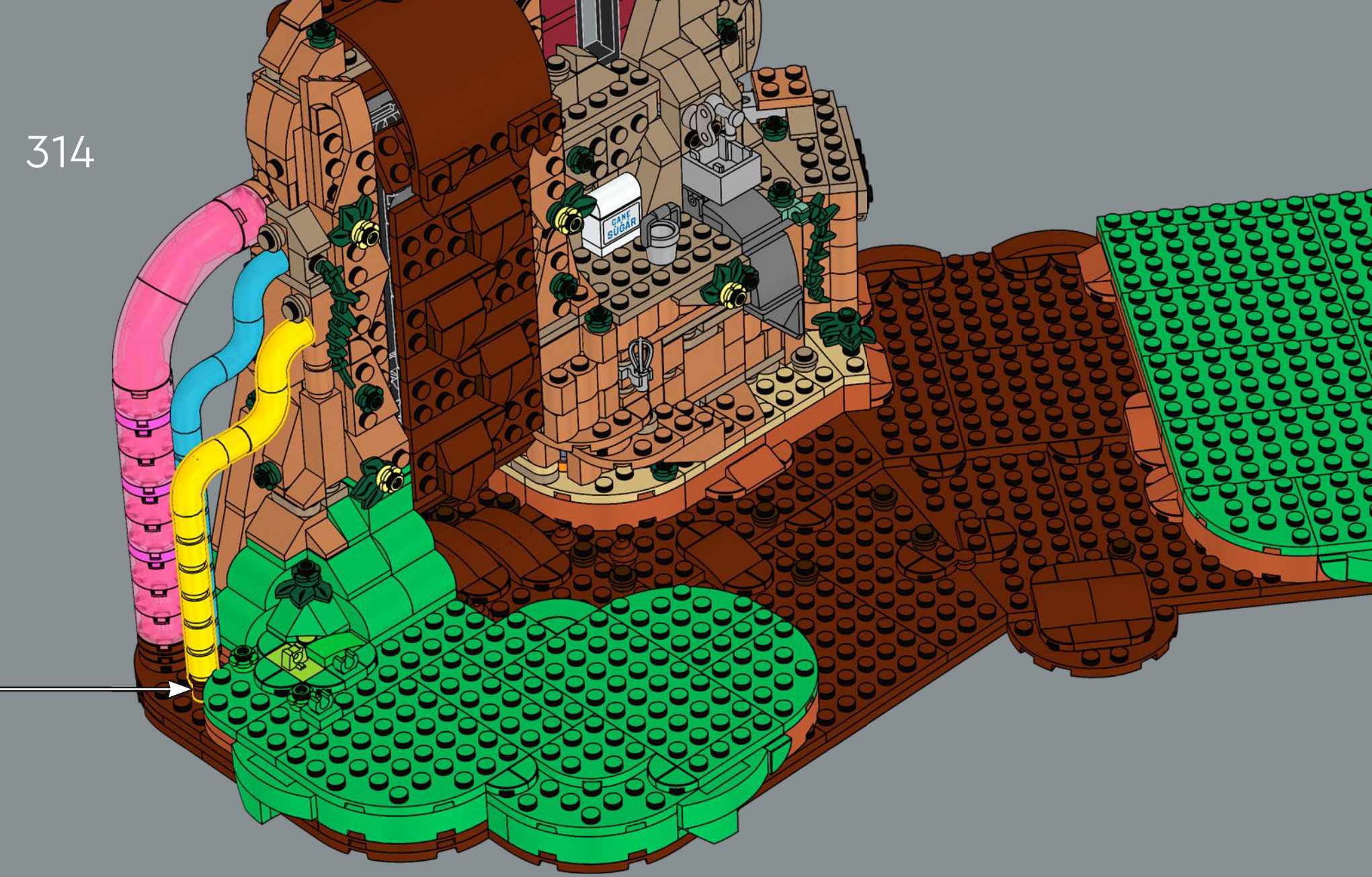

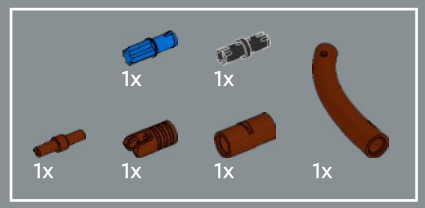

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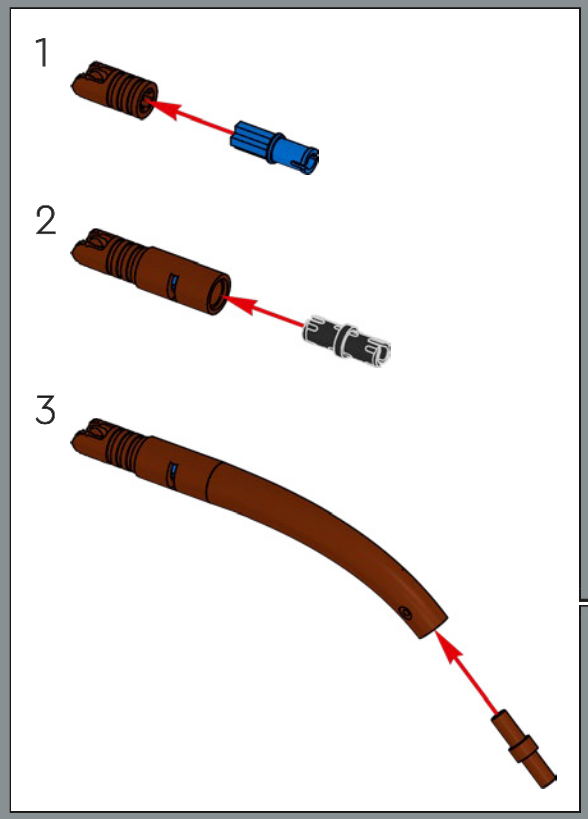

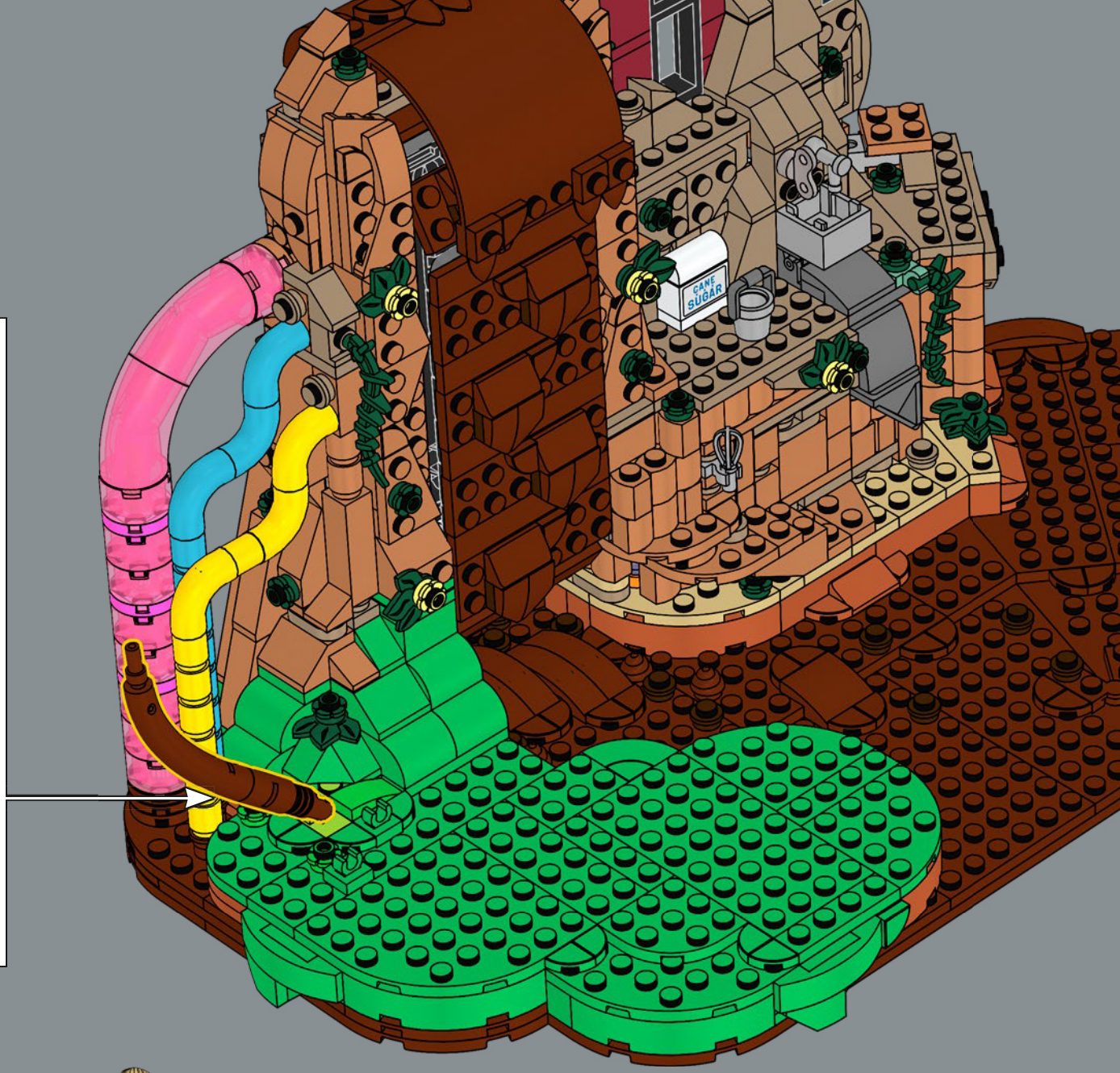



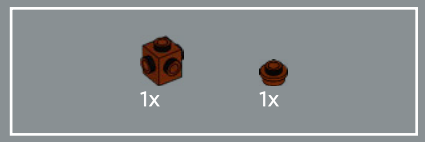

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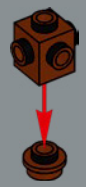



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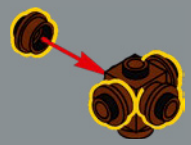



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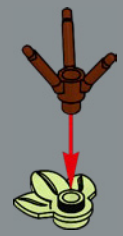

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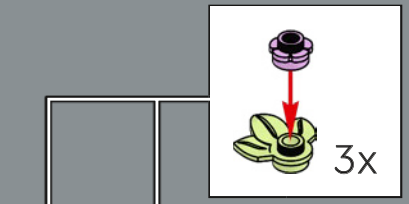



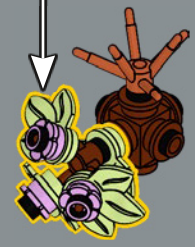



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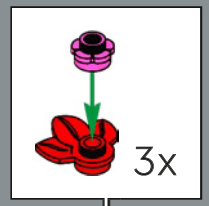

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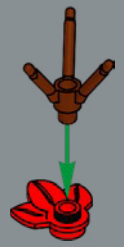

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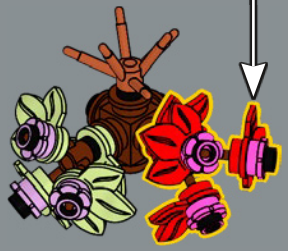

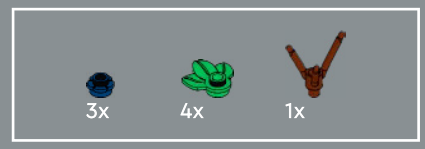

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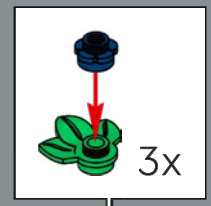

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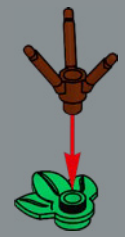

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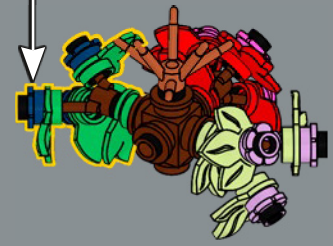



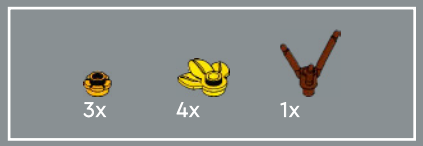

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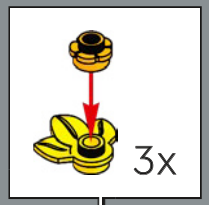

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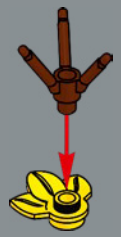

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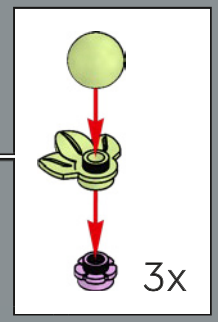

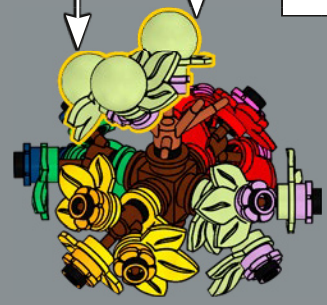

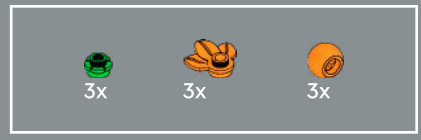

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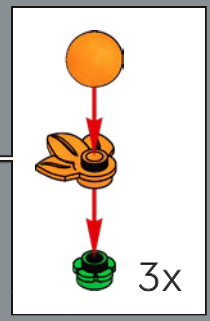

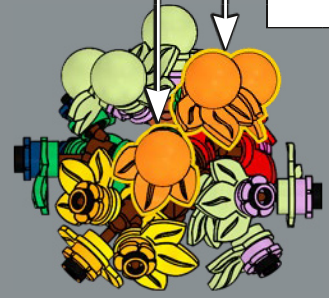

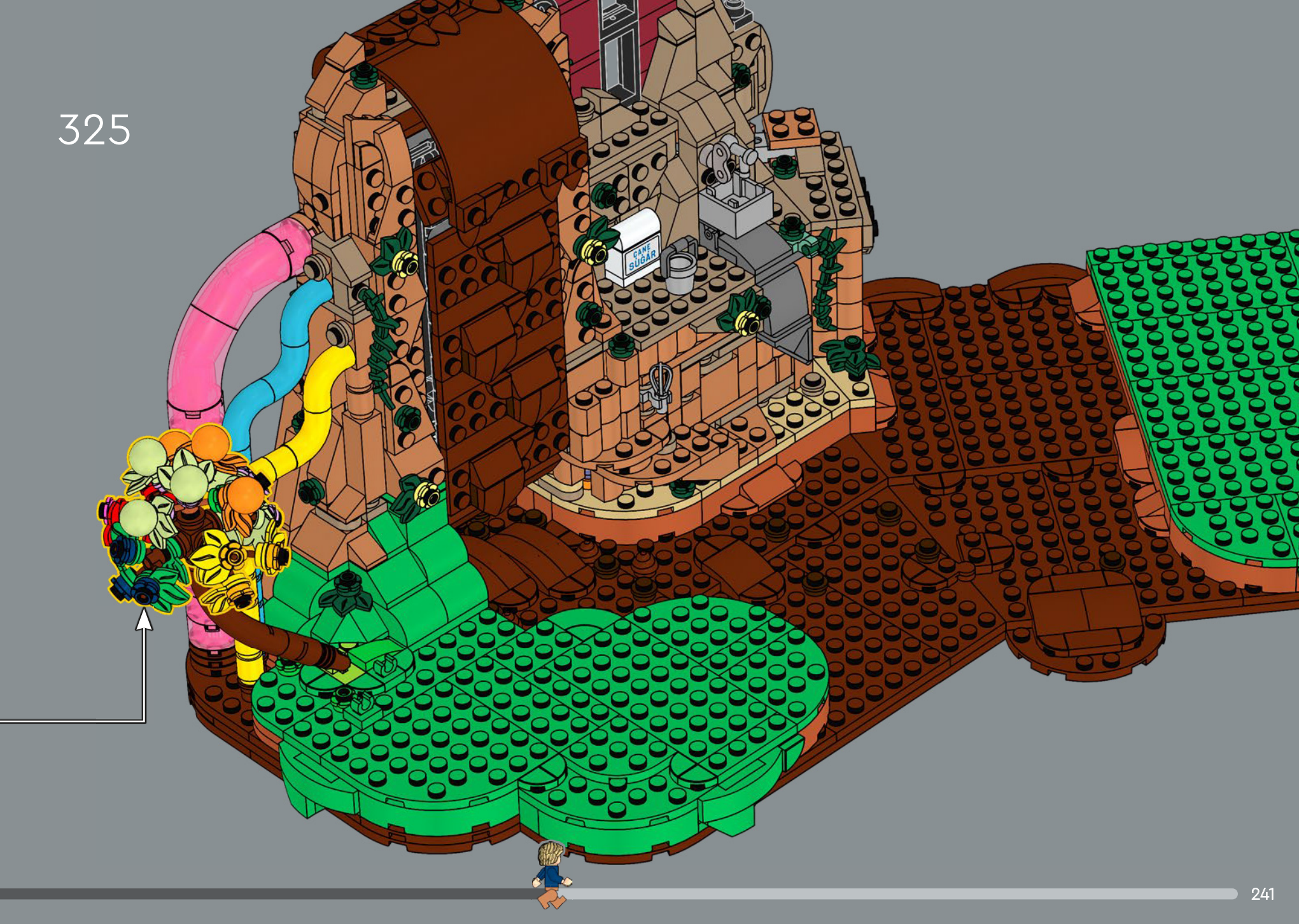
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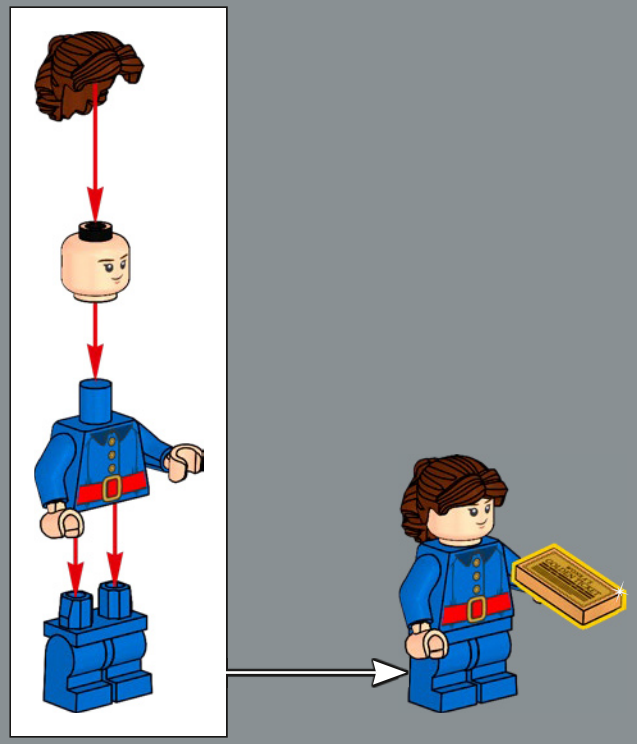

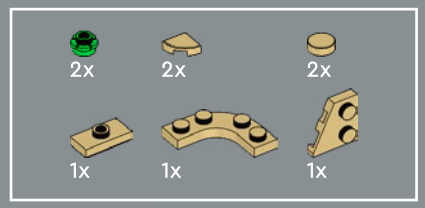

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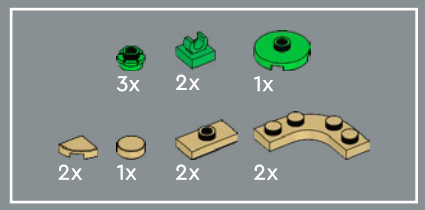

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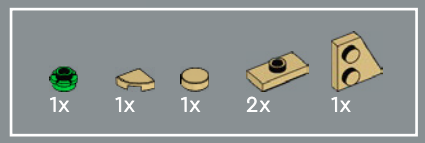

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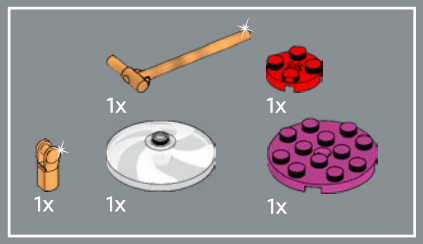

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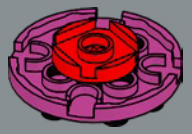

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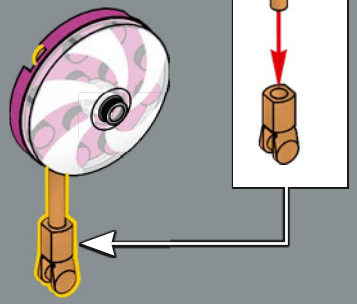



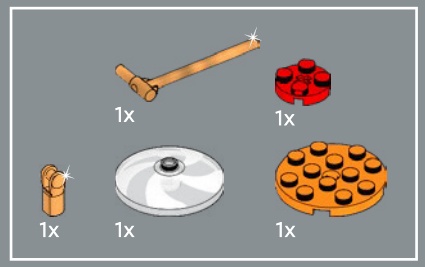

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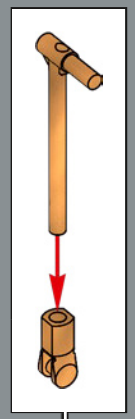





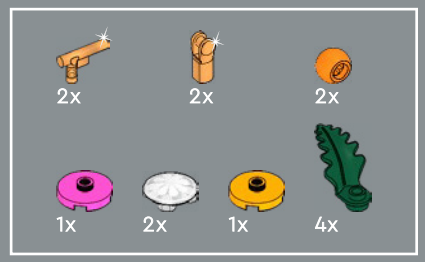

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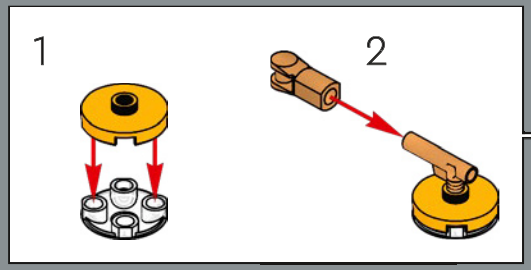

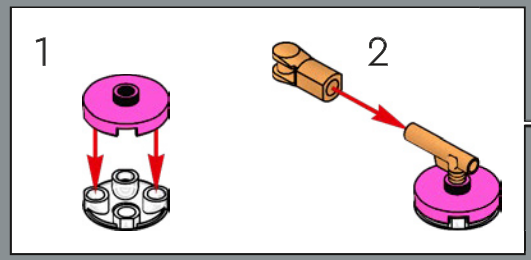

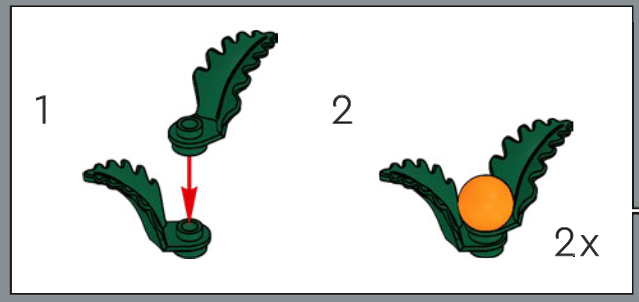



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333

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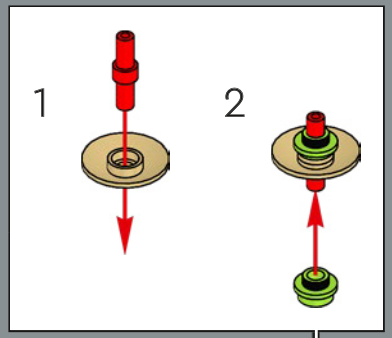

