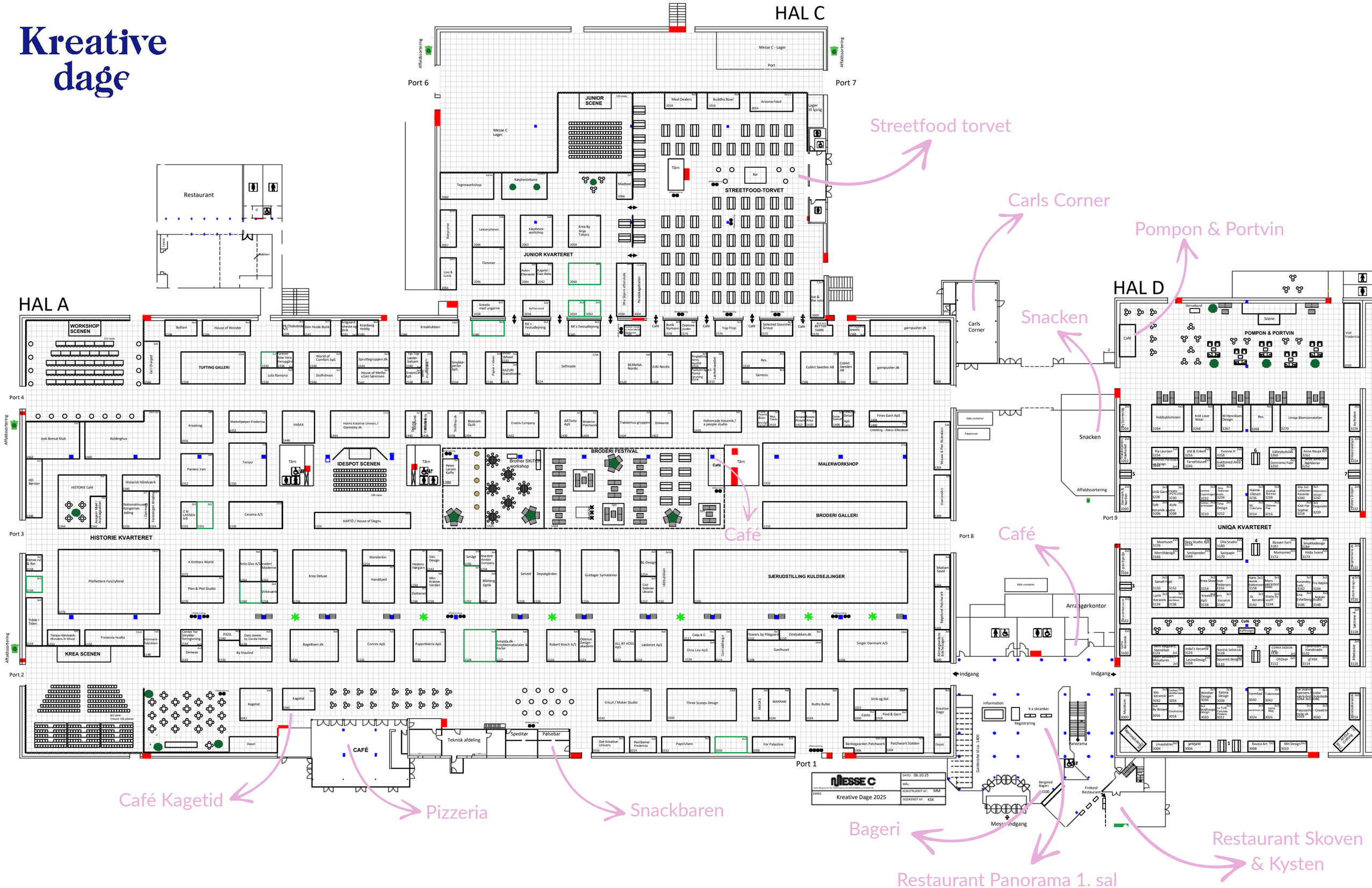Kreative dage