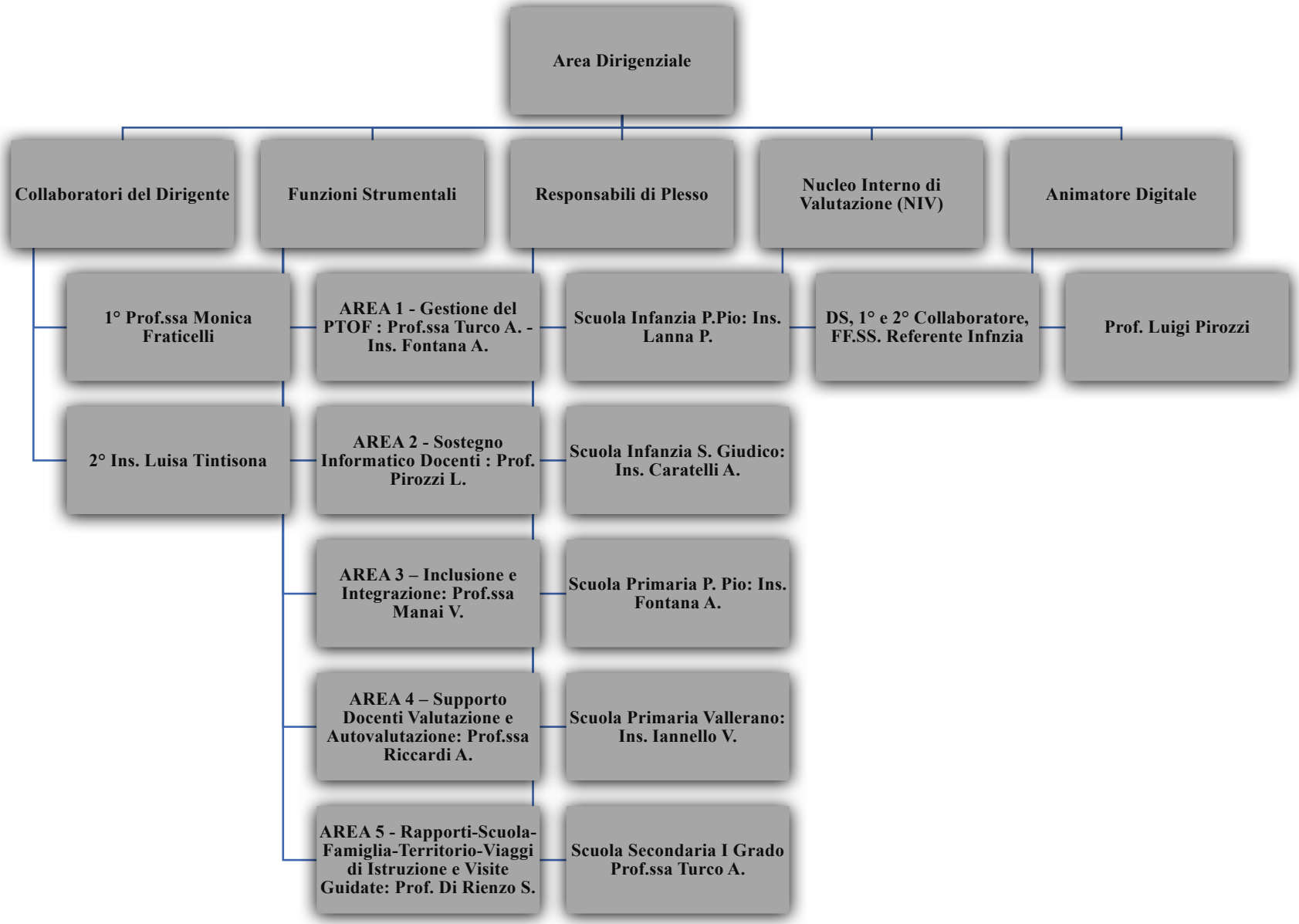Area Dirigenziale