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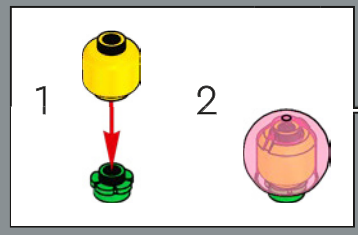



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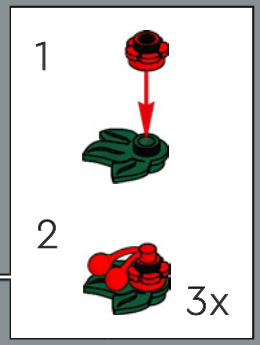

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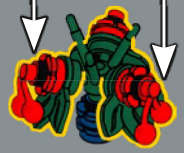

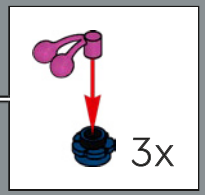

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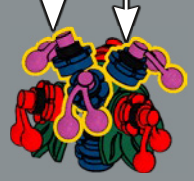







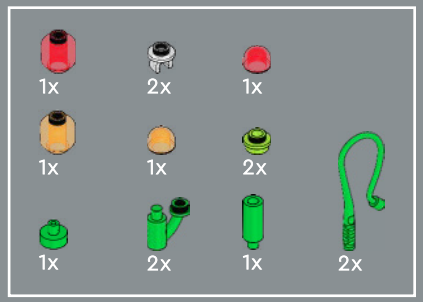

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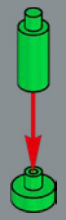

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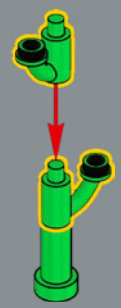

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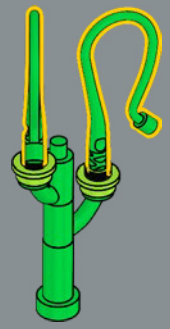
4



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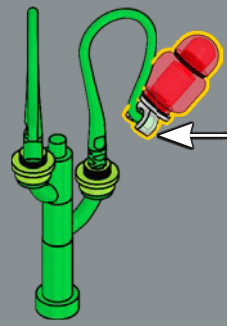

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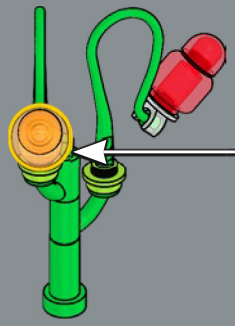


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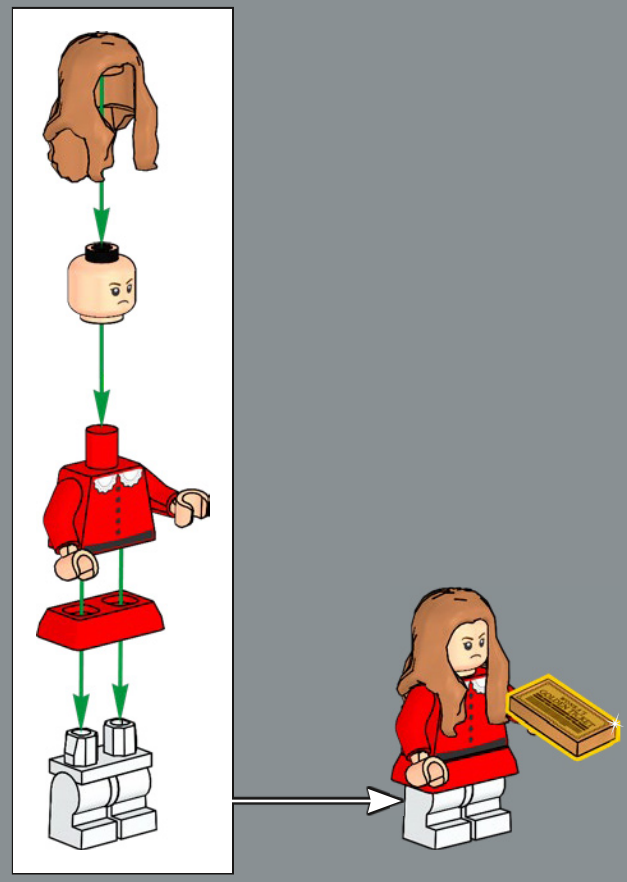
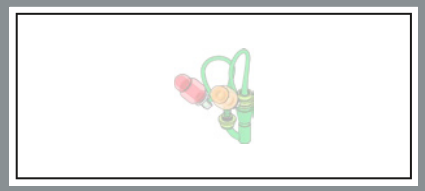
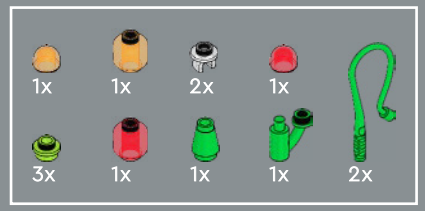
13







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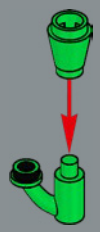

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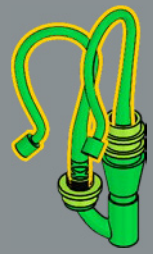

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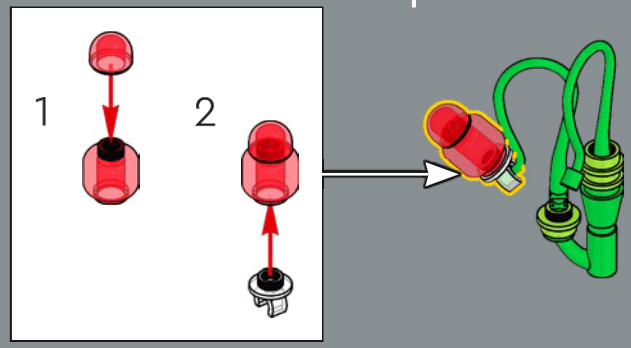

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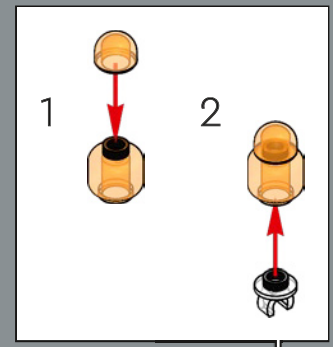

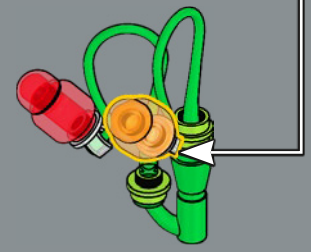




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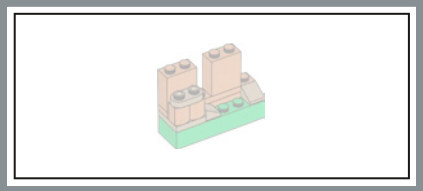

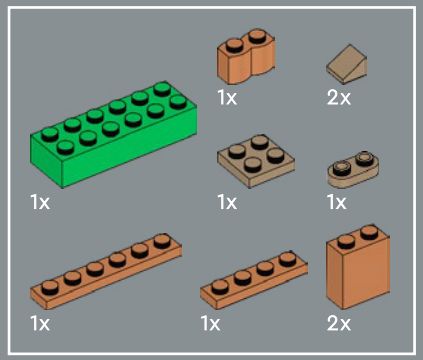

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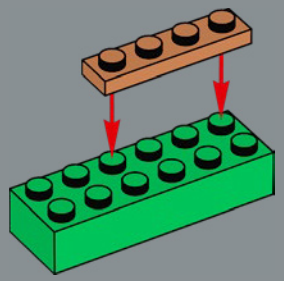

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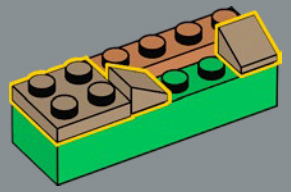

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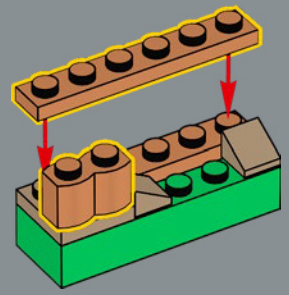

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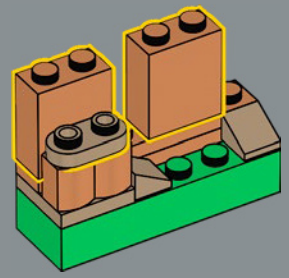


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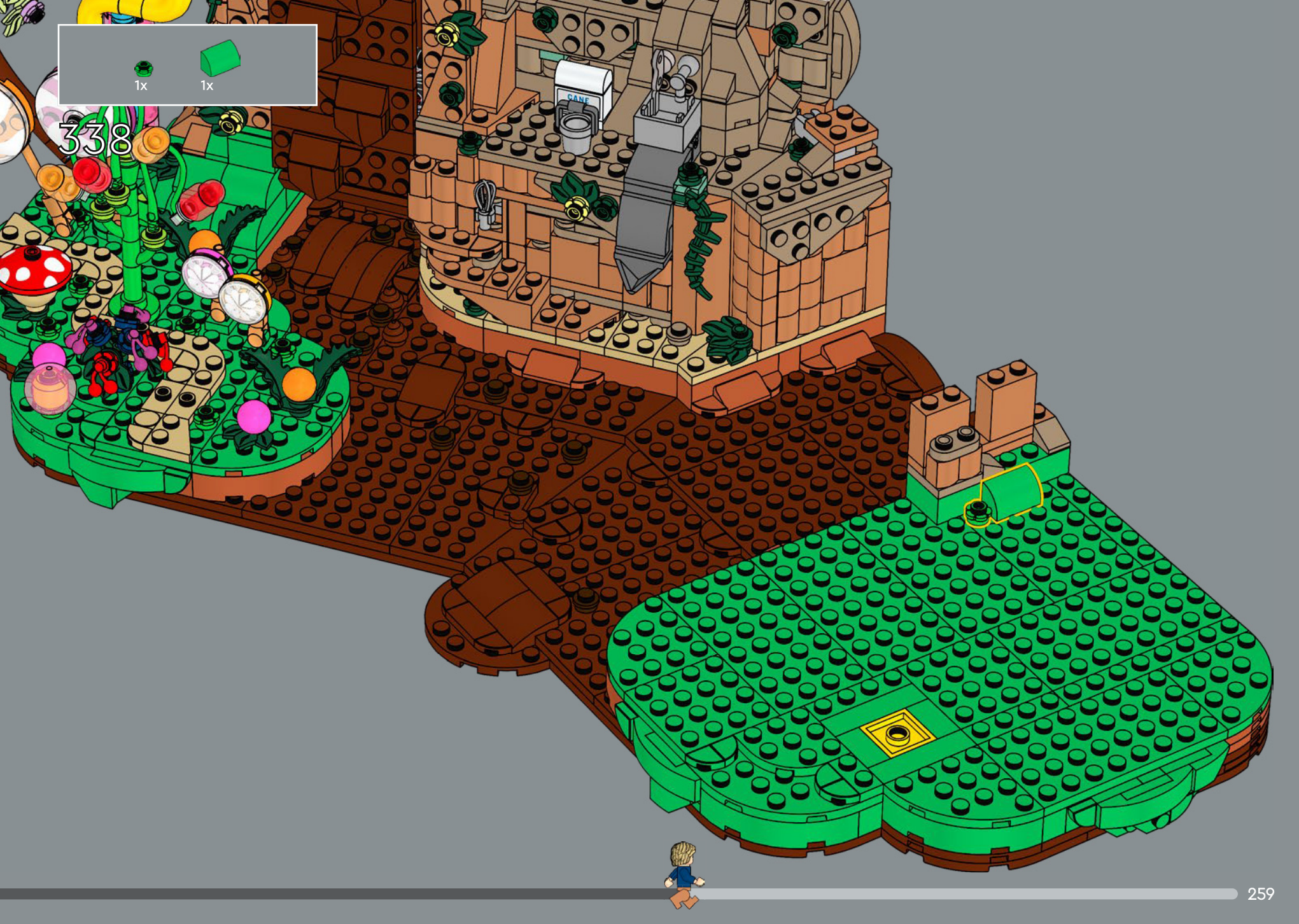
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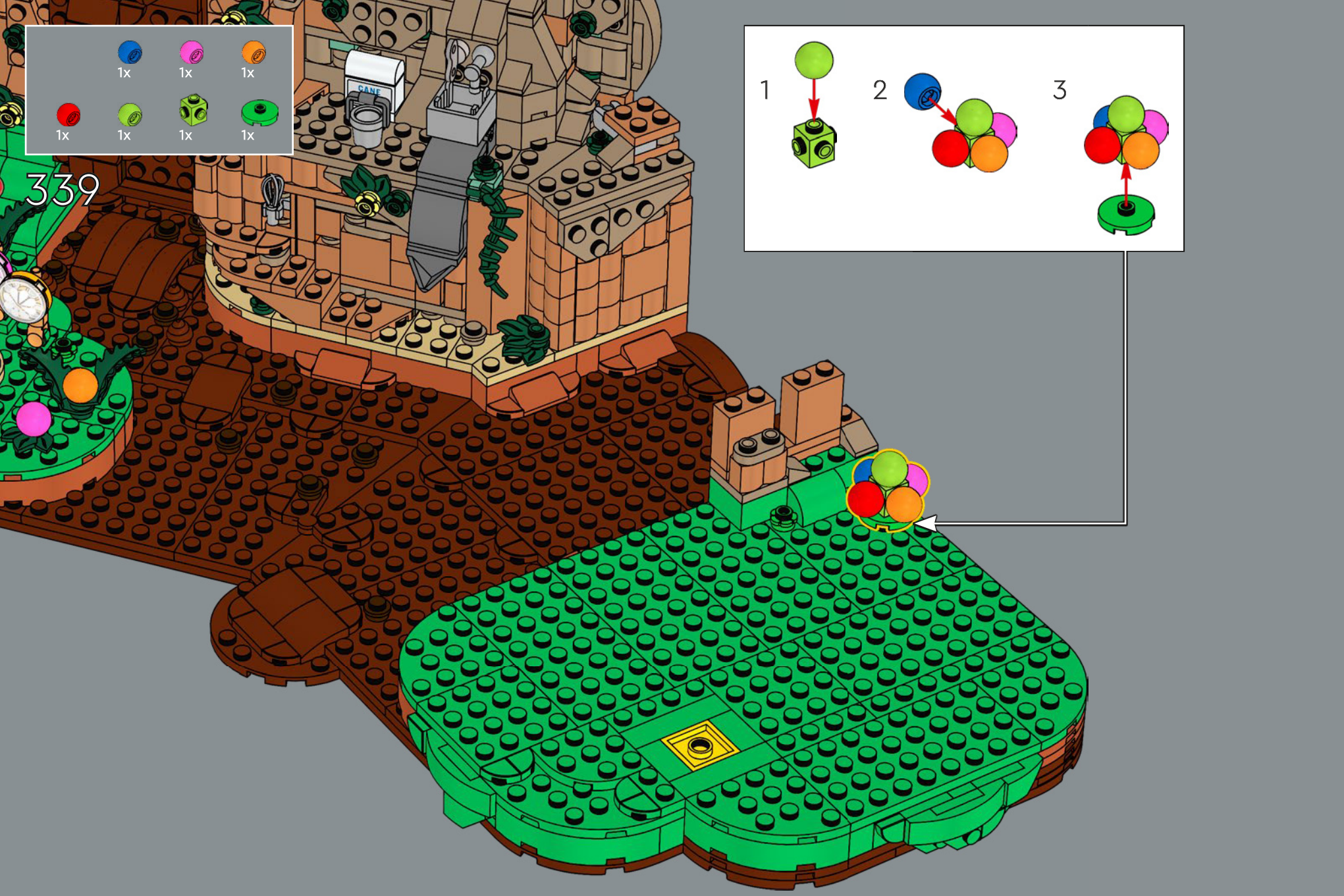
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341


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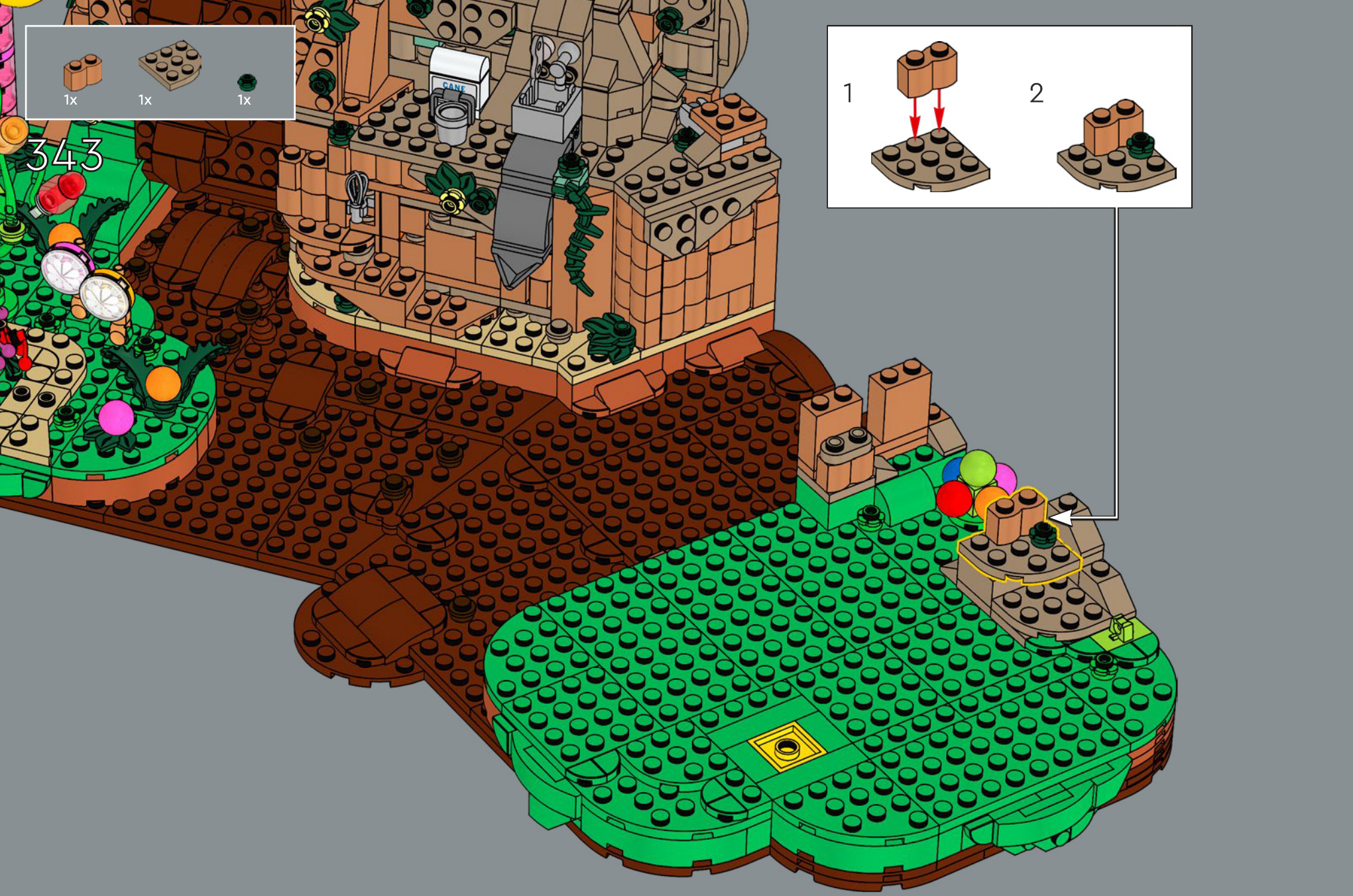
342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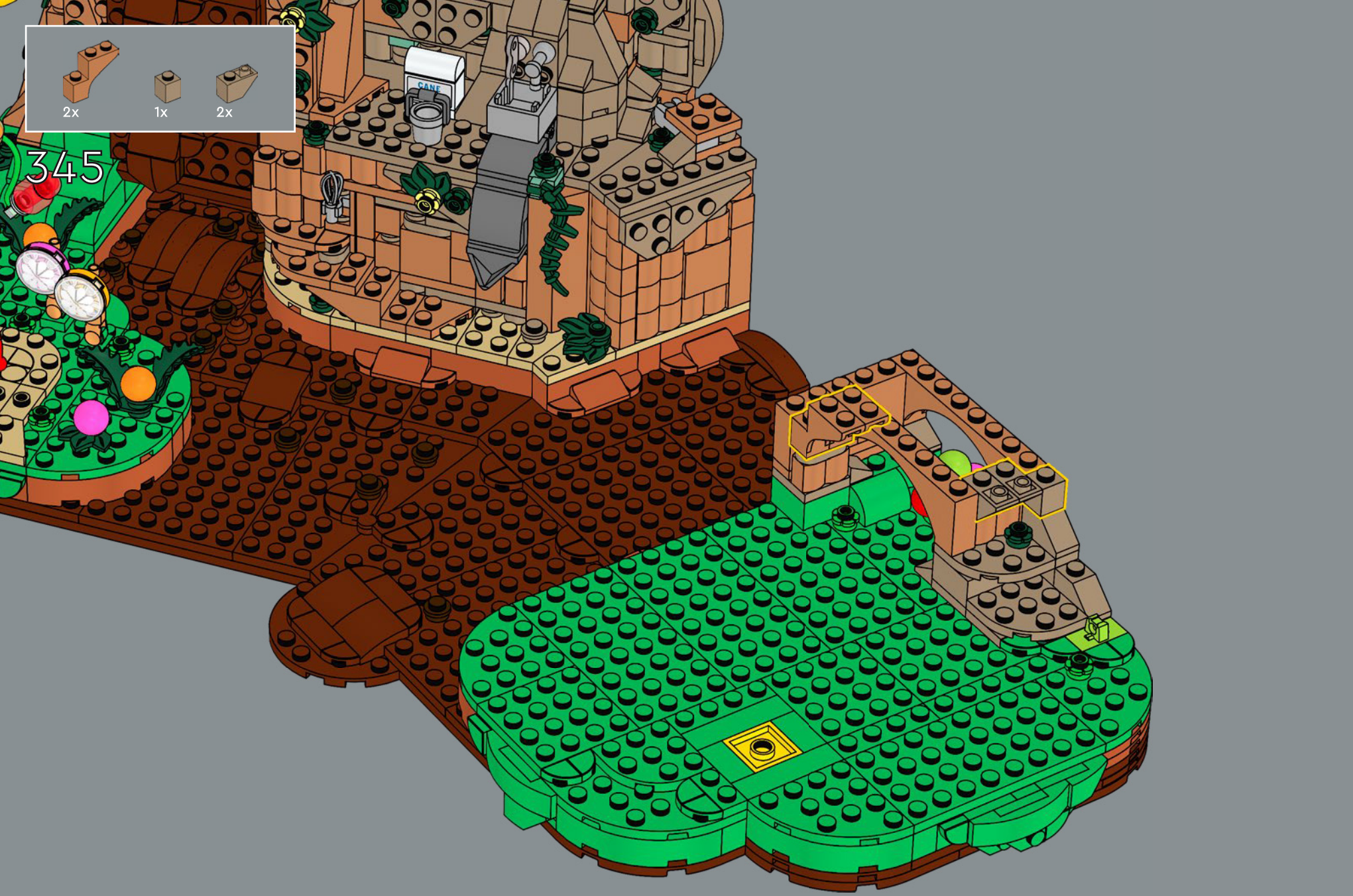
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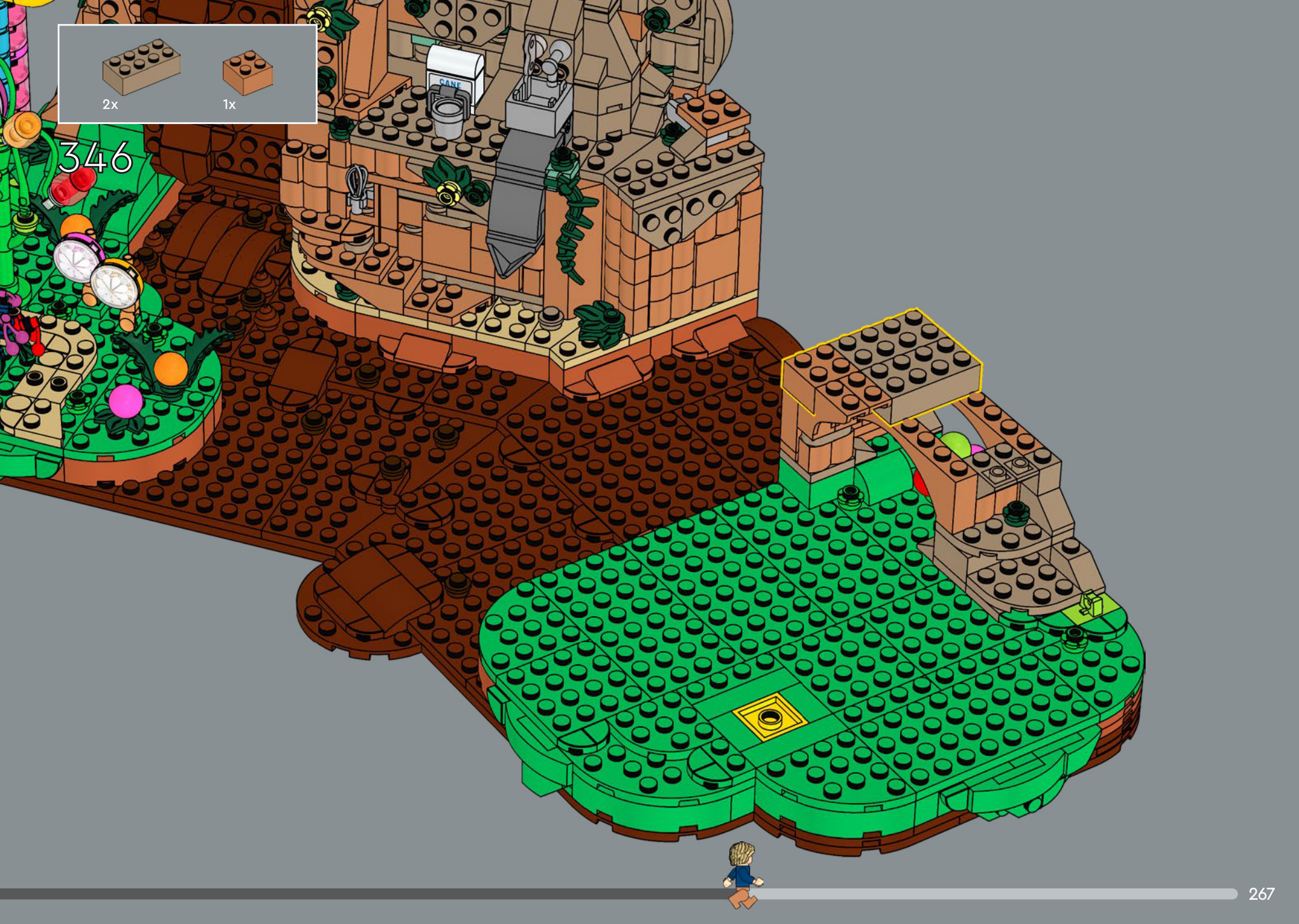
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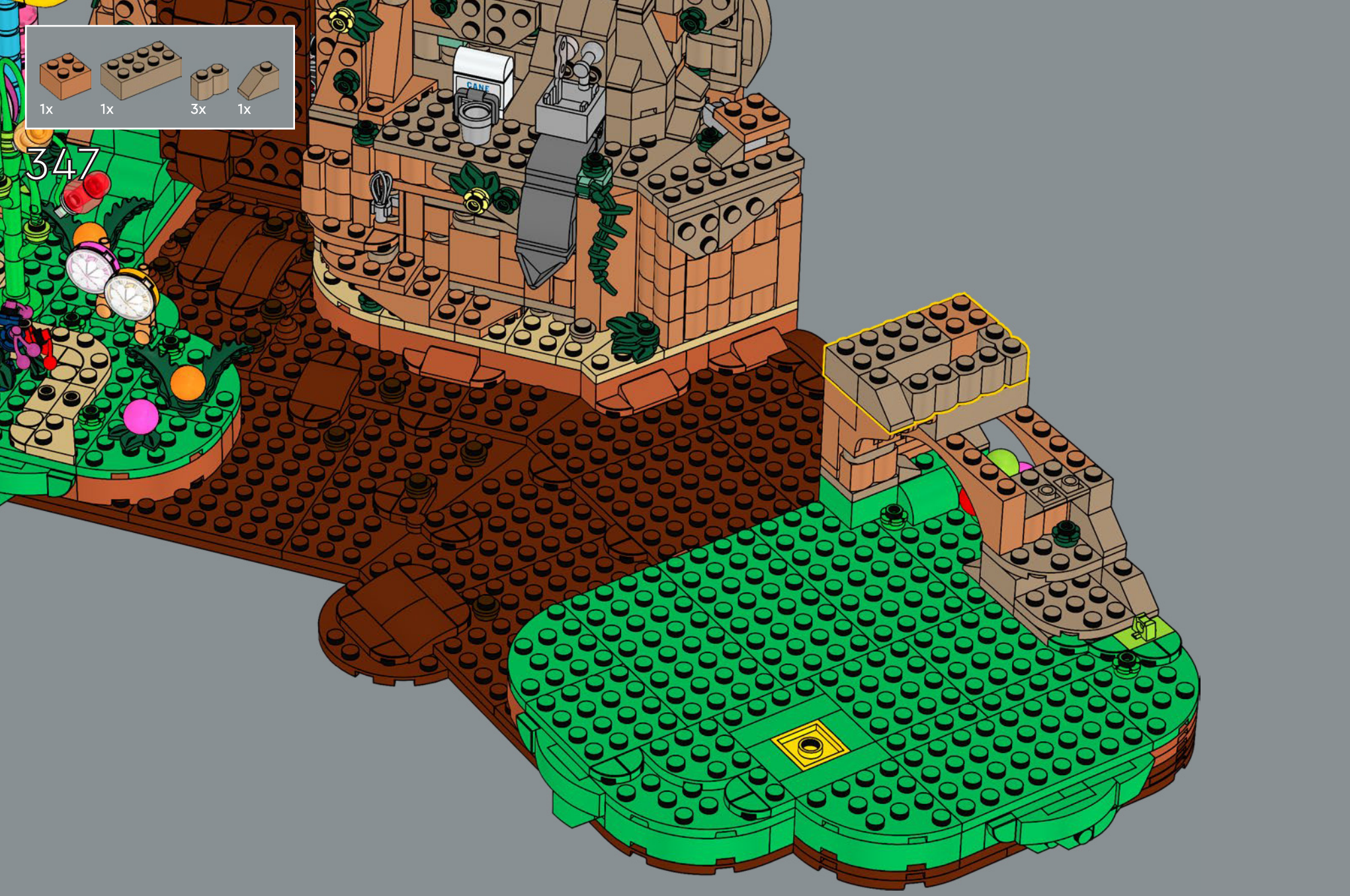
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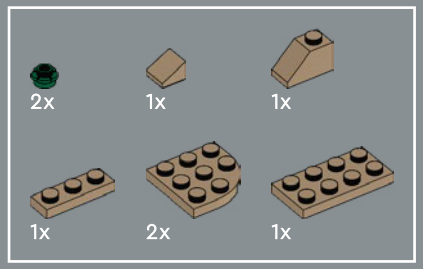

