



SUMMER COURSES 2018

NABA Summer Courses Office:

summer@naba.it

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Details and information: www.naba.it

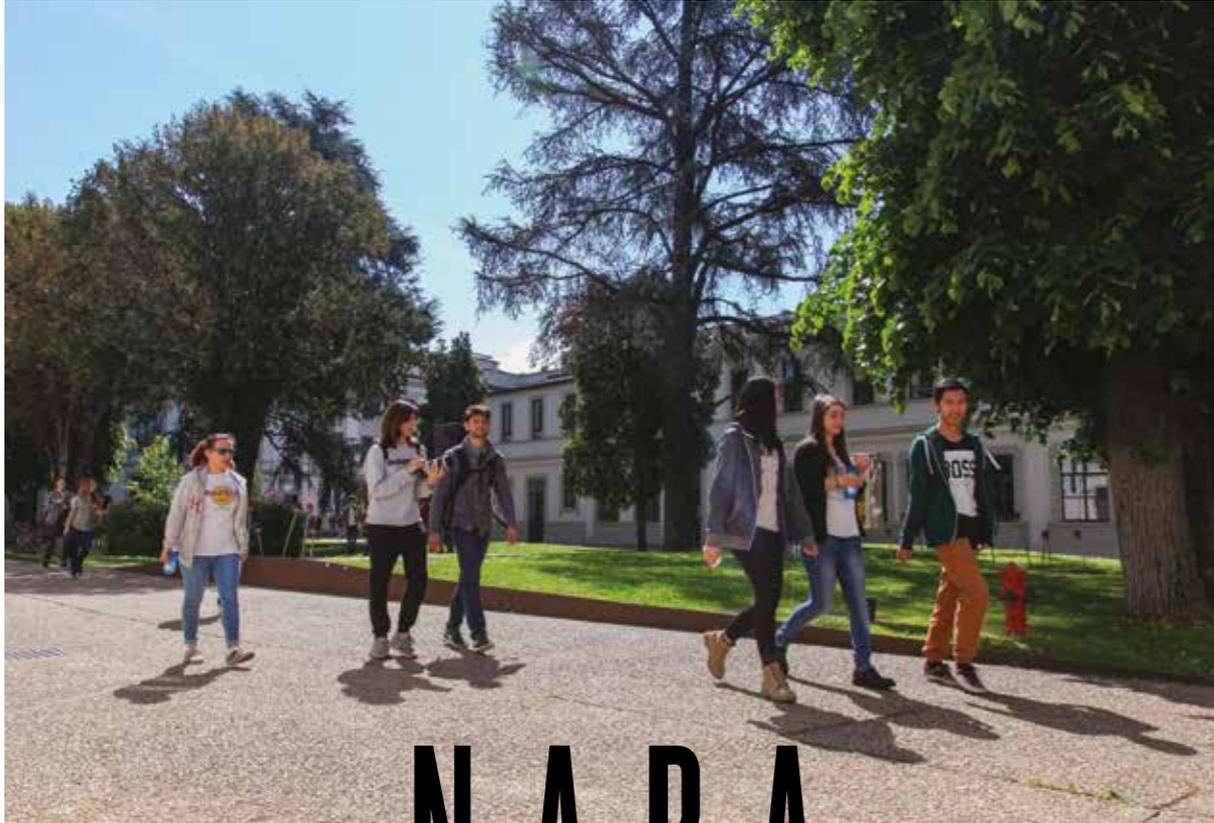
FASHION
DESIGN

DESIGN

VISUAL AND
DIGITAL ARTS

ITALIAN
CULTURE AND
LIFESTYLE

MULTIMEDIA
ARTS



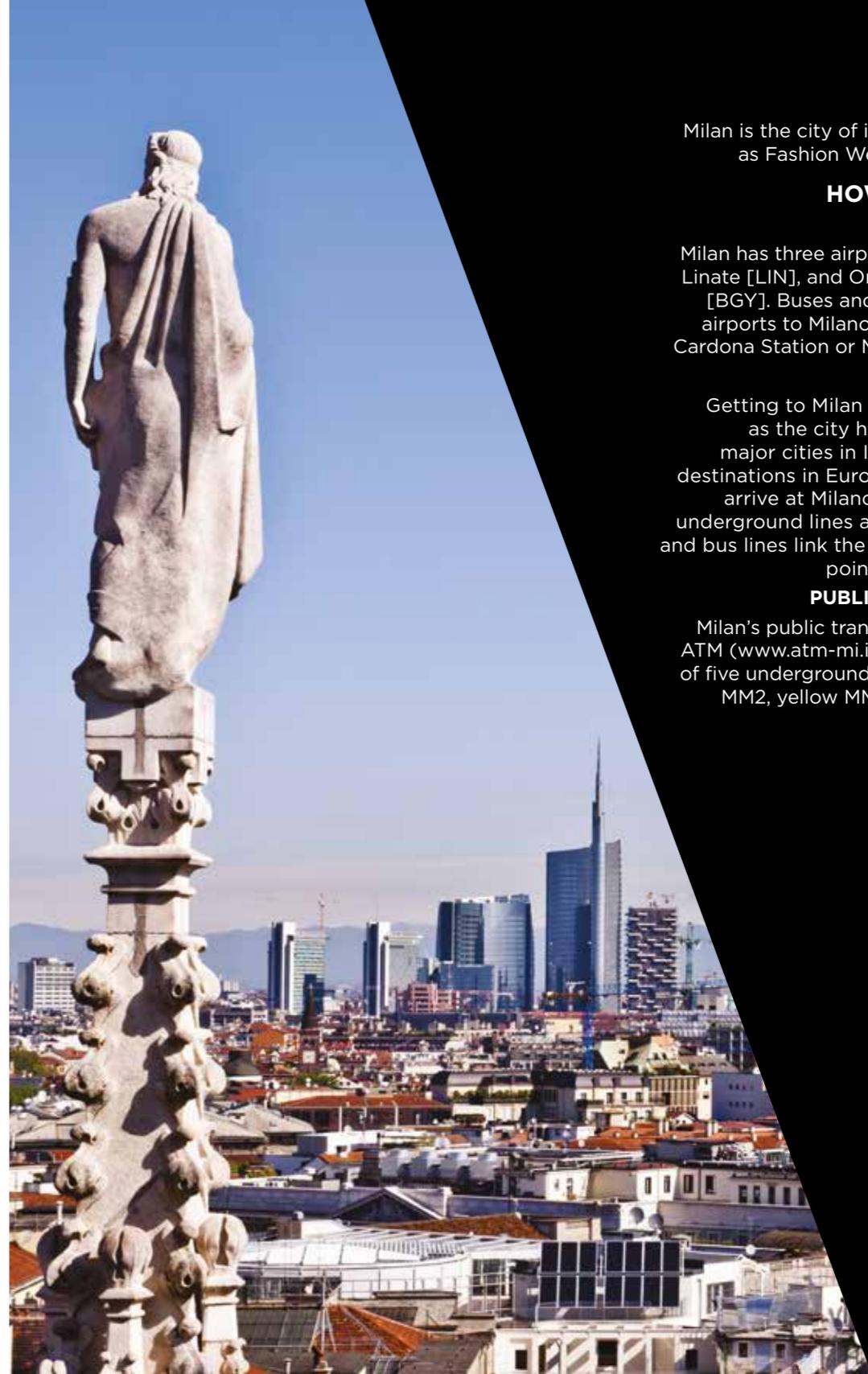
NABA

NABA, Nuova Accademia di Belle Arti, founded in Milan in **1980**, is the first private academy accredited by the Italian **Ministry of Education, University and Research** (MIUR).

Its first and second level academic degrees in Italian and English are legally recognized in Europe and over the world. NABA offers academic diplomas equivalent to first and second level university degrees in the fields of **design, fashion design, graphic design, multimedia, visual arts** and **scenography**. The Academy establishes numerous collaborations and projects with Italian and international companies and institutions to give students hands-on workplace opportunities.

With a dedicated team NABA has placed students and graduates in **leading companies** in the fields of art, design, fashion, graphics, communication, editing, and media. NABA was selected by Frame and included in the Masterclass Frame Guide to the 30 World's Leading Graduate Design, Architecture and Fashion Schools, by Domus Magazine as one of Europe's Top 100 schools of Architecture and Design, as well as by BoF - Business of Fashion in the Global Fashion School ranking.

www.naba.it



Milan is the city of important events such as Fashion Week and Design Week.

