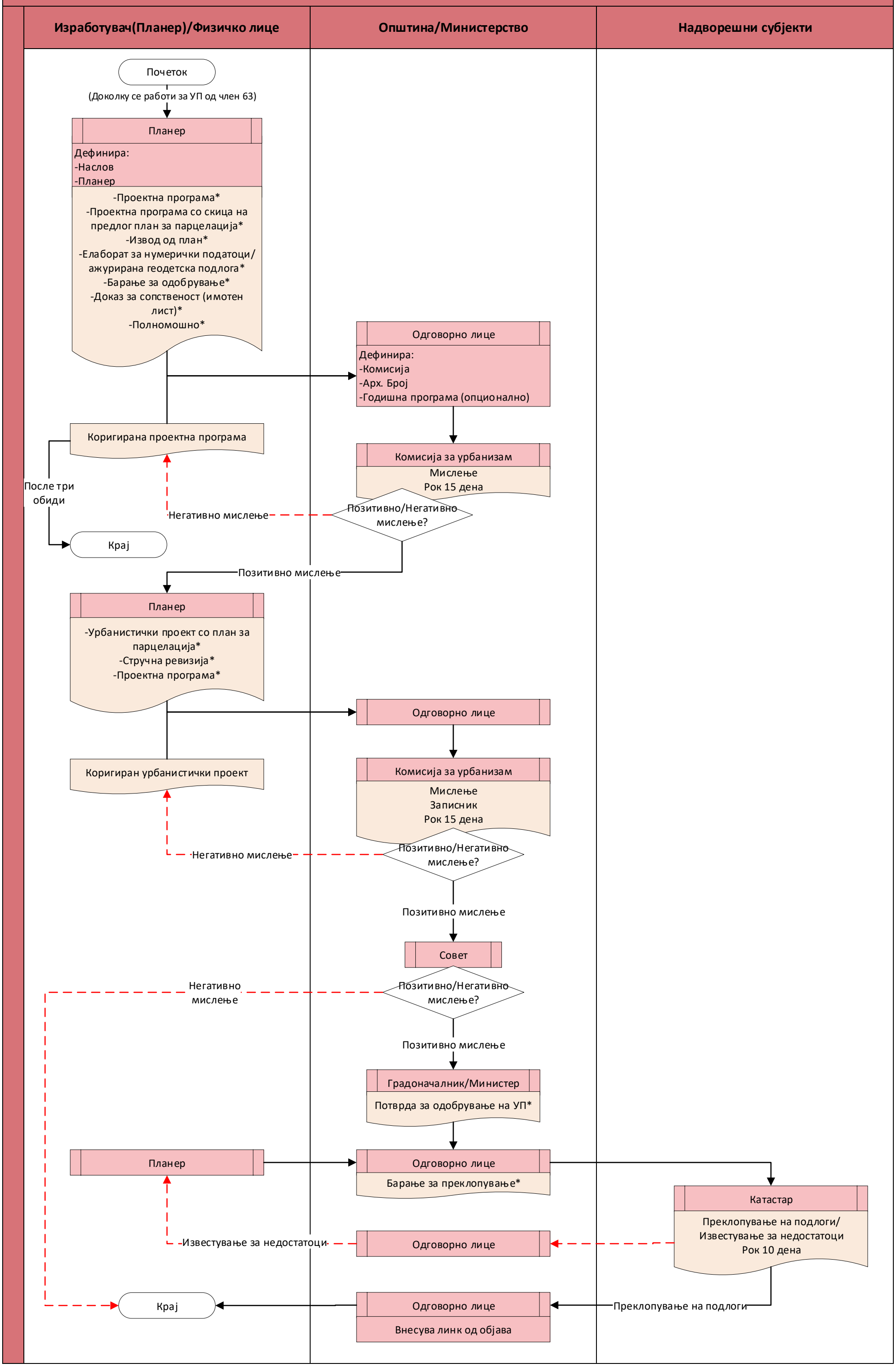УРБАНИСТИЧКИ ПРОЕКТ