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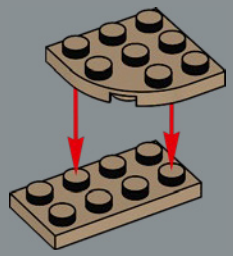

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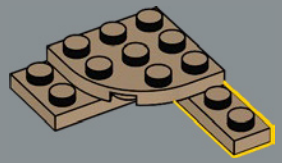

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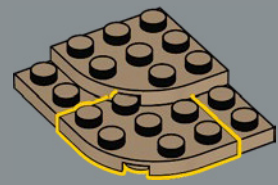

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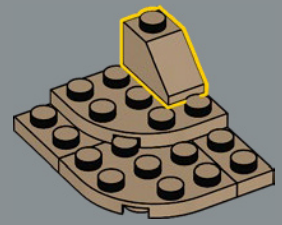

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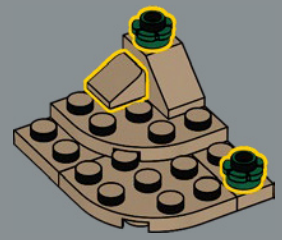



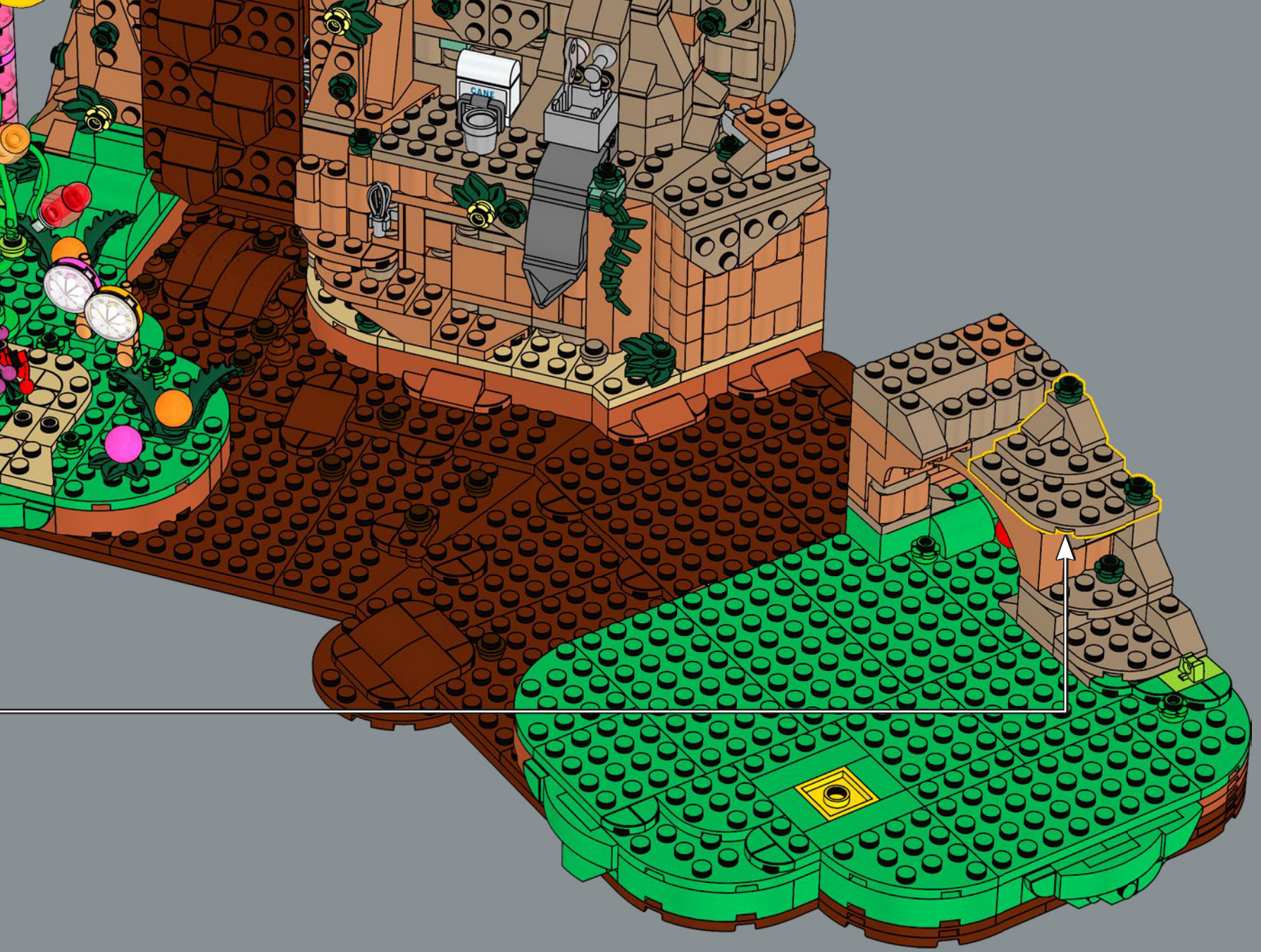
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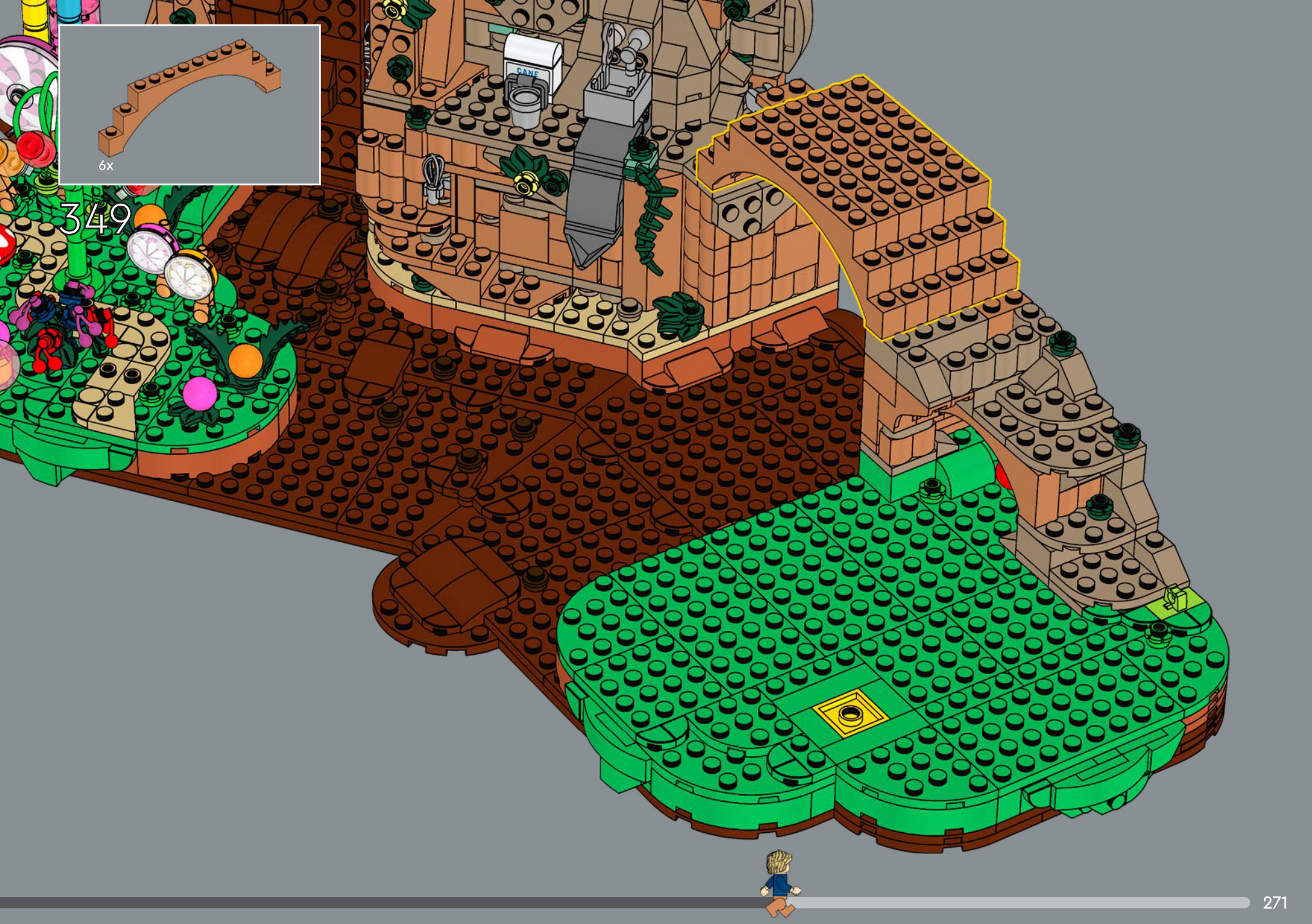
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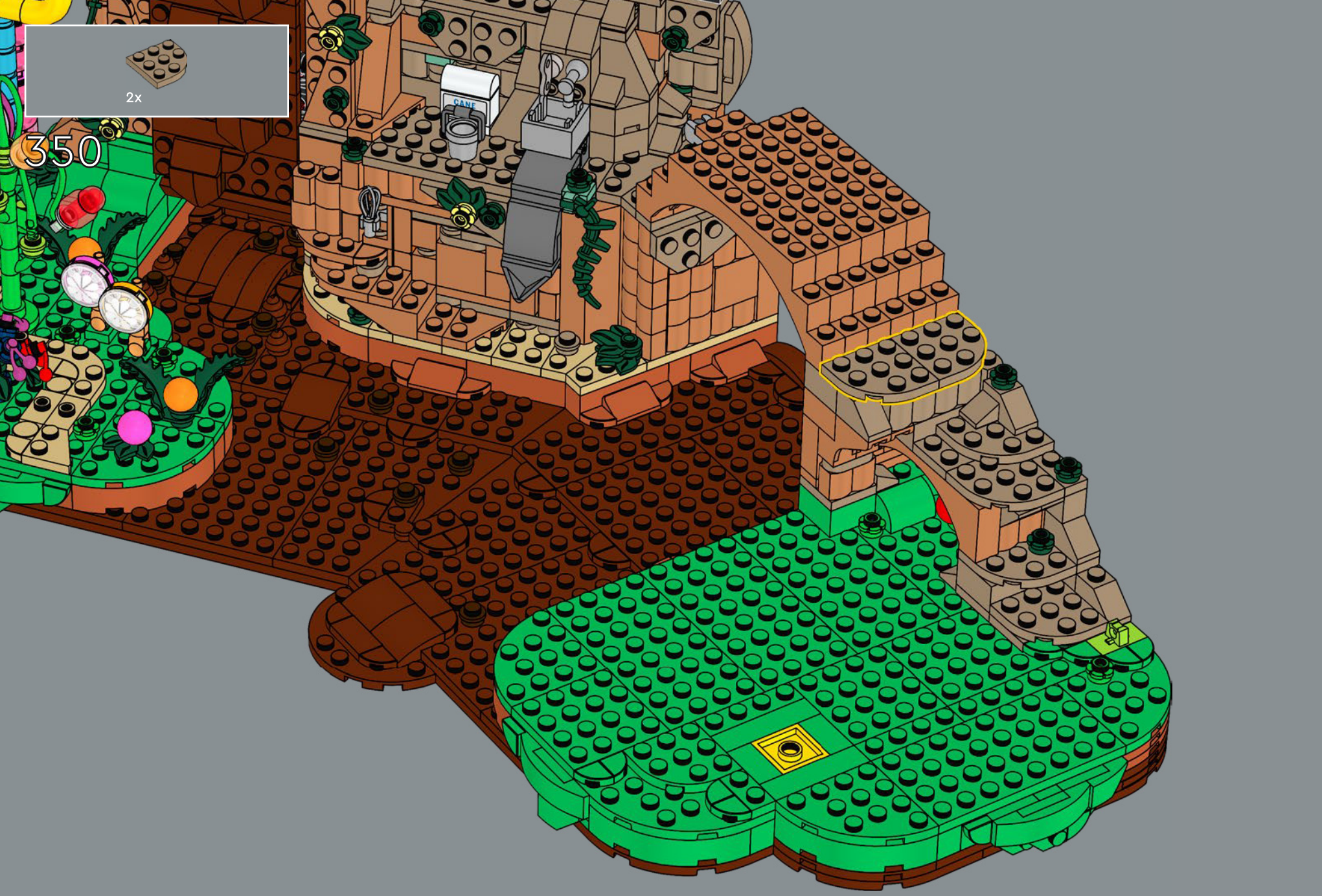
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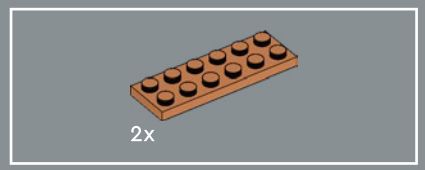

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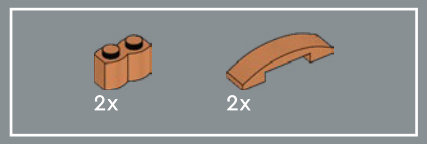

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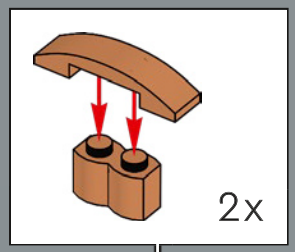



354


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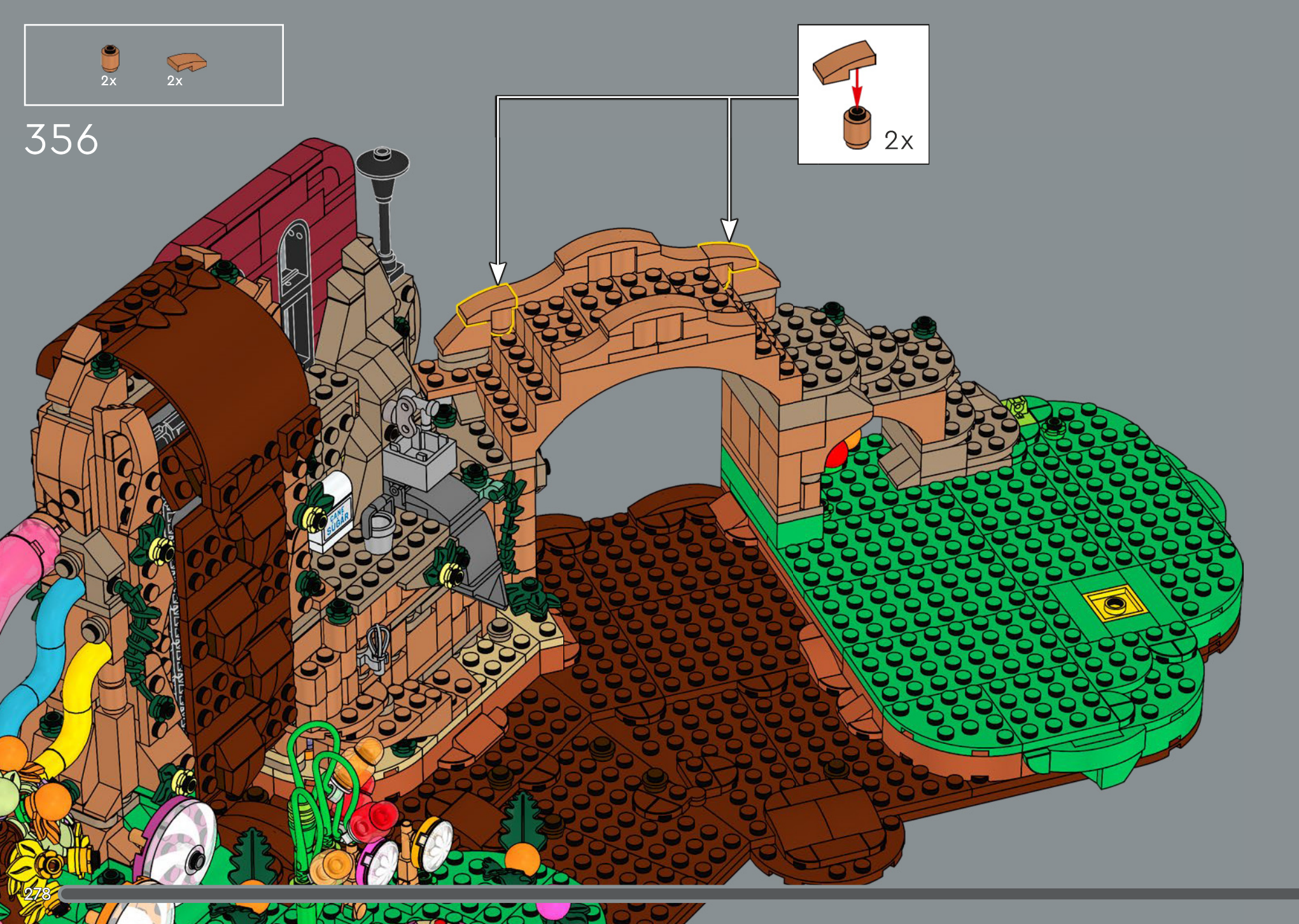
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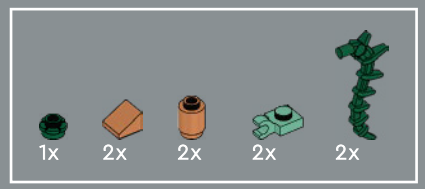

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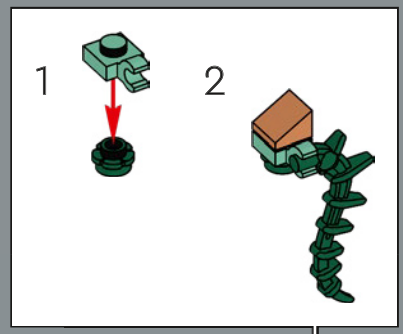

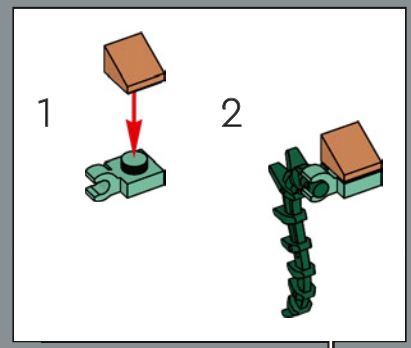

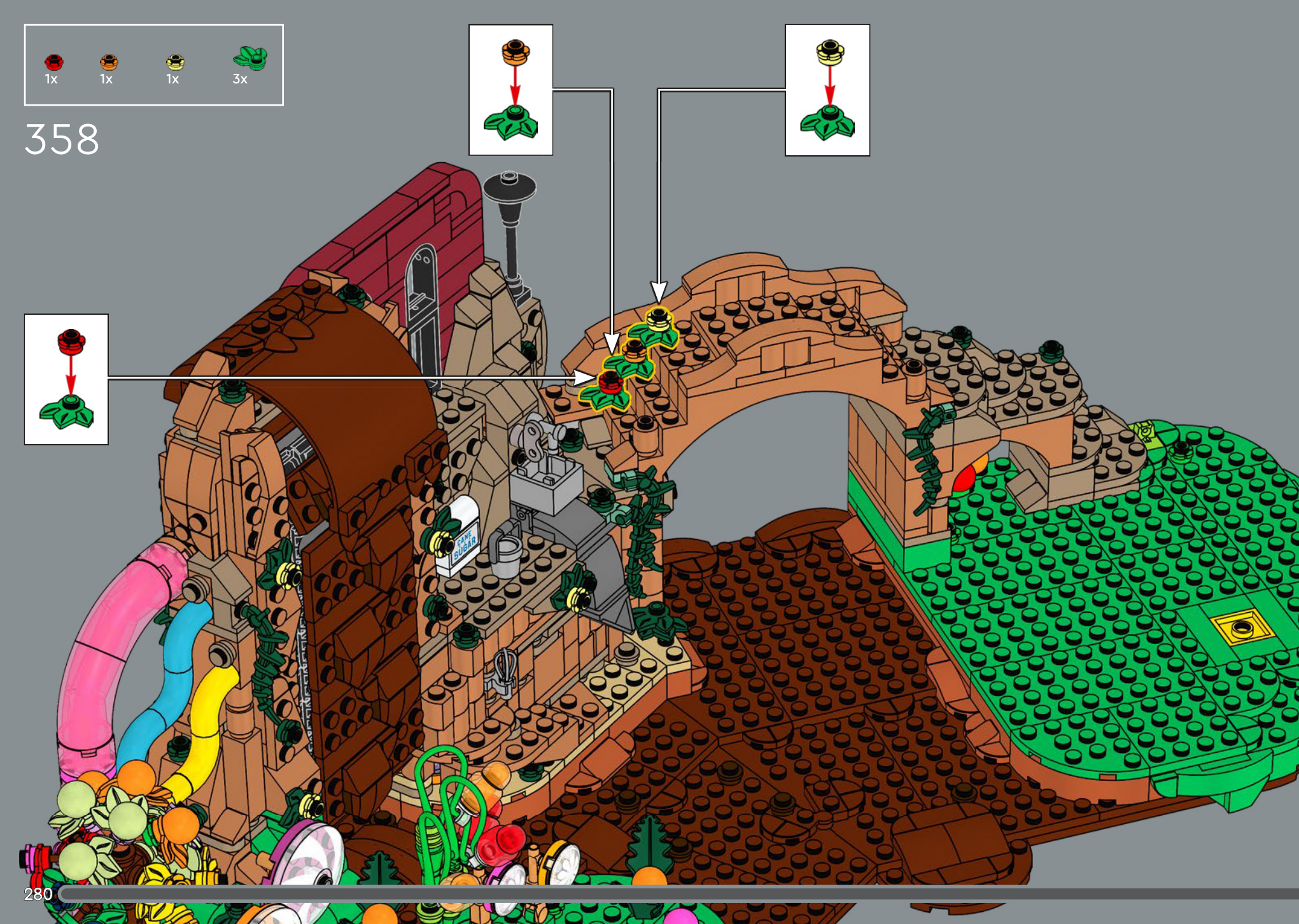
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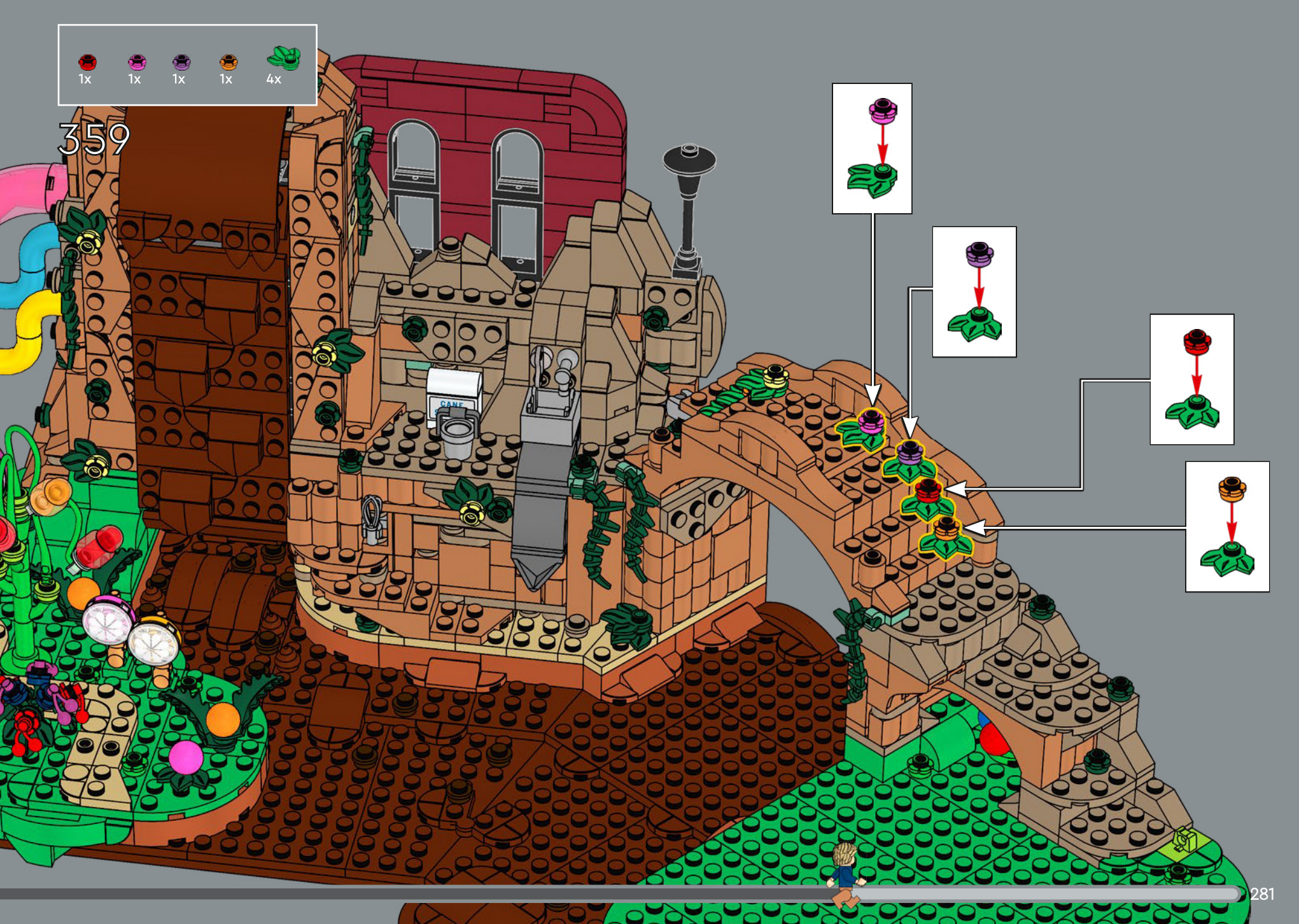
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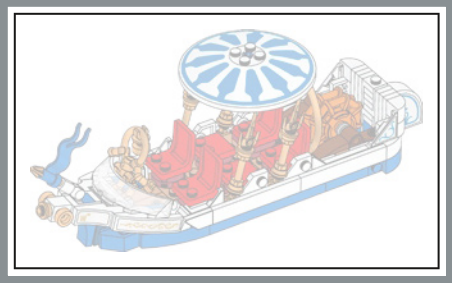
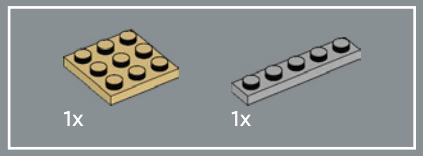
14





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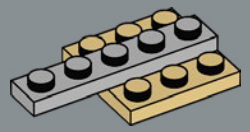



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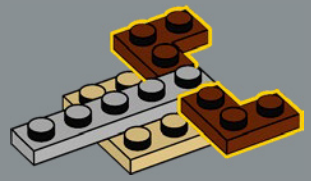

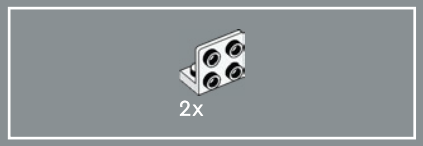

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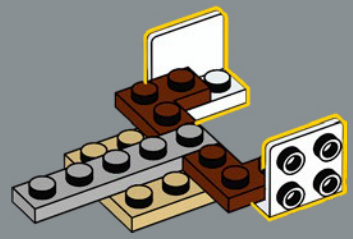



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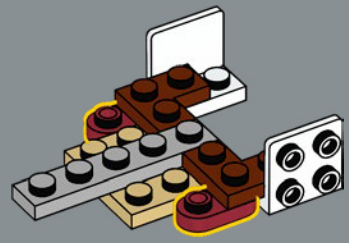

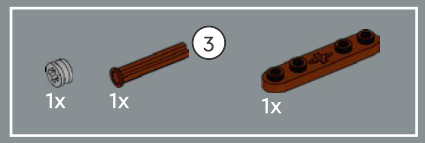

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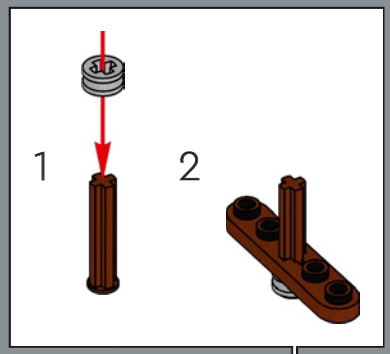

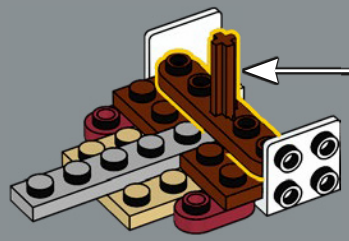

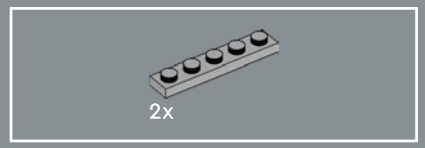

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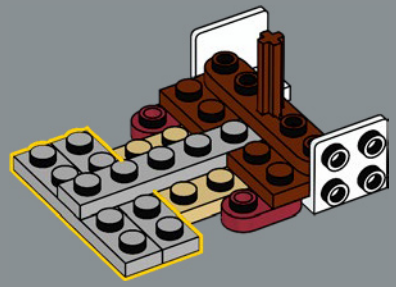

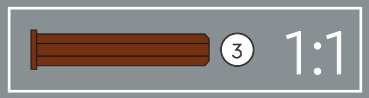

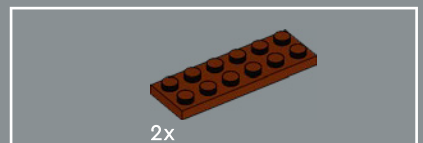

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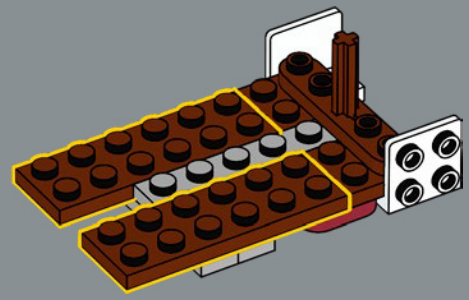

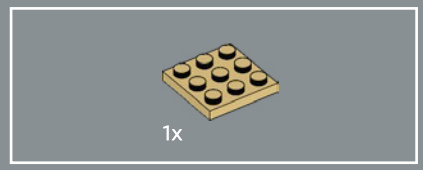

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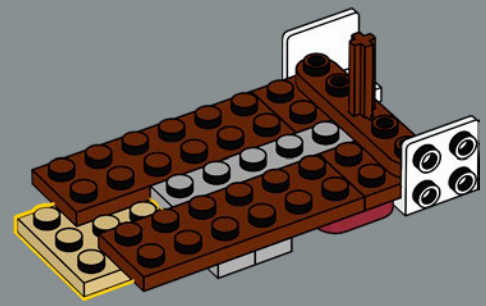



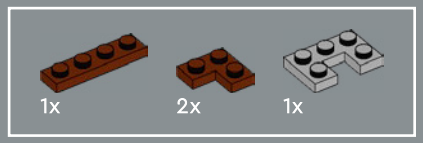

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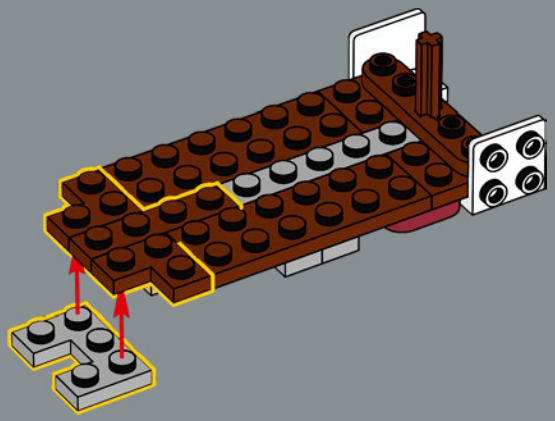

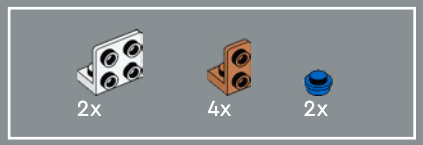

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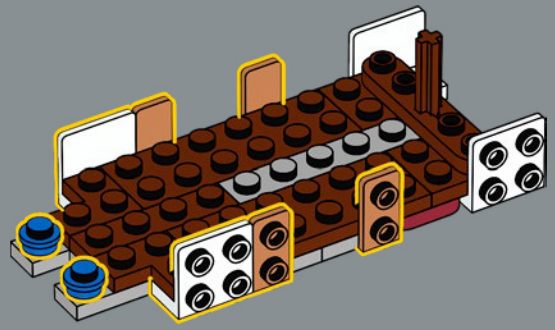

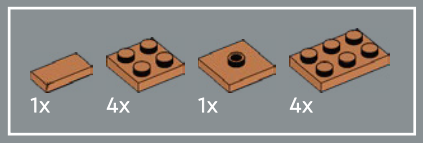

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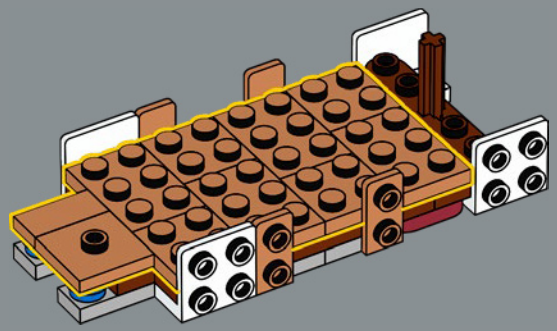

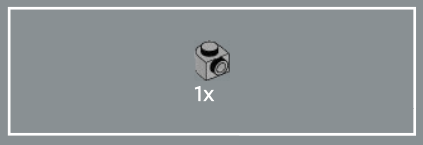

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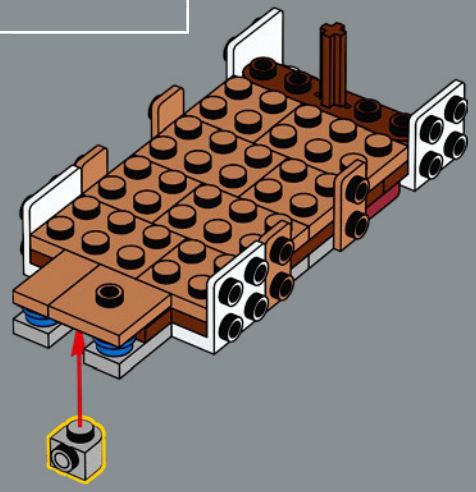

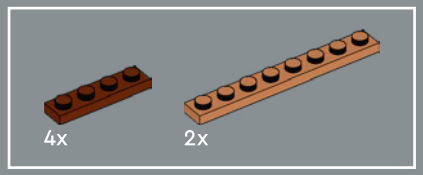

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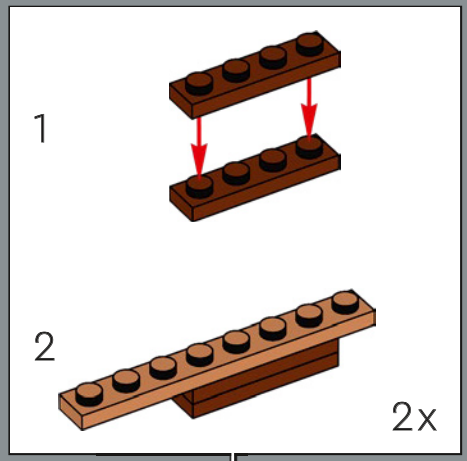

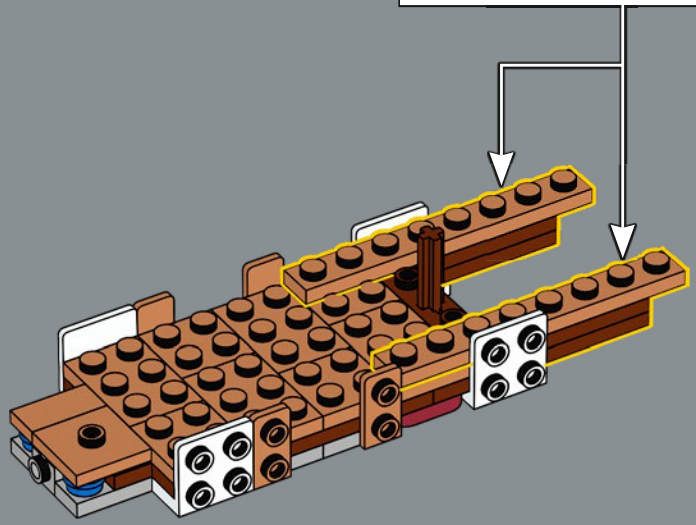

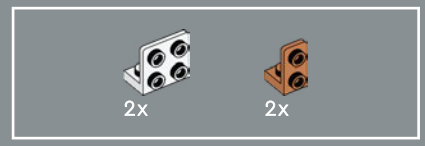

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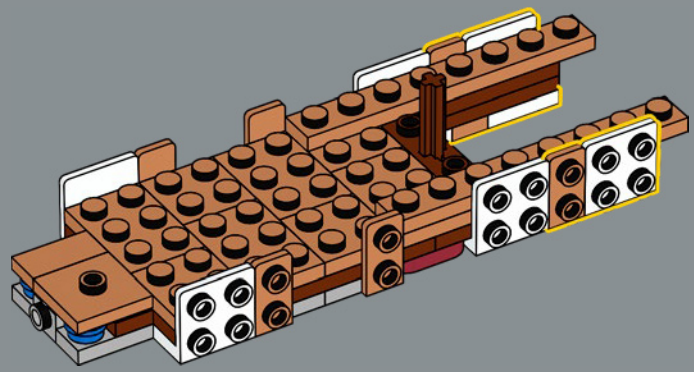

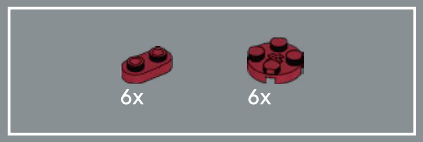

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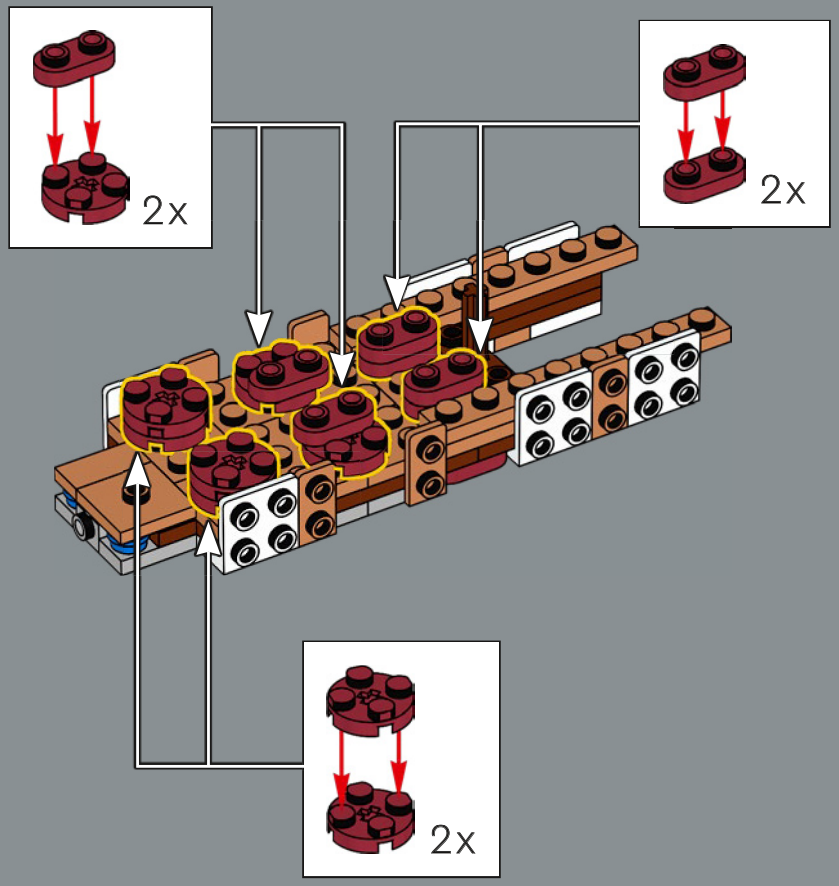

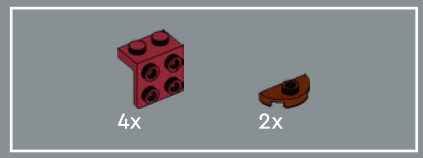

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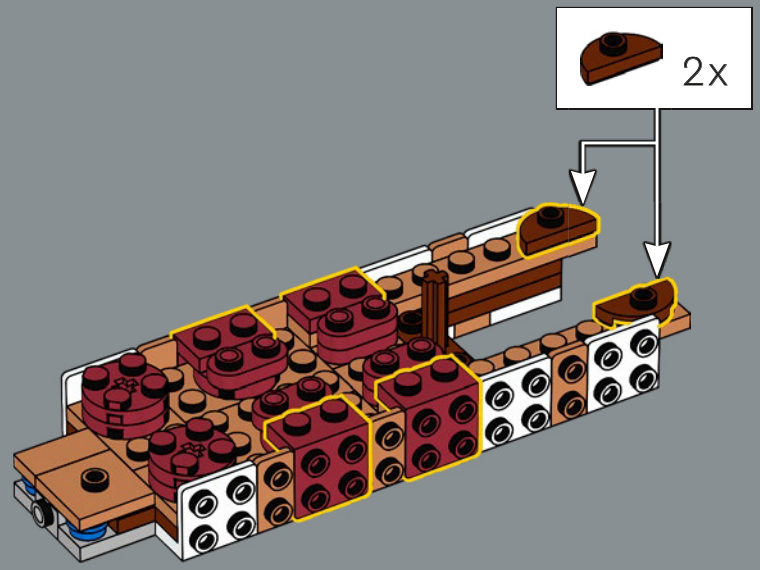

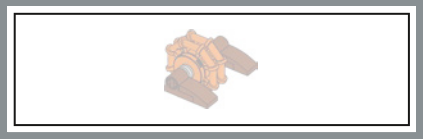

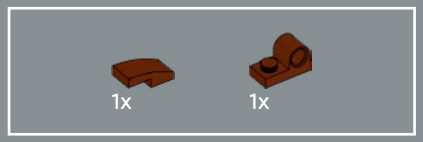

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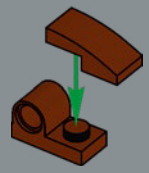

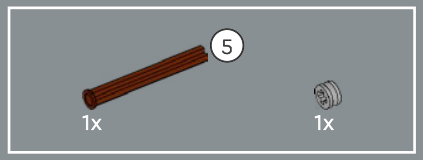

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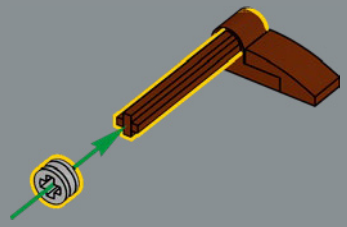

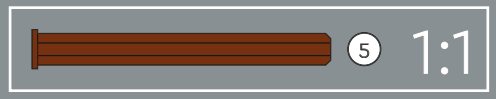

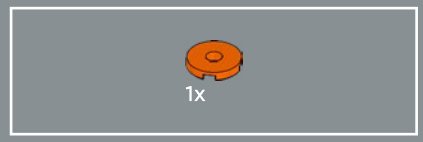

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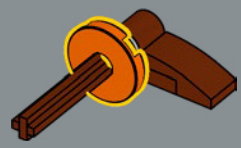

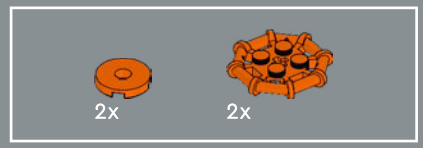

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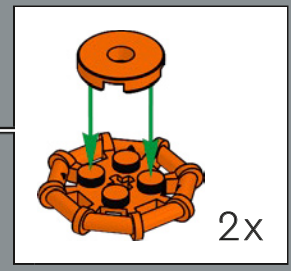

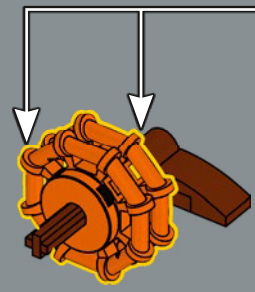



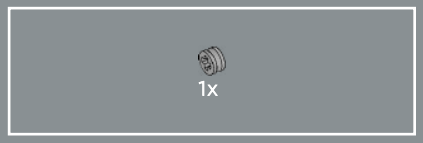

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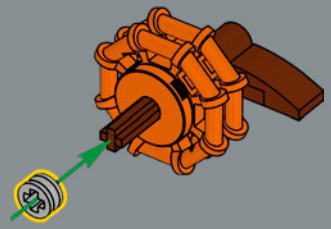

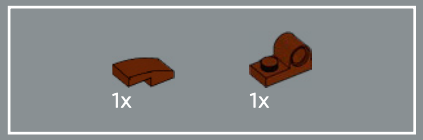

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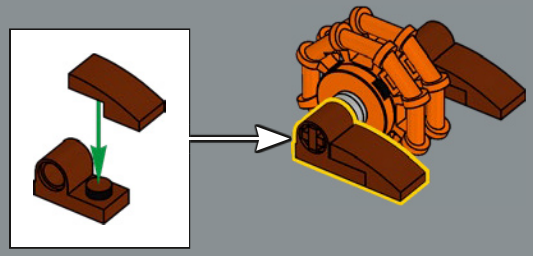

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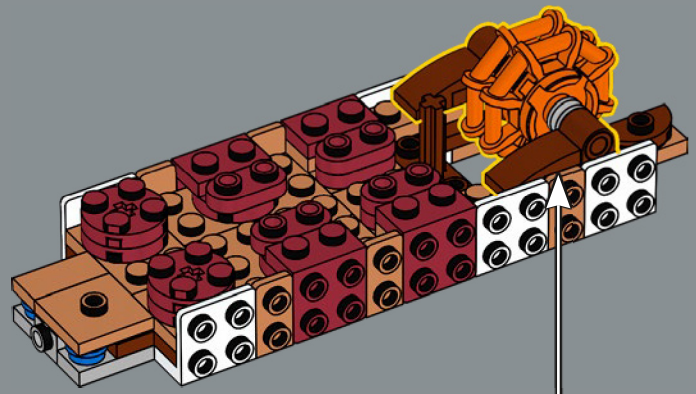

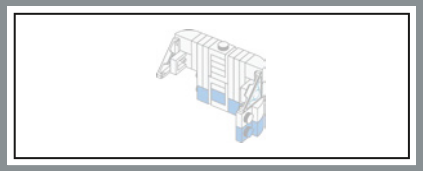

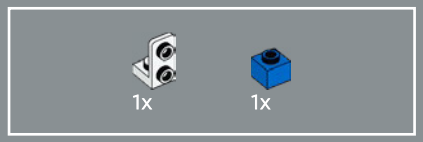

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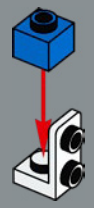

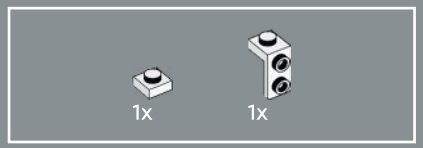

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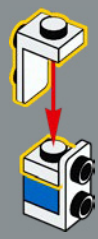

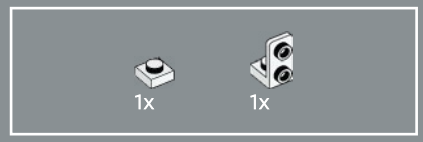

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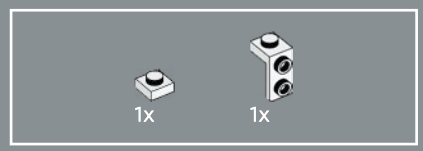

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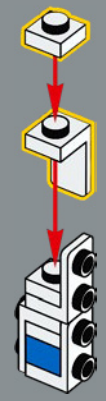

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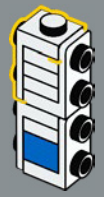

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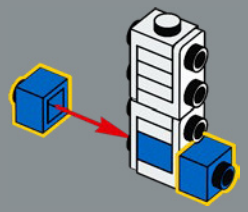

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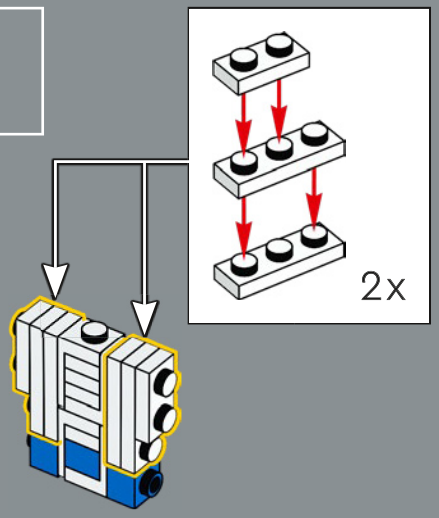

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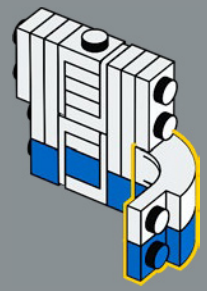

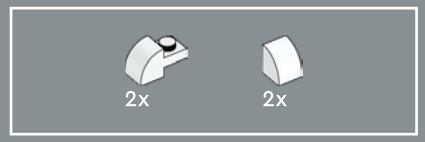

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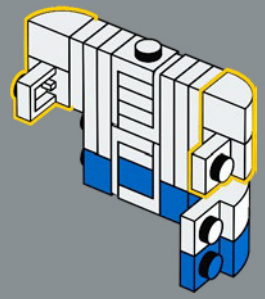



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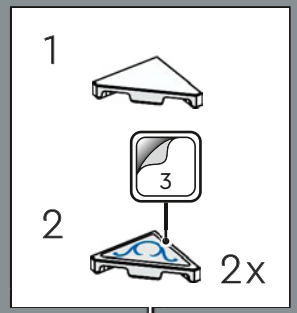

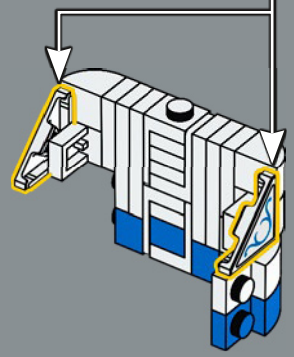

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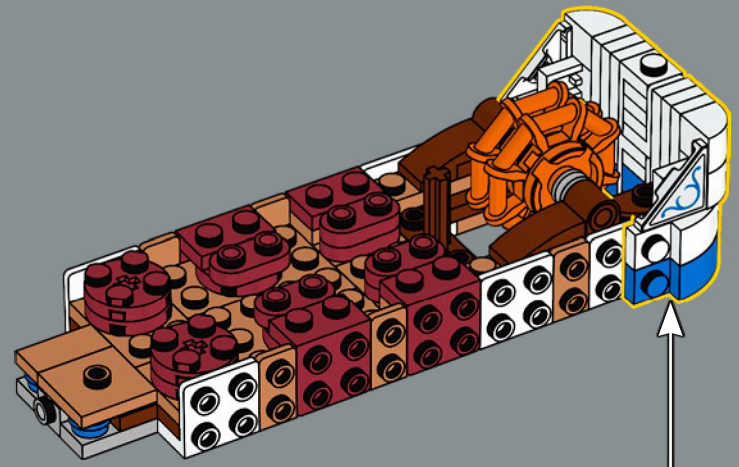



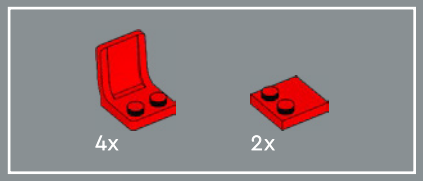

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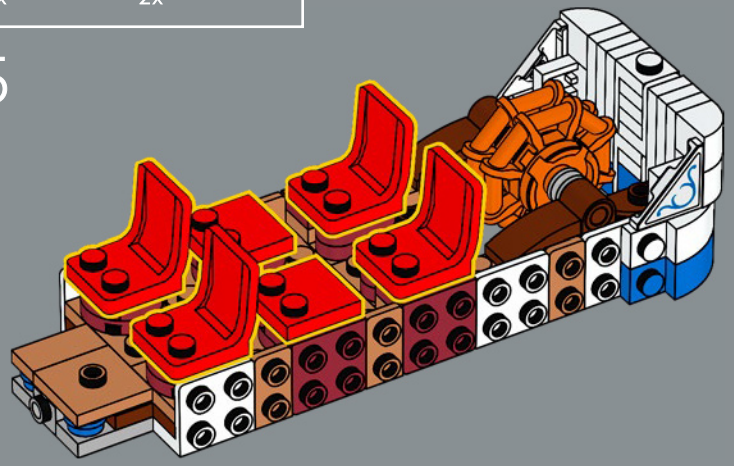

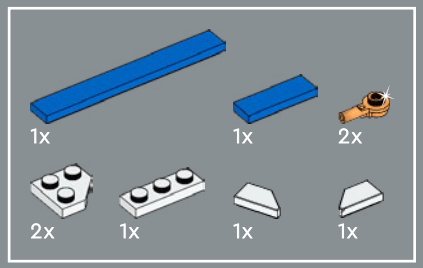

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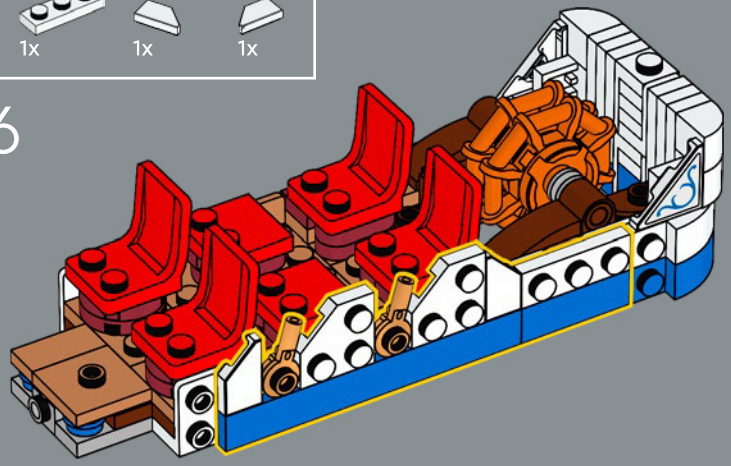

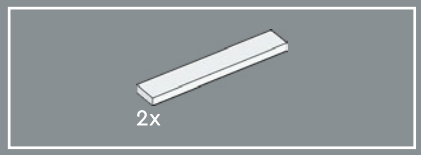

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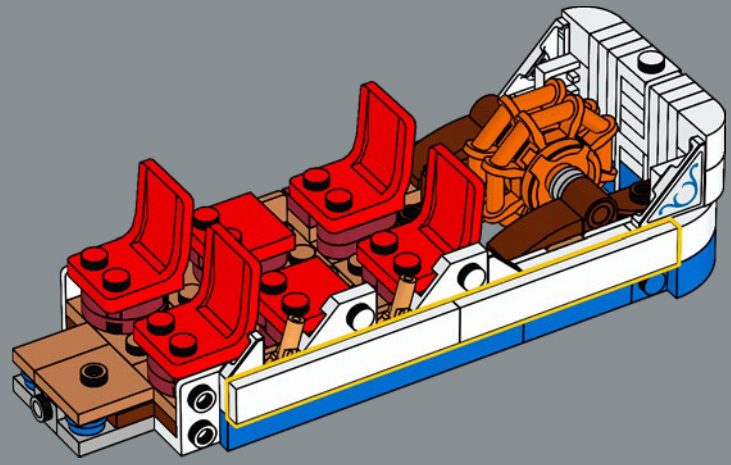

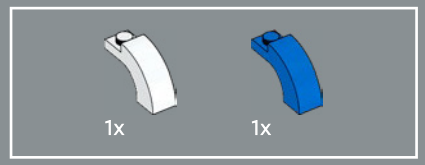

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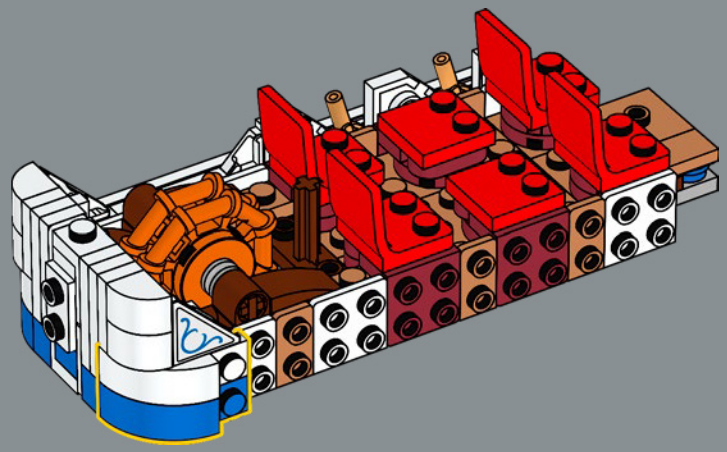

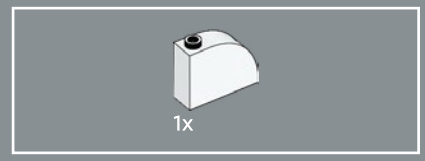

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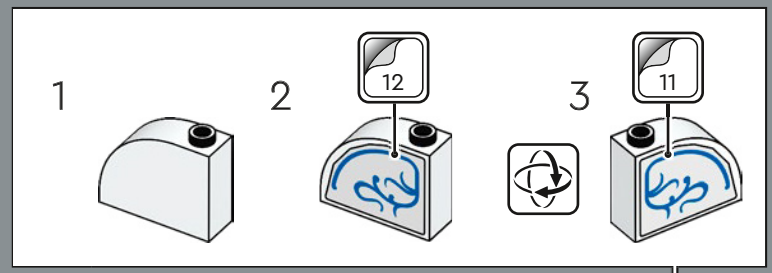

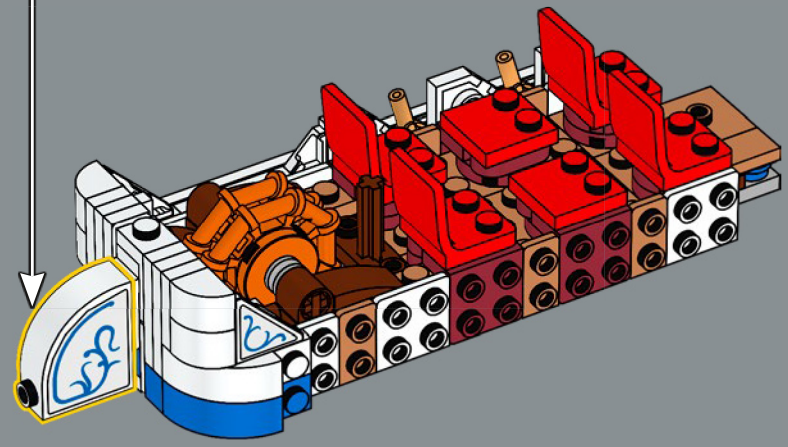



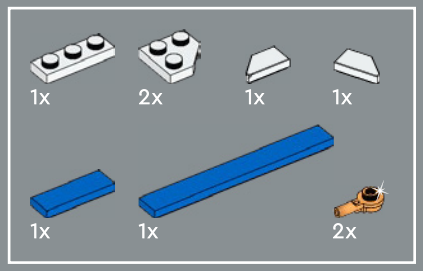

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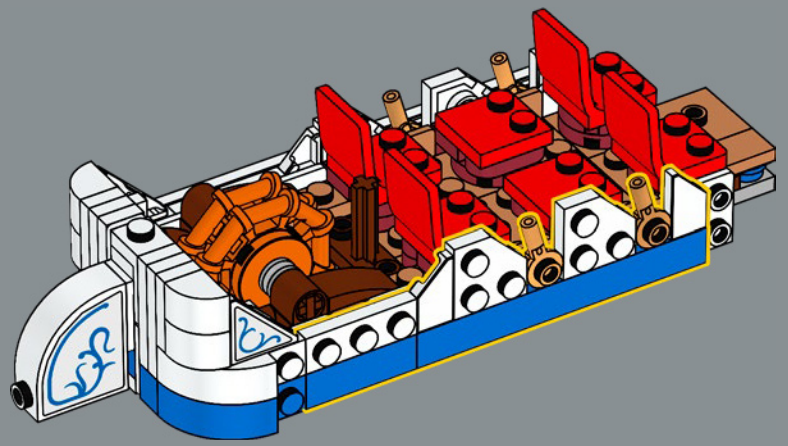

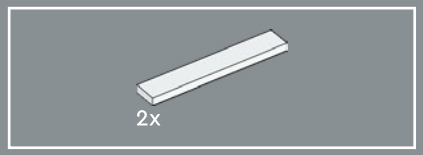

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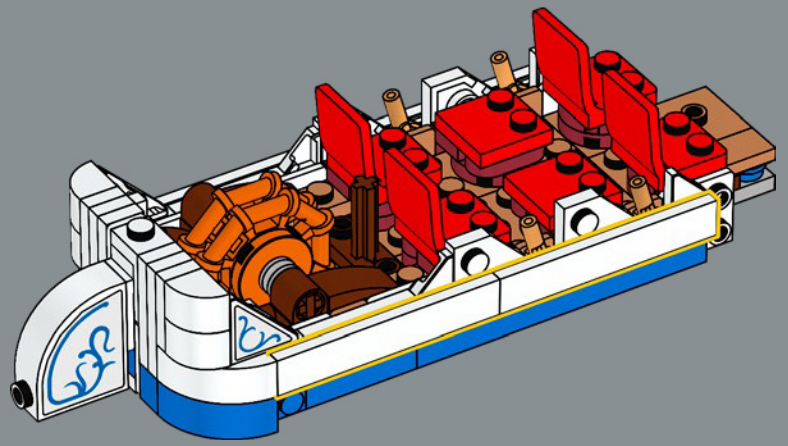

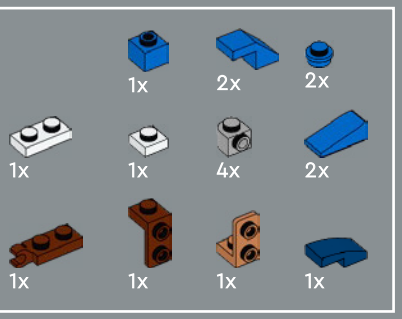

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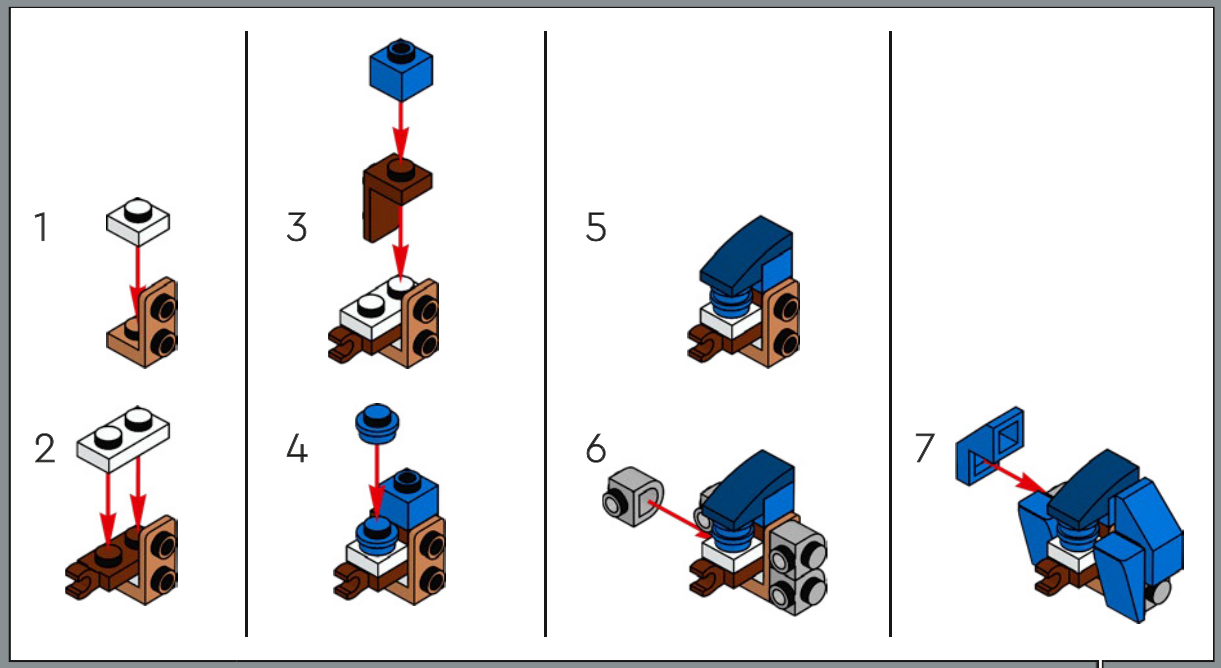



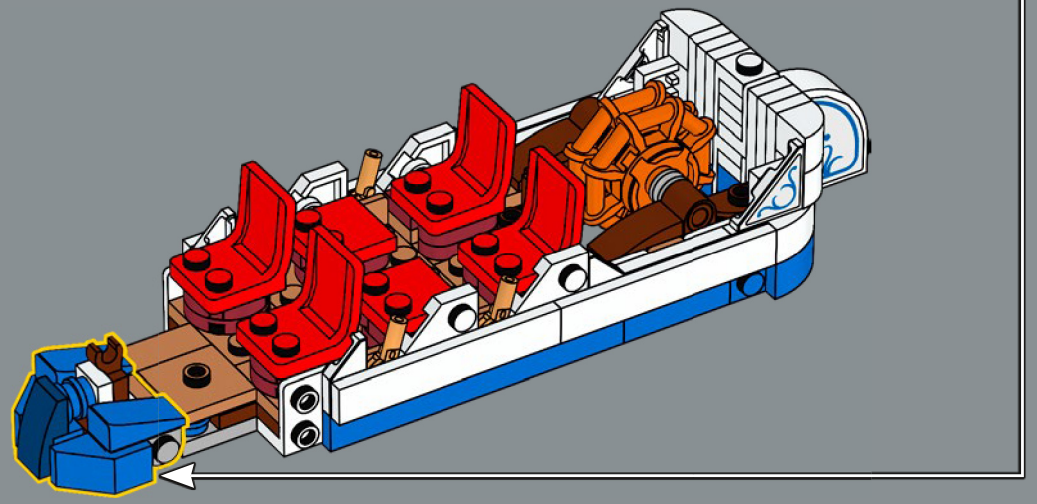



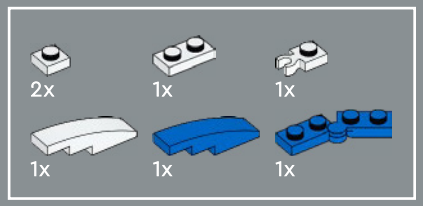

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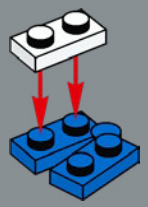

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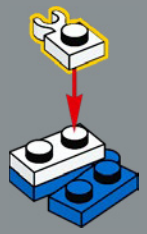

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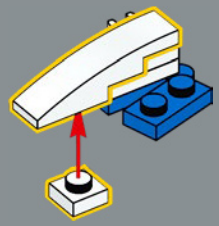

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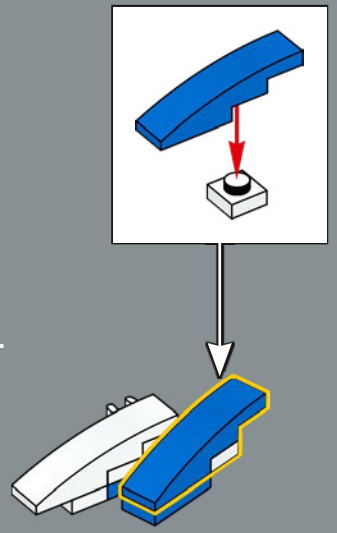

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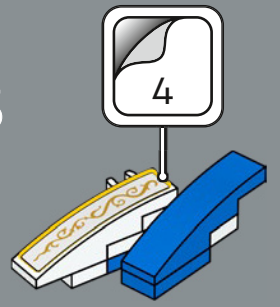

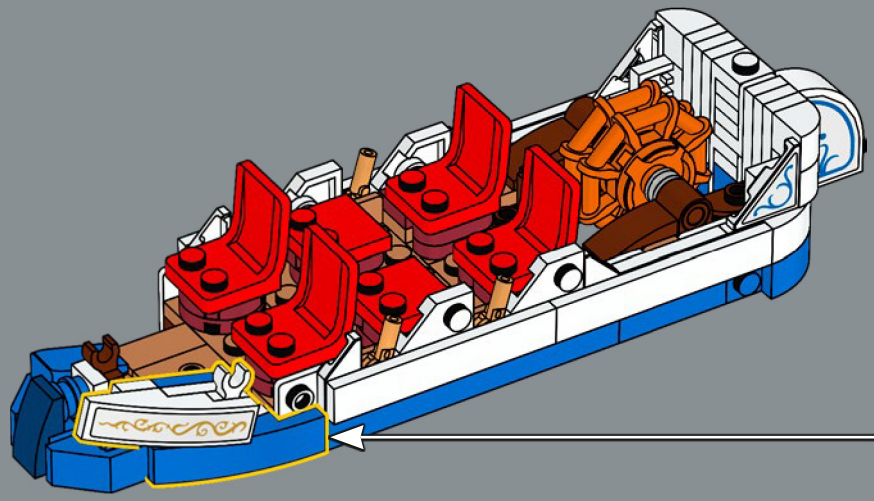

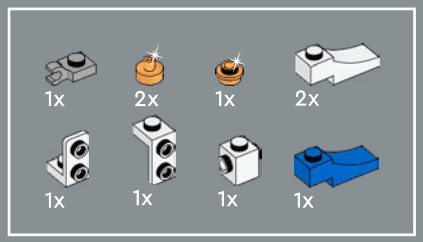

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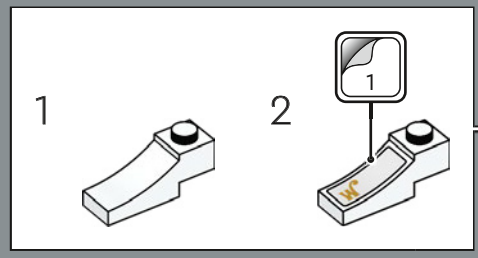

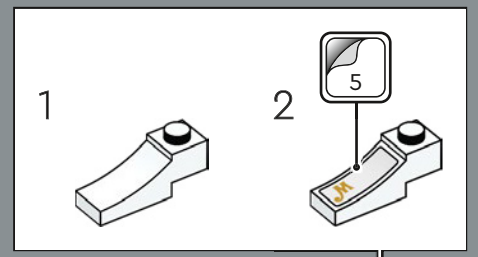

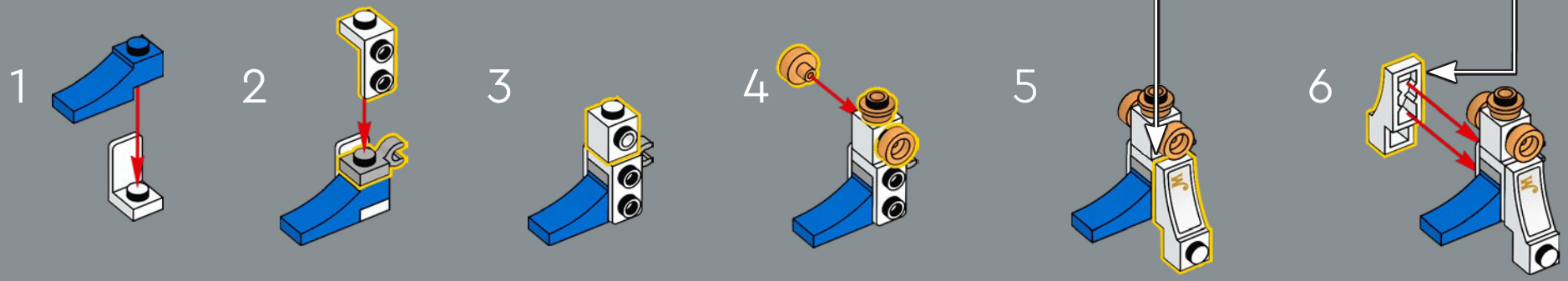

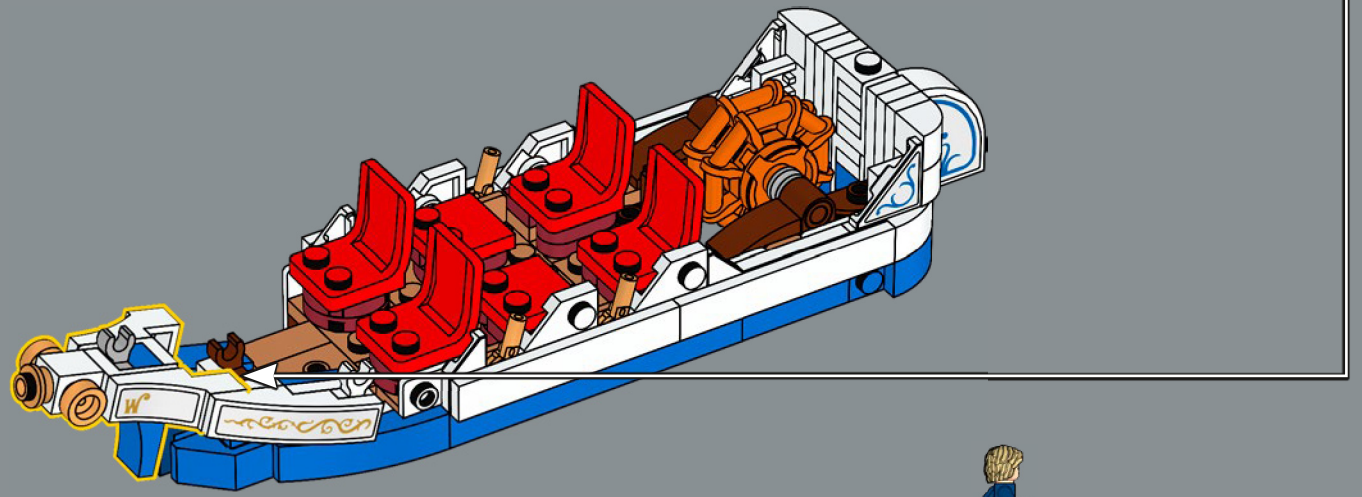

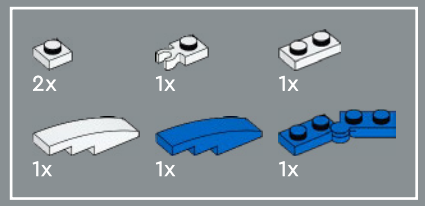

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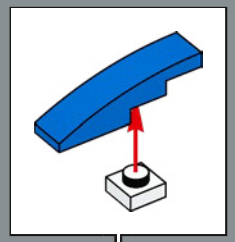

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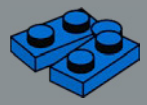

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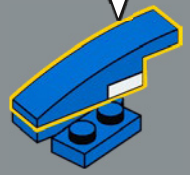

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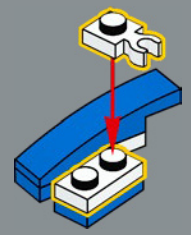

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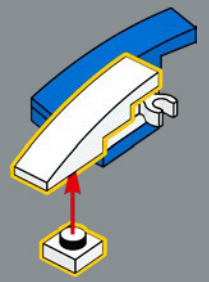

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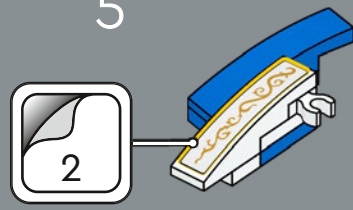

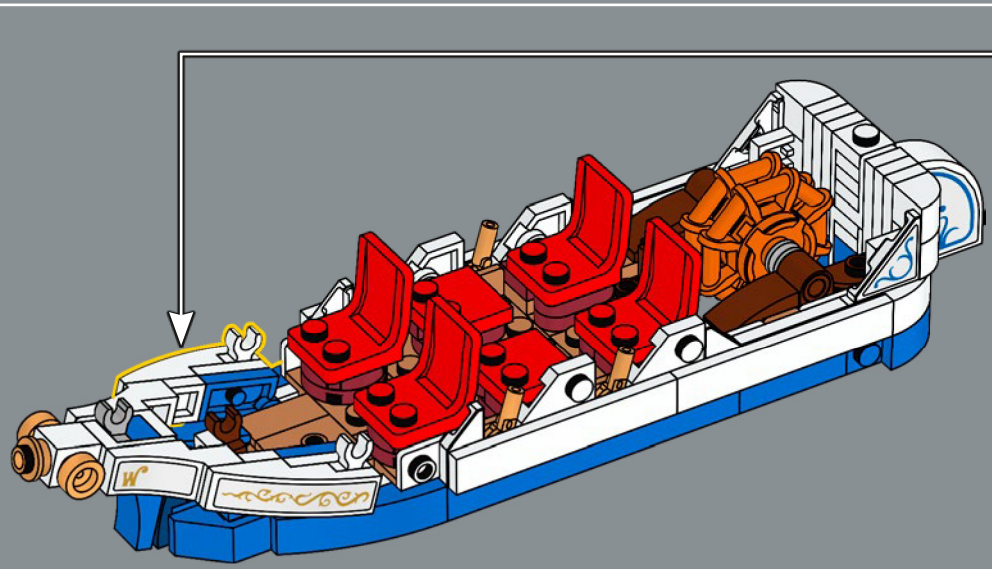



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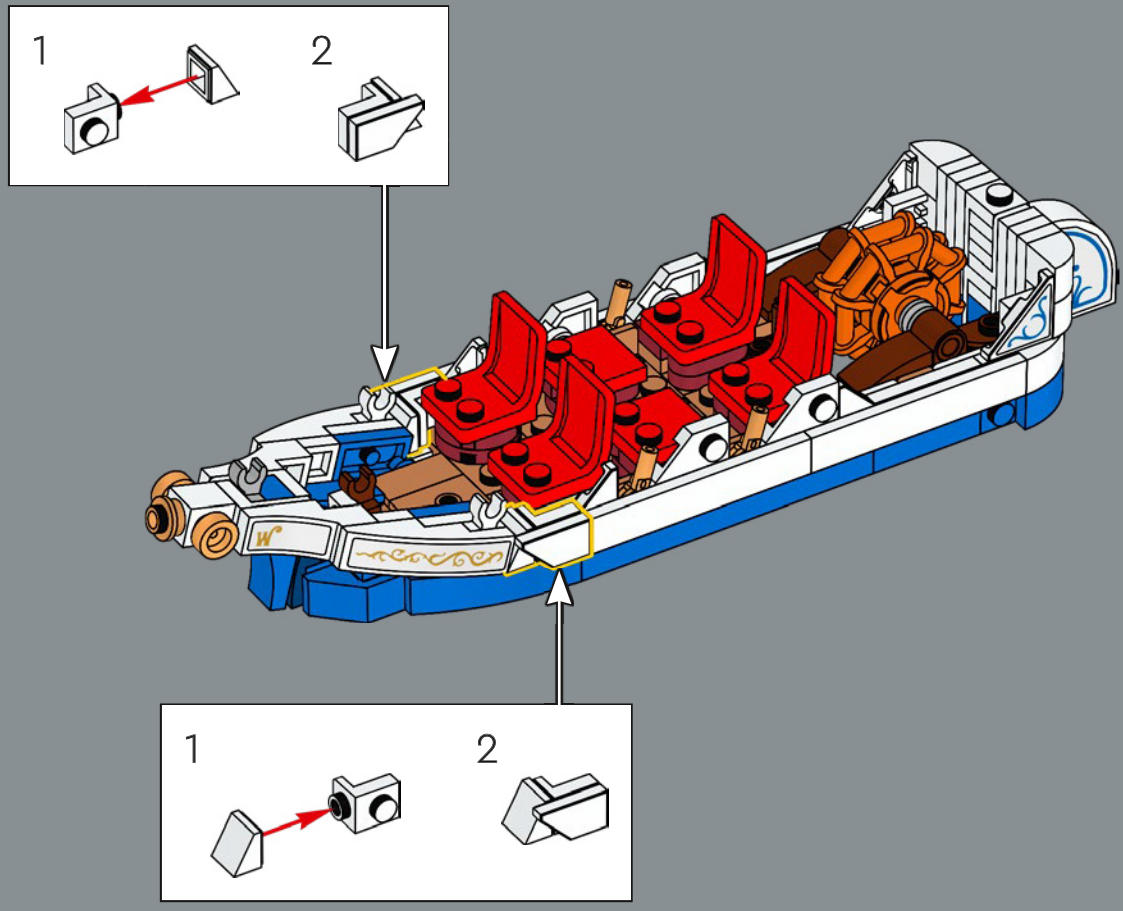

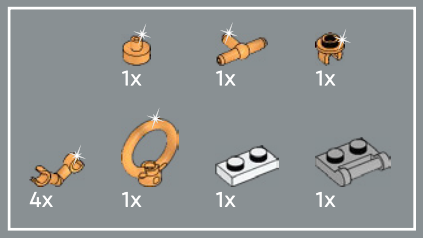

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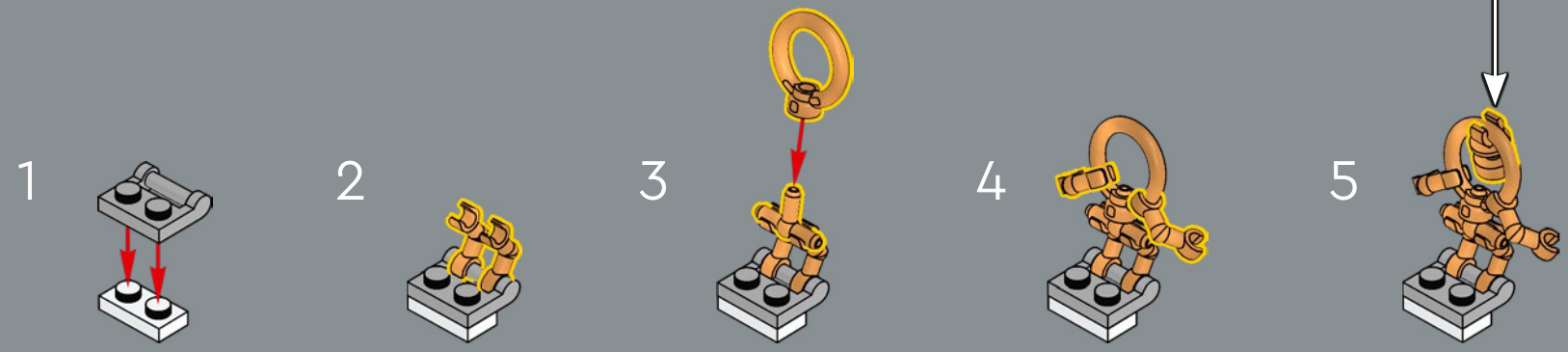

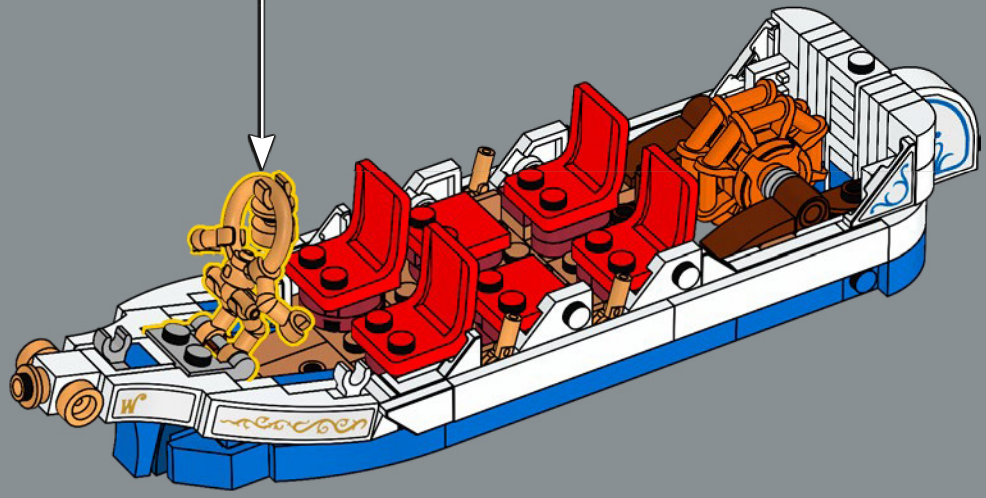



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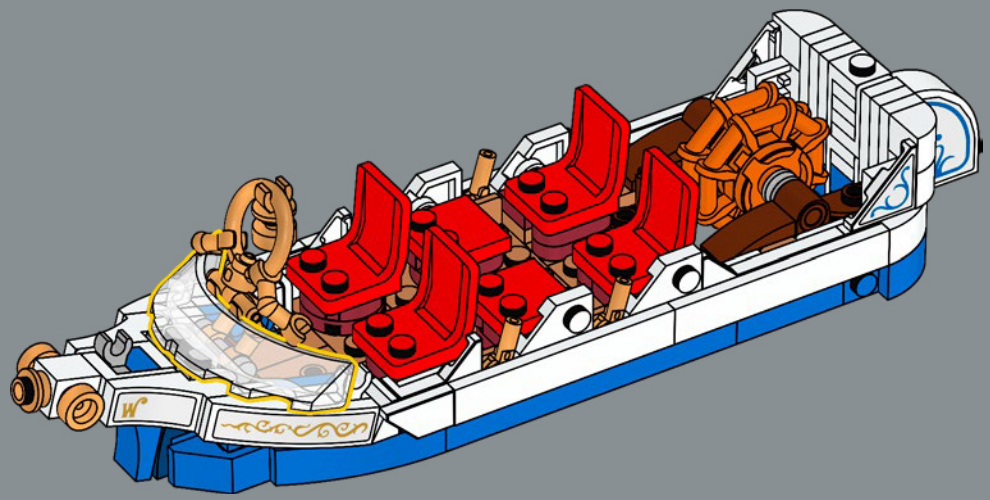