HOW TO GET THERE

BY PLANE:

Milan has three airports: Malpensa [MXP], Linate [LIN], and Orio al Serio (Bergamo) [BGY]. Buses and trains leave from the airports to Milano city centre, to Milano Cardona Station or Milano Central Station.

BY TRAIN:

Getting to Milan by train is convenient as the city has direct links with all major cities in Italy as well as several destinations in Europe. Most of the trains arrive at Milano Central Station. Two underground lines as well as several tram and bus lines link the station to many main points of interest in Milan.

PUBLIC TRANSPORTATION

Milan's public transport system includes ATM (www.atm-mi.it). The metro consists of five underground lines (red MM1, green MM2, yellow MM3, lilac MM5 and blue Passante Ferroviario).

MILAN

1ST SESSION June 26th - July 6th	2ND SESSION July 10th - July 20	3RD SESSION July 24th - August 3rd
Fashion Design I ●●●	Fashion Design II ●●●	Textile Design ●●●
Fashion Image and Styling I ●●●	Fashion Image and Styling II ●●●	Visual Merchandising ●●●
	Fashion Marketing and Communication ●●●	Fashion Trend Scouting ●●●
	Accessories Design ●●●	Fashion Image and Styling I* ●●●
		Fashion Design I* ●●●
Interior Design I ●●●	Interior Design II ●●●	Interior Design for Hotels ●●●
Product Design I ●●●	Product Design II ●●●	Lighting Design ●●●
		Interior Design I* ●●●
		Product Design I* ●●●
Hand Illustration ●●●	Digital Illustration ●●●	2D Cartoon Animation ●●●
	Photography I ●●●	Photography II ●●●
	Drawing I ●●●	Drawing II ●●●
	Art Discovery I ●●●	Art Discovery II ●●●
	Visual Design ●●●	
	Curation and Exhibition Design ●●●	
Cultural Tour of the Best in Fashion in Milan EXP	Cultural Tour of the Best in Fashion in Milan EXP	Cultural Tour of the Best in Fashion in Milan EXP
	Game Development ●●●	Creative Coding ●●●
	Interaction Design with Touch Board ●●●	Board Game Design ●●●
	YouTube Content Creation and Channel Management ●●●	Virtual Reality and 360° Video Production ●●●

NABA Summer School proposes a wide and updated synthesis of NABA know-how, giving a view of the most significant trends of the market, of industrial creation processes, of artistic and social expression together with the opportunity to experiment with a topical project theme.

NABA Summer courses are 2-week intensive research and project experiences in 5 thematic areas distributed along 3 summer sessions. They include:

●●● **INTRODUCTION LEVEL COURSES**

intended to students without any academic background in a specific subject area and to students attending their first year of university studies in Art and Design

●●● **INTERMEDIATE LEVEL COURSES**

for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience

●●● **ADVANCED LEVEL COURSES**

for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity

EXP = EXPERIENCE COURSES

for people of all ages and abilities willing to explore their passion in a new creative environment while experiencing Milan, World's Capital of Fashion and Design.

2 / 5 / 3
WEEKS / AREAS / SESSIONS

FASHION
DESIGN

DESIGN

VISUAL AND
DIGITAL ARTS

ITALIAN CULTURE
AND LIFESTYLE

MULTIMEDIA
ARTS

* Some Courses are scheduled both in the first and in the third session

●●● **INTRODUCTION LEVEL** / ●●● **INTERMEDIATE LEVEL** / ●●● **ADVANCED LEVEL**

EXP = experience

FASHION DESIGN



FASHION DESIGN I

Introduction level

FIRST SESSION: JUNE 26 - JULY 6

THIRD SESSION: JULY 24 - AUGUST 3

An inspiring exploration of the Italian Fashion pipeline with lectures by experienced professionals and visits to Milan's best fashion zones and showrooms.

Students will be given an overview of the Italian Fashion System and will learn to do fashion sketches, to carry out research and to use it to develop a fashion collection.

FASHION DESIGN II

Intermediate Level

SECOND SESSION: JULY 10 - JULY 20

In this course students will create a small coordinated collection. Concepts, moods and themes will be conceived and developed to provide inspiration for clothing, color and shape. Students will experiment studio and workshop practice and work on the realization of a prototype with handcraft tailoring methods.

TEXTILE DESIGN

Advanced level

THIRD SESSION: JULY 24 - AUGUST 3

The first part of this course will be devoted to gaining a basic knowledge of the available materials and structures and learning to make informed and responsible choices. Having learned what is necessary to make a textile do its job from a practical perspective, the course will then focus on the aesthetic considerations covering the fields of manipulation, surface design (printing and embroidery) and nets/lace-like fabrics (cut work, devoré). The students will then choose a specific situation for which to design a textile based on the previously acquired information and skills and produce a mini project outlining the reasons for their choices and illustrating this with samples.

FASHION IMAGE AND STYLING I

Introduction level

FIRST SESSION: JUNE 26 - JULY 6

THIRD SESSION: JULY 24 - AUGUST 3

Students will develop understanding and experience in styles hunting and image styling as foundations of fashion and project approach.

They will be given an overview of the Italian Fashion System and will be stimulated to develop their ideas and their potential to the full.

They will learn how to innovatively apply trend skills to interpret the personality of a client and his/her lifestyle, create a style for a collection look for a fashion magazine and propose a new image through clothing, accessories, photos and location combinations.

FASHION IMAGE AND STYLING II

Intermediate level

SECOND SESSION: JULY 10 - JULY 20

Students will have specific technical training in the field of fashion styling to enable them to create a new image for a body and its clothes encompassing make-up techniques, hair shapes, location, light, photography.

Students will experience the excitement of making a photo-shooting in a real working environment: with live models, on location and in a professional studio.

Personal research and observation will be used to analyze contemporary advertising vehicles for the promotion of a fashion product for a targeted consumer.



VISUAL MERCHANDISING

Advanced level

THIRD SESSION: JULY 24 - AUGUST 3

The analysis of visual merchandising strategies for showrooms, concept stores, mono-brand stores and department stores will be the key element of the course along with the understanding of the tools to create a strategic language for a fashion brand. Students will develop a theoretical, analytical and critical approach through guided tours to the most relevant concept stores in Milan.

At the end of the course they will be asked to develop an individual project.

FASHION MARKETING AND COMMUNICATION

Introduction level

SECOND SESSION: JULY 10 - JULY 20

The course focuses on the fashion industry through a business and management perspective. It will provide students the necessary tools to understand the dynamic context of the fashion business in Italy and abroad. Students will be introduced to fundamentals such as fashion industry sourcing, the supply chain, and fashion buying cycle; vendor selection and fashion buying decision criteria; retail brand marketing in the fashion industry; internationalization of fashion retailing; international branding and flagship stores

FASHION TREND SCOUTING

Intermediate Level

THIRD SESSION: JULY 24 - AUGUST 3

Trend scouting is key to the development of a creative and innovative personal fashion collection. Cool Hunting as research methodology is based on the observation of what is really going on in the streets of the world. What people really do, think and wear is a powerful tool to create a new vision of Fashion. Students will learn and implement the observation, research and analysis techniques related to cool hunting specifically focusing on Milan.

ACCESSORIES DESIGN

Intermediate level

SECOND SESSION: JULY 10 - JULY 20

This course is focused on the exploration of the fundamentals of luxury accessories brand collections, Made in Italy shoes and bags. Students will acquire the basic skills needed to coordinate and develop a new luxury accessories brand and will get acquainted with the technical methodology to make shoes.



INTERIOR DESIGN I

Introduction level

FIRST SESSION: JUNE 26 - JULY 6

THIRD SESSION: JULY 24 - AUGUST 3

A full immersion course that will provide students with an overview of the Italian design methodology. Students will be introduced to the analysis of the elements of the space, and will have the opportunity to focus specifically on interior design, and delve into intensive project works. Lifestyle, art and design research in Milan will be used by students to develop an interior space plan.

INTERIOR DESIGN II

Intermediate level

SECOND SESSION: JULY 10 - JULY 20

This course is intended for students with background understanding and experience in Interior Design. Students will have the chance to analyze contemporary interior spaces through observation based on personal research. They will develop a professional designer's attitude searching for materials as a source for inspiration through the city exploration. The project work will be geared toward the creation of a physical model of interior layout, using only regenerated or discarded materials.

INTERIOR DESIGN FOR HOTELS

Advanced level

THIRD SESSION: JULY 24 - AUGUST 3

The course will enable participants to understand the combination of aesthetics, functional and operational aspects to design successful hotels. Students will experience a deep analysis of the contemporary hotel typologies, the latest hotel design trends and information regarding materials, furniture, and lighting. The course offers a deep exploration of the extