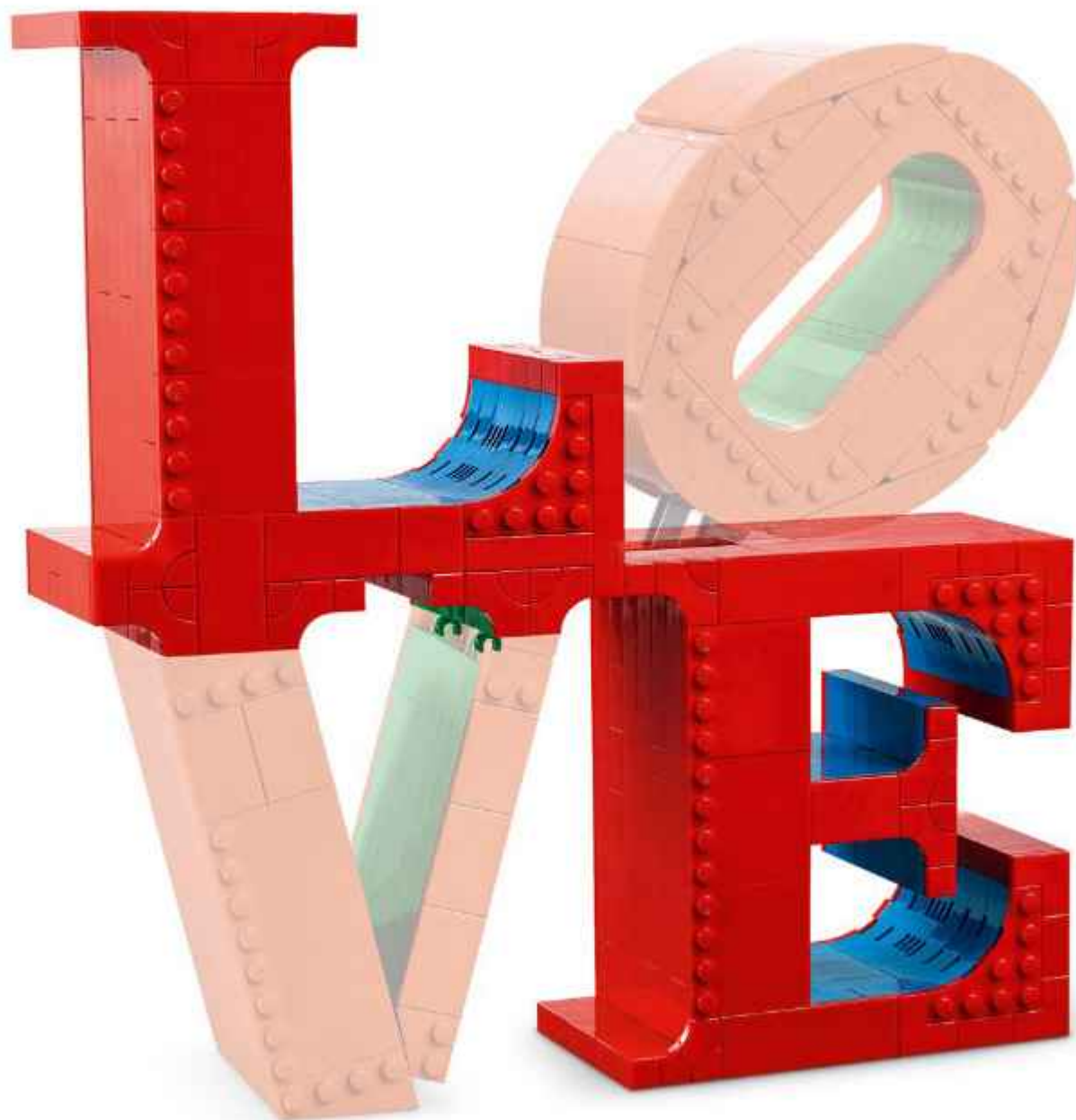




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LEGO® Builder





WE'RE MAKING OUR PACKAGING MORE SUSTAINABLE

We're transitioning from single-use plastic to paper-based packaging. As we progress, you may find a mix of paper and plastic in our boxes.

NOUS RENDONS NOS EMBALLAGES PLUS DURABLES

Nous passons des emballages en plastique à usage unique aux emballages à base de papier. Durant la transition, vous pourriez trouver un mélange de papier et de plastique dans nos boîtes.

QUEREMOS HACER MÁS SUSTENTABLES NUESTROS MATERIALES DE EMBALAJE

Estamos cambiando las bolsas de plástico desechables por bolsas con base de papel. Conforme avanzamos en este propósito, puedes encontrar una mezcla de papel y de plástico en nuestras cajas.

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LEGO® Builder

Welcome to LEGO® Art

📌 You always recognize the moment when you just click with someone. There is no other feeling like it. Inspired by one of the world's most profound and heartwarming works in Pop Art history, the American artist Robert Indiana's iconic *LOVE* series, this LEGO® Art experience invites you to fall in love with your creative journey – alone or for a fun play date.

Bienvenue à LEGO® Art

📌 On reconnaît toujours le moment où le courant passe avec quelqu'un. C'est un sentiment incomparable. Inspirée par l'une des œuvres les plus touchantes et réconfortantes de l'histoire du pop art, la série *LOVE* de l'artiste américain Robert Indiana, cette expérience LEGO® Art vous invite à tomber amoureux de votre voyage créatif, en solo ou en bonne compagnie.

Te damos la bienvenida a LEGO® Art

📌 Lo que sientes cuando tu personalidad embona con la de alguien más es inconfundible. No existe otra sensación igual. Inspirada en la singular serie *LOVE* del artista estadounidense Robert Indiana, una de las obras más profundas y conmovedoras de la historia del arte pop, esta experiencia LEGO® Art te invita a enamorarte de tu viaje creativo, ya sea por tu cuenta o como parte de una divertida cita de juego.





Build LOVE Together

🔥 Celebrate your special bond, a significant milestone or simply brighten your favorite space with a bold, colorful, art-inspired object. We guarantee lots of satisfying, gratifying, clickable moments as you each build your half and bring the model to life.

Construisez LOVE ensemble

🔥 Célébrez votre relation ou une étape importante, ou illuminez votre espace préféré avec un objet audacieux, coloré et artistique. Nous vous garantissons de nombreux moments de joie, de satisfaction et de complicité lorsque vous construirez votre moitié respective et donnerez vie au modèle.



Construye LOVE en compañía

🔥 Celebra tu vínculo con esa persona especial, conmemora un hecho importante o simplemente alegra tu espacio favorito con un objeto audaz, colorido e inspirado en el arte. Te garantizamos un montón de momentos satisfactorios, gratificantes y llenos de conexión mientras cada uno construye su mitad para darle vida al modelo.



Art of LOVE & LOVE of Art

Whether you're exploring new ways to express your creativity for yourself or with one of your all-time favorite humans, all the pieces of this playful LEGO® Art LOVE set will fall into place as you build. Perhaps you have already visited one of the original LOVE sculptures installed around the US, Canada, Europe and Asia. Maybe you're drawn to the vibrant composition and colors. Either way you look at it, literally and figuratively, LOVE draws us in and allows us to reflect on what – and whom – we live for. With colors so close to the classic LEGO palette, this set might just be an art match made in brick heaven.

Even in print, the timeless image and universal message continues to inspire us with a minimalist yet powerful tribute to the zeitgeist of the 1960s and 1970s. Created by the artist Robert Indiana in the mid-1960s, this famed image ushered in a new cultural era characterized by a shared, heightened sense of connection, tolerance and equality transcending all borders, barriers and time.

Reinterpreting this spirit was irresistible to the LEGO Art designer team. For many in and outside the art world, Indiana's LOVE works were revered as manifestations of this belief, but more than that, they were praised and recognized for their groundbreaking style that has inspired generations of designers and artists in the decades that followed. Indiana's iconic LOVE, with its playfully defiant angled "O" still permeates urban landscapes, cultural symbols and our collective consciousness.

L'art de l'amour et l'amour de l'art

■ Que vous cherchiez de nouvelles façons d'extérioriser votre créativité ou de la partager avec l'un de vos humains préférés, toutes les pièces de cet ensemble ludique LEGO® Art LOVE se mettront en place au fur et à mesure que vous construisez. Peut-être avez-vous déjà visité l'une des sculptures originales de LOVE, installées aux États-Unis, au Canada, en Europe et en Asie. Peut-être avez-vous été séduit par la composition et les couleurs dynamiques. D'une manière ou d'une autre, LOVE nous captive et nous permet de réfléchir à ce pour quoi – et pour qui – nous vivons. Cet ensemble célèbre le mariage parfait entre l'art et les briques, les couleurs de l'œuvre originale étant très proches de la palette LEGO classique.

Même sur papier, l'image intemporelle et le message universel continuant de nous inspirer avec un hommage minimaliste, mais puissant à l'esprit du temps des années 1960 et 1970. Créée par l'artiste Robert Indiana au milieu des années 1960, cette célèbre image marque le début d'une nouvelle ère culturelle caractérisée par un sentiment partagé et accru de connexion, de tolérance et d'égalité, transcendant les frontières, les barrières et le temps.



Les concepteurs de LEGO Art ne pouvaient résister à l'envie de réinterpréter cet esprit. Pour beaucoup, à l'intérieur comme à l'extérieur du monde de l'art, les œuvres de LOVE d'Indiana ont été vénérées comme des manifestations de cette croyance, mais plus encore, elles ont été louées et reconnues pour leur style révolutionnaire qui a inspiré des générations de concepteurs et d'artistes dans les décennies qui ont suivi. L'emblématique LOVE d'Indiana, avec son audacieux « O » incliné, imprègne toujours les paysages urbains, les symboles culturels et notre conscience collective.

El arte de LOVE, por amor al arte

■ Ya sea que decidas explorar nuevas formas de expresar tu creatividad por ti mismo o que optes por compartir la vivencia con uno de tus humanos favoritos de todos los tiempos, cada una de las piezas del entretenido set LEGO® Art LOVE embonará a la perfección a medida que lo construyas. Tal vez hayas visitado ya alguna de las esculturas originales de la serie LOVE, instaladas en diferentes lugares de los Estados Unidos, Canadá, Europa y Asia. Quizá te atraigan su composición y sus vibrantes colores. La veas como la veas, en sentido literal y figurado, LOVE atrapa nuestra atención y nos permite reflexionar sobre aquello para lo que vivimos, y aquellos para quienes vivimos. Sus tonalidades se acercan mucho a la paleta clásica de LEGO, por lo que el set bien podría ser una obra de arte creada en el cielo de los bricks.

Incluso en versión impresa, esta intemporal imagen y su mensaje universal siguen inspirándonos con un homenaje minimalista pero poderoso al *Zeitgeist* de los años 60 y 70. Creada por el artista Robert Indiana a mediados de la década de 1960, la famosa ilustración marcó el comienzo de una nueva era cultural caracterizada por un elevado sentimiento compartido de conexión, tolerancia e igualdad que trascendía todas las fronteras, barreras y épocas.

El equipo de diseñadores de LEGO Art no pudo resistirse a reinterpretar ese espíritu. Las obras de la serie LOVE de Indiana son ampliamente veneradas y reconocidas tanto dentro como fuera del mundo del arte, no solo como reflejo de los ideales del artista, sino también por ostentar un carácter innovador que ha inspirado a generaciones de diseñadores y artistas a lo largo de los años. Con su desafiante y traviesa "O" en ángulo, las inimitables representaciones de LOVE siguen haciéndose presentes en paisajes urbanos, símbolos culturales y nuestra propia conciencia colectiva.



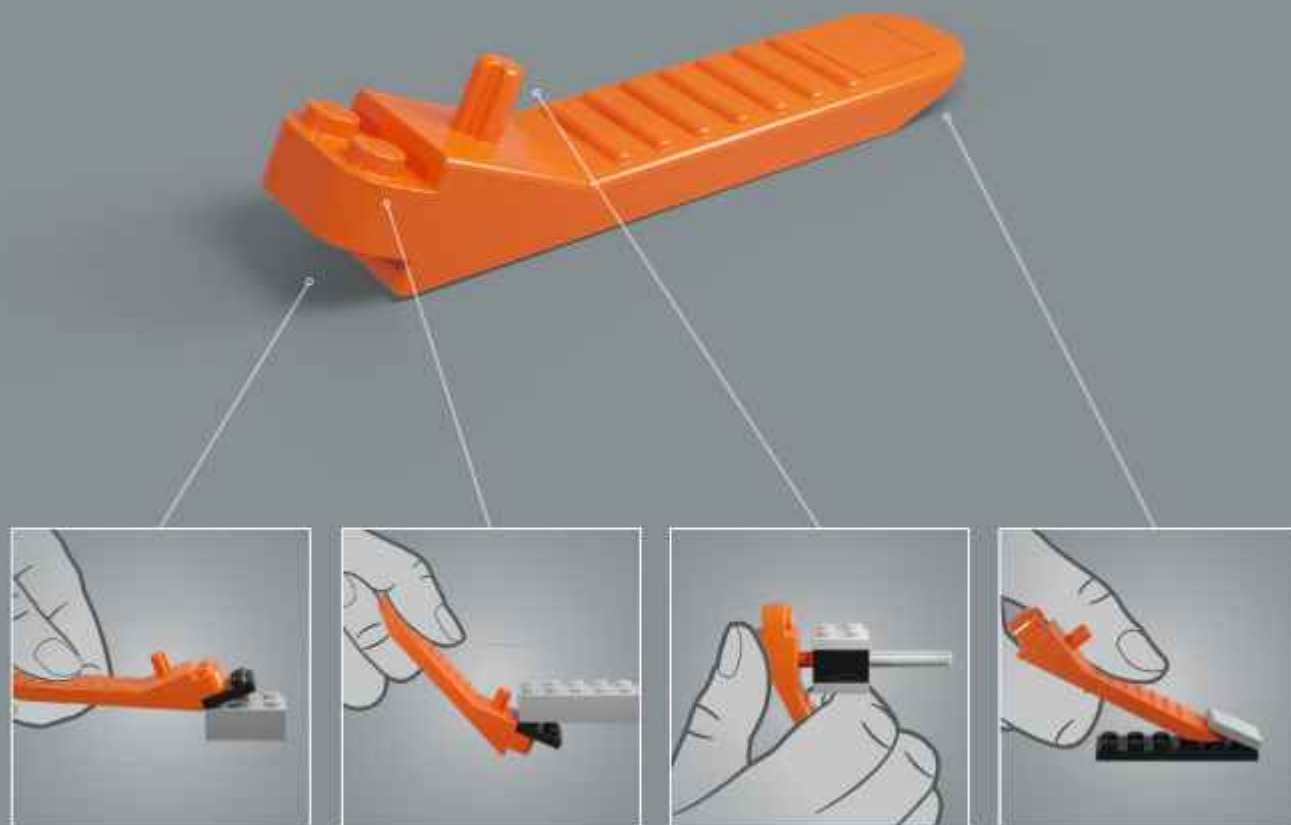
LOVE of creativity
L'amour de la créativité
La creatividad de LOVE



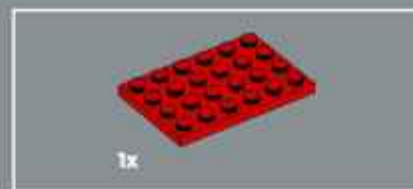
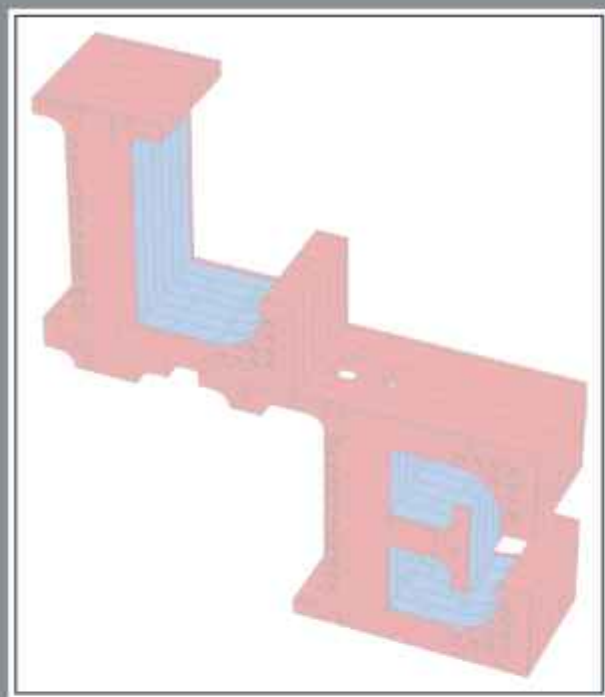
Robert Indiana embarked on his series of *LOVE* paintings in 1965. One of these paintings, which incorporated the colors red, green and blue, was selected by the Museum of Modern Art in New York in 1965 for their annual holiday card. In 1966 Robert Indiana created his first *LOVE* sculpture and in 1970, he created his first monumental *LOVE* sculpture, which was acquired by Newfields, the Indianapolis Museum of Art, Indiana in 1976. It has remained an integral part of the museum's collection ever since. An extension of his *LOVE* painting series, Indiana's *LOVE* sculptures explore color and geometric forms. Like its iconic real-life inspiration, we hope the LEGO® Art *LOVE* sculpture will pop up anytime, anywhere you find an occasion to celebrate your love – of creativity, joy and each other!

Robert Indiana a commencé sa série de peintures de *LOVE* en 1965. L'une de ces peintures, qui incorporait le rouge, le vert et le bleu, a été sélectionnée par le Museum of Modern Art de New York en 1965 pour sa carte de vœux annuelle. En 1966, Robert Indiana crée sa première sculpture de *LOVE* et en 1970, il réalise sa première sculpture de *LOVE* monumentale, qui est acquise en 1976 par Newfields, le musée d'art d'Indianapolis, en Indiana. Depuis, elle fait partie intégrante de la collection du musée. Prolongement de la série de peintures de *LOVE*, les sculptures de *LOVE* d'Indiana explorent les couleurs et les formes géométriques. Nous espérons que la sculpture LEGO® Art *LOVE*, à l'instar de son emblématique inspiration, apparaîtra partout où vous trouverez une occasion de célébrer votre amour de la créativité, de la joie et de la complicité !

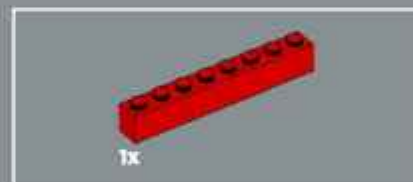
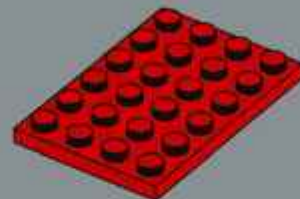
Robert Indiana inició su serie de pinturas *LOVE* en 1965. Una de aquellas pinturas, que mezclaba los colores rojo, verde y azul, fue elegida por el Museo de Arte Moderno de Nueva York en 1965 para su tarjeta navideña anual. En 1966, Robert Indiana creó la primera escultura de la serie *LOVE* y, en 1970, la primera de ellas a escala monumental. Esta fue adquirida por Newfields, el Museo de Arte de Indianapolis (Indiana), en 1976. Desde entonces, forma parte de la colección permanente del museo. Como prolongación natural de su serie de pinturas *LOVE*, las esculturas *LOVE* de Indiana exploran el color y las formas geométricas. Al igual que la popular creación en la que está inspirado, esperamos que el modelo LEGO® Art *LOVE* surja en cualquier momento y lugar en el que exista la posibilidad de celebrar el amor... por la creatividad, por la alegría y entre las personas!



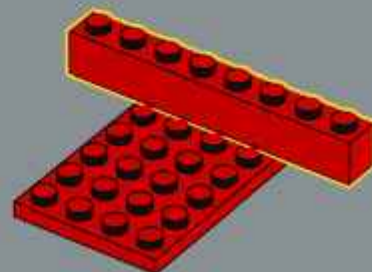




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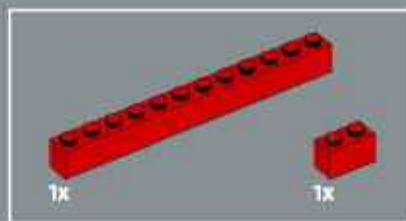
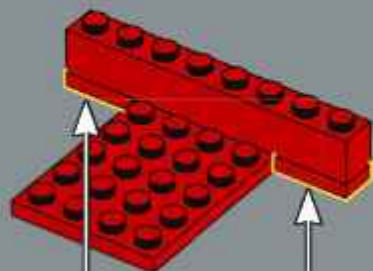


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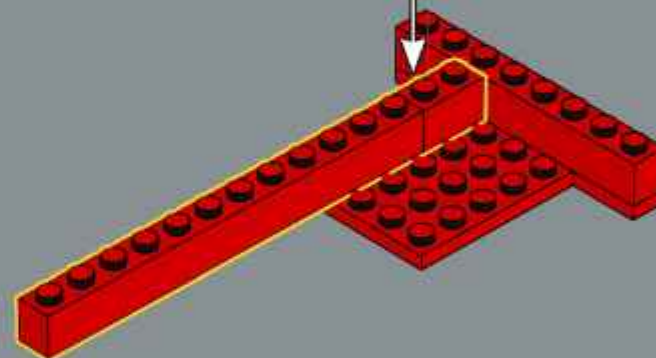


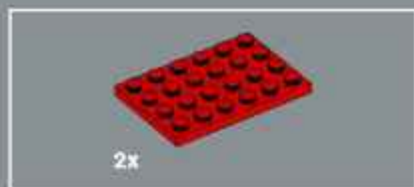


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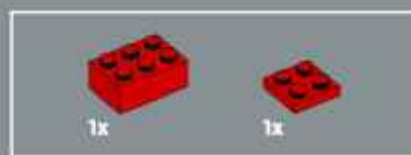
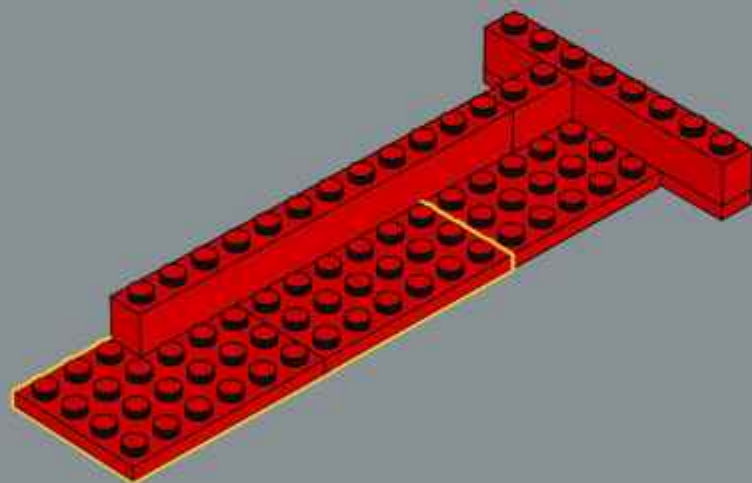


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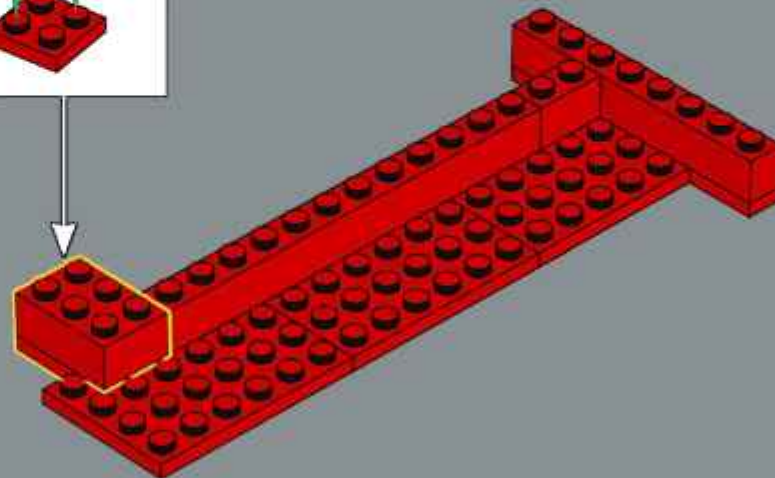
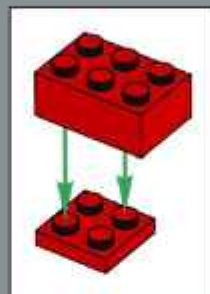




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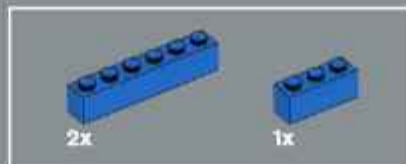
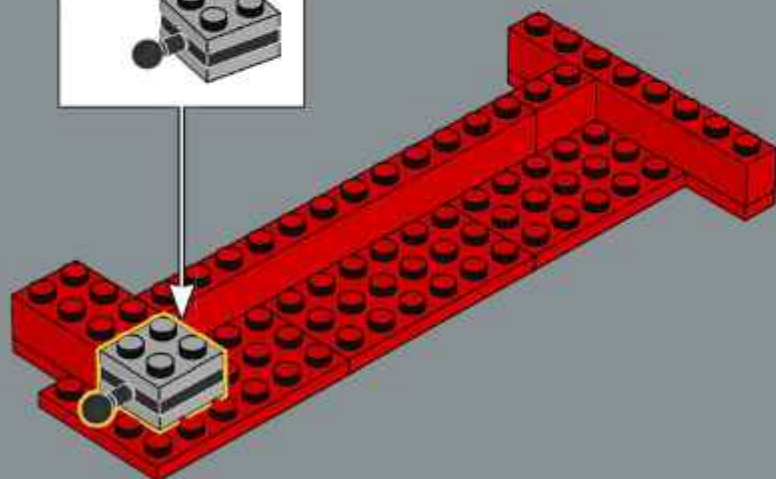
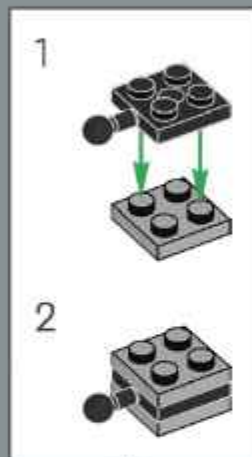


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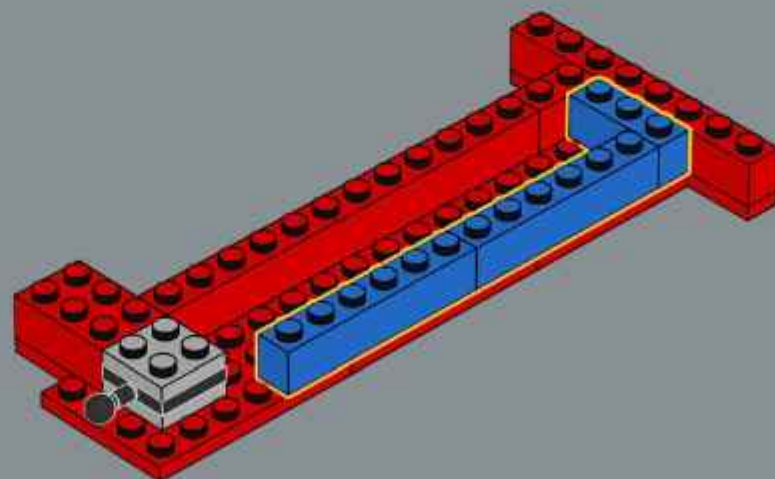


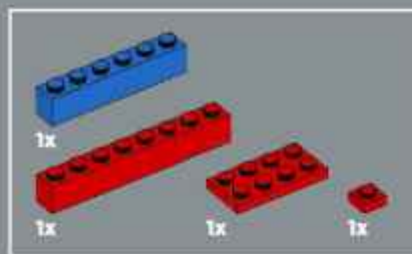


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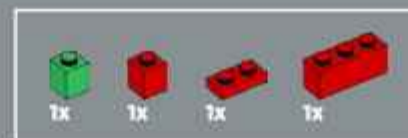
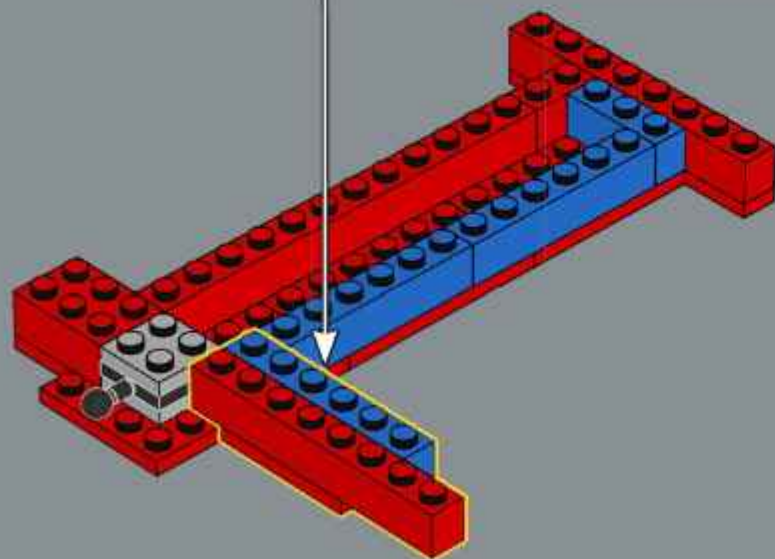
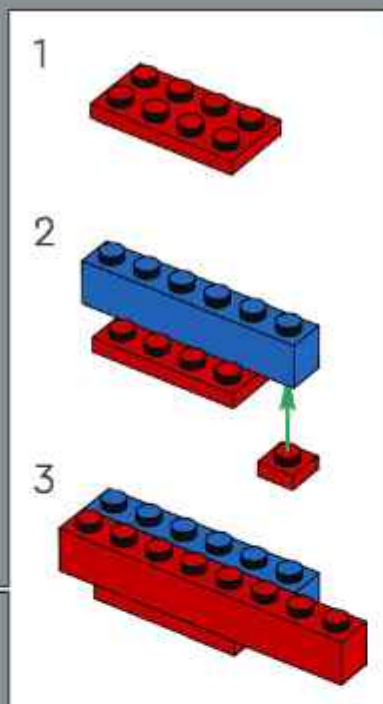


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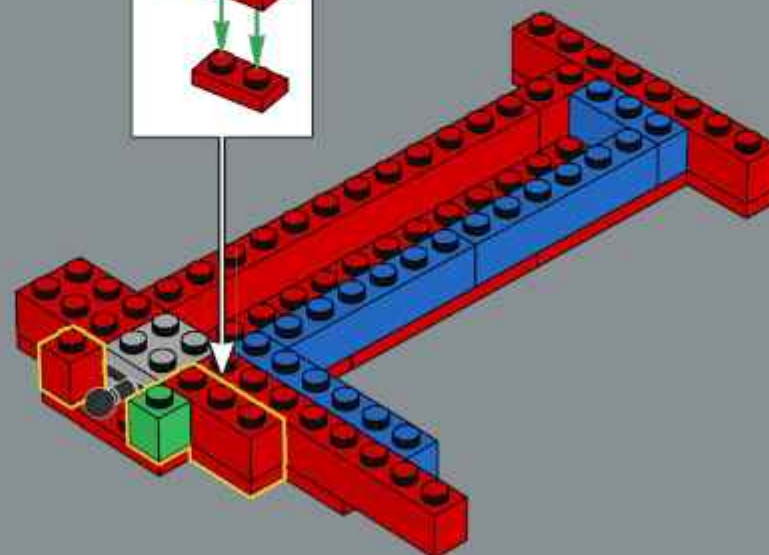
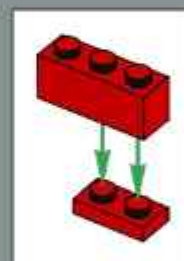


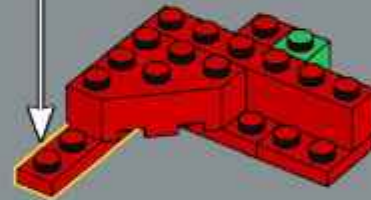
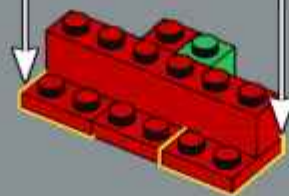
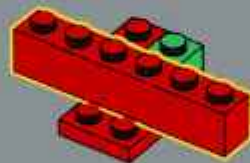
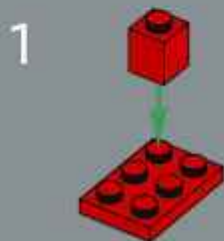


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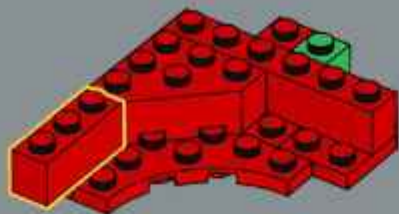


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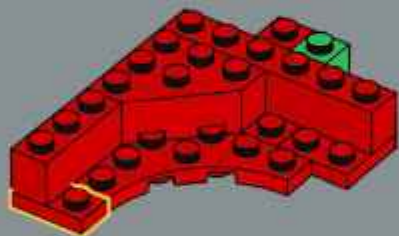




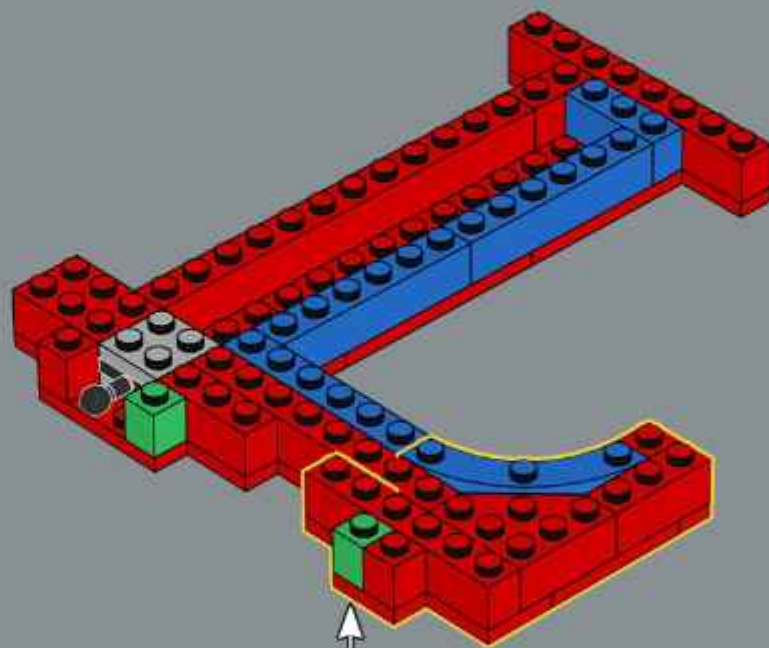
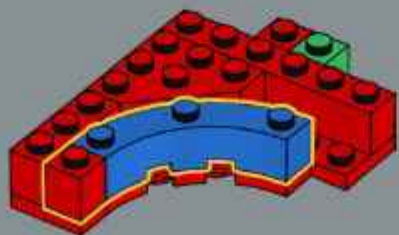
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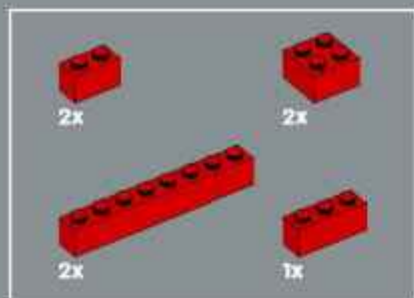


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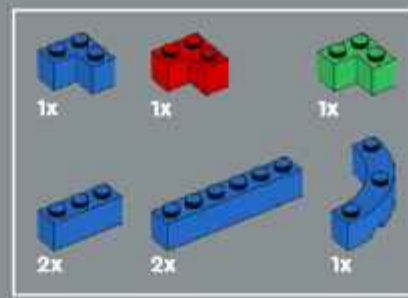
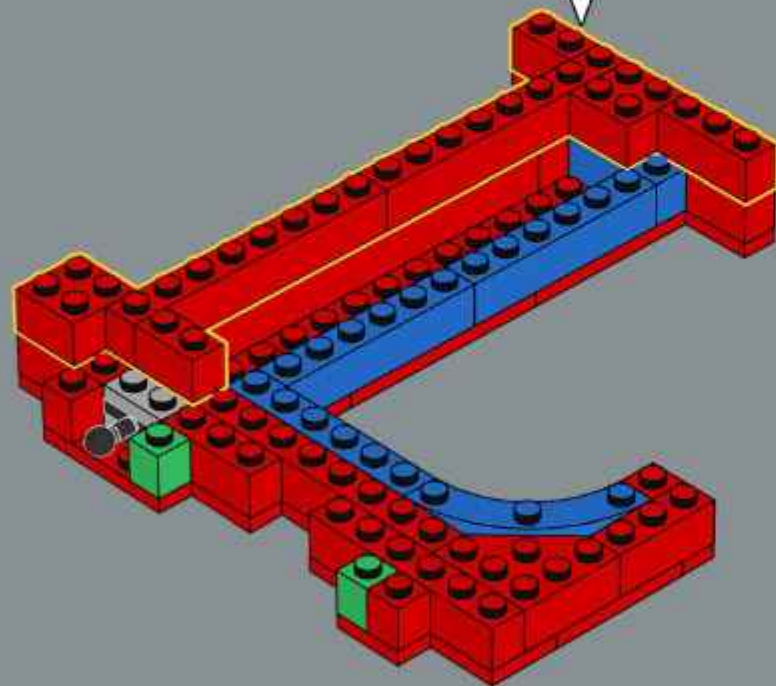


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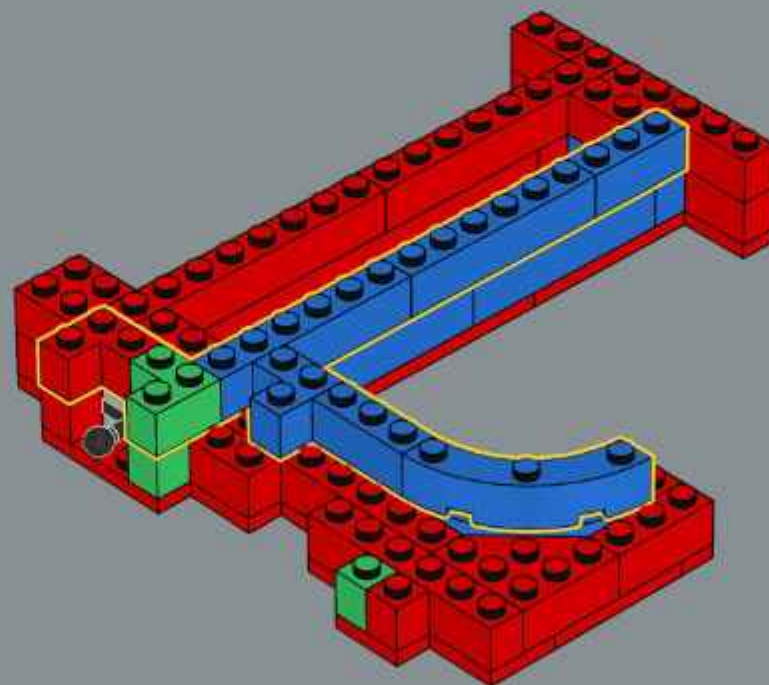




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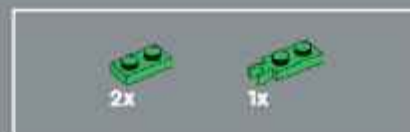
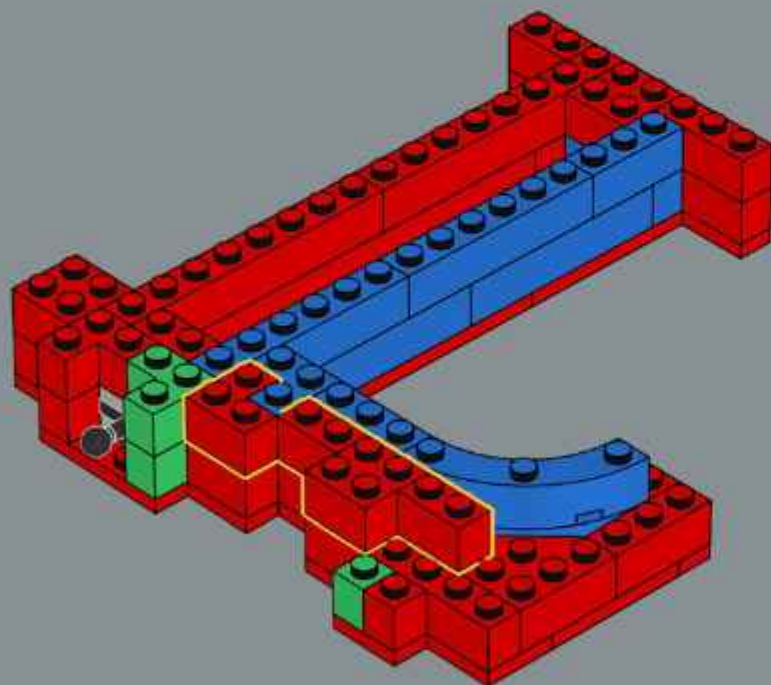


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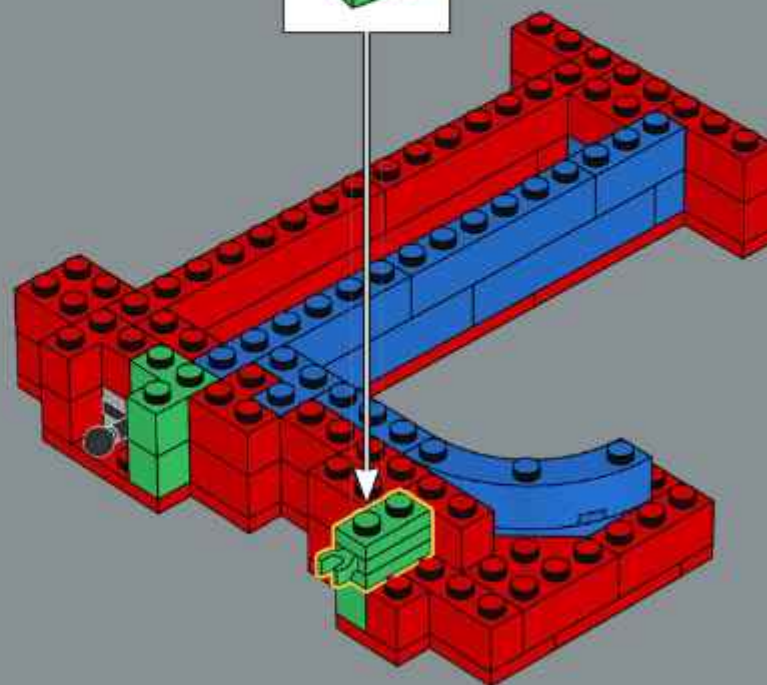
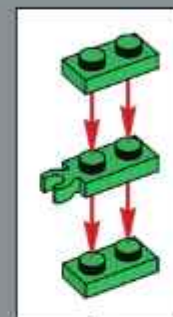


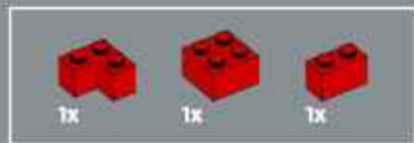


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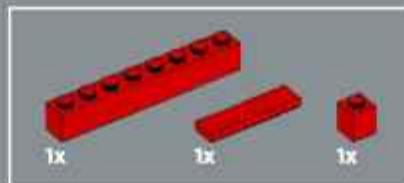
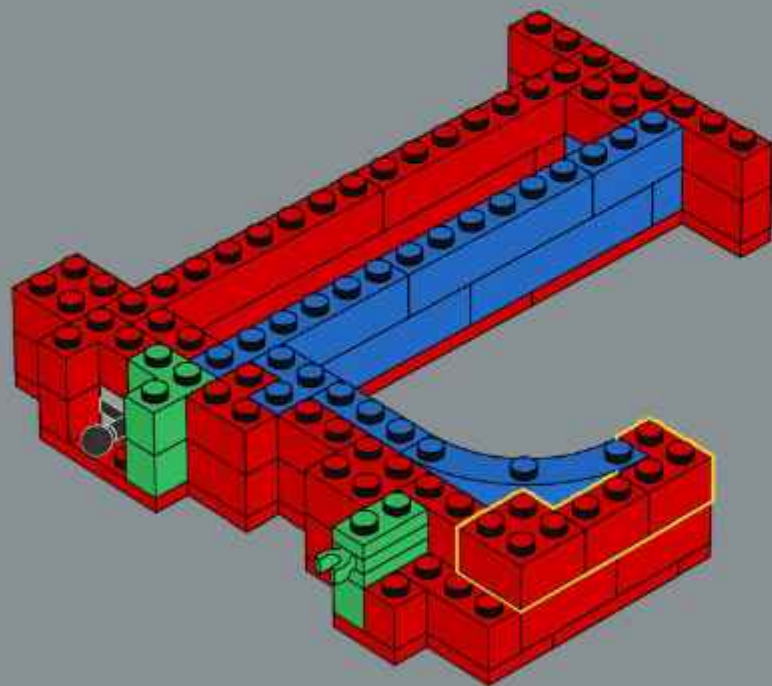


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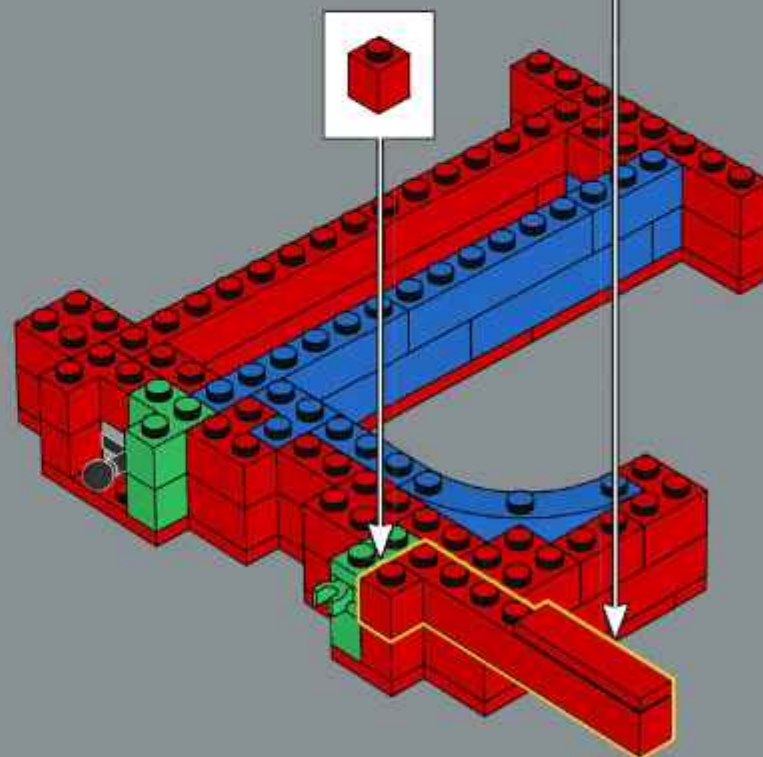
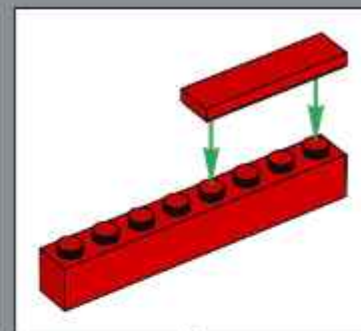


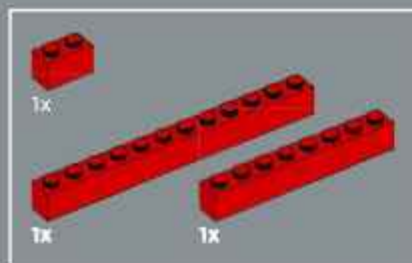


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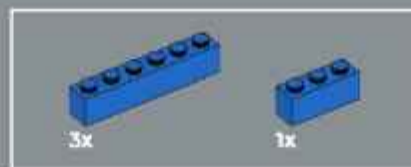
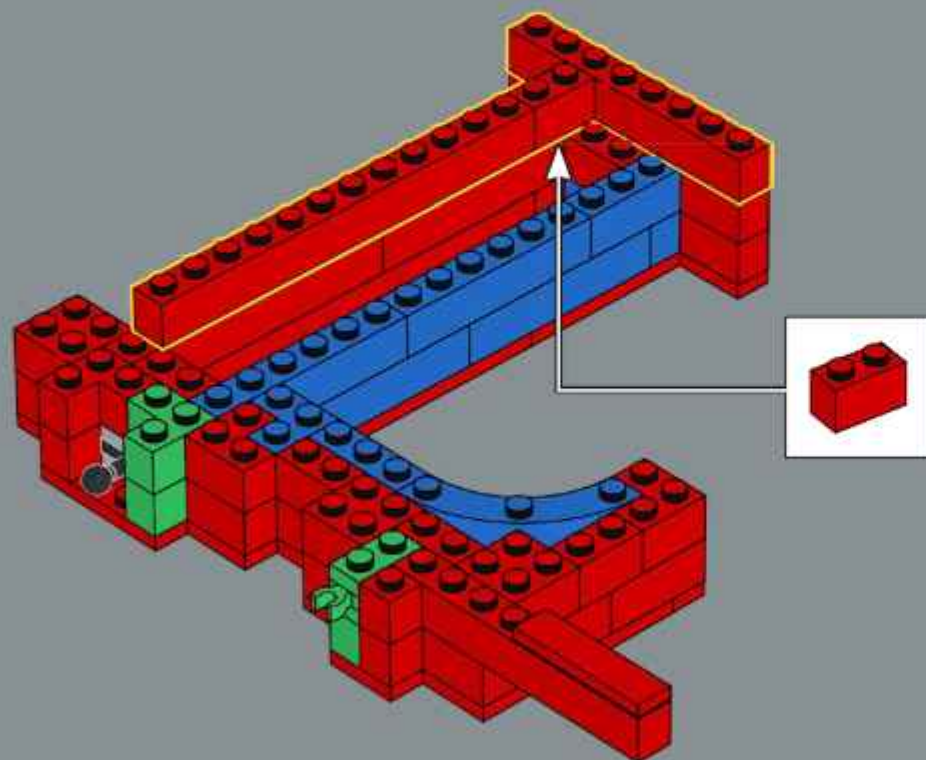


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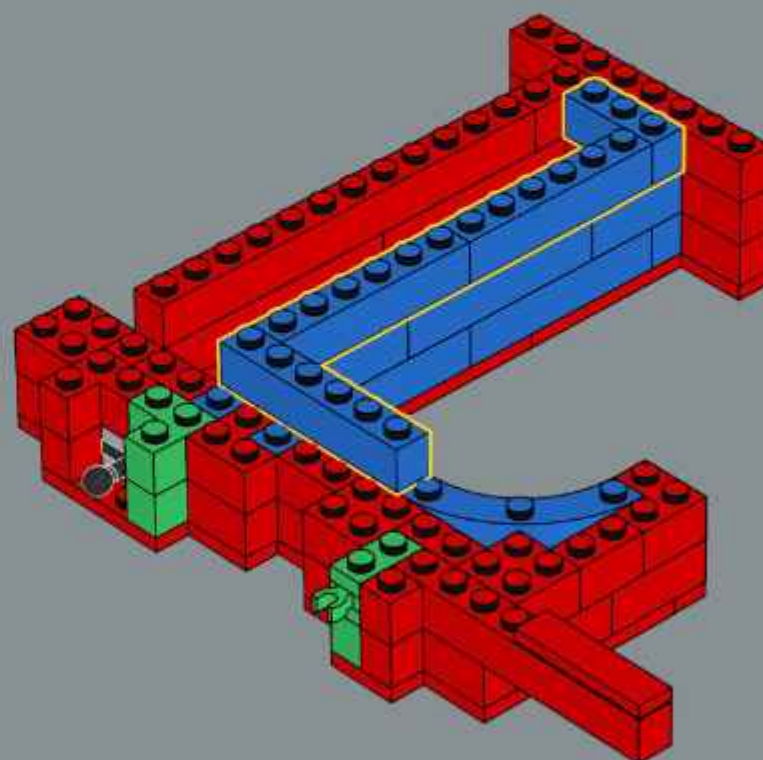




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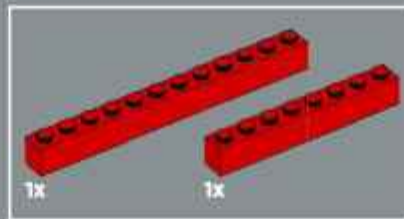
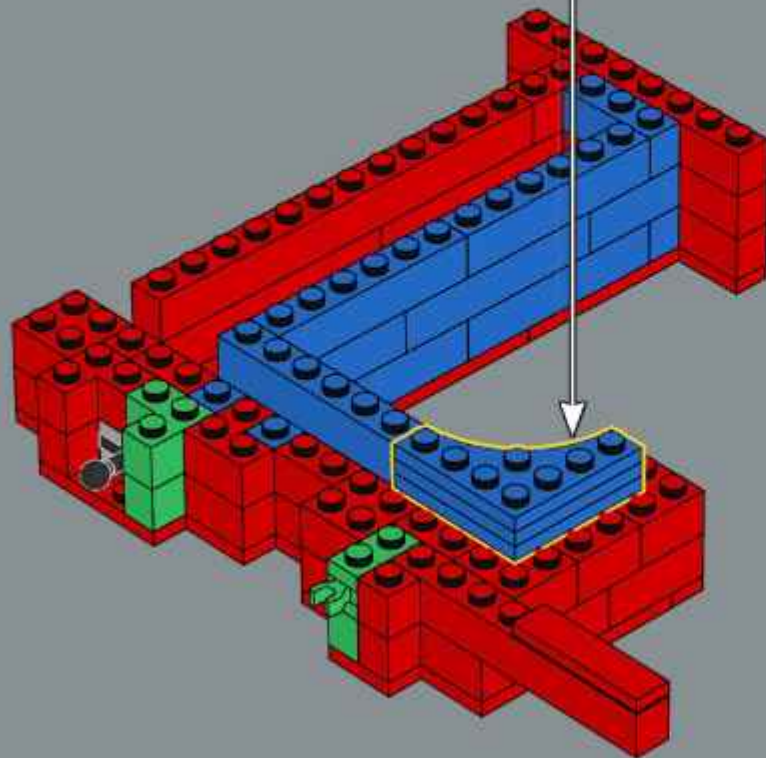
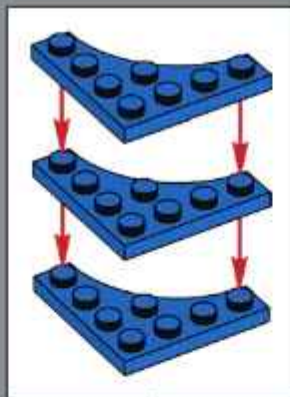


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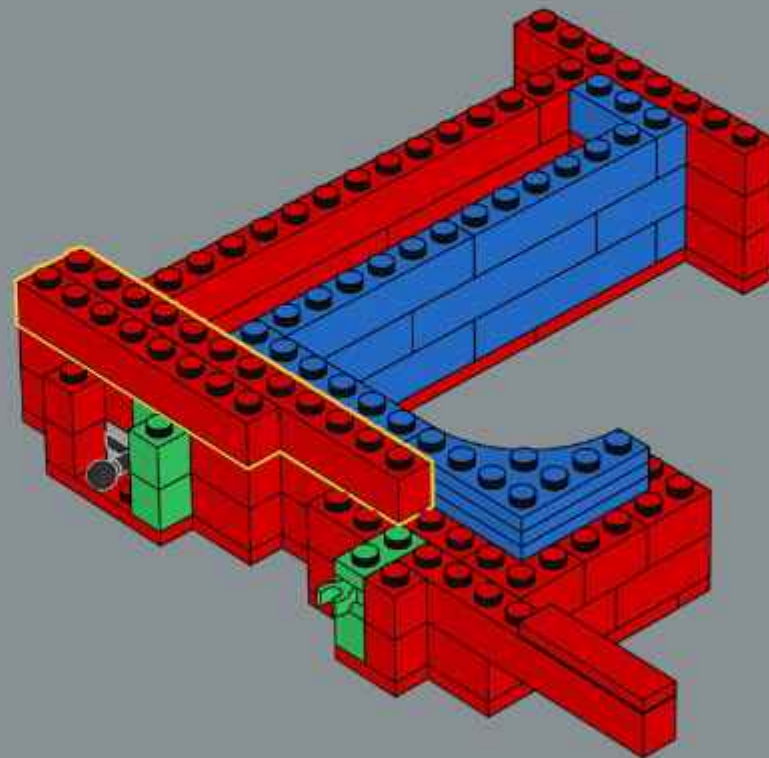


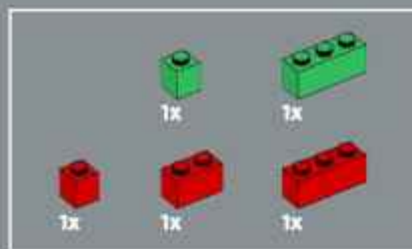


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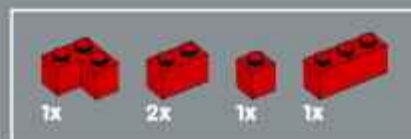
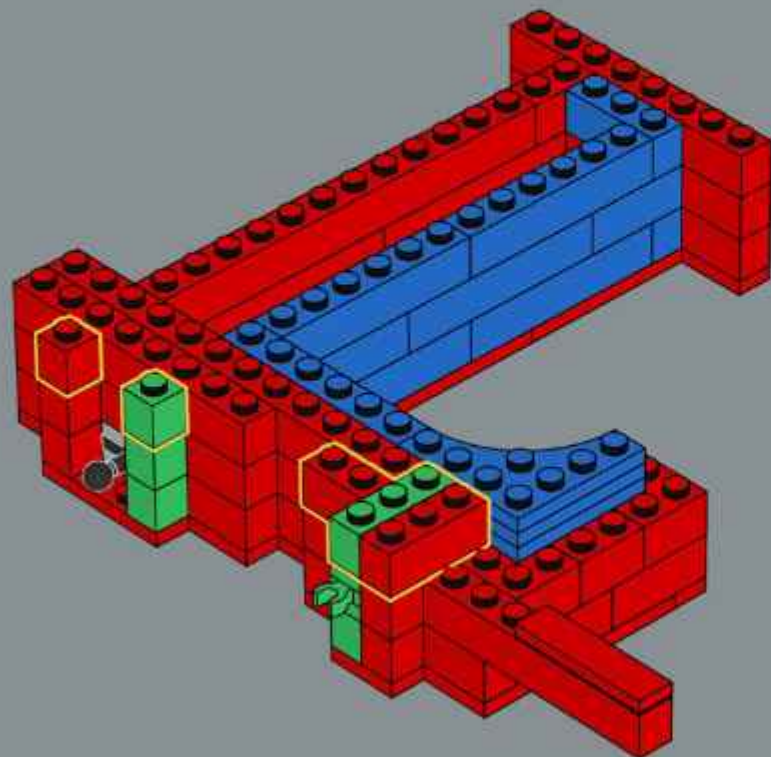


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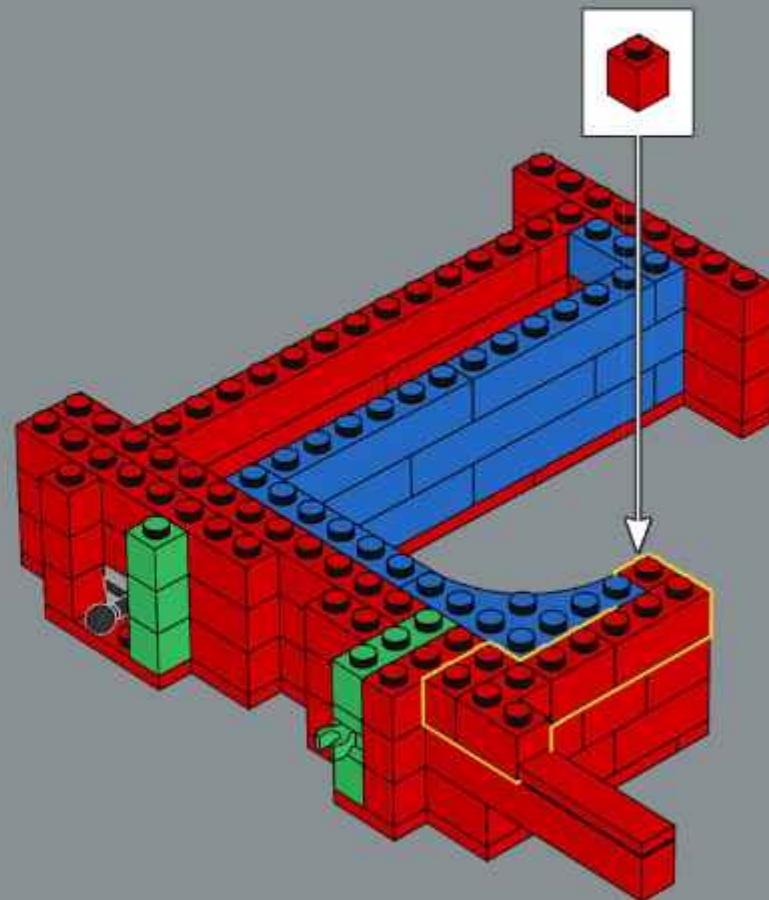


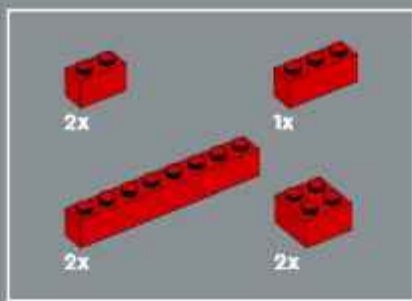


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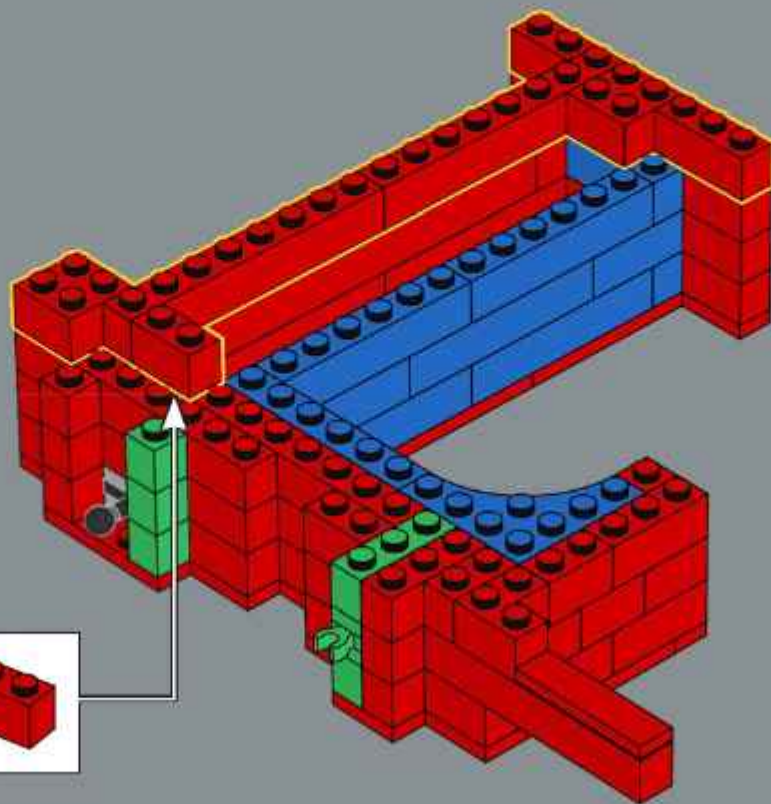


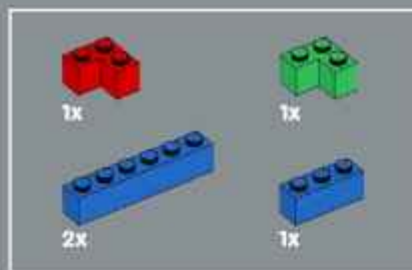
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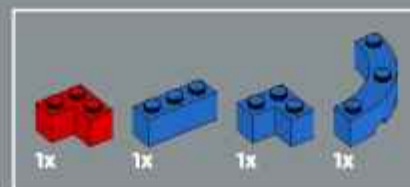
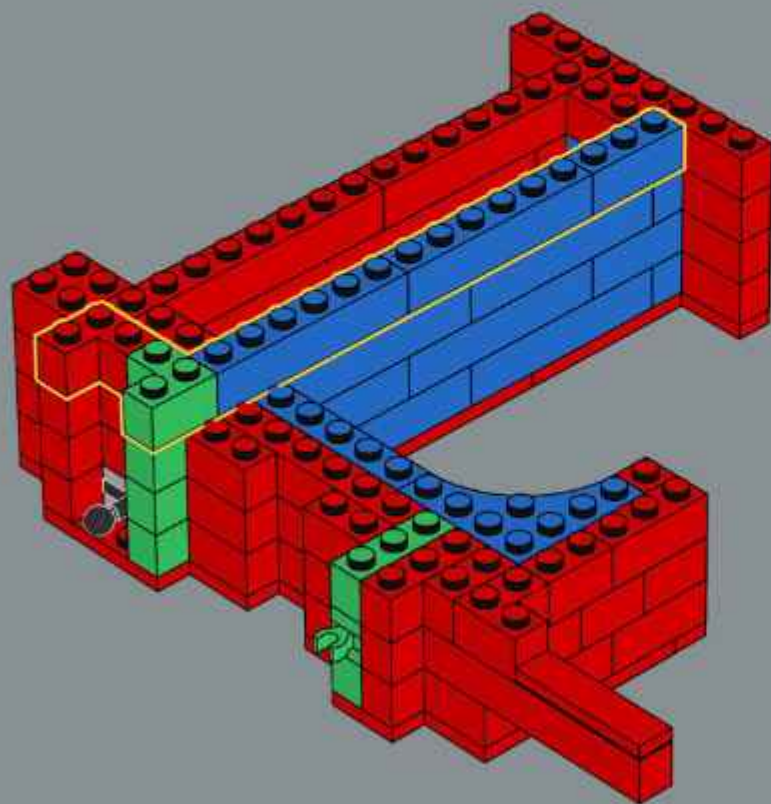


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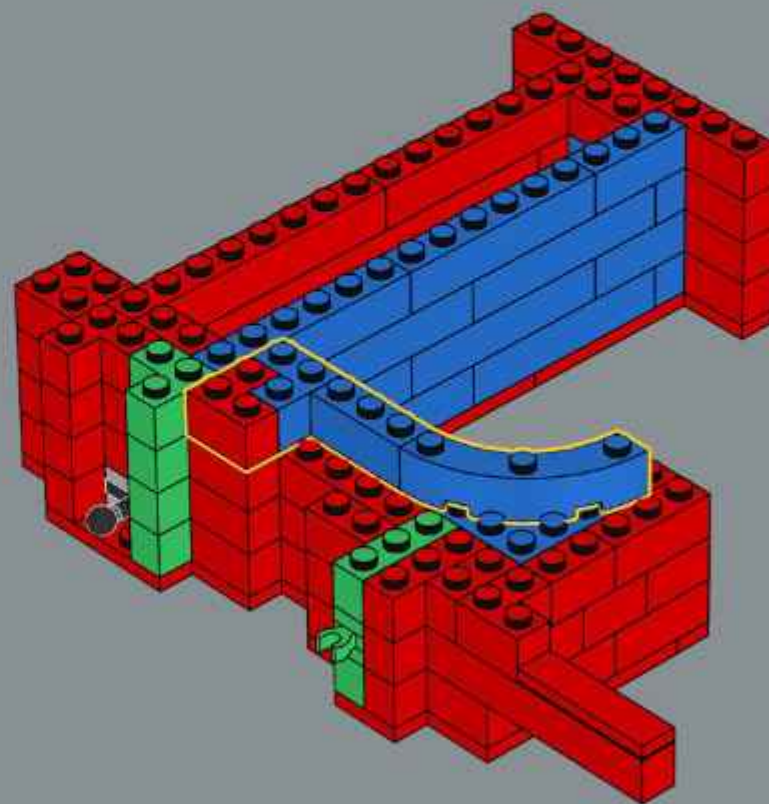


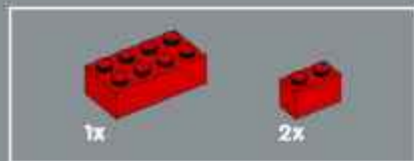


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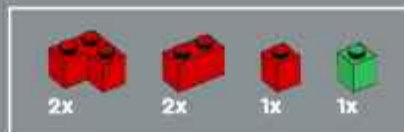
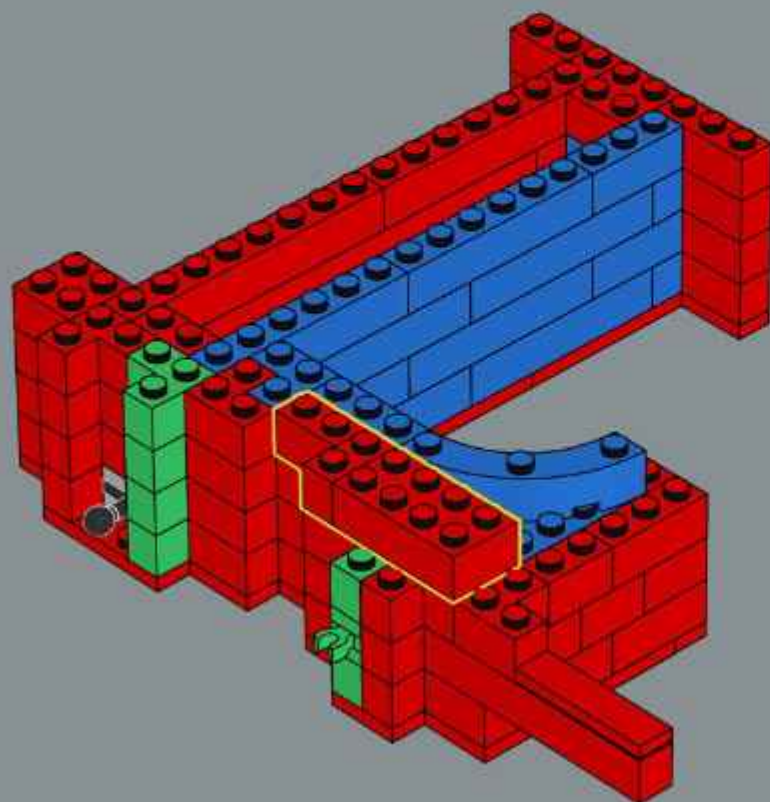


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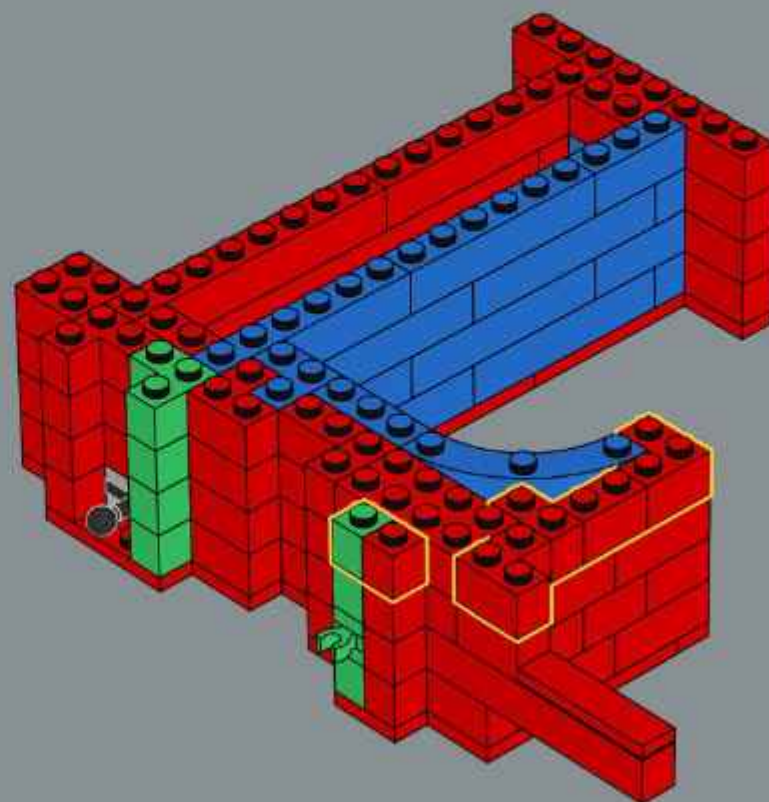


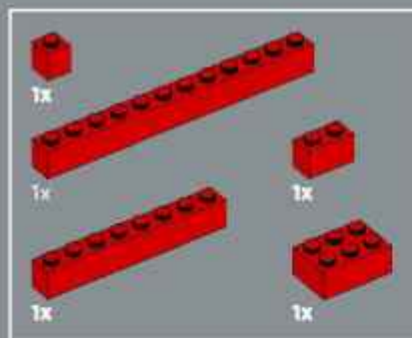


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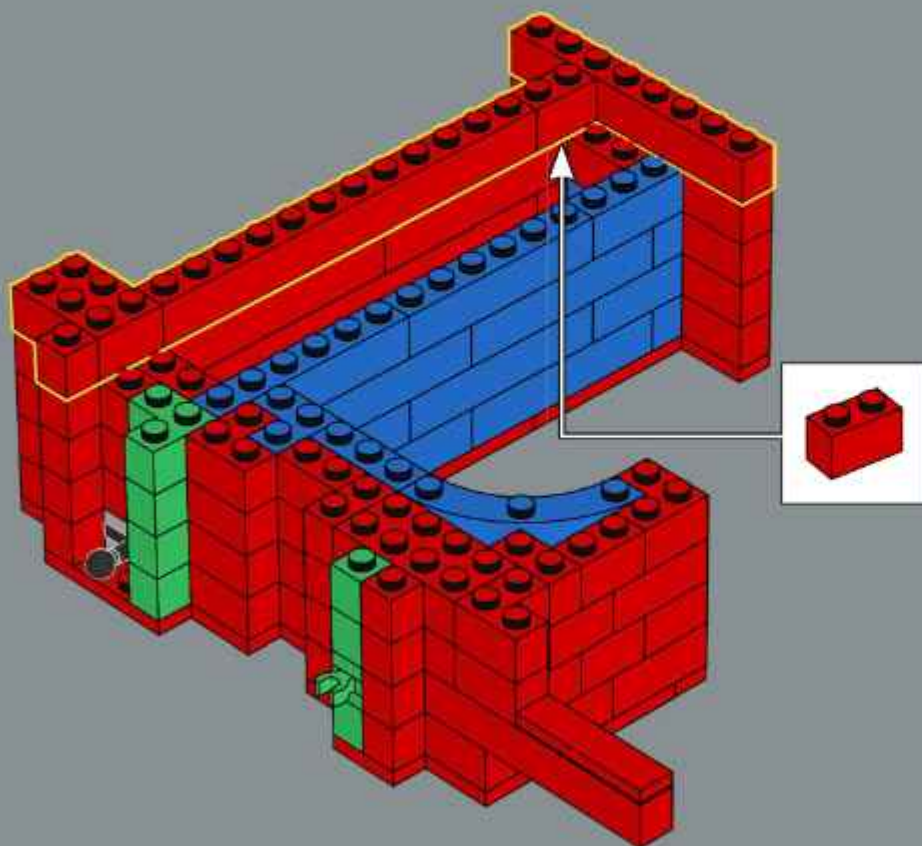


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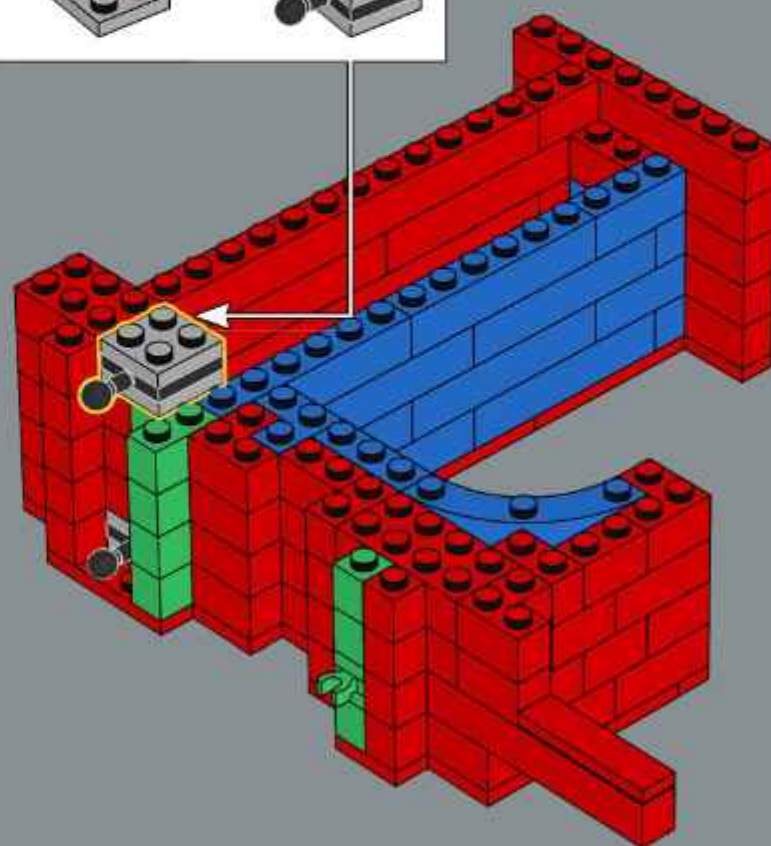
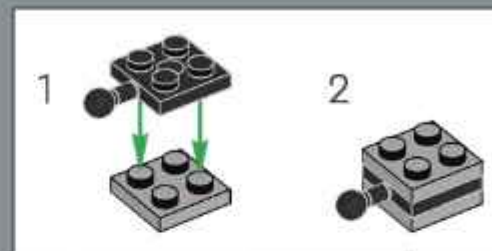


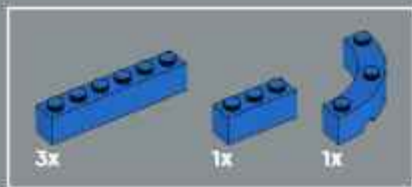


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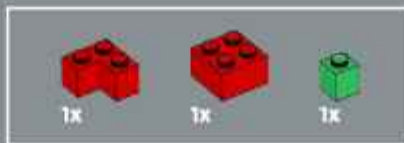
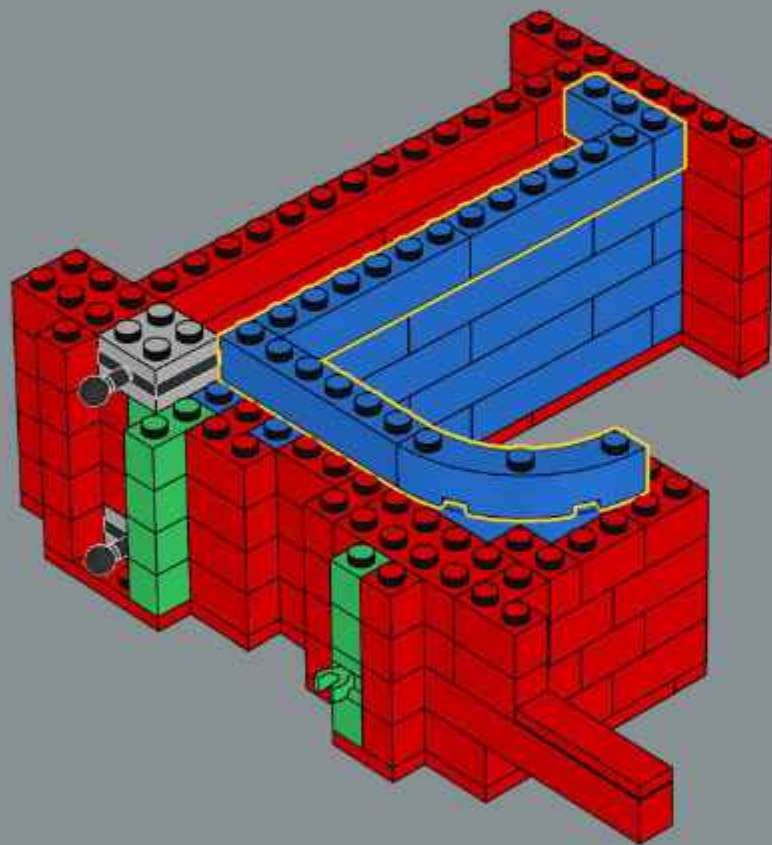


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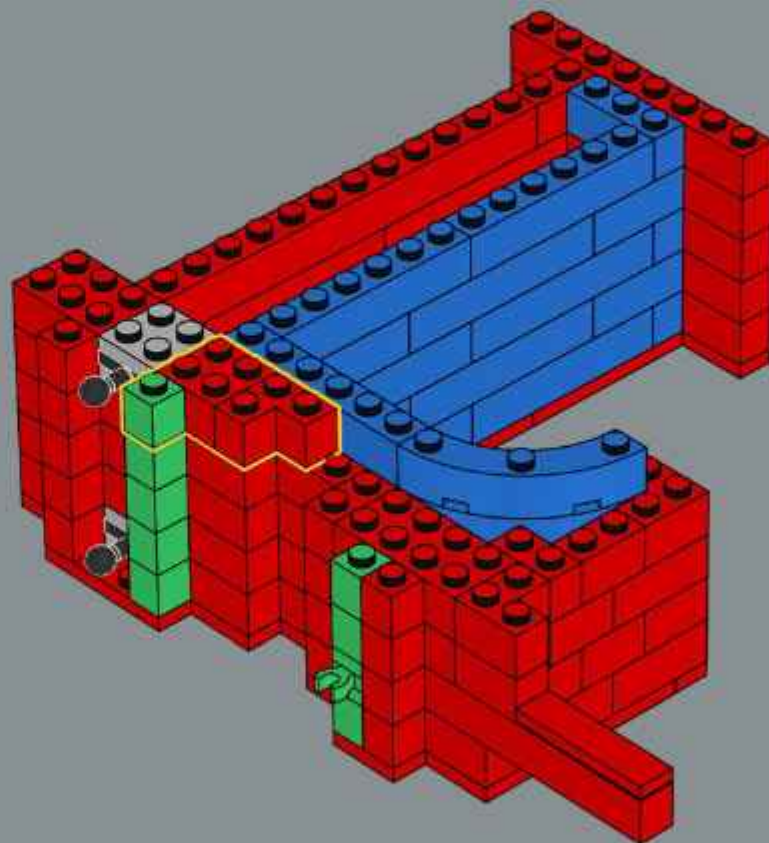




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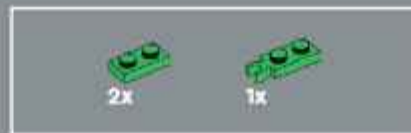
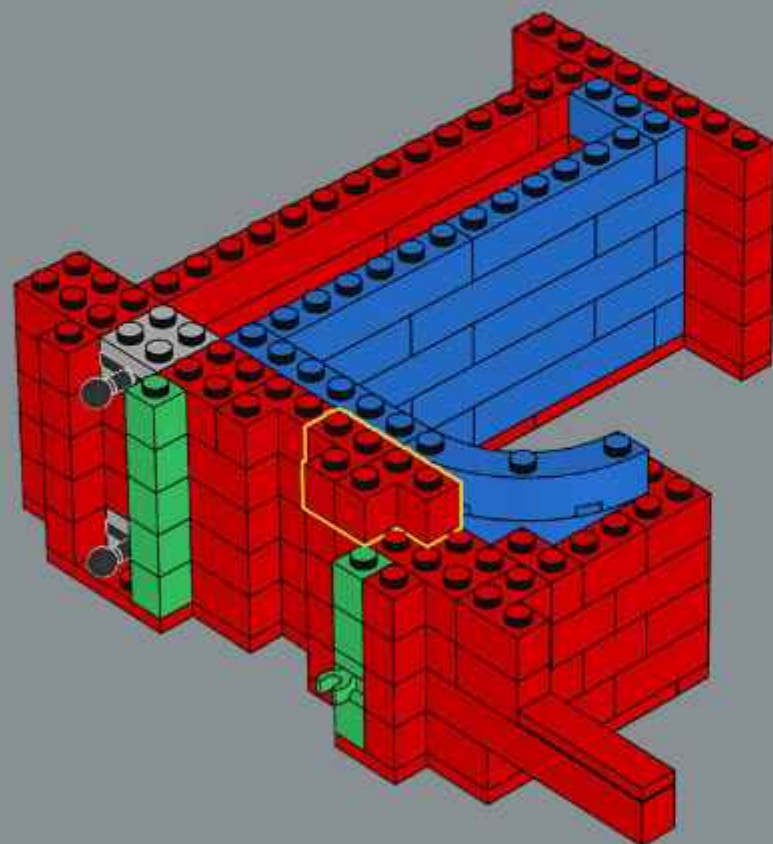


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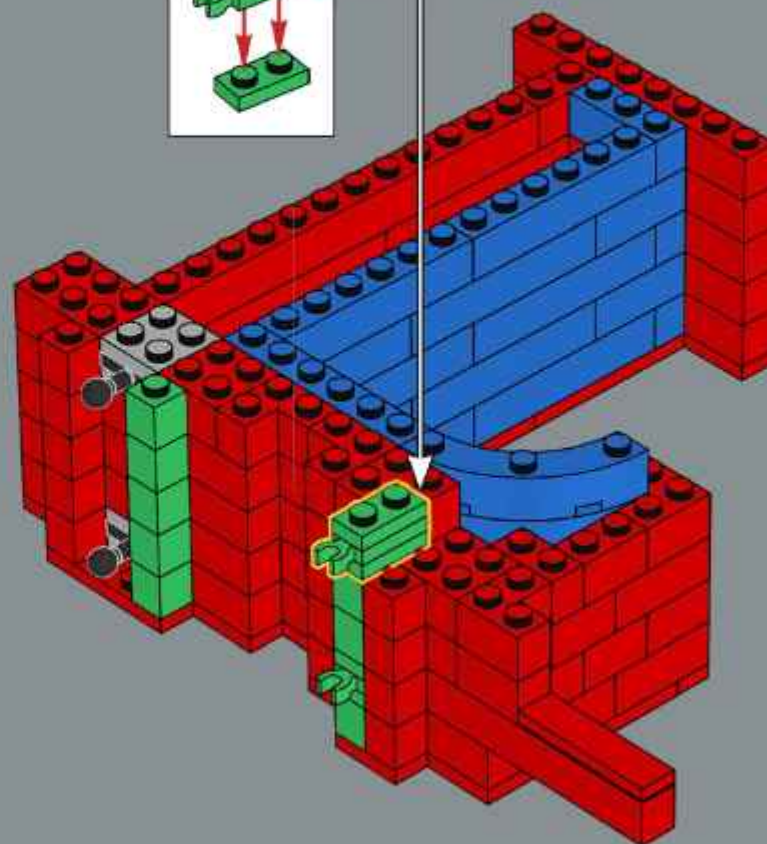
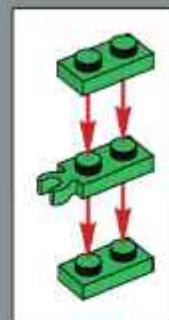


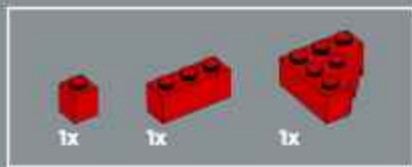


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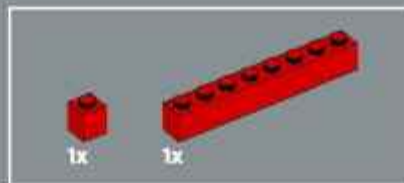
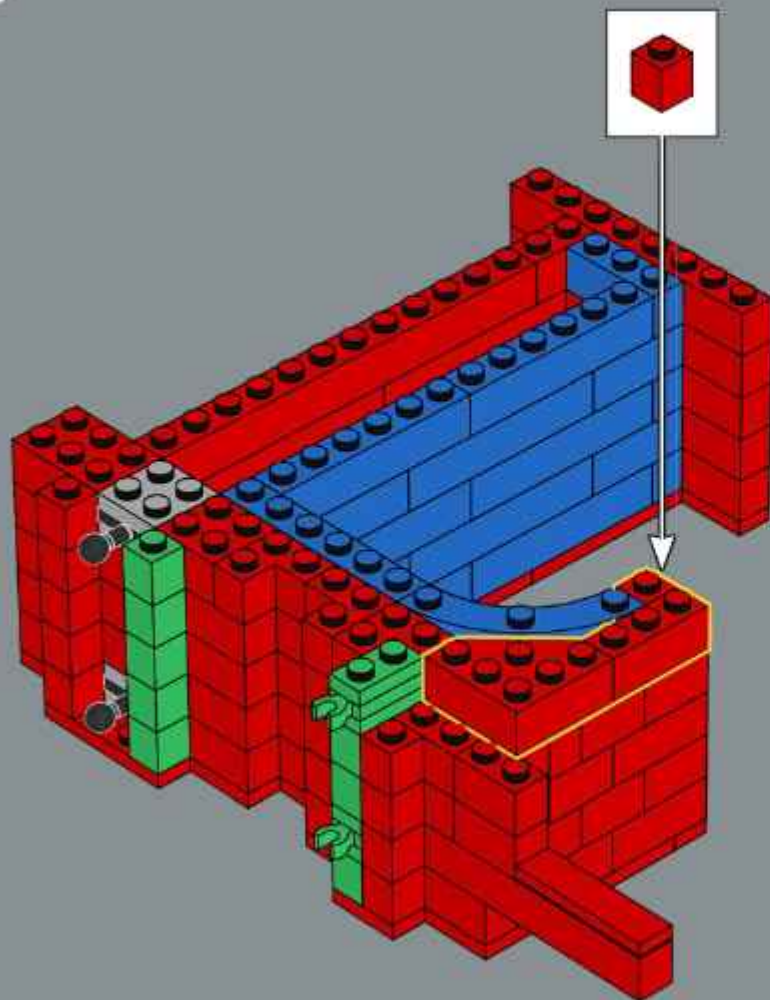


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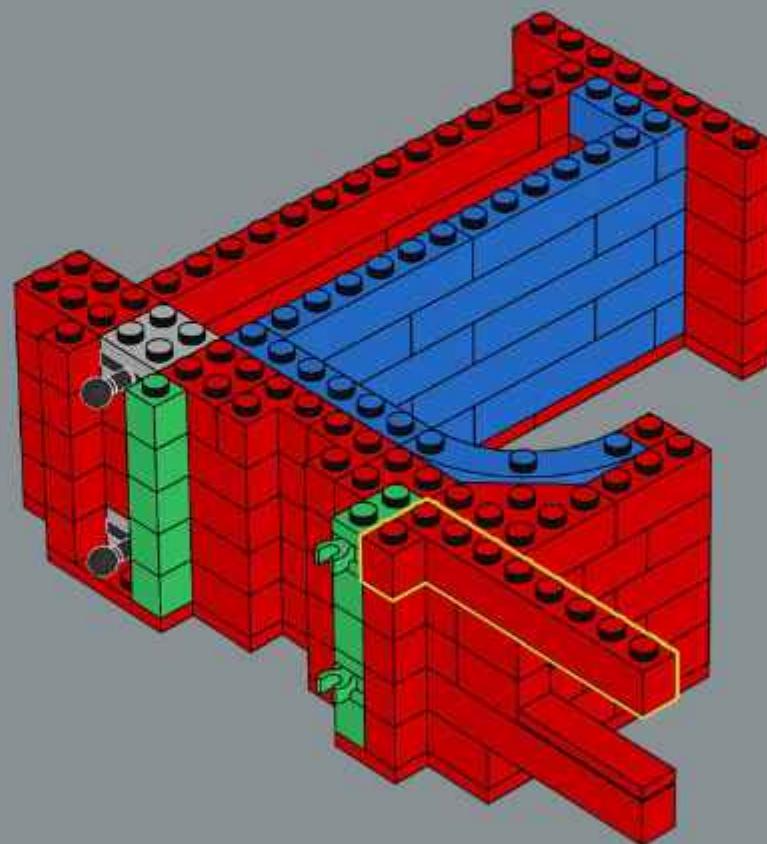


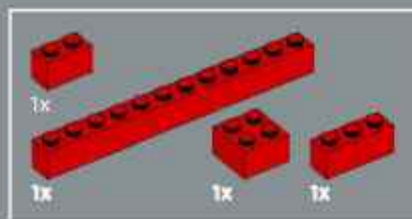


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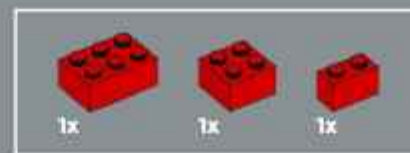
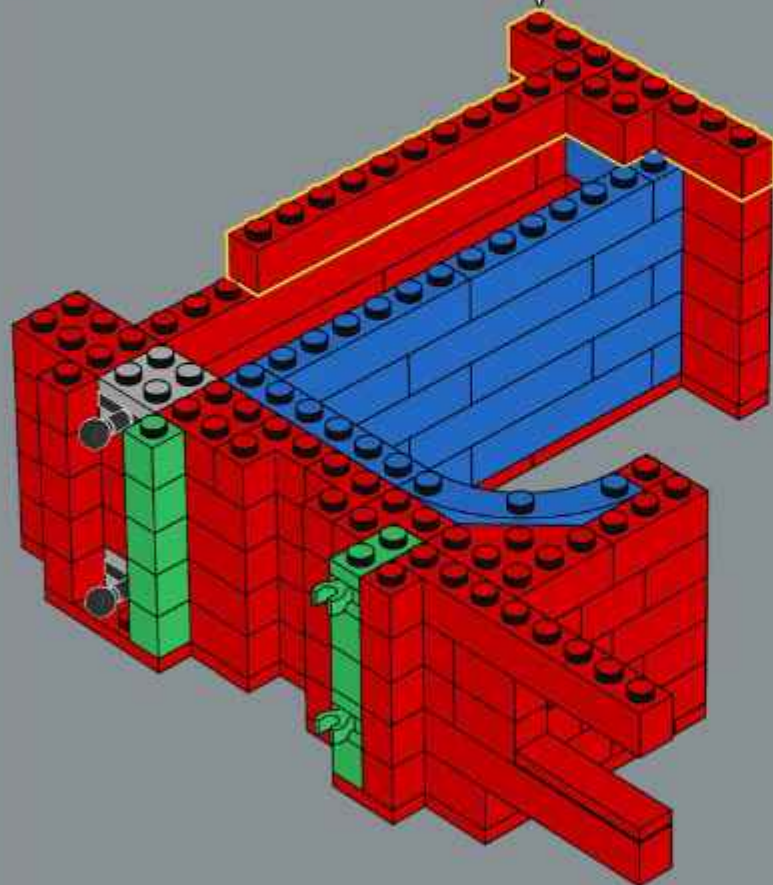


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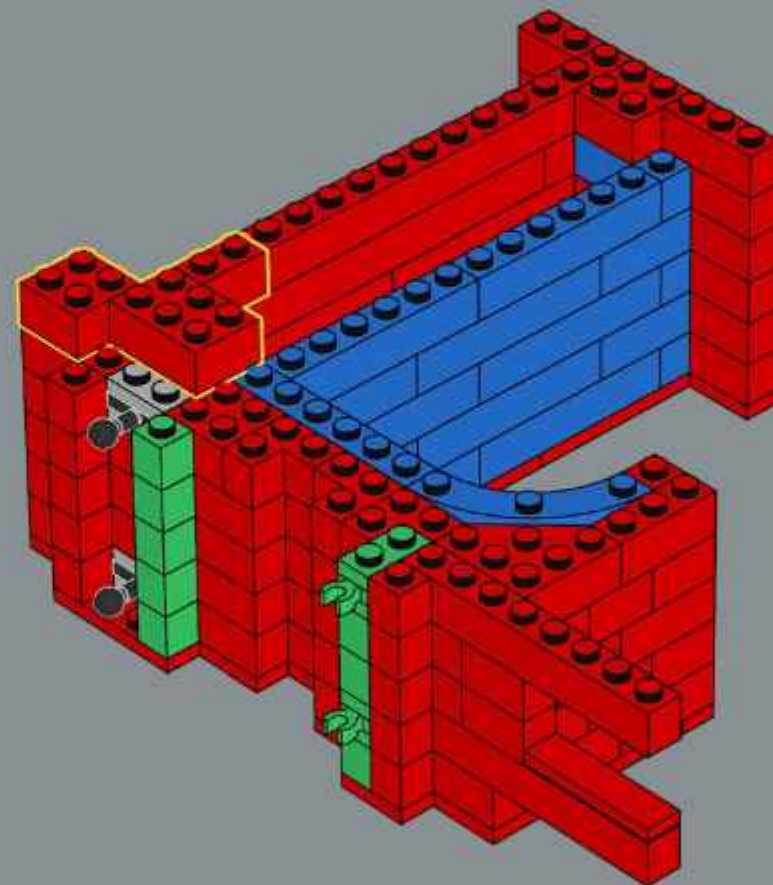


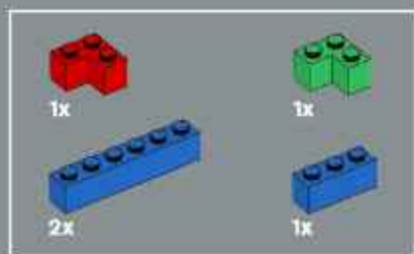


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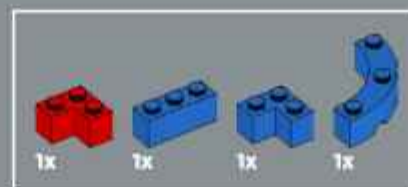
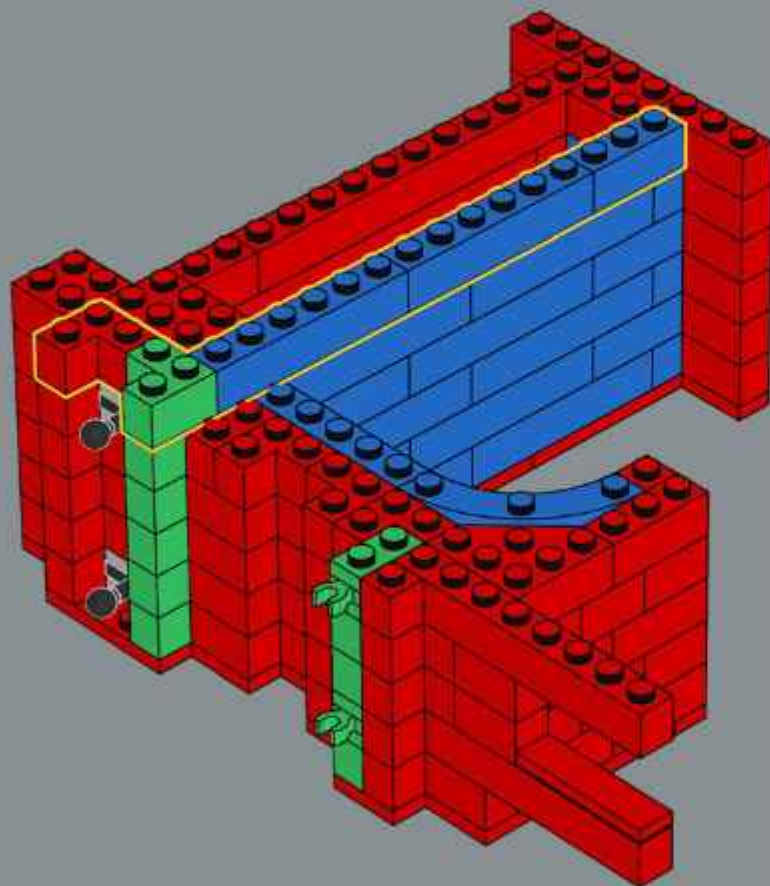


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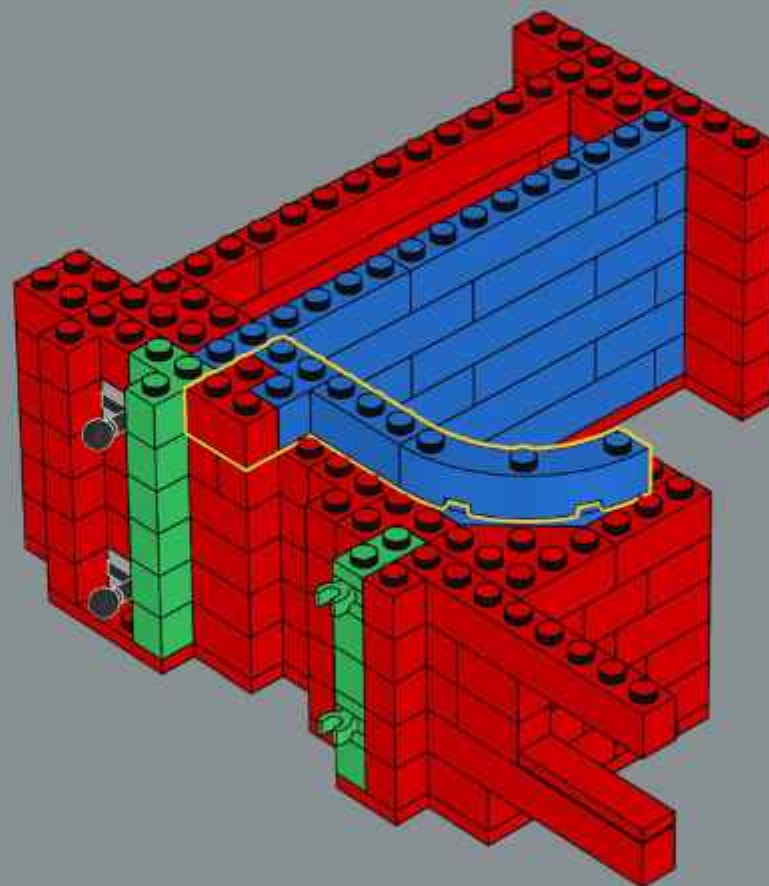




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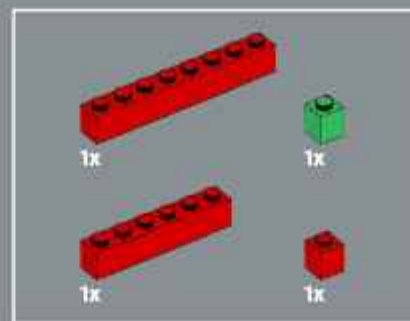
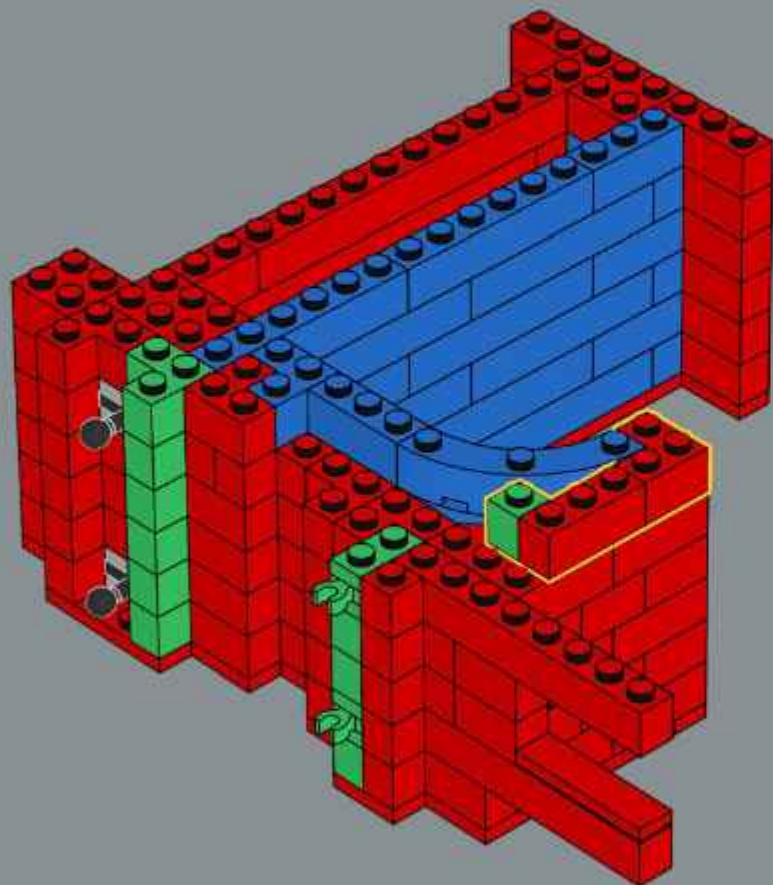


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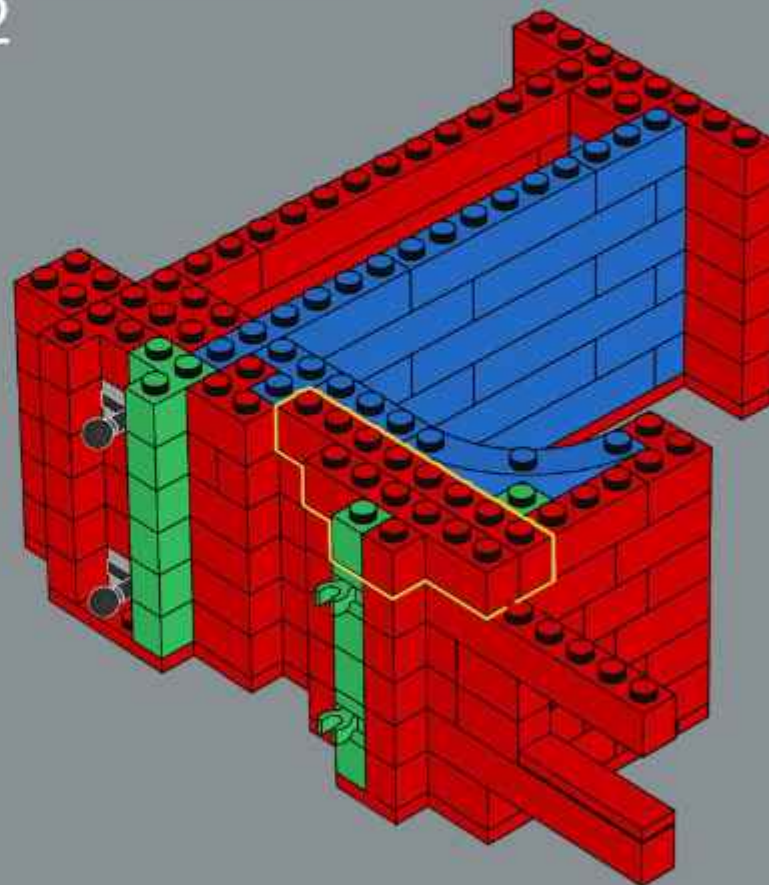




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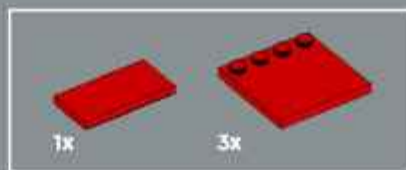
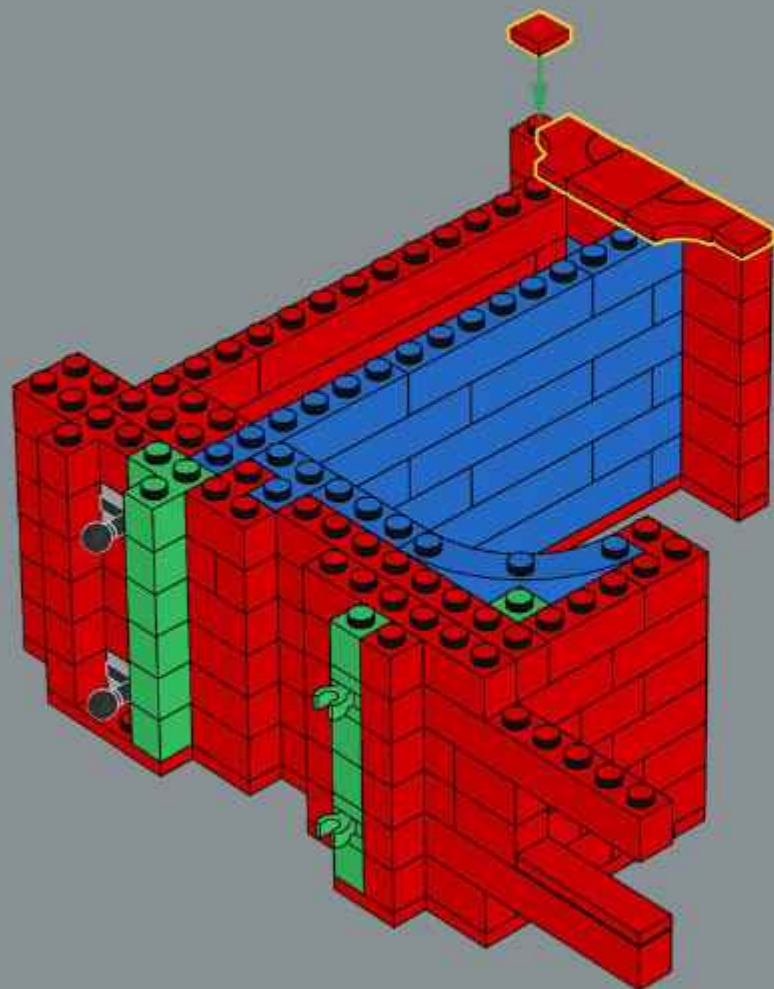


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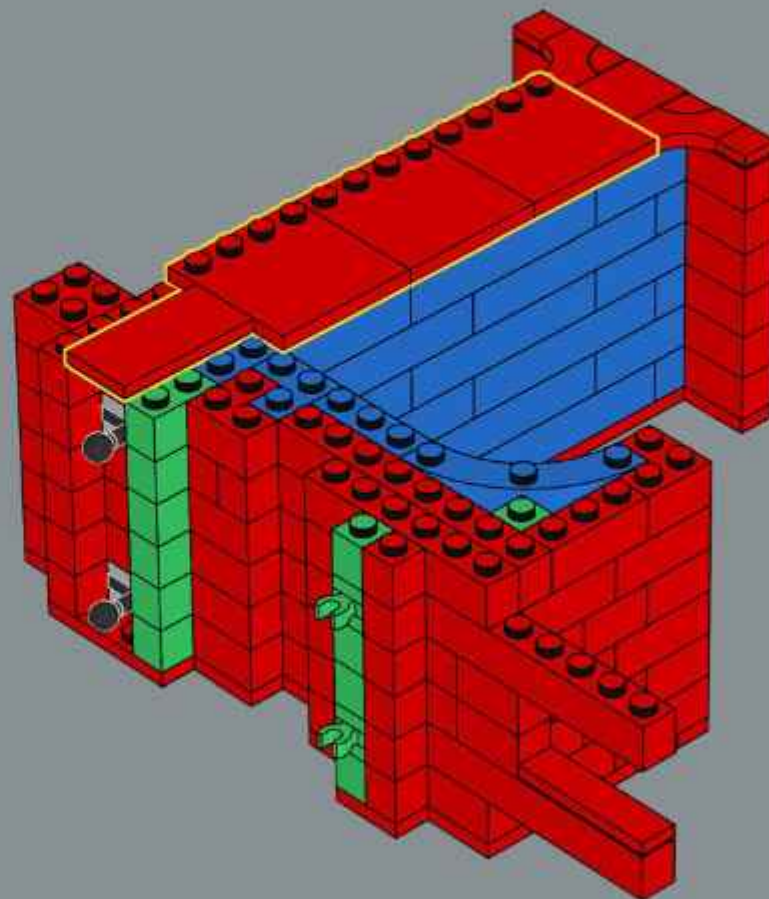




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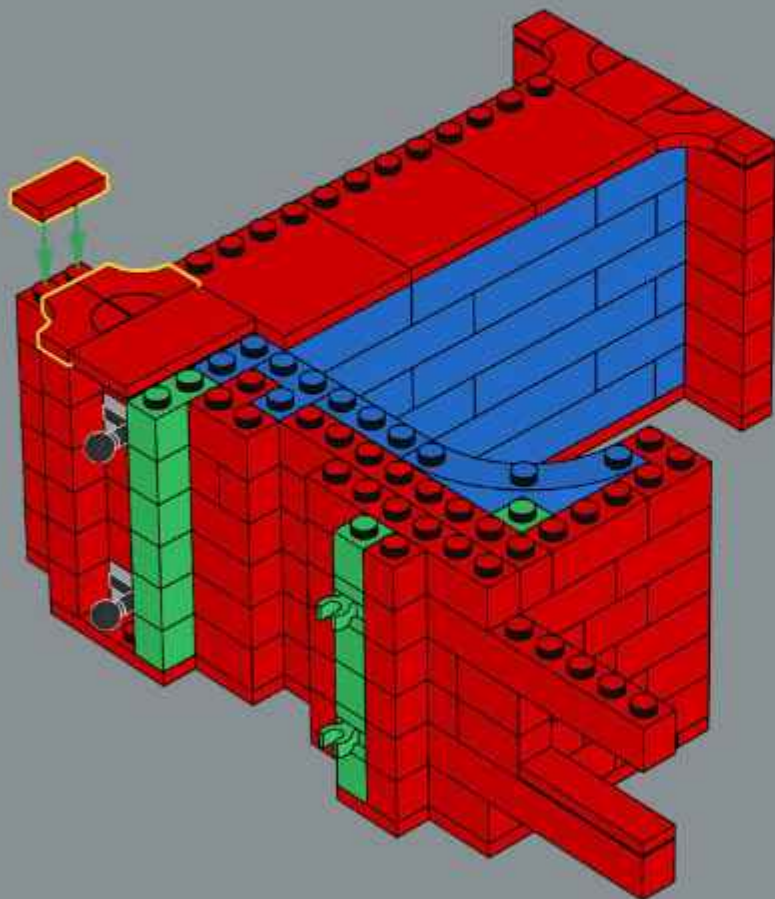


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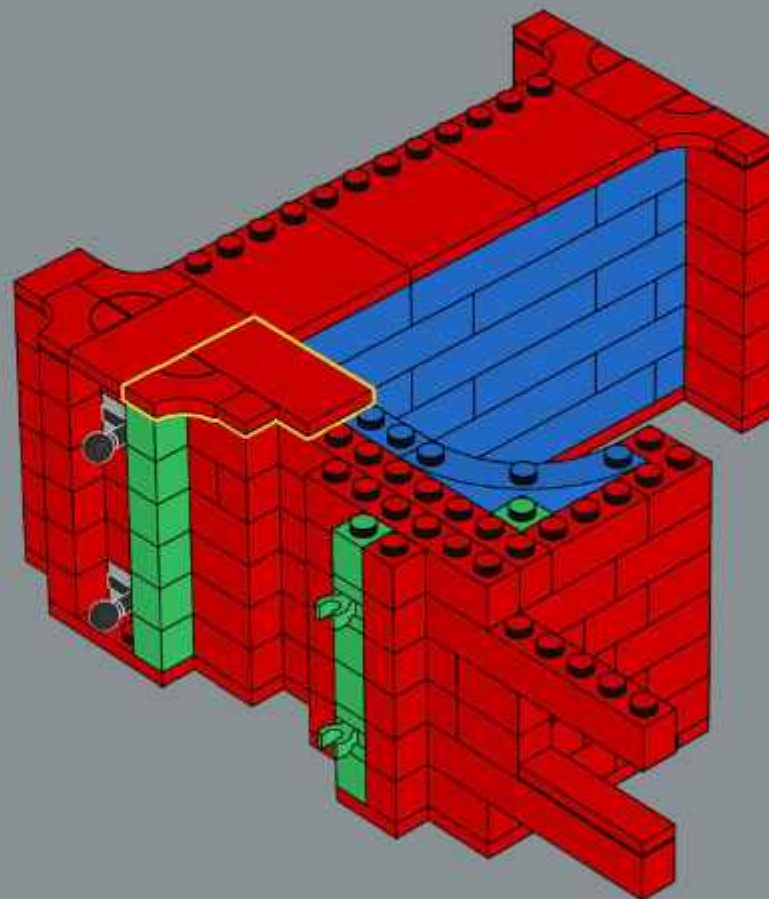


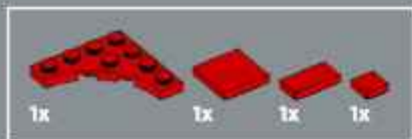


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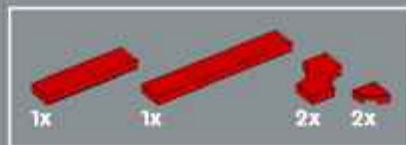
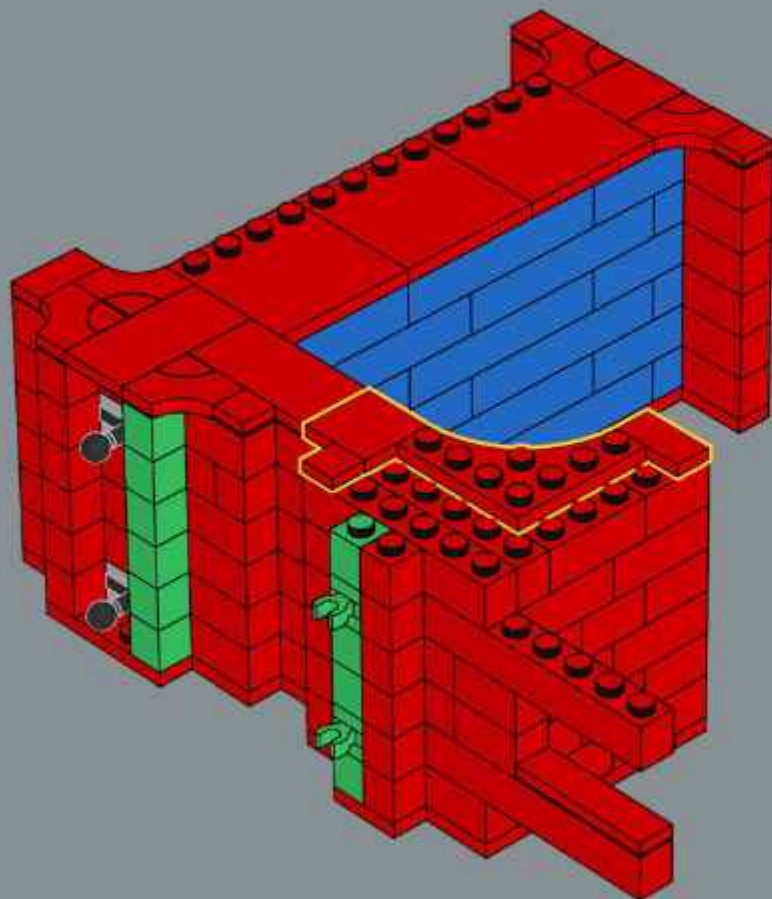


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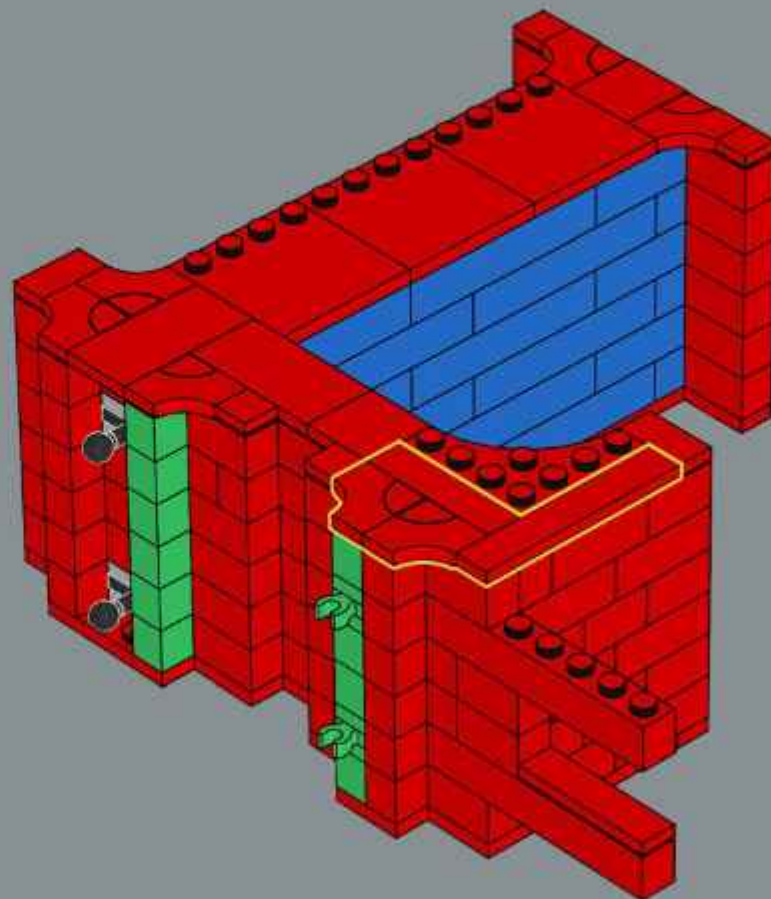


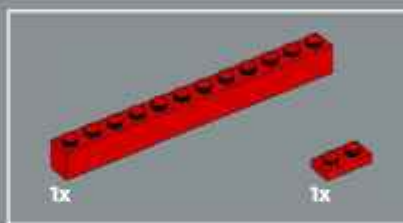
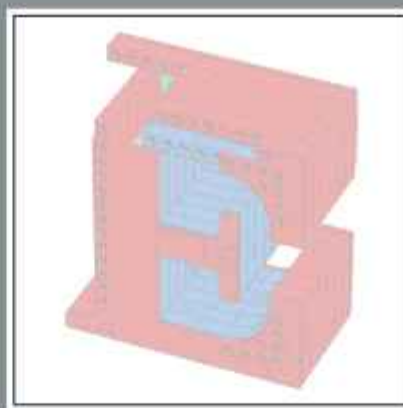


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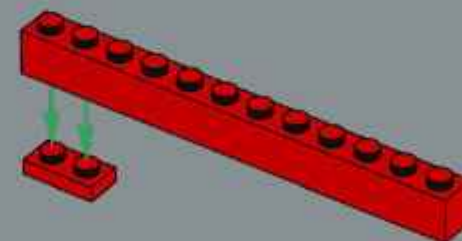


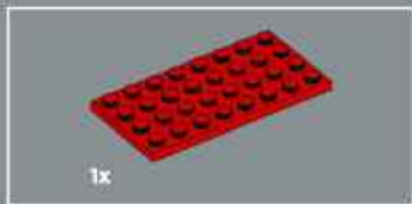
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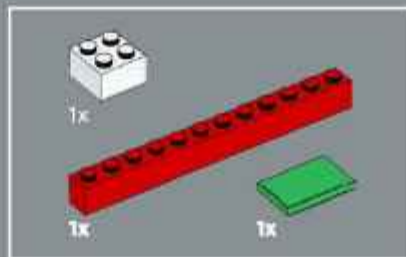
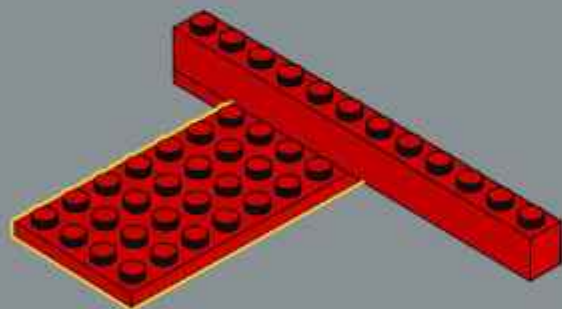


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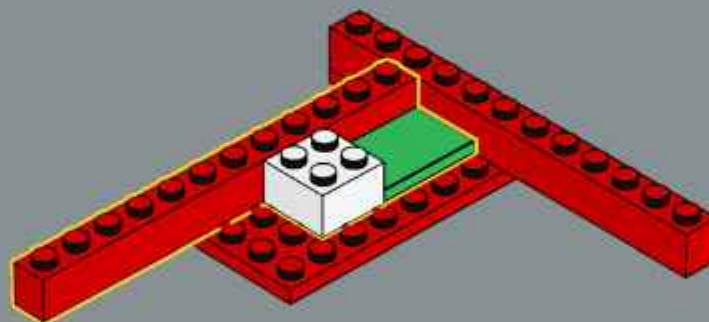


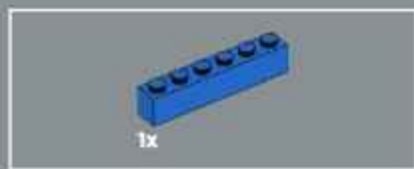


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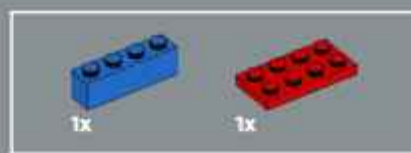
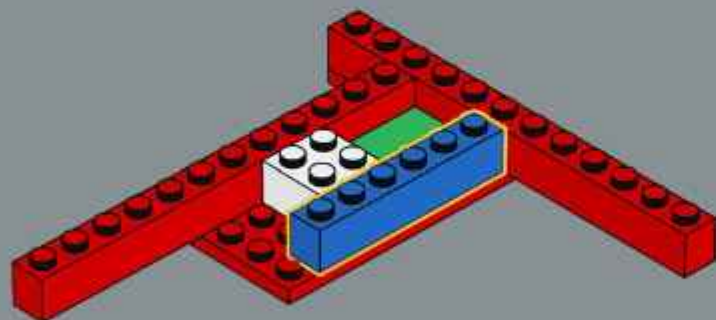


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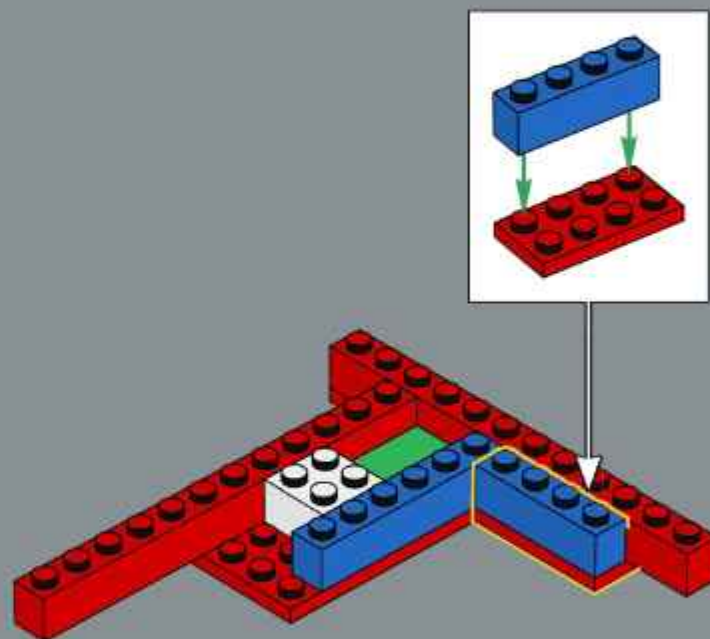


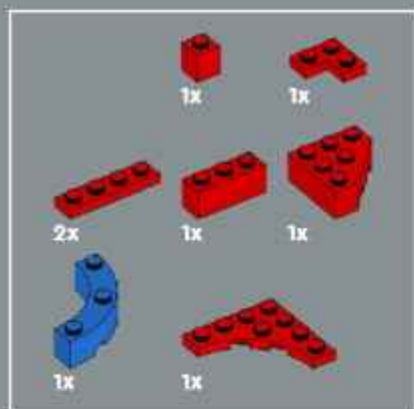


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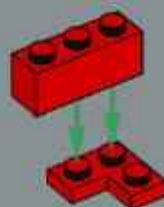
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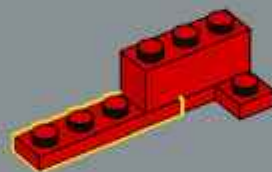


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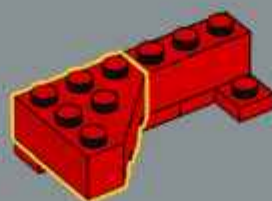
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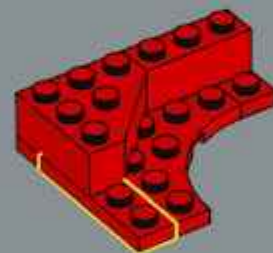
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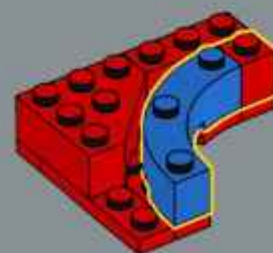
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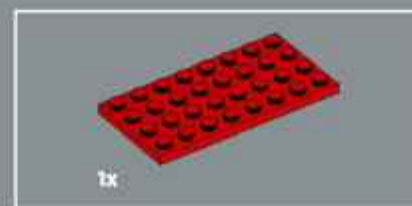


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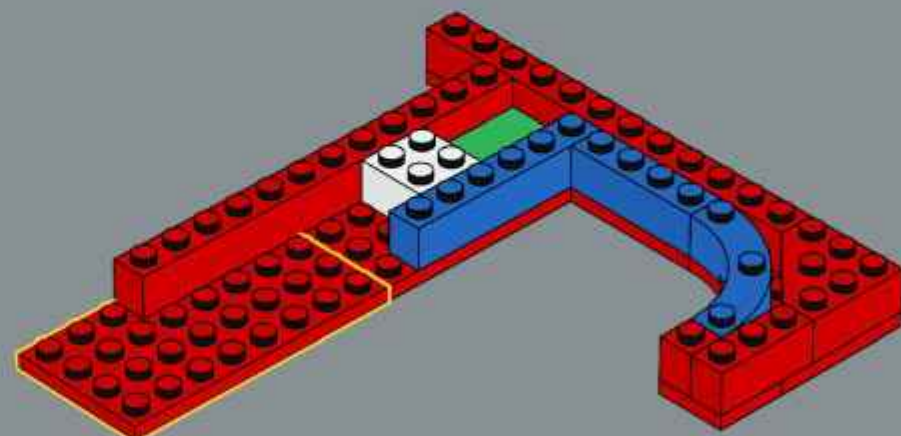
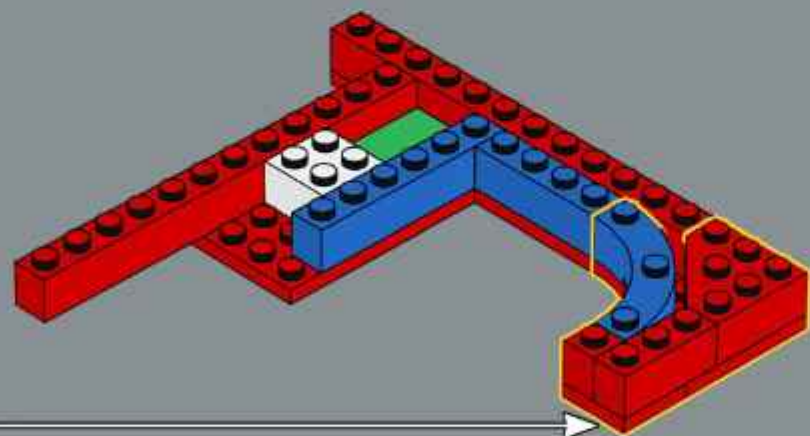


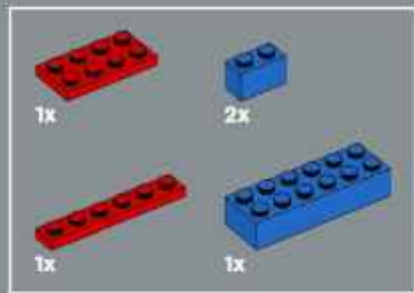
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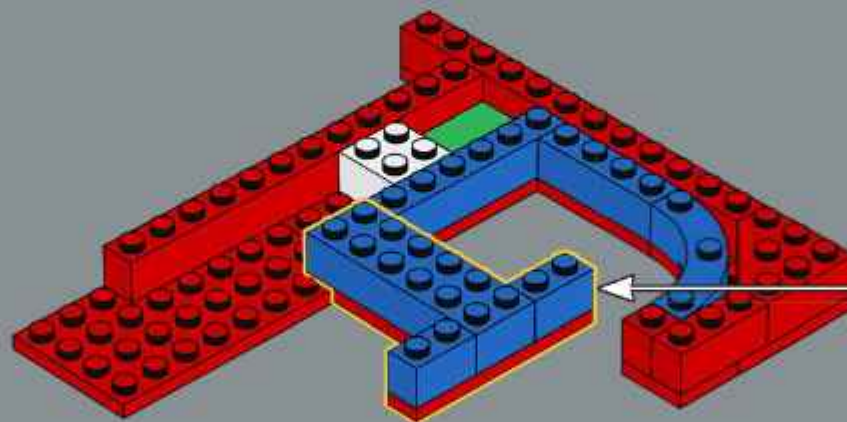
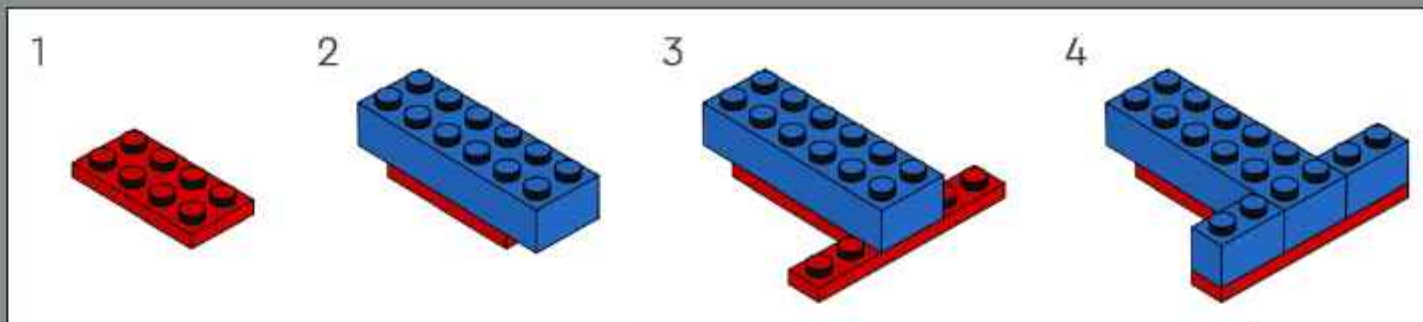


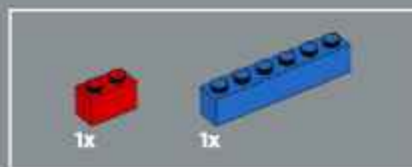
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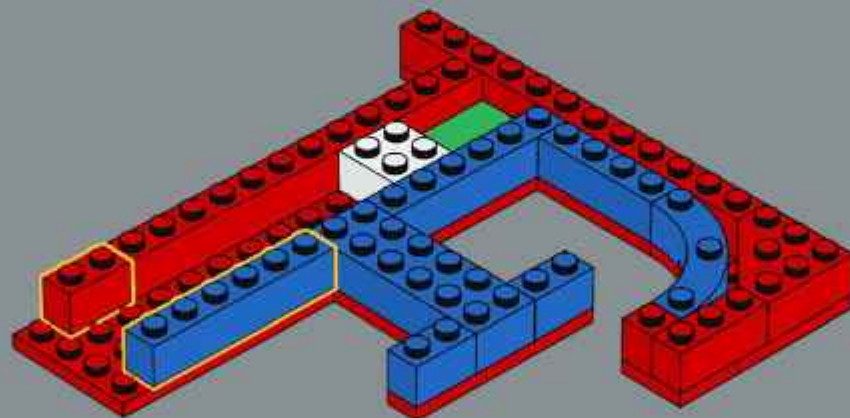


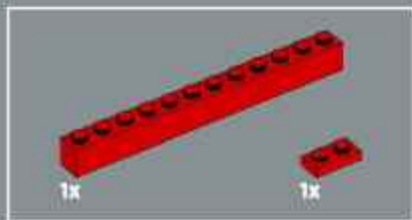
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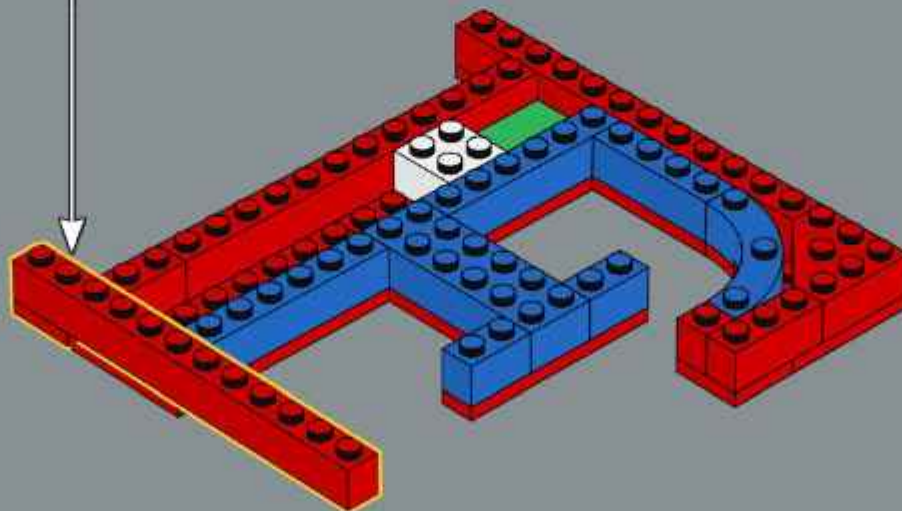
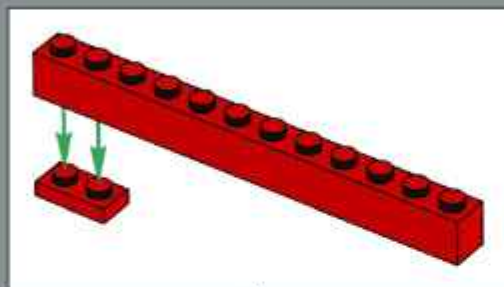


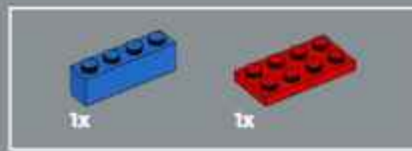
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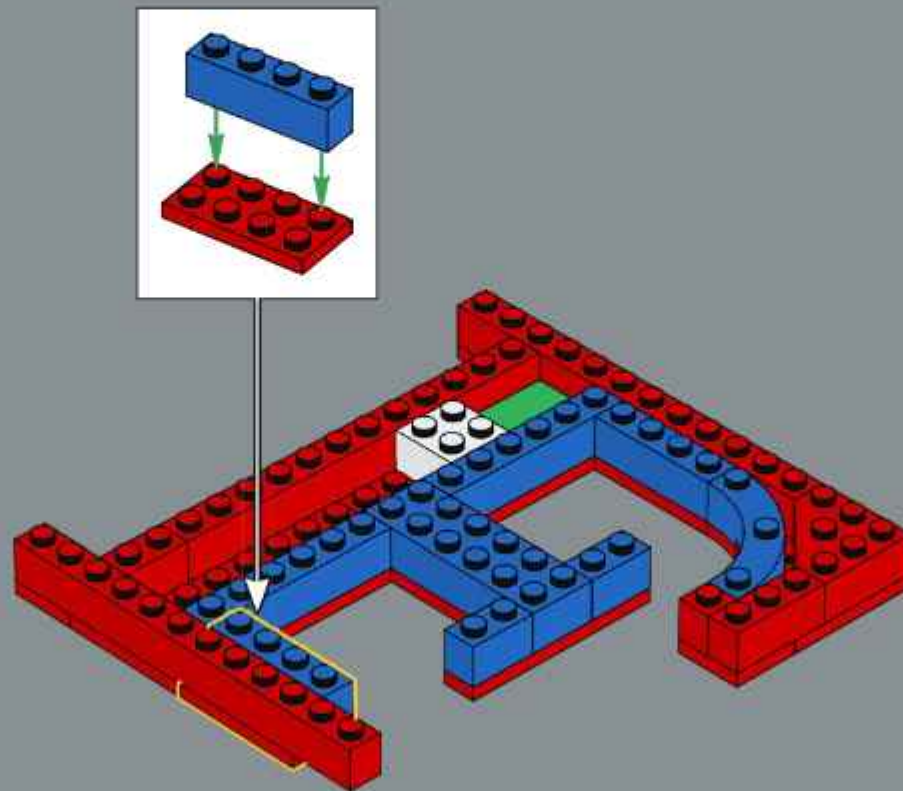


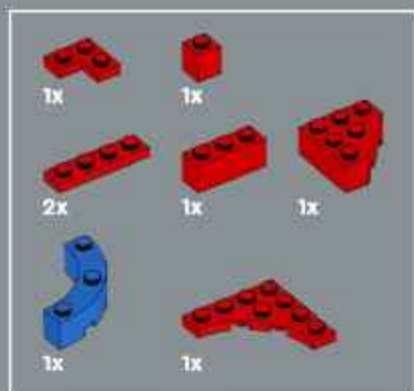
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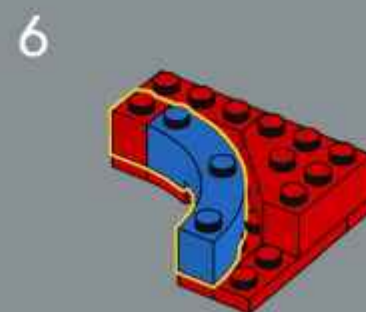
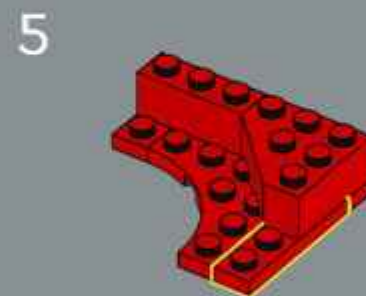
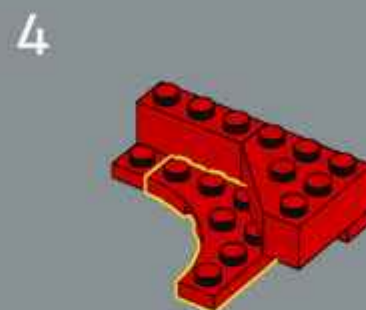
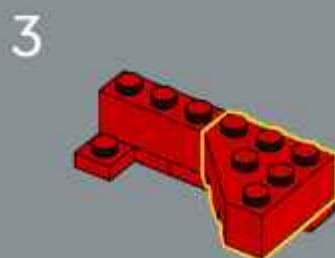
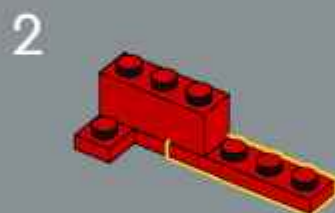
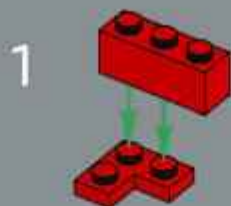


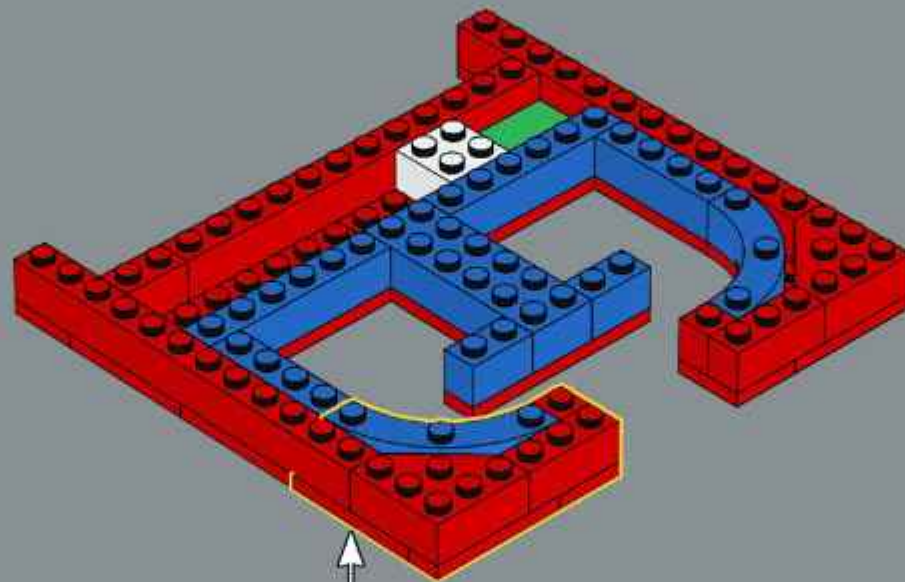
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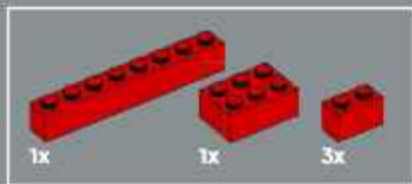




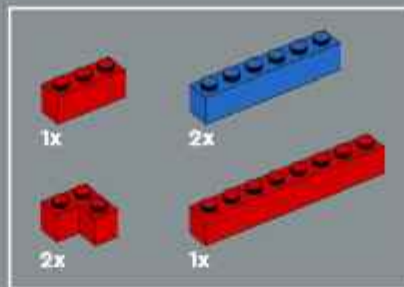
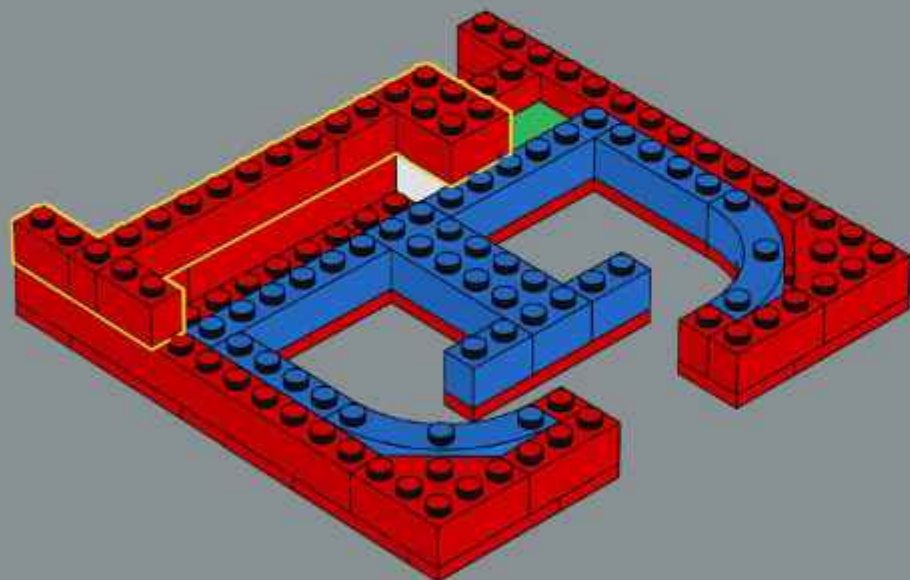
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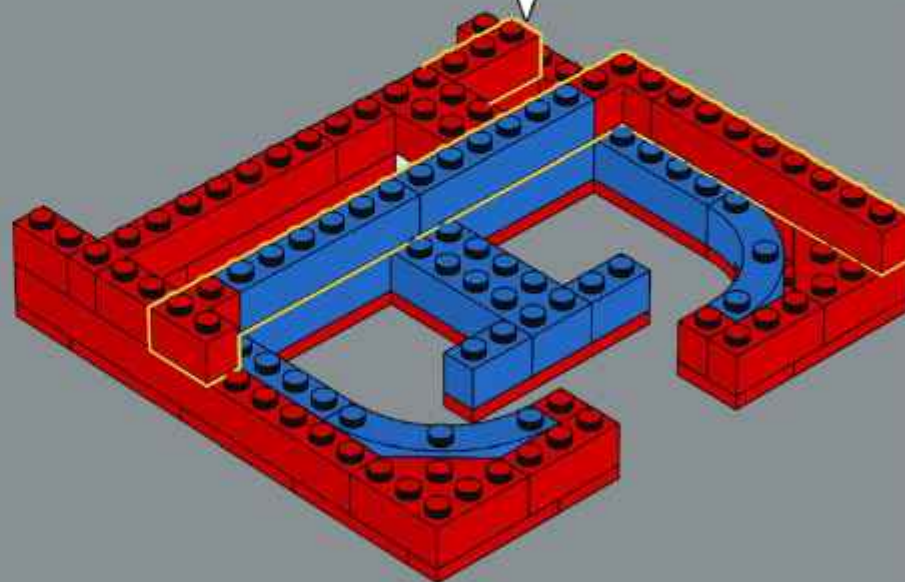
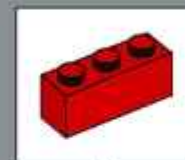


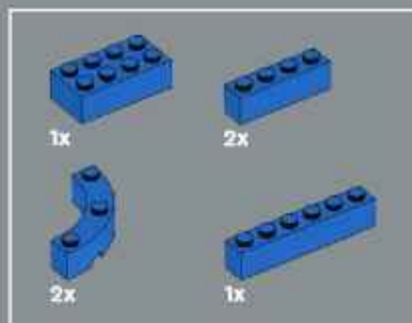


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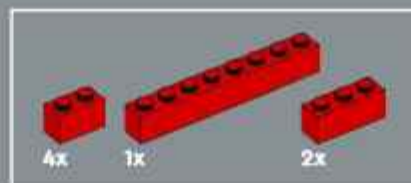
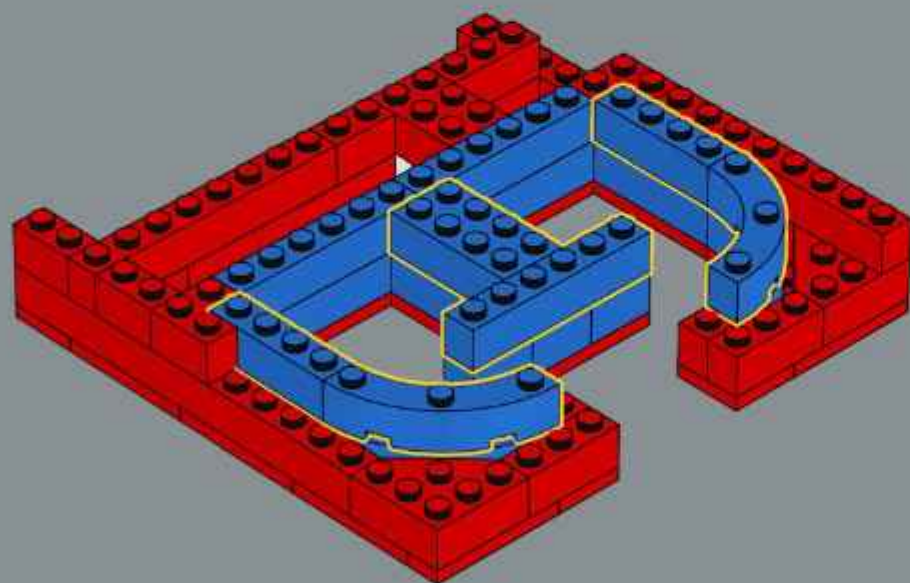


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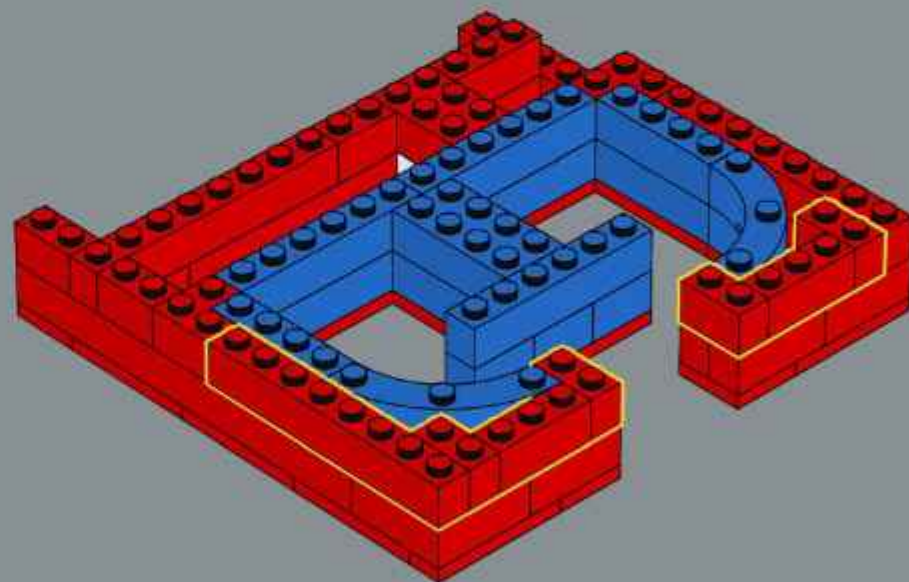


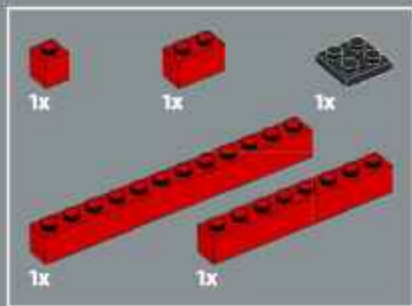


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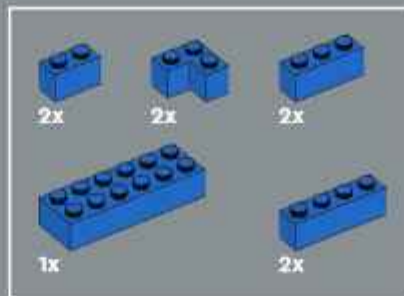
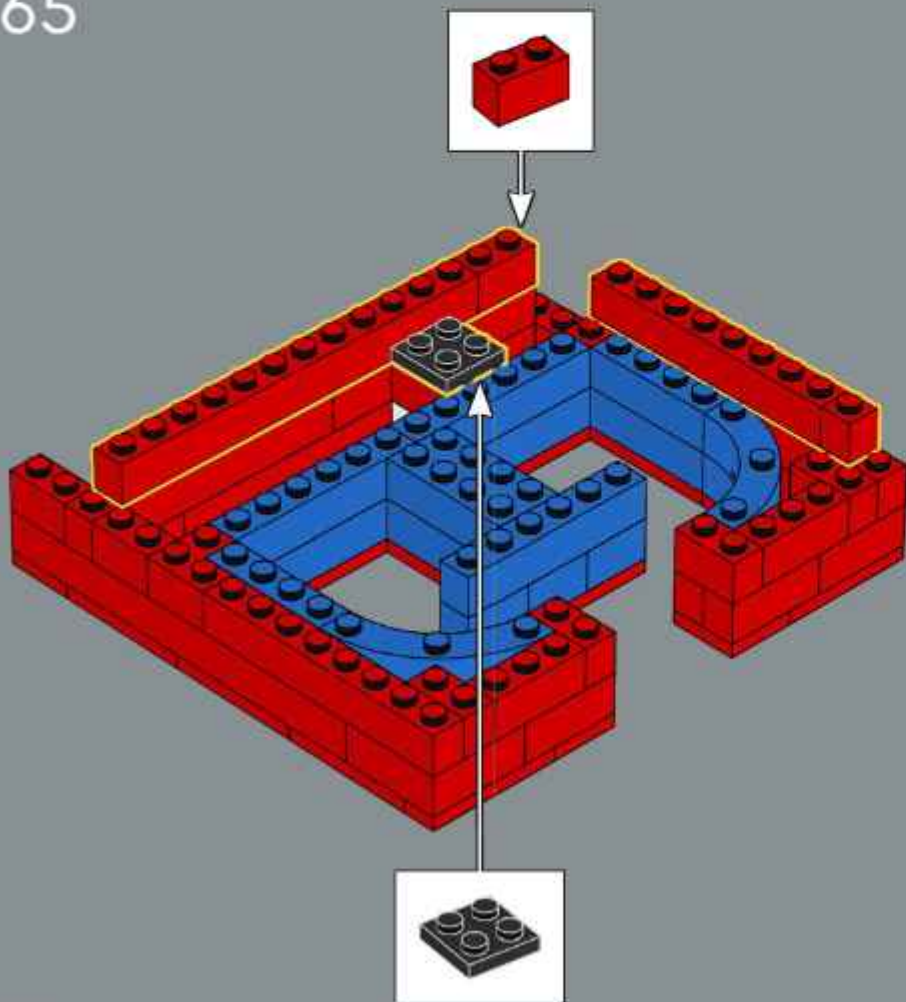


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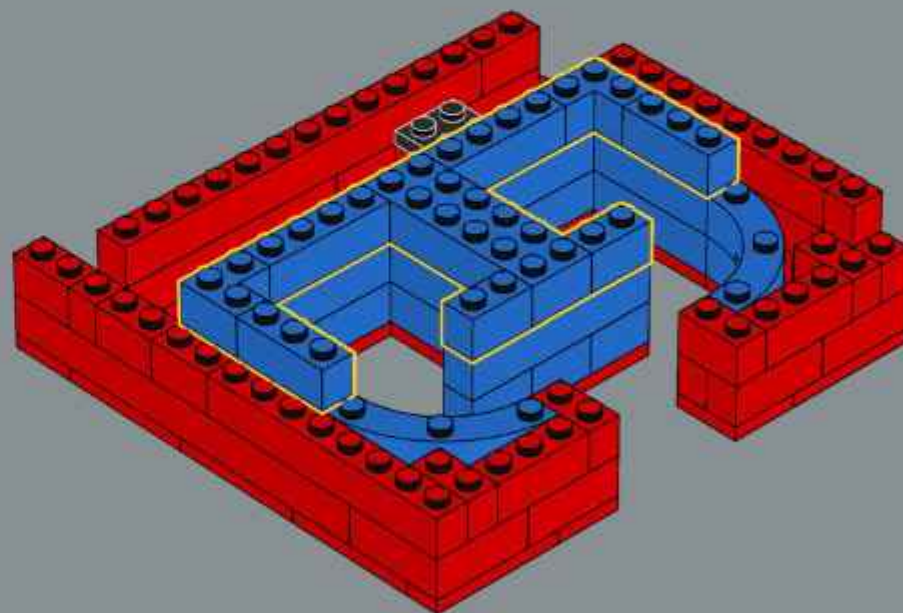




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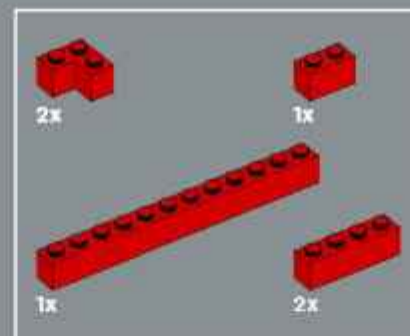
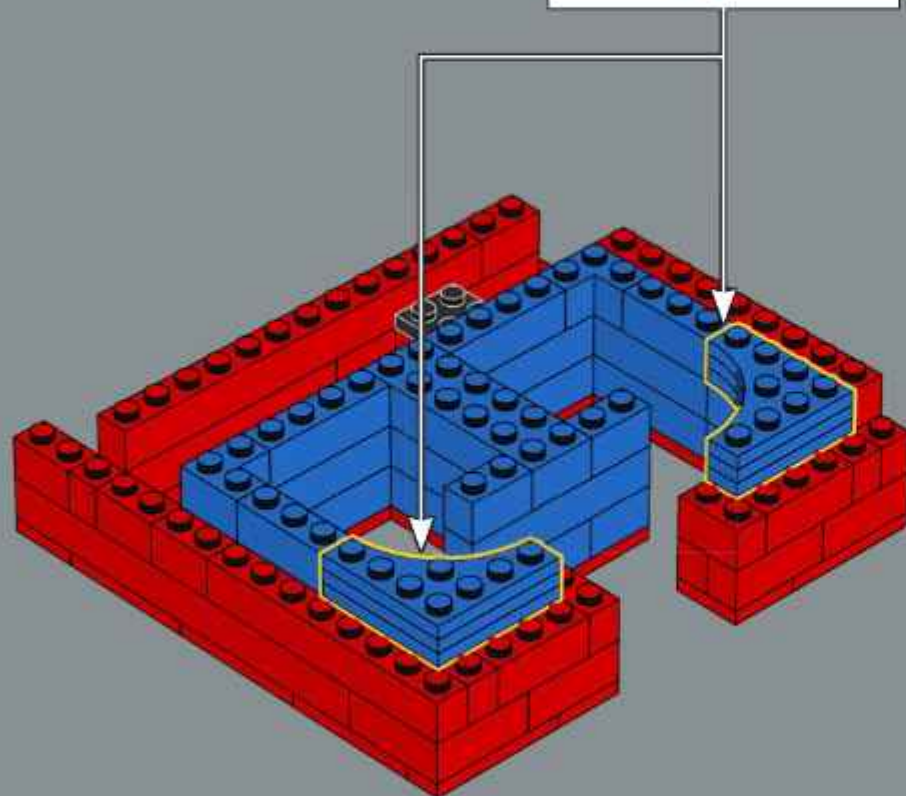
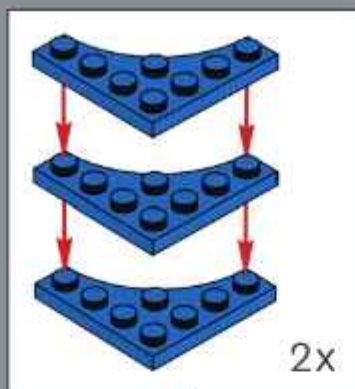


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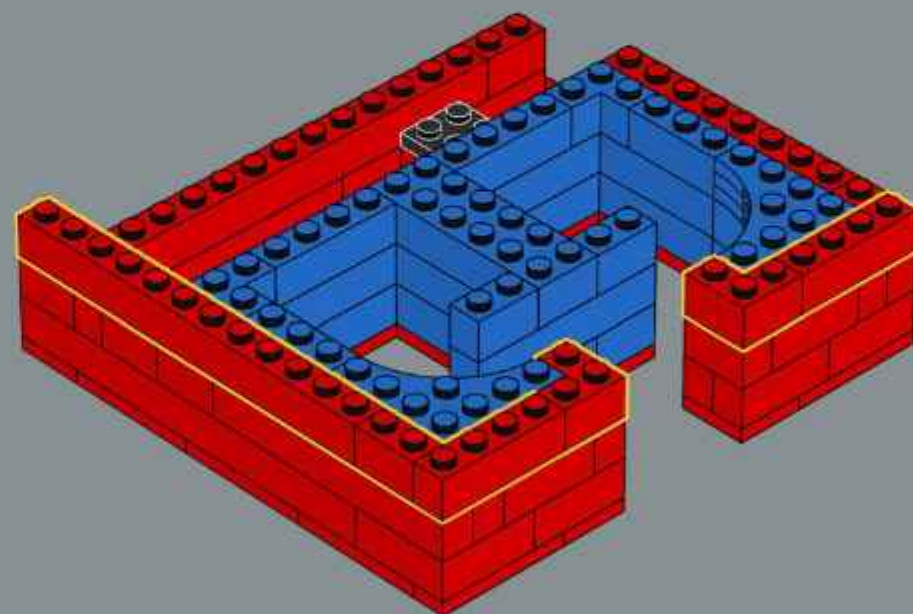


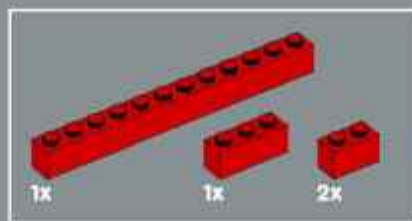


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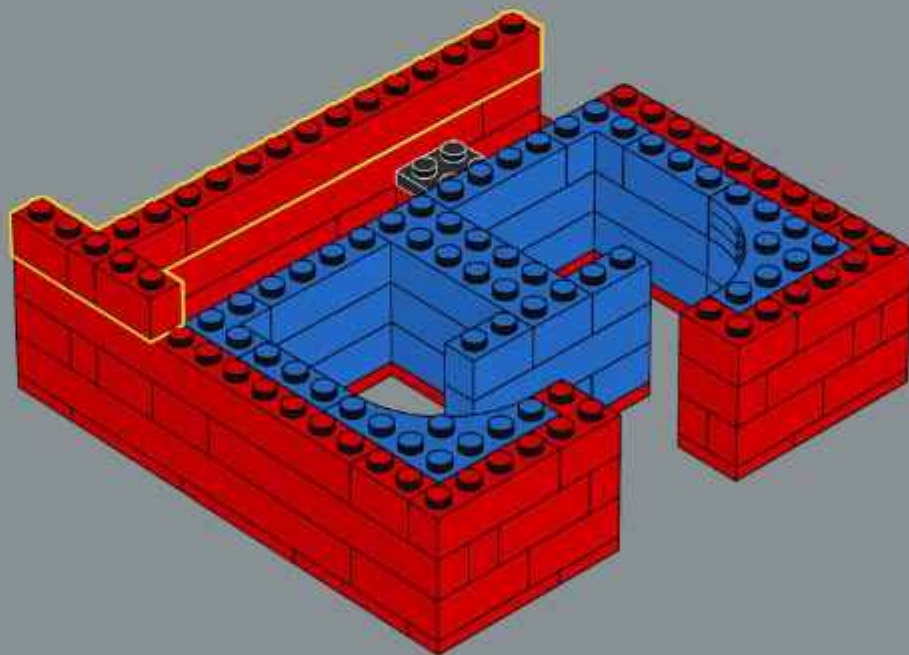


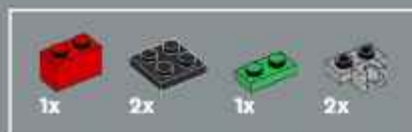
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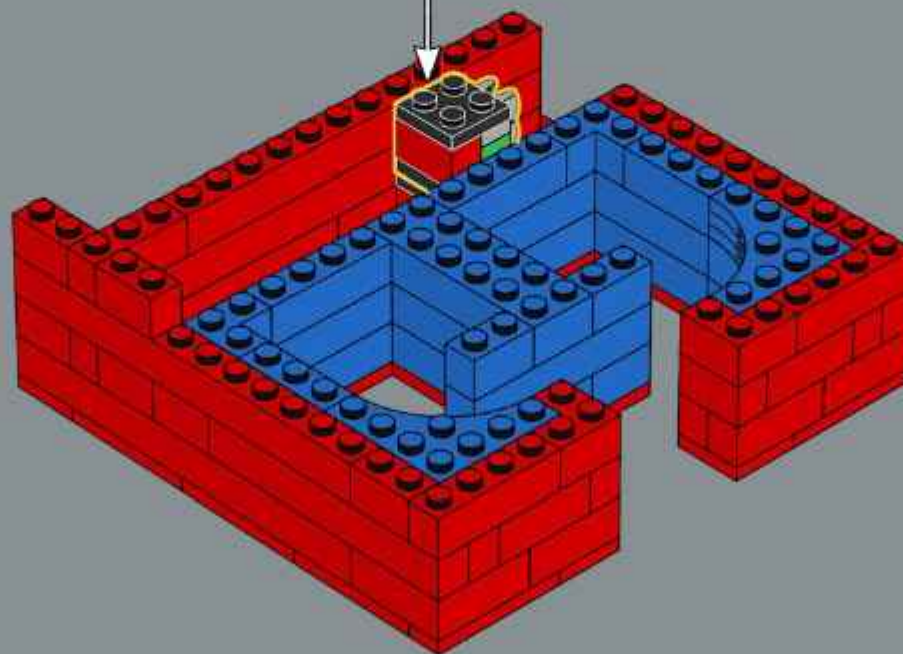
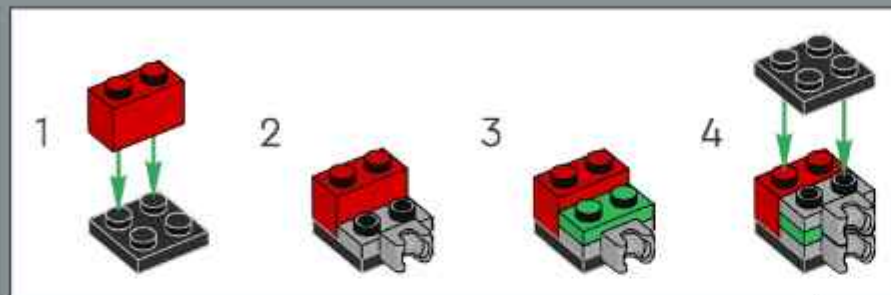


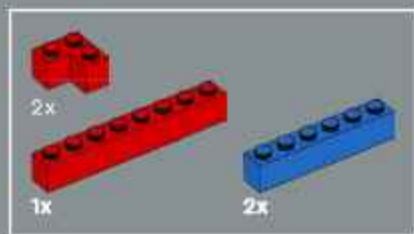
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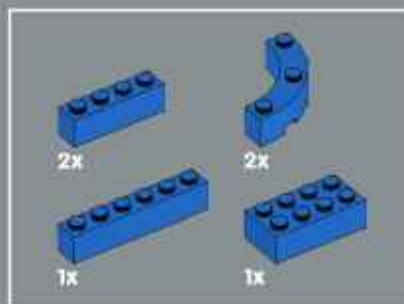
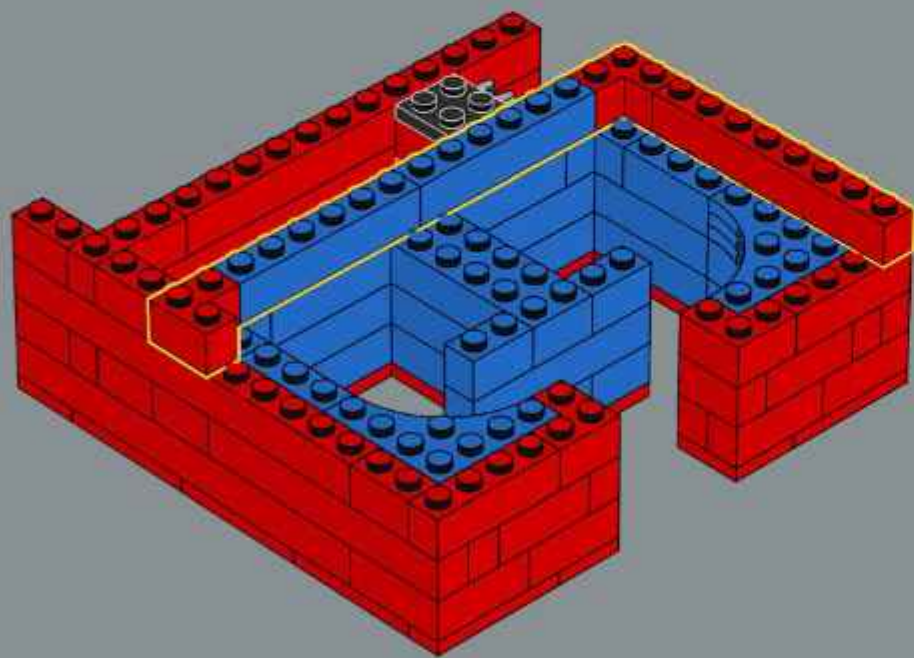


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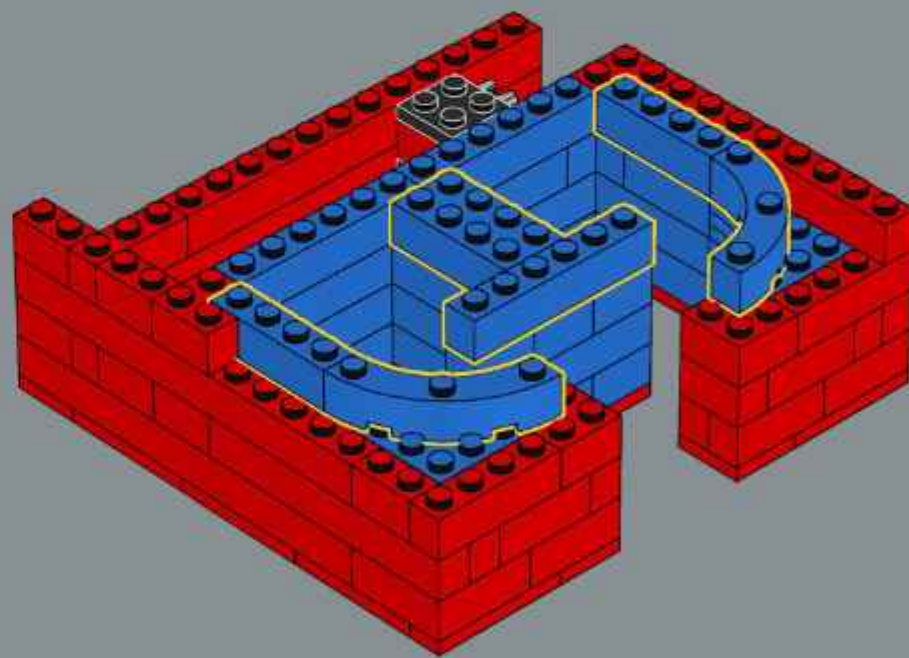


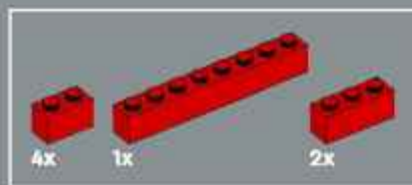


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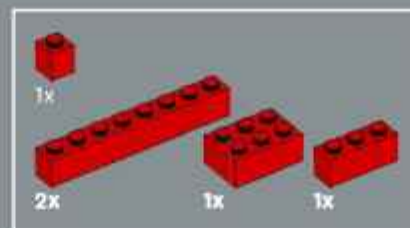
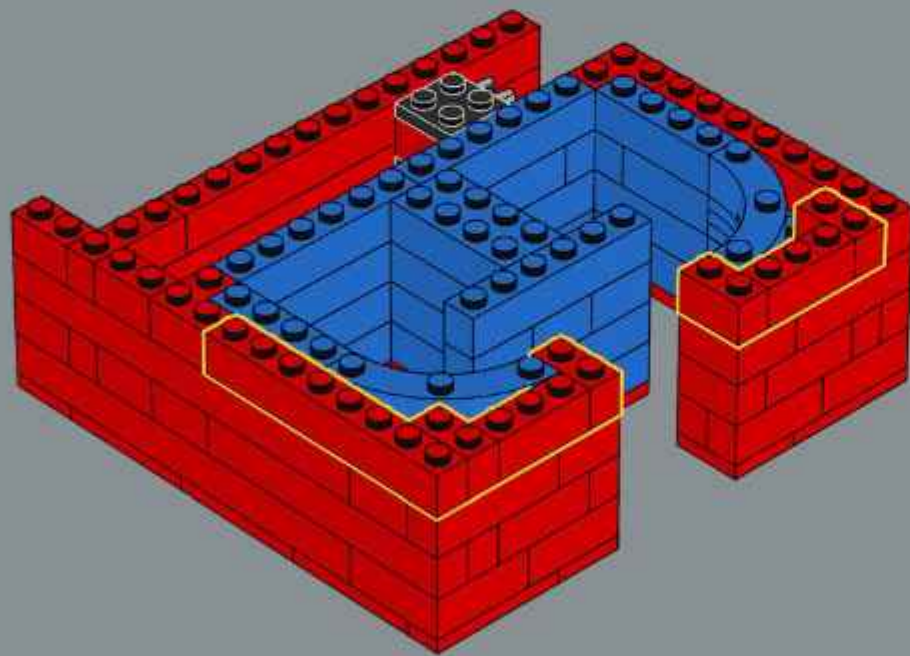


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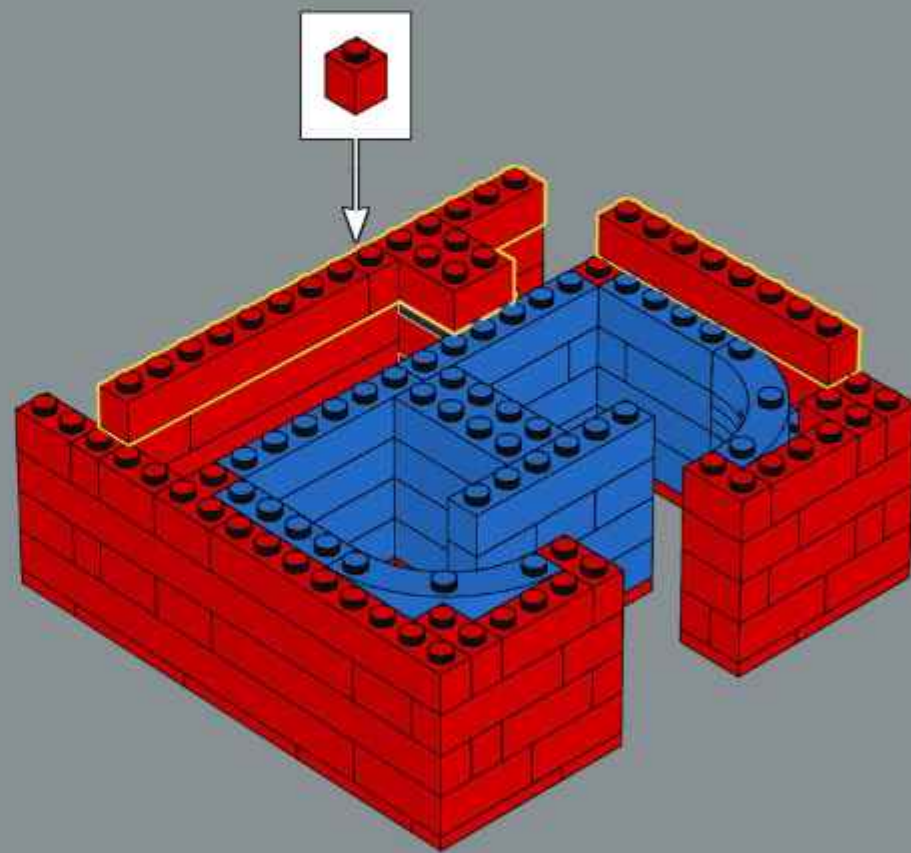


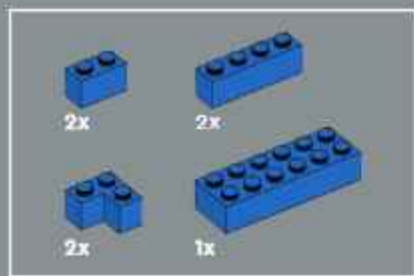


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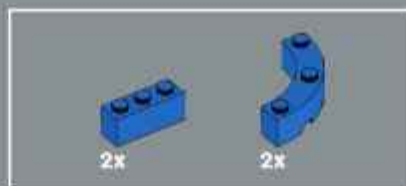
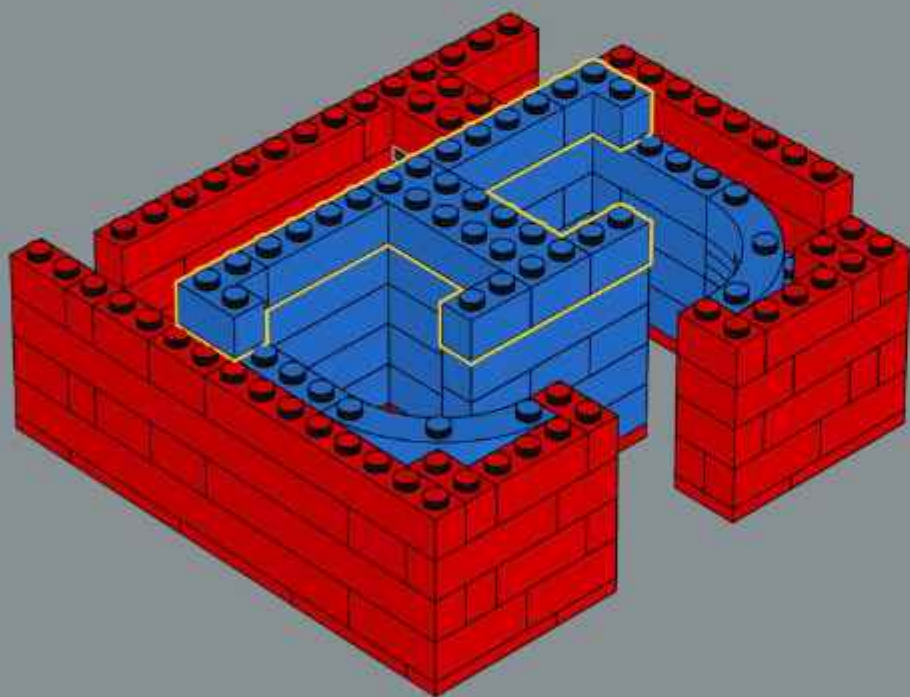


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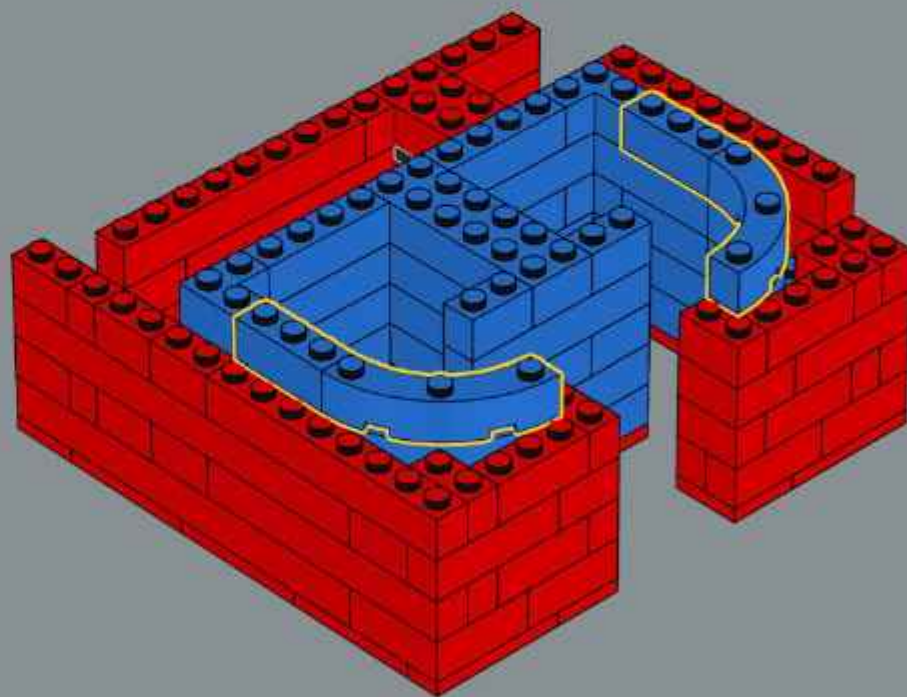


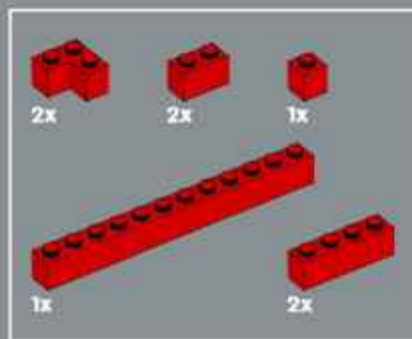


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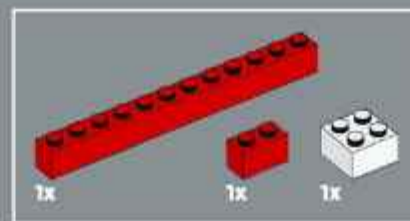
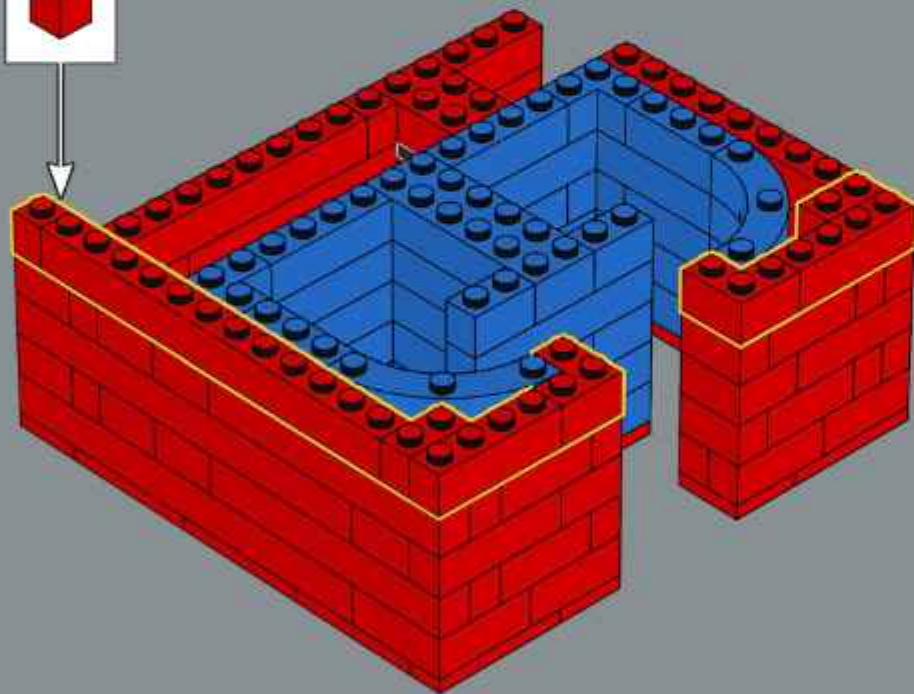


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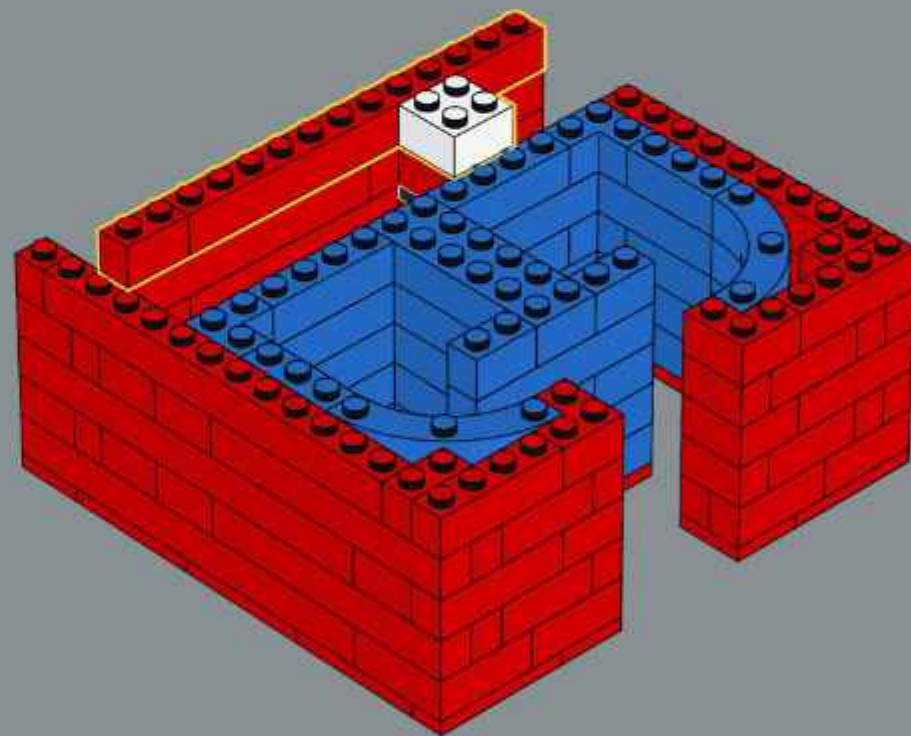


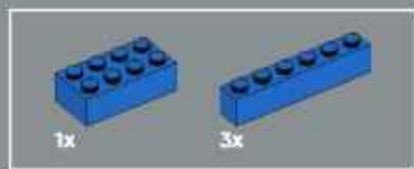


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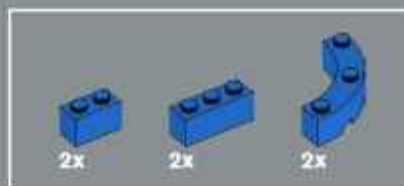
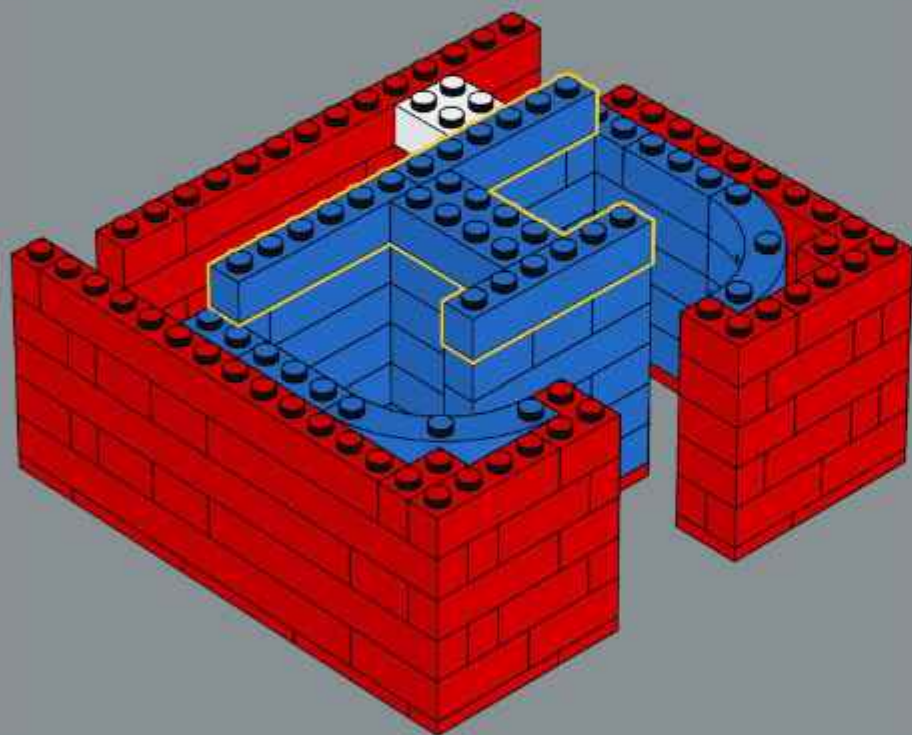


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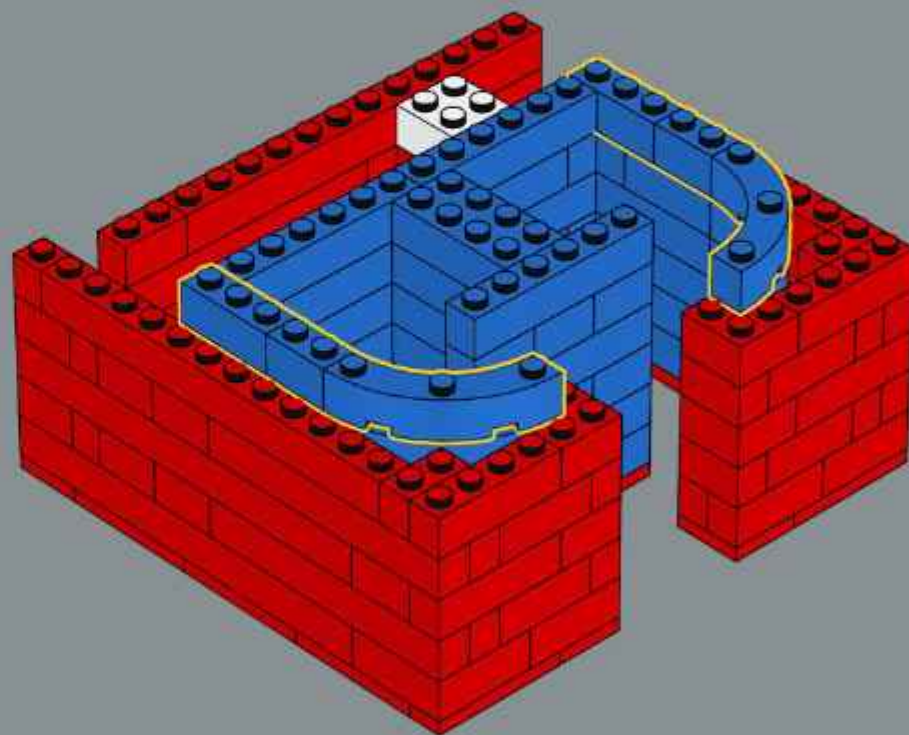


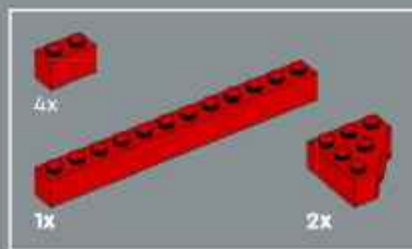


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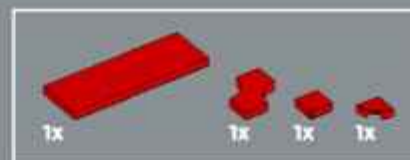
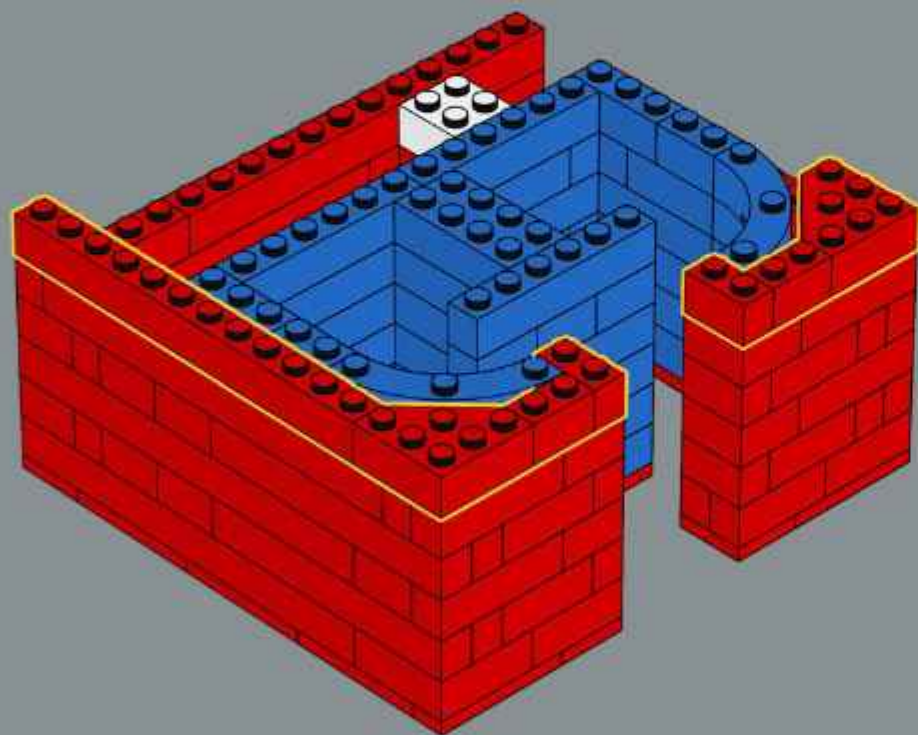


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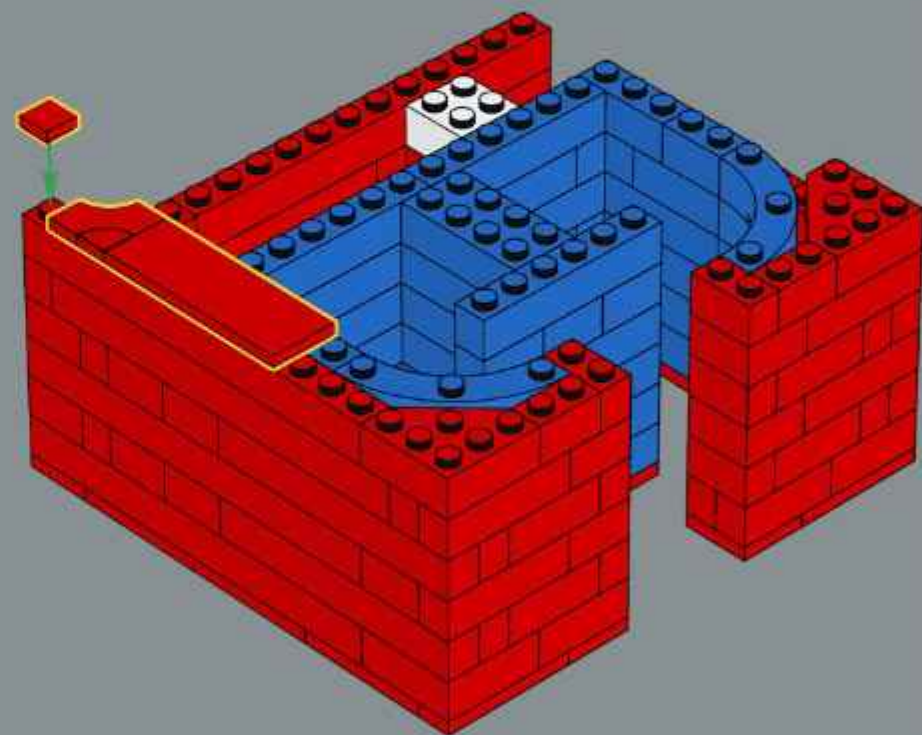




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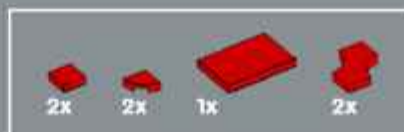
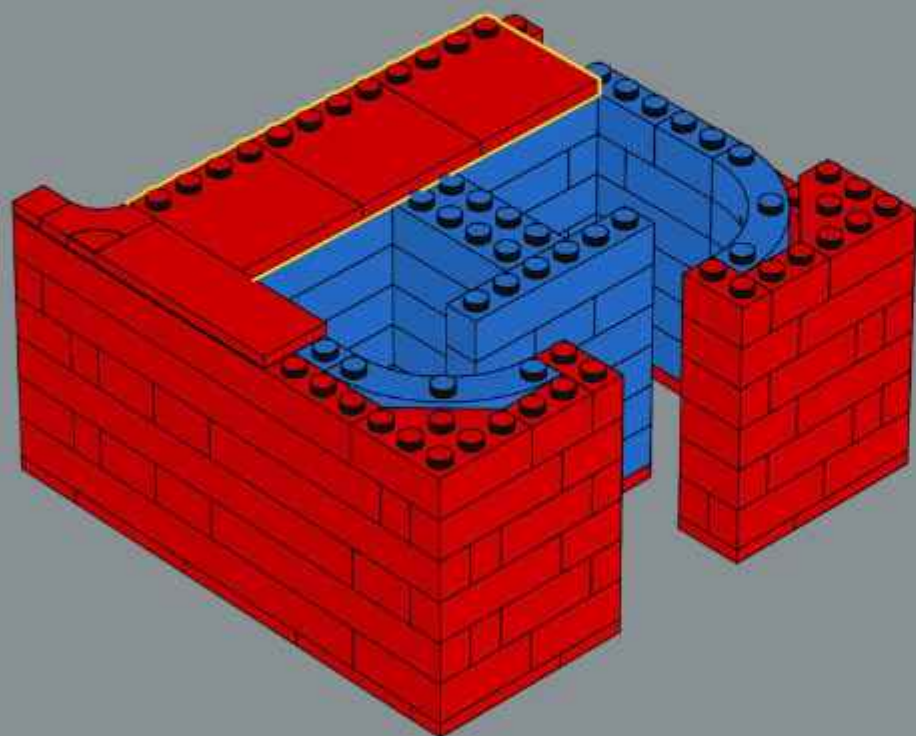


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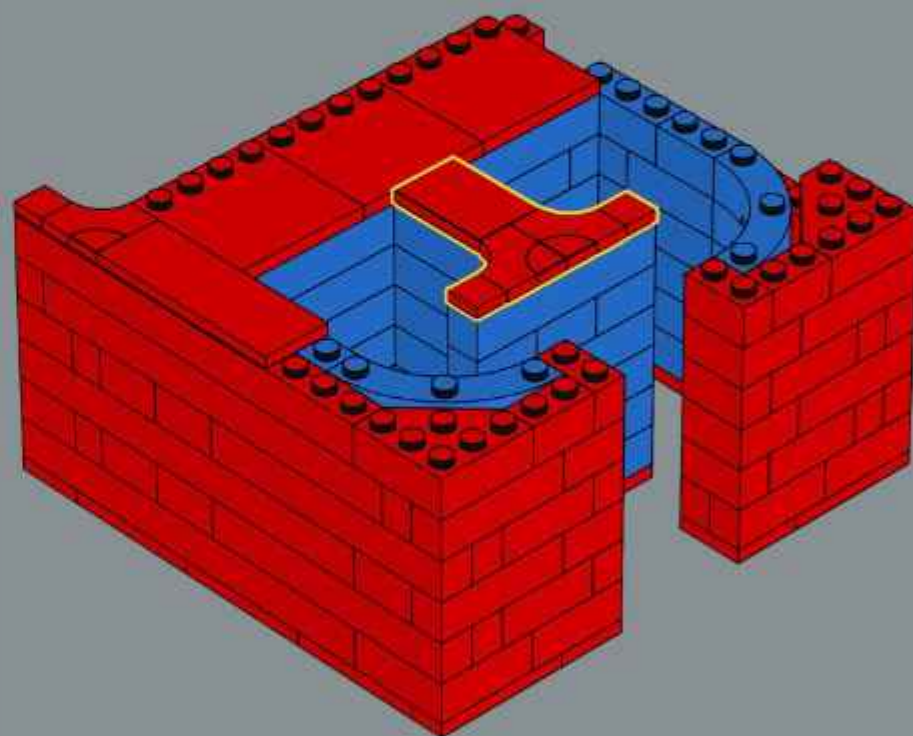


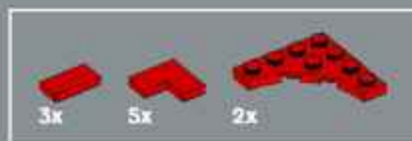


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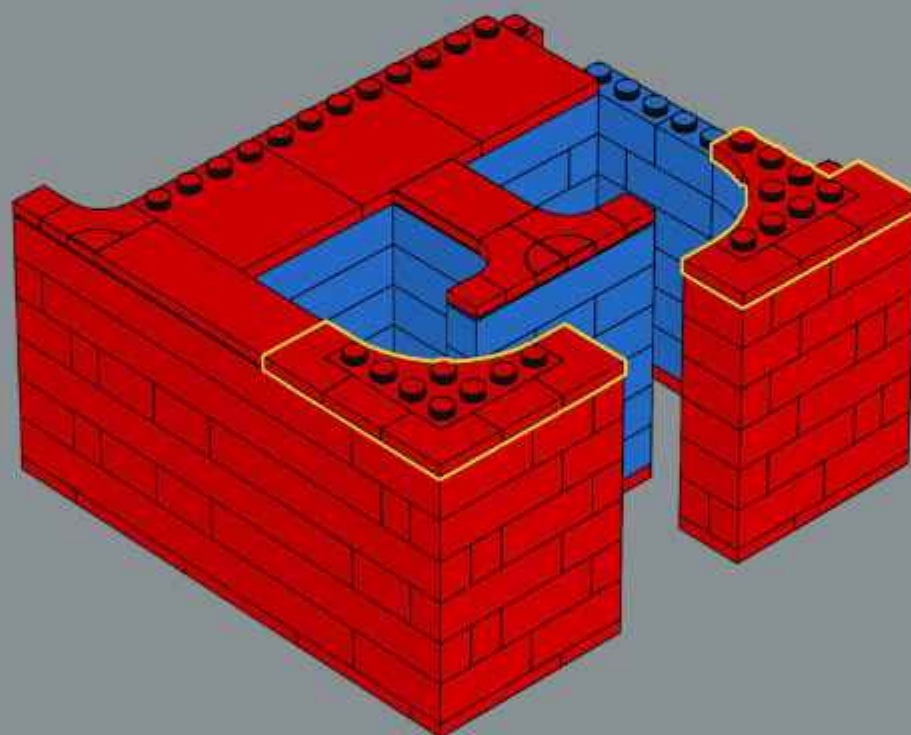


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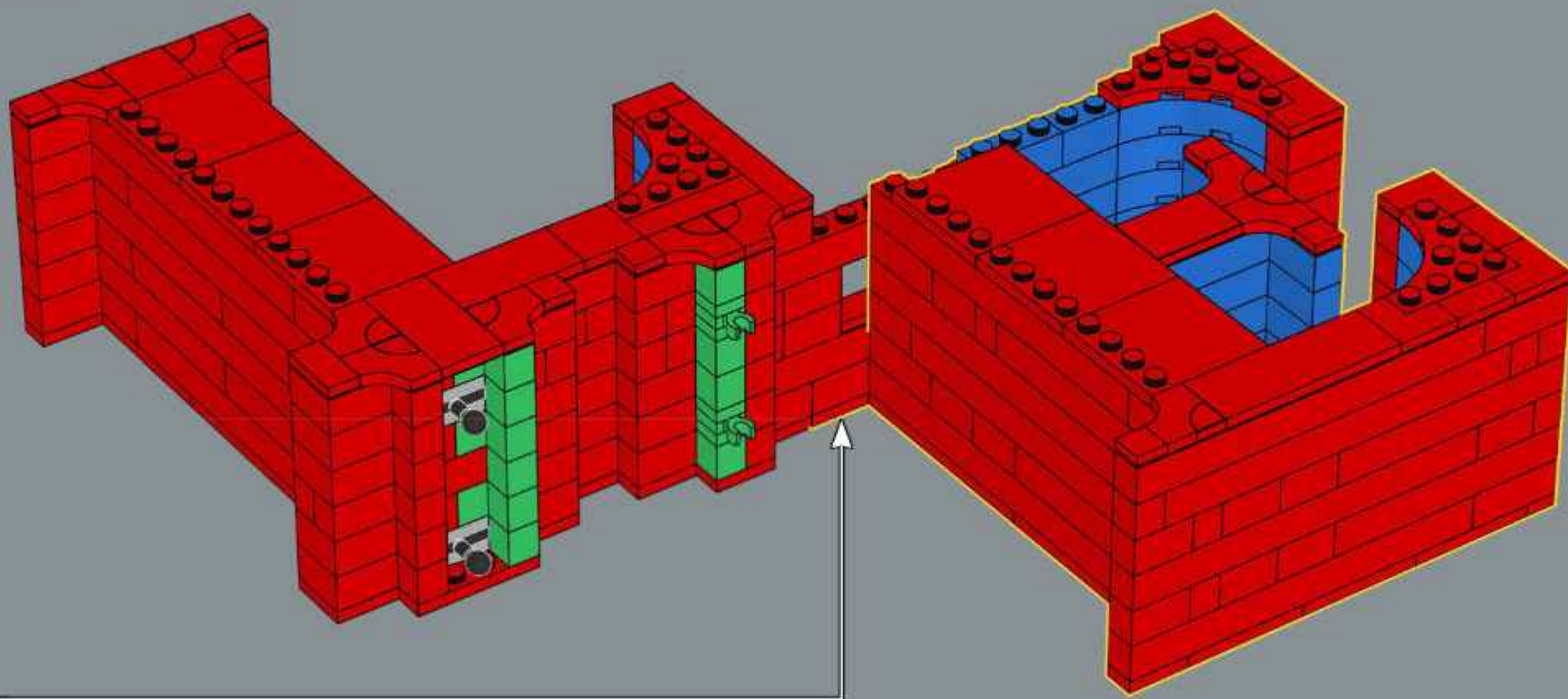


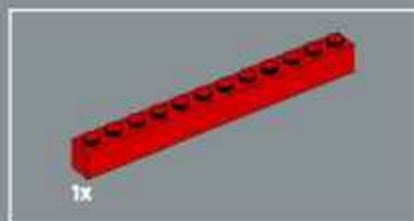


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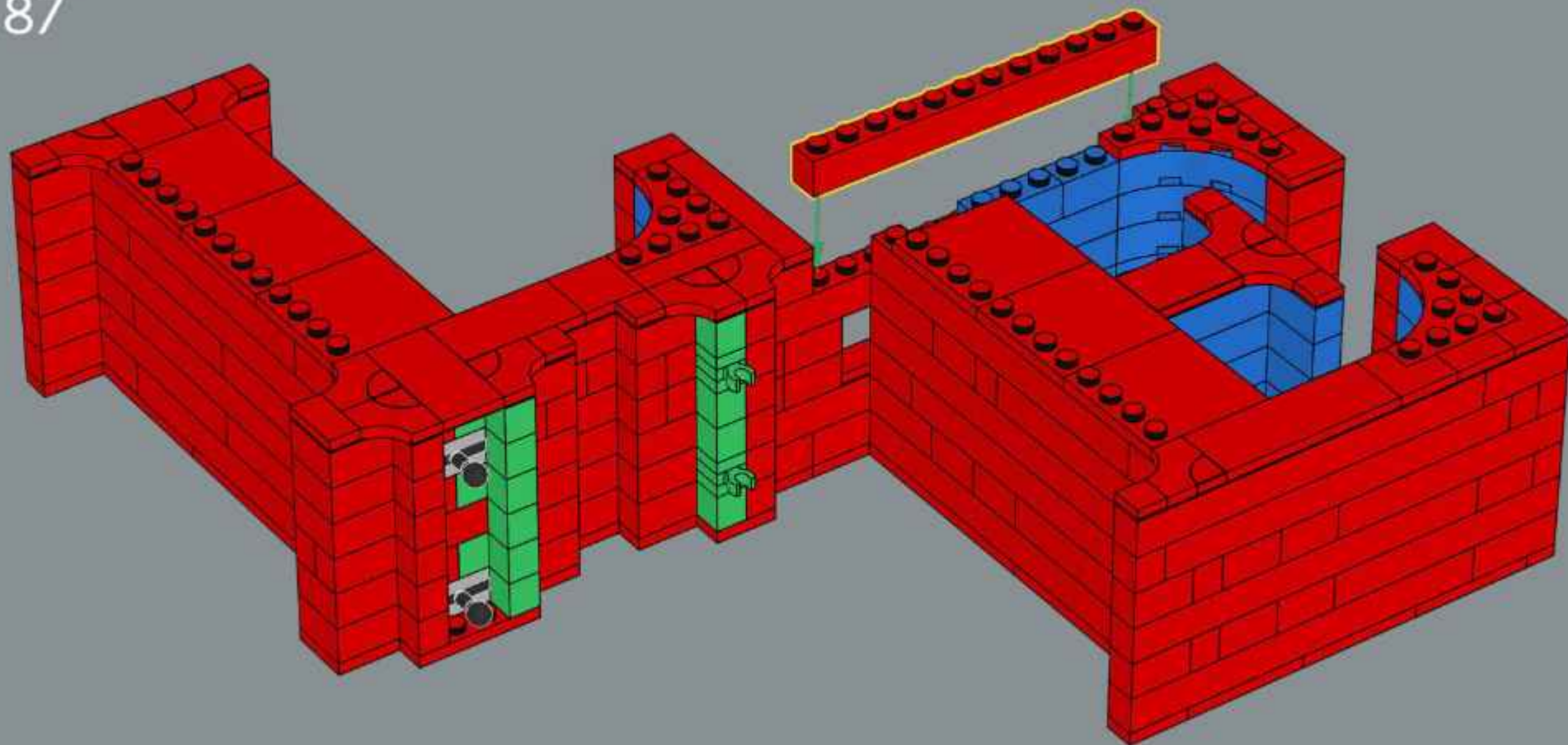


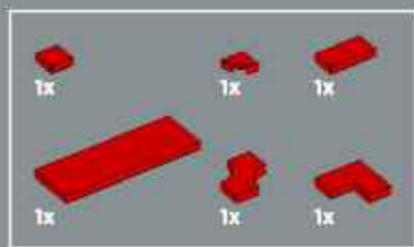
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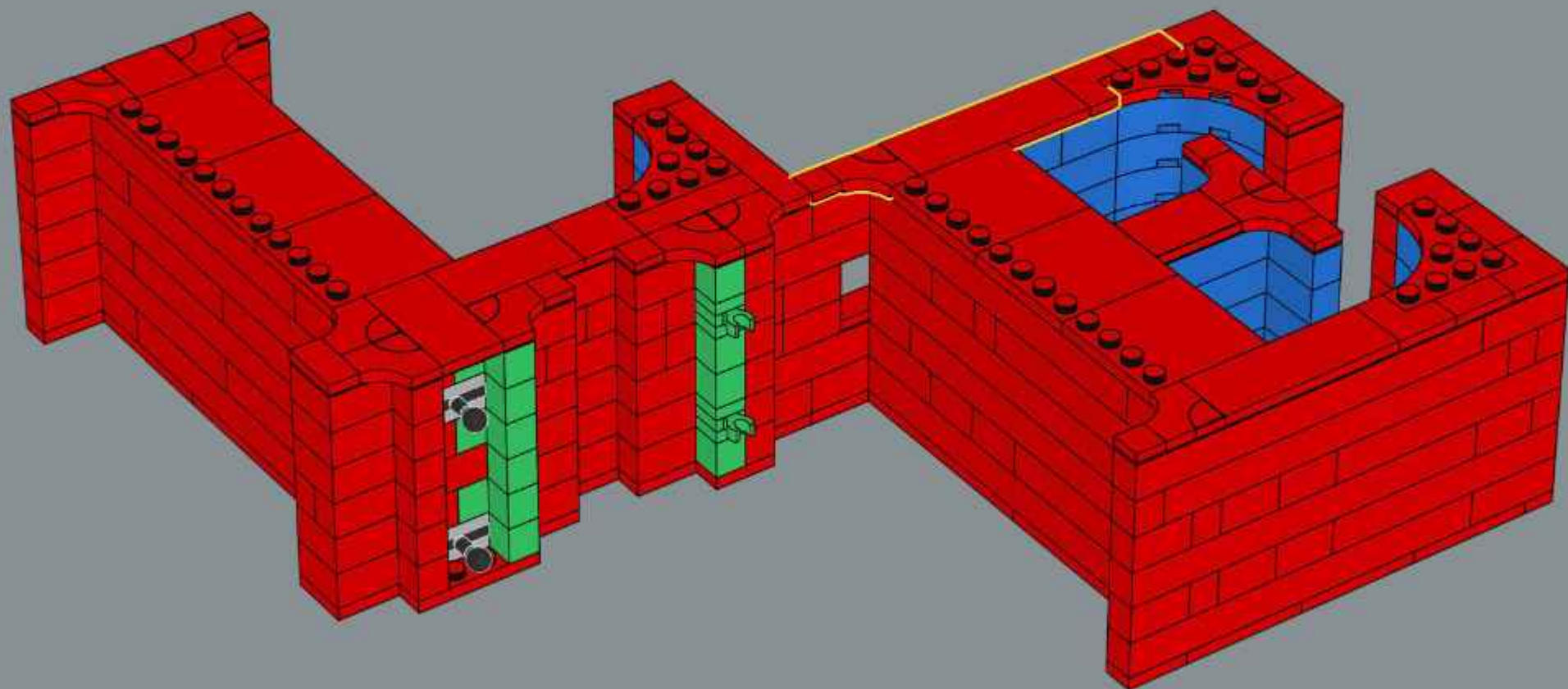


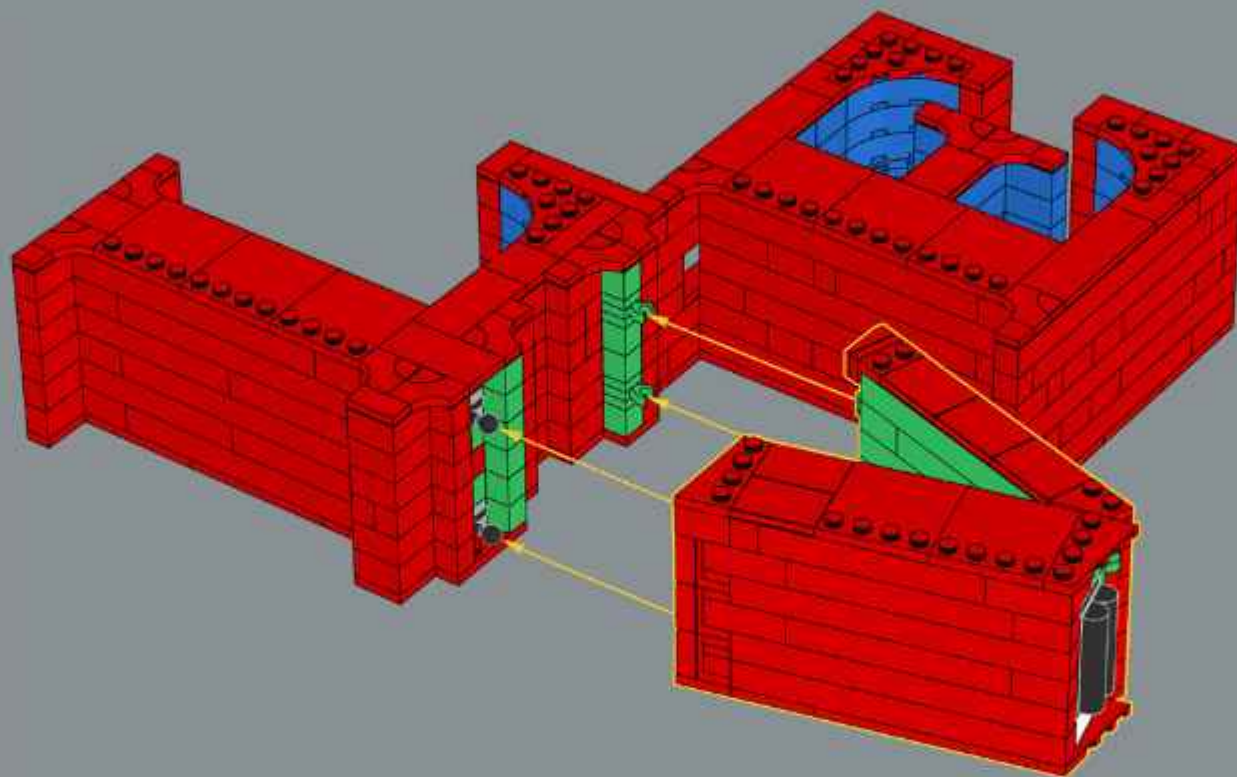
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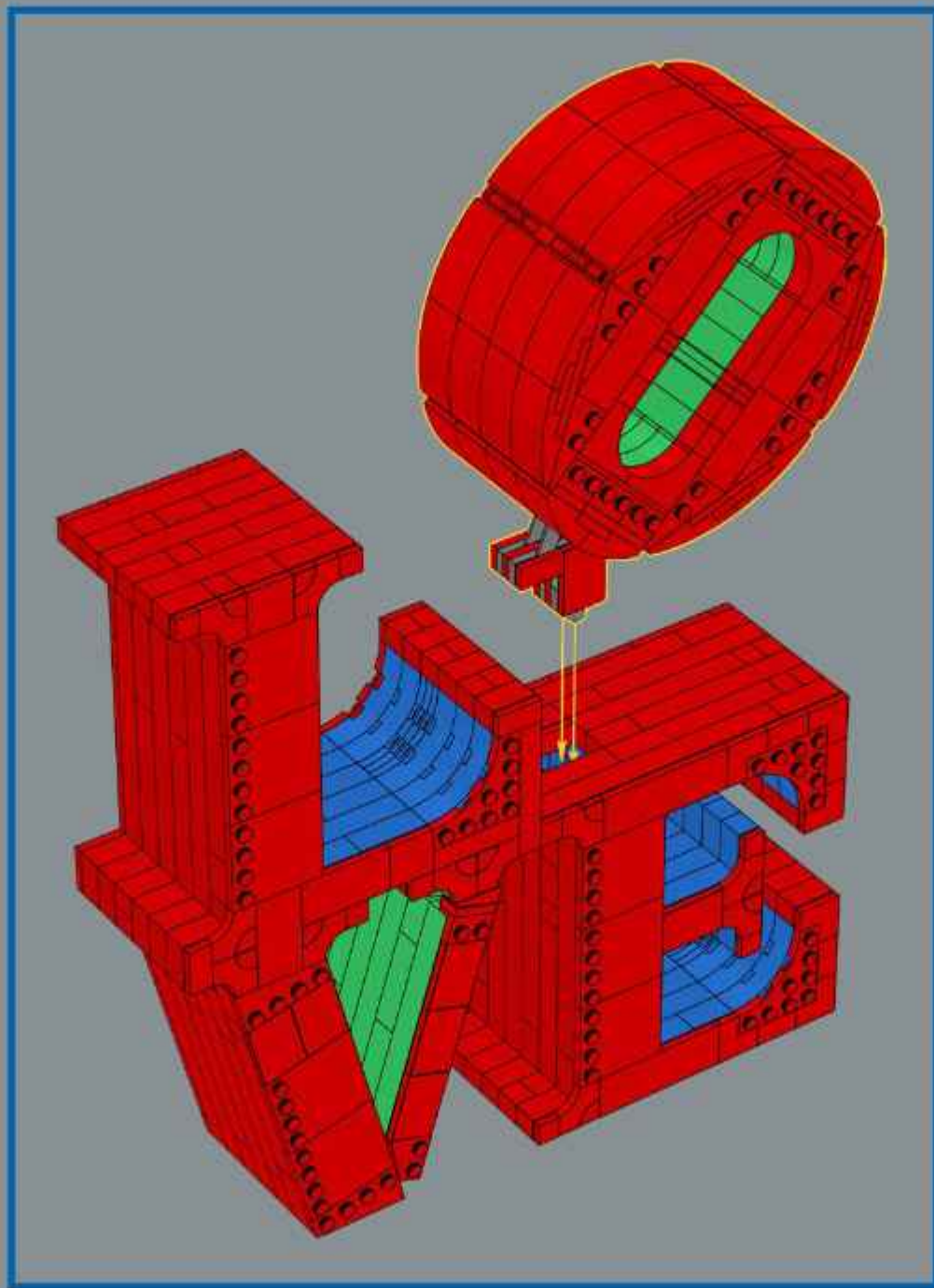


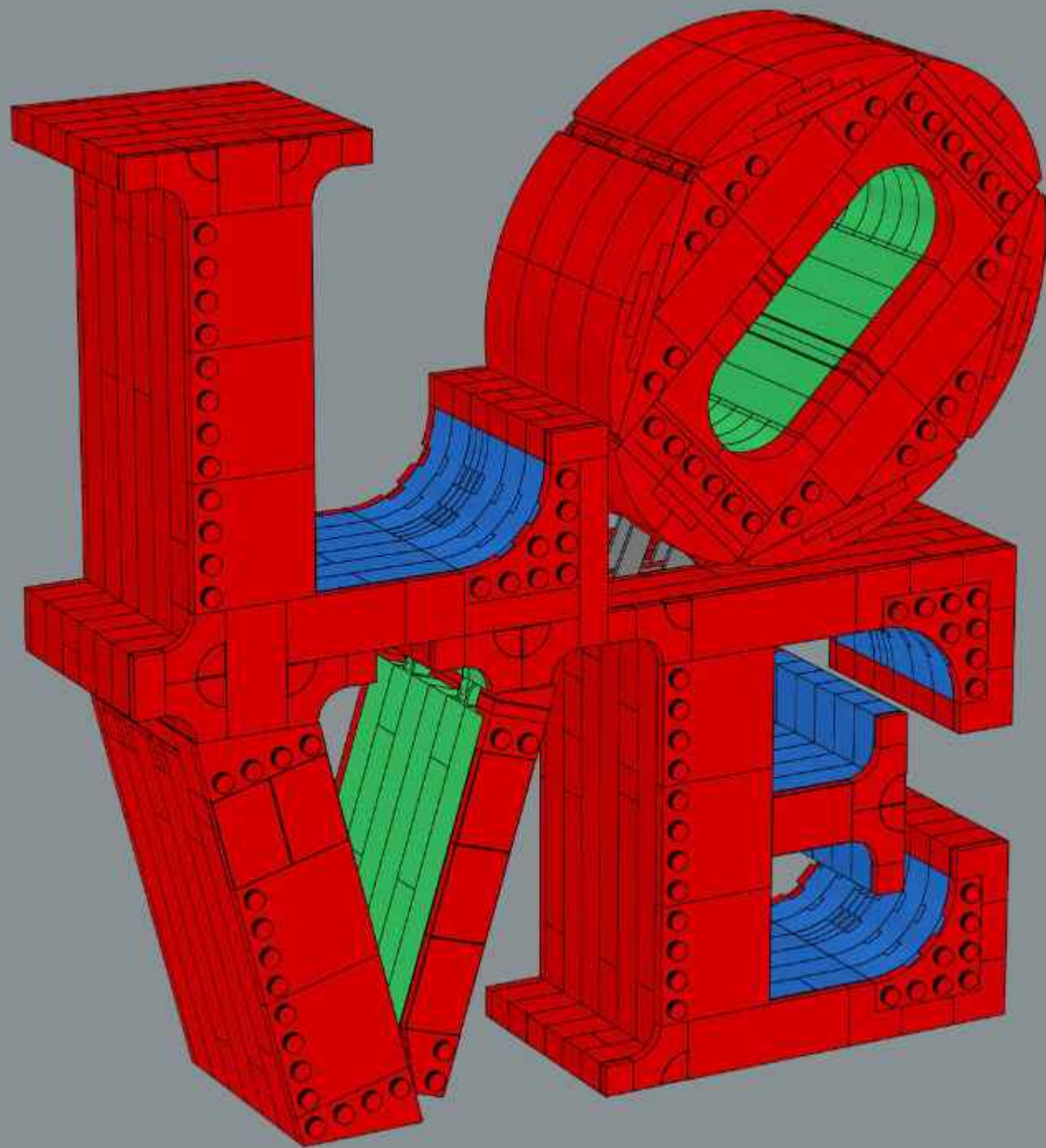


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