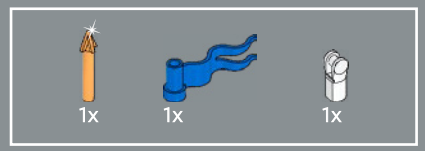

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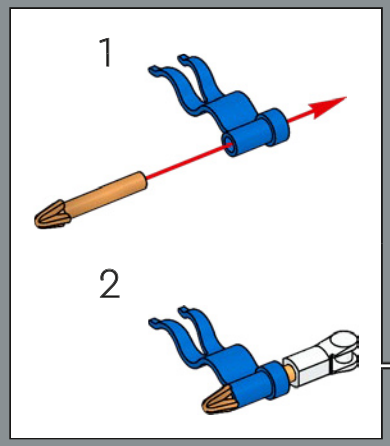

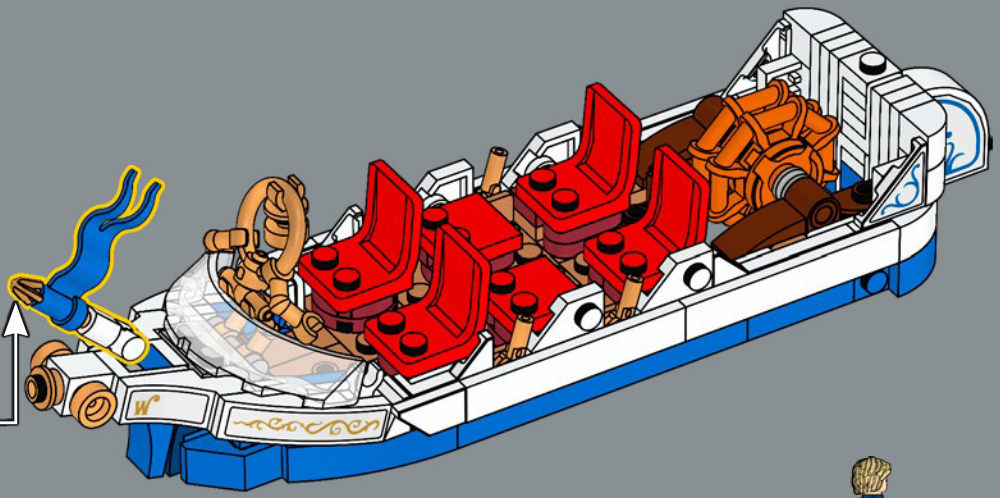



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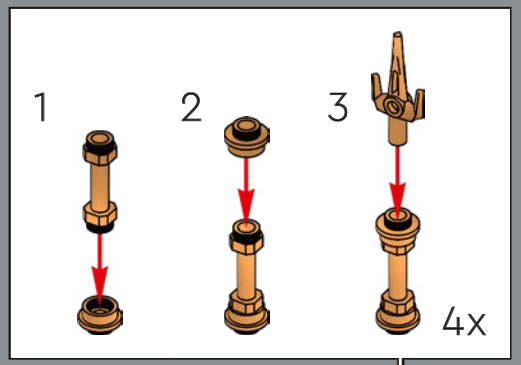

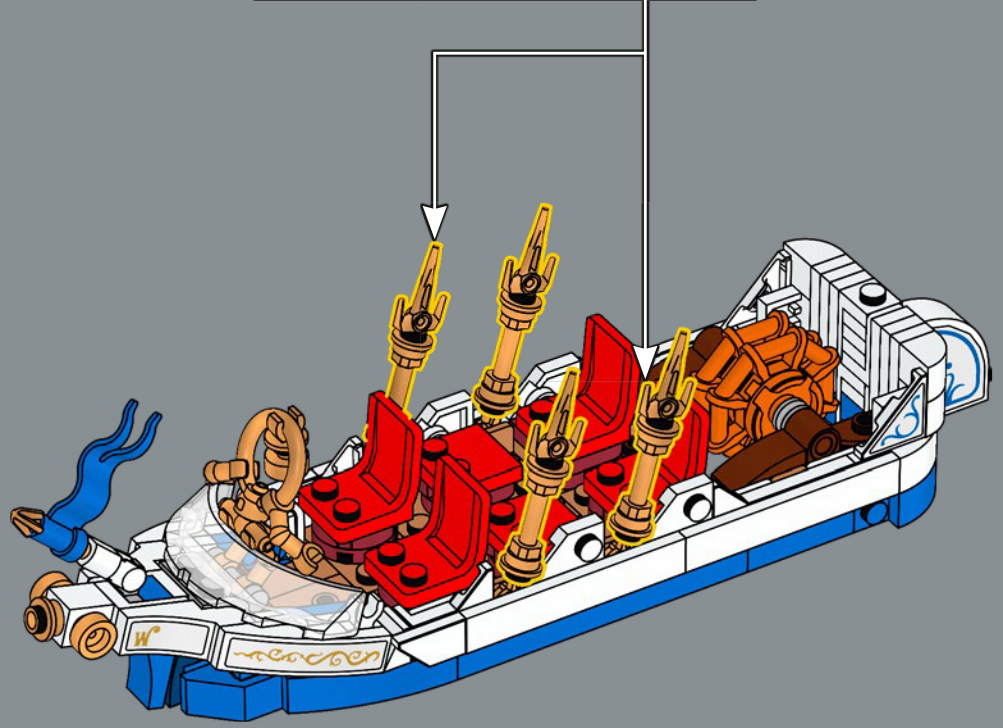

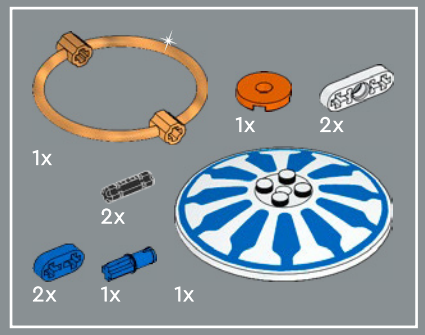

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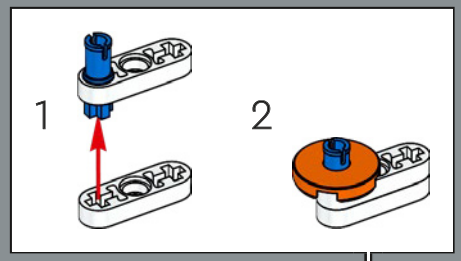

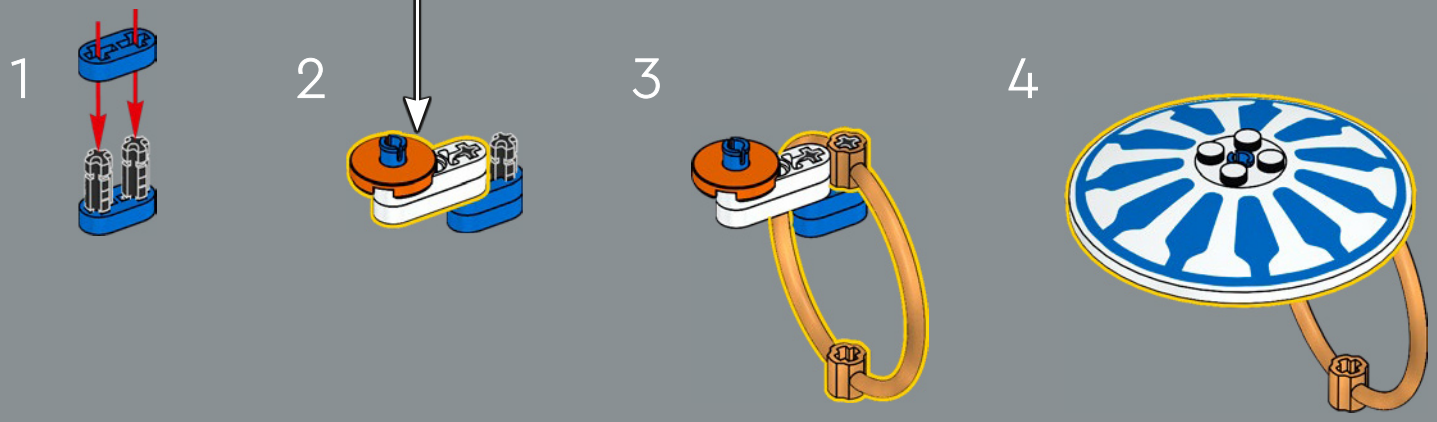

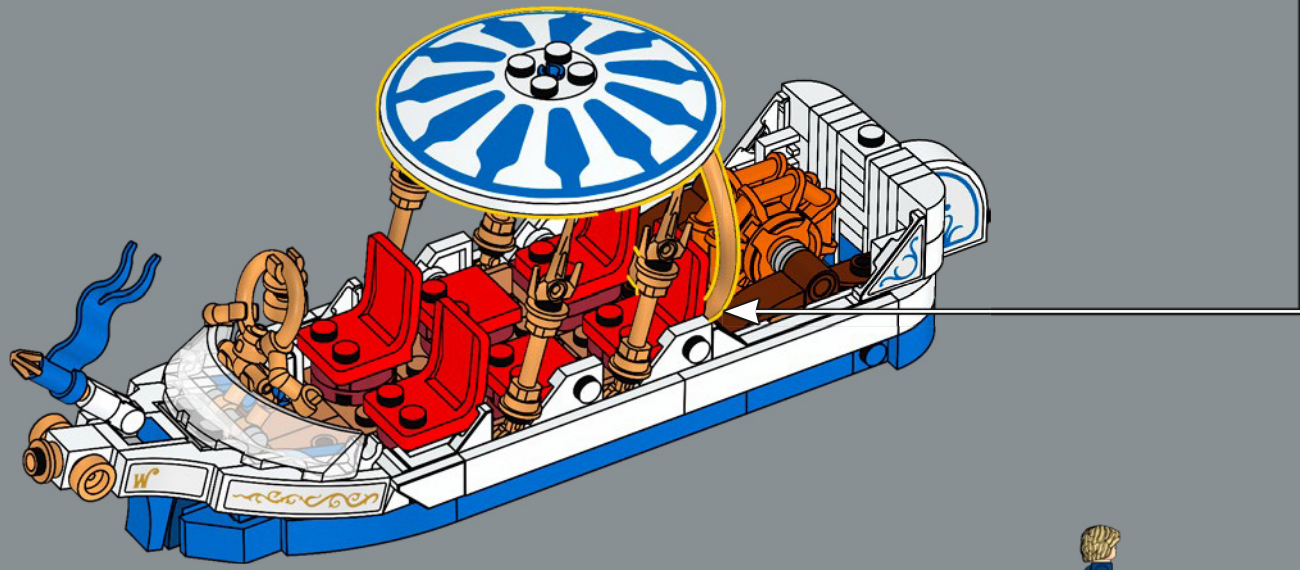


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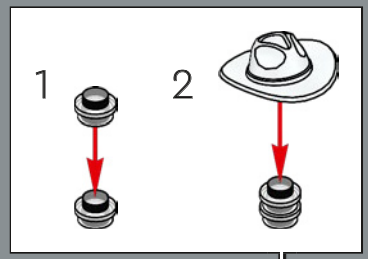
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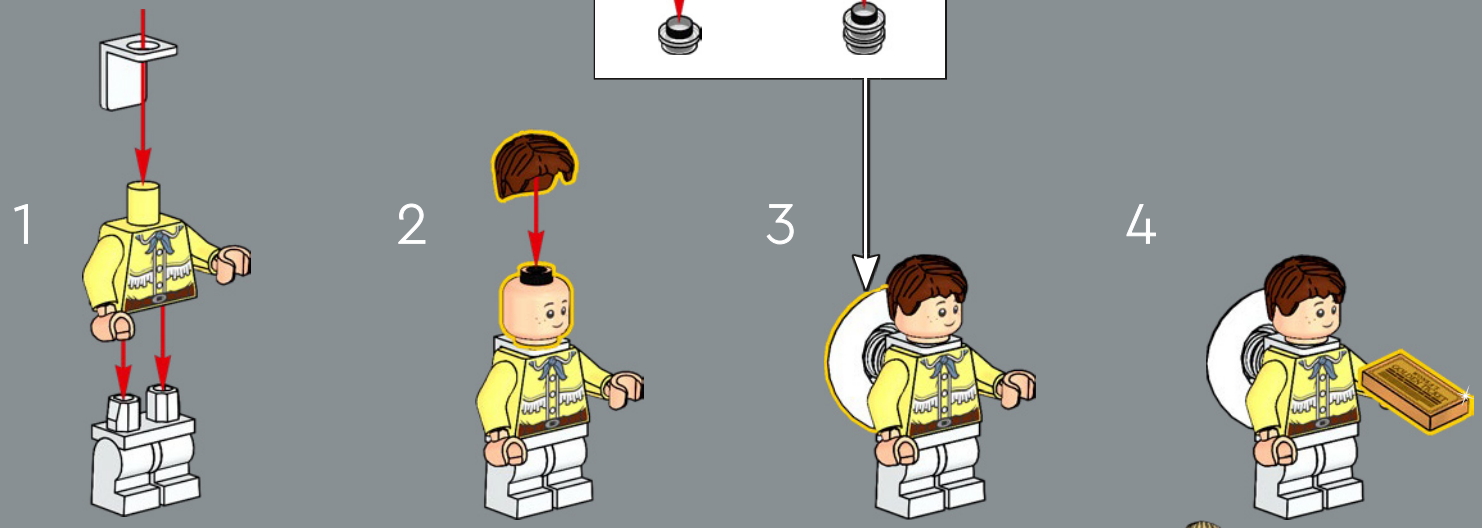
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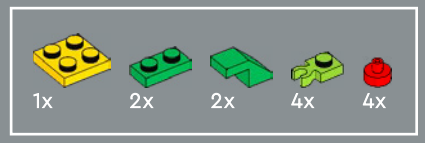

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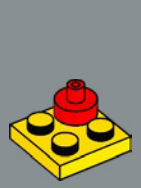

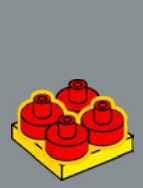

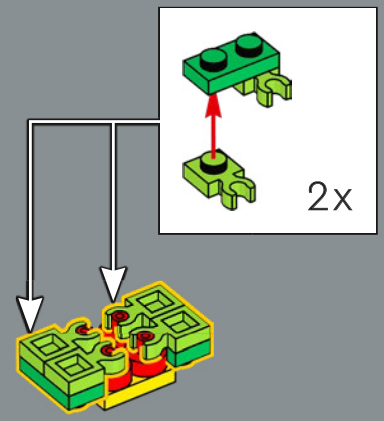

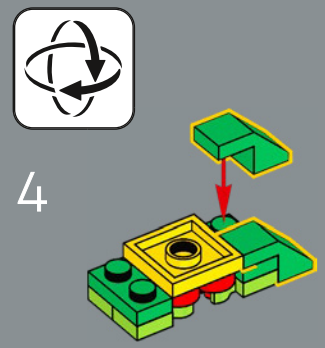

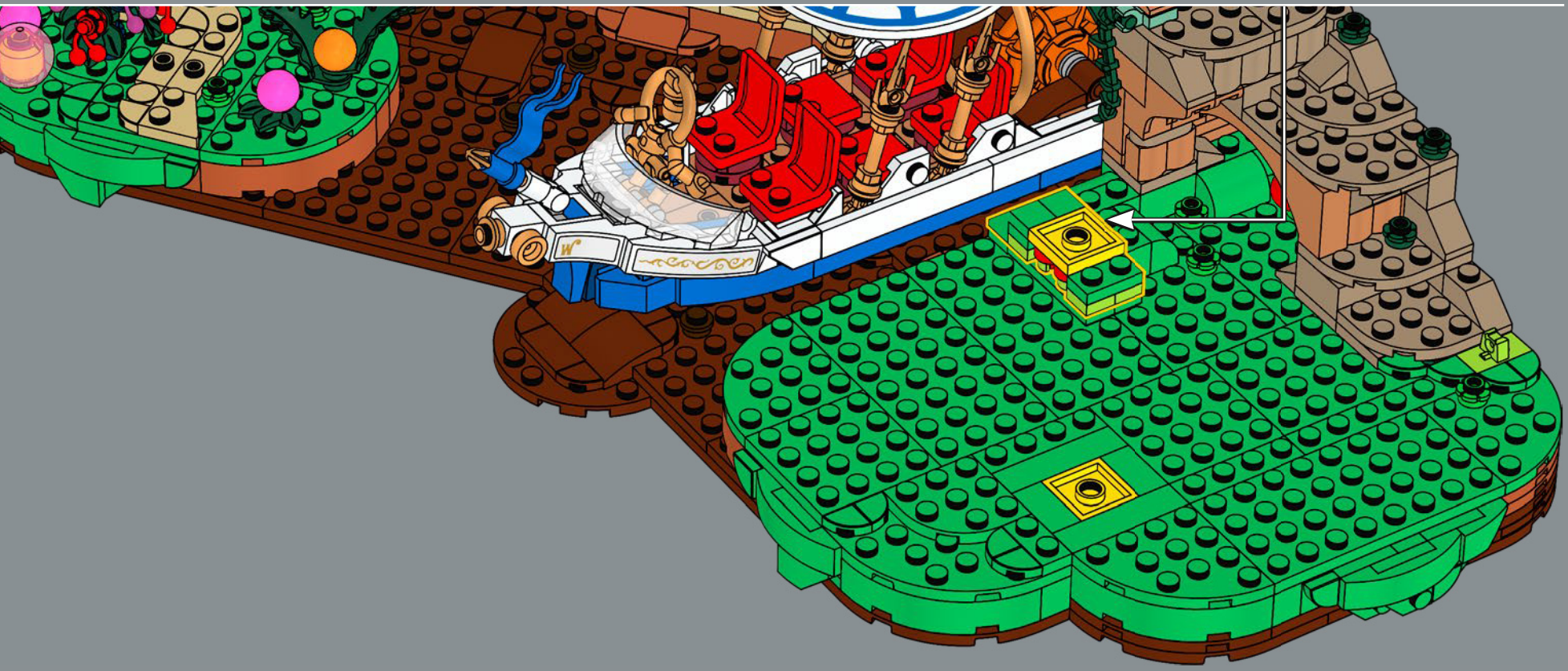


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418

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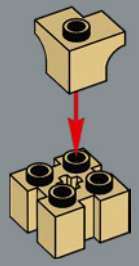

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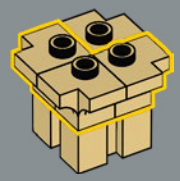

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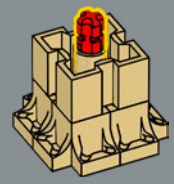

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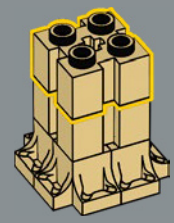

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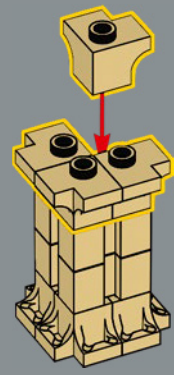

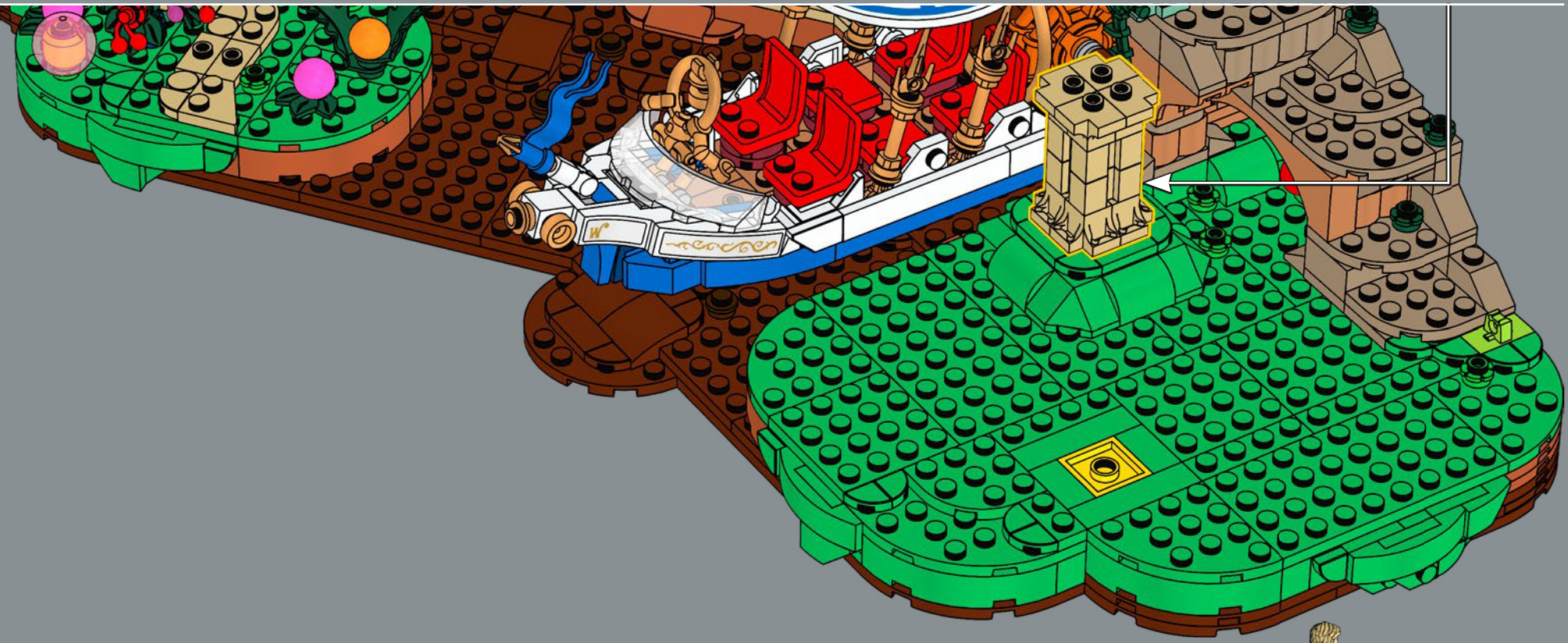


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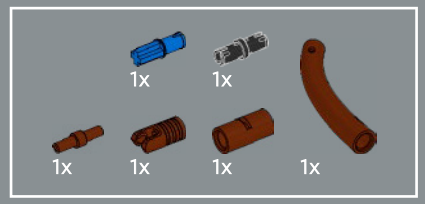

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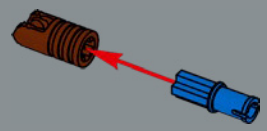

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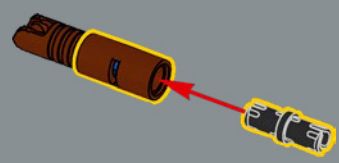

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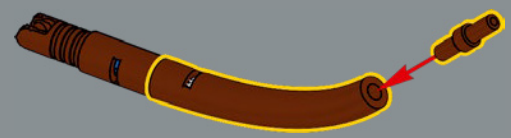





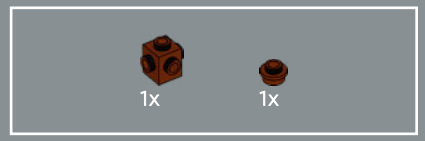

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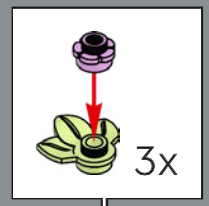

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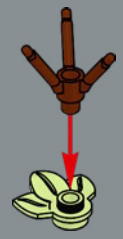

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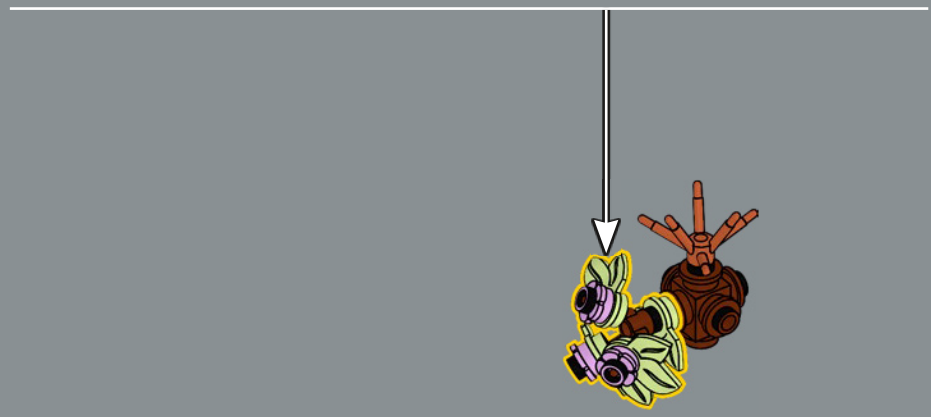



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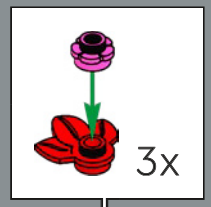

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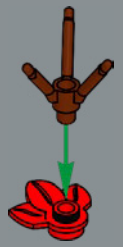

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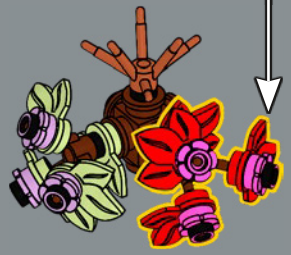



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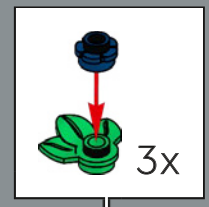

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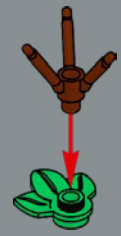

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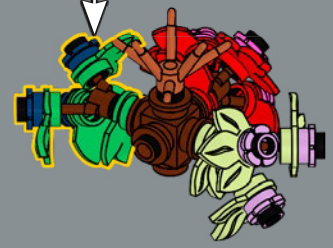





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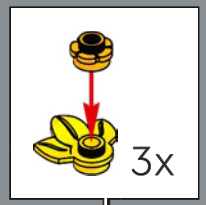

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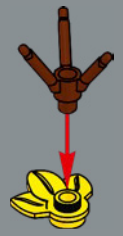

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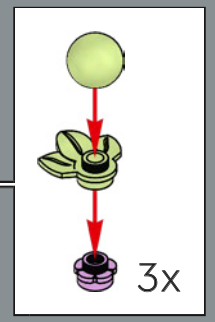

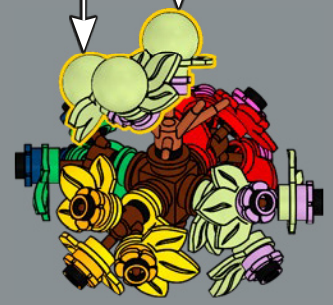



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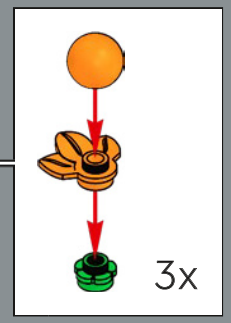

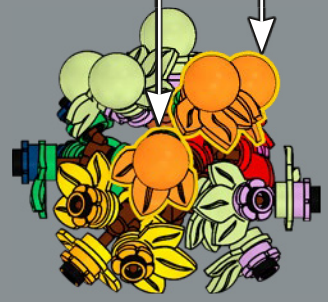


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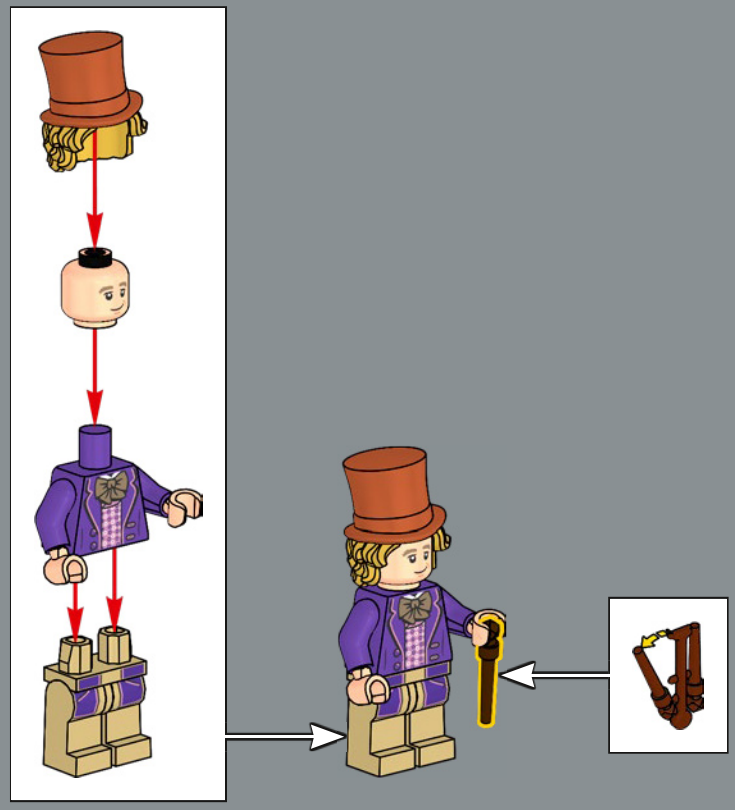


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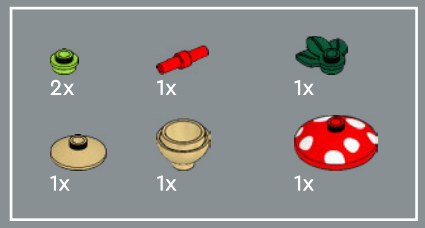

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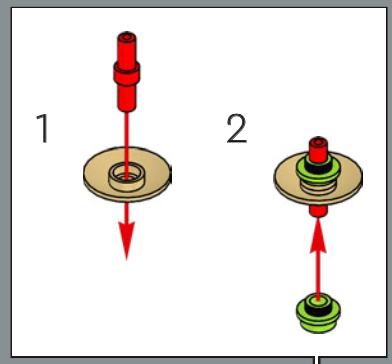

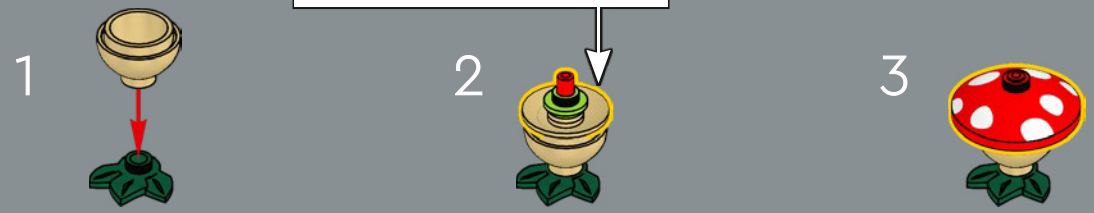



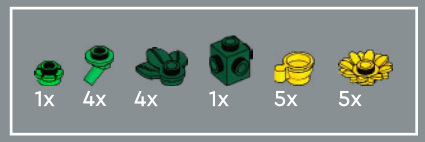

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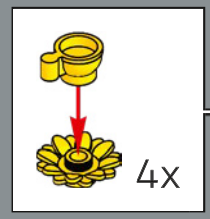

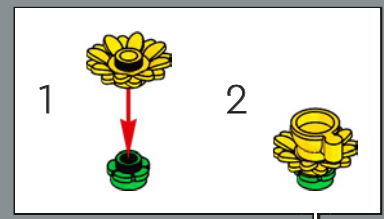






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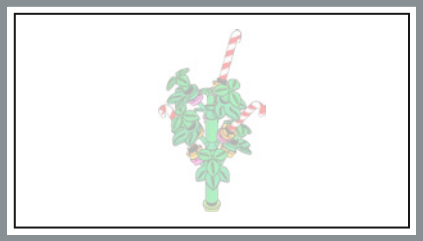

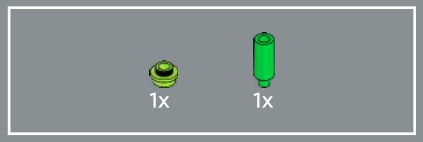

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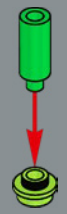

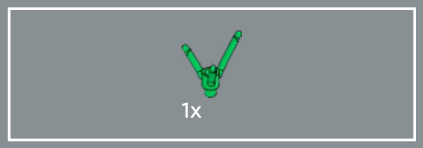

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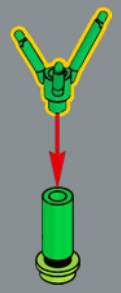

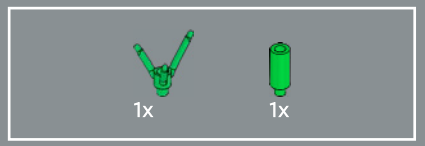

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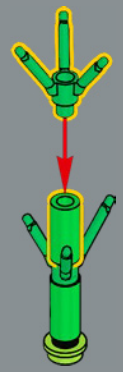

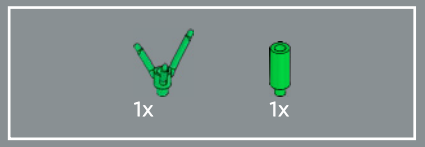

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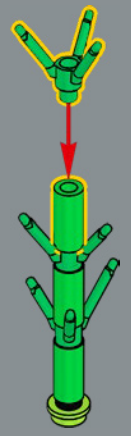

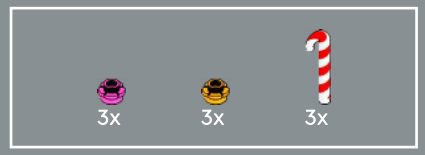

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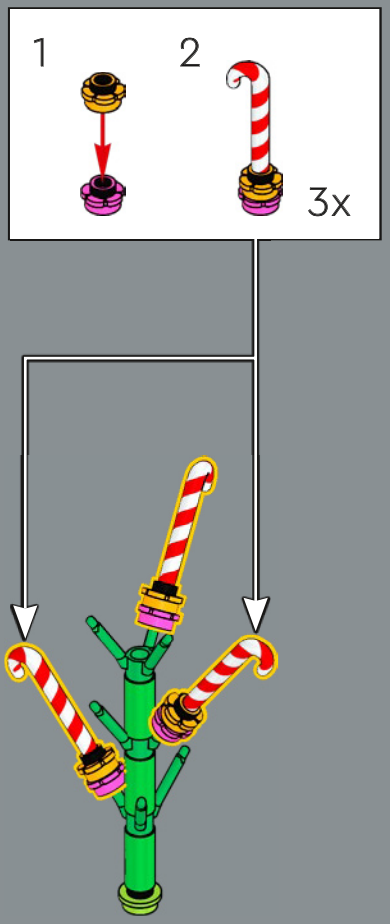



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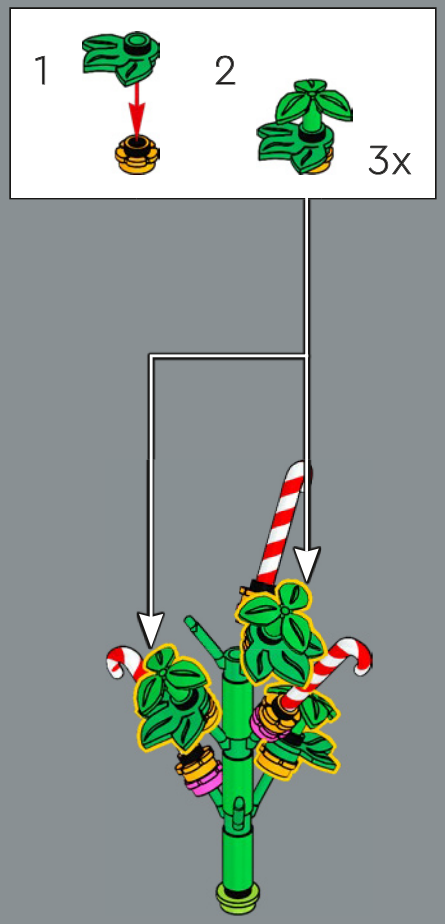



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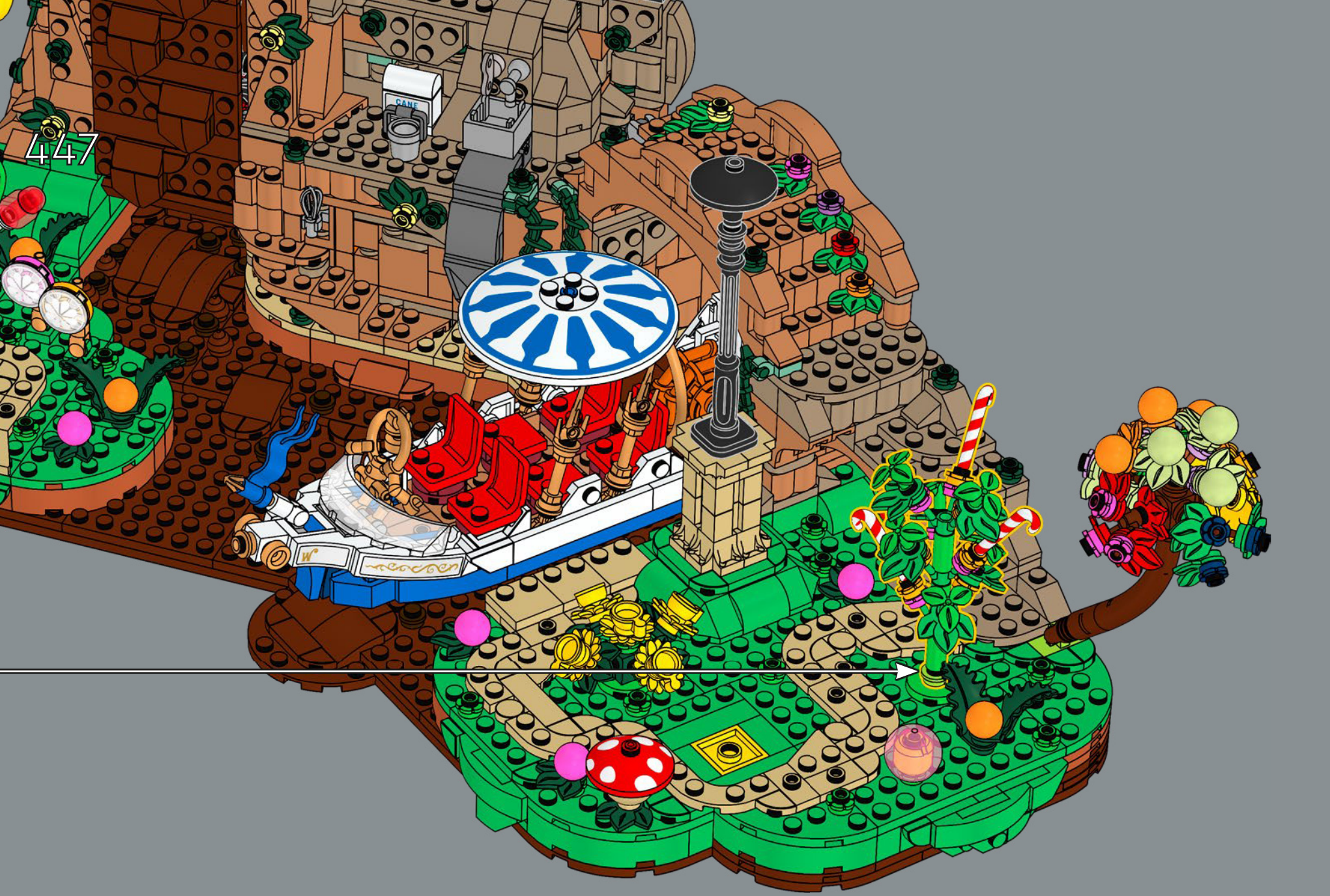
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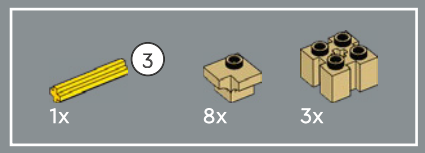

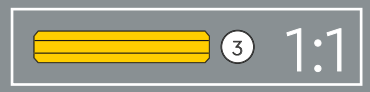

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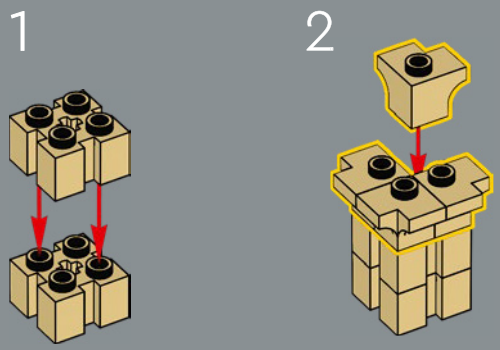

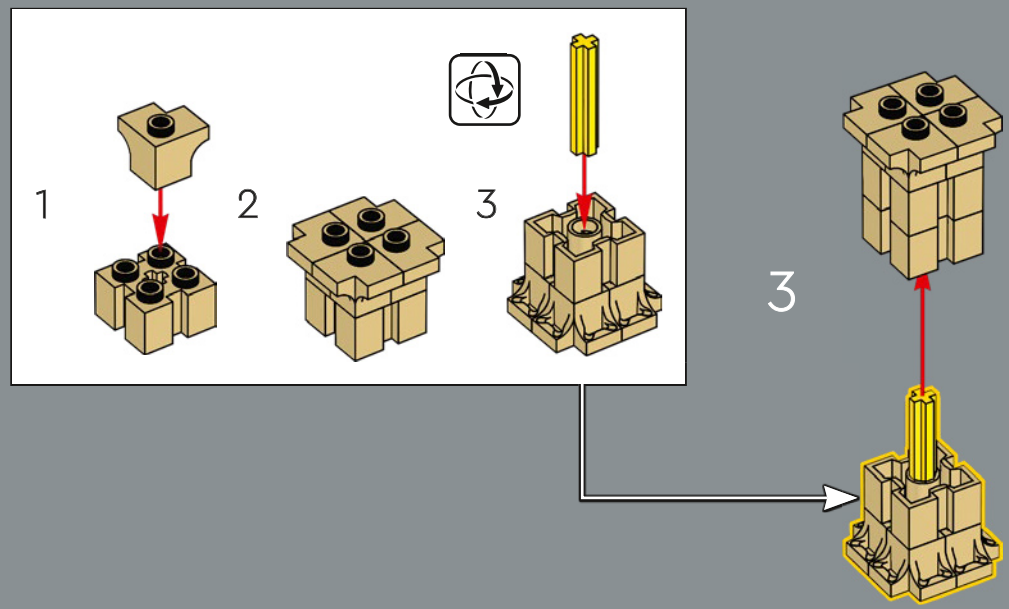




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LEGO IDEAS

GATHER SUPPORT
HOL DIR UNTERSTÜTZUNG
RECUEILLEZ DES VOTES
CHIEDI DI ESSERE SUPPORTATO
CONSIGUE APOYOS
OBTÉM APOIO
争取支持
ZDOBĄDŹ GŁOSY
ZÍSKEJTE PODPORU
ZÍSKAJTE PODPORU
SZEREZZ TÁMOGATÁST!
ЗБЕРІТЬ ПІДТРИМКУ
CERE SPRIJIN
ПОЛУЧЕТЕ ПОДКРЕПА
IEGŪSTI ATBALSTU
KOGU TOETUST
RINK PALAIKYMĄ

SHARE YOUR IDEA
TEILE DEINE IDEE
PARTAGEZ VOTRE IDÉE
CONDIVIDI LA TUA IDEA
COMPARTE TU IDEA
PARTILHA A TUA IDEIA
分享创意
PODZIEL SIĘ POMYSŁEM
SDÍLEJTE SVÉ NÁPADY
ZDIEĽAJTE SVOJE NÁPADY
OSZD MEG AZ ÖTLETED!
ПОДІЛІТЬСЯ СВОЄЮ ІДЕЄЮ
ÎMPĂRTĂȘEȘTE IDEEA TA
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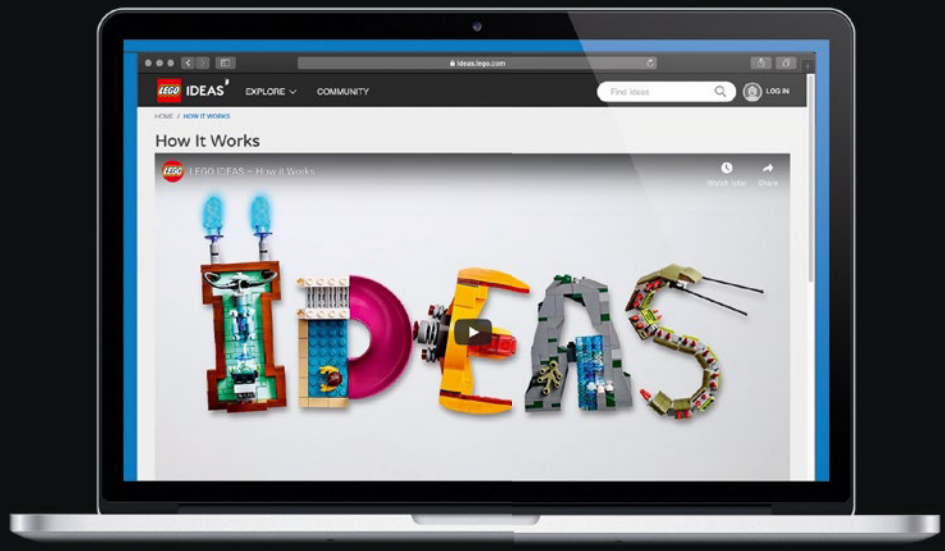

LEGO® REVIEW
LEGO® PRÜFUNG
EXAMEN PAR LEGO®
REVIEW LEGO®
REVISIÓN DE LEGO®
AVALIAÇÃO LEGO®
乐高®审核
OCENA LEGO®
POSOUZENÍ DESIGNÉRY LEGO®

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ОГЛЯД LEGO®
VERIFICARE LEGO®
ПРЕГЛЕД НА LEGO®
LEGO® RECENZIJA
LEGO® ARVUSTUS
LEGO® APŽVALGA

NEW LEGO® PRODUCT
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NOUVEAU PRODUIT LEGO®
NUOVO PRODOTTO LEGO®
NUEVO PRODUCTO LEGO®
NOVO PRODUTO LEGO®
全新乐高®产品
NOWY PRODUKT LEGO®
NOVÁ STAVEBNICE LEGO®

NOVÁ STAVEBNICA LEGO®
ÚJ LEGO® TERMÉK
НОВИЙ ПРОДУКТ LEGO®
PRODUS LEGO® NOU
НОВ ПРОДУКТ LEGO®
JAUNS LEGO® PRODUKTS
UUS LEGO® TOODE
NAUJAS LEGO® PRODUKTAS



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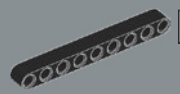
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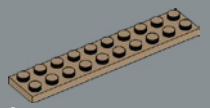
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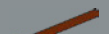
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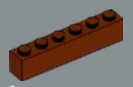
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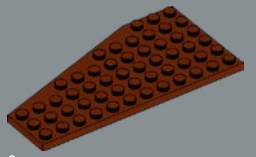
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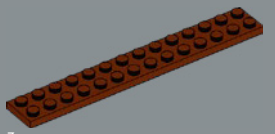
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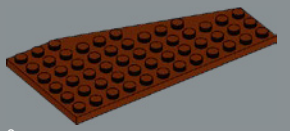
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