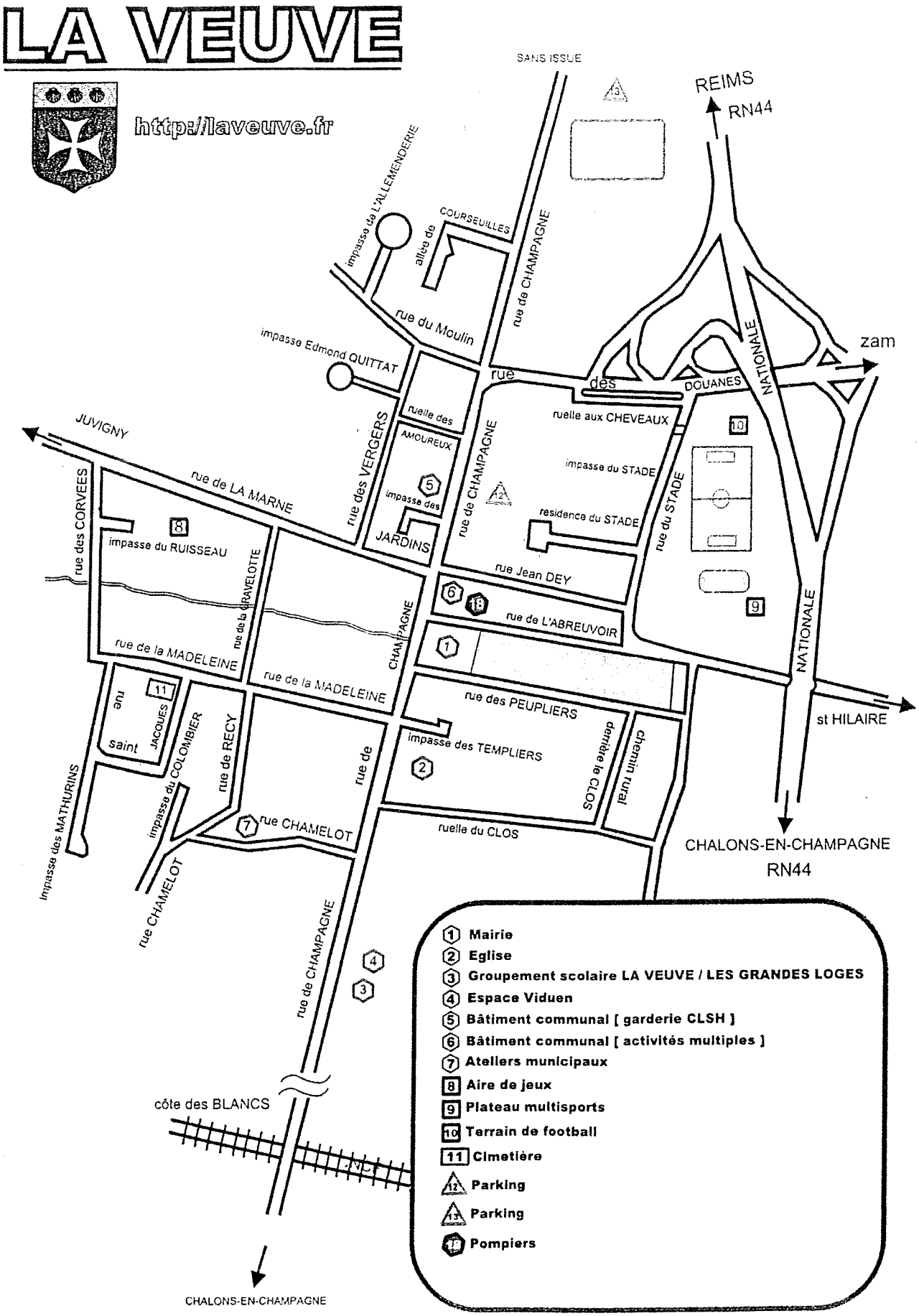Parc d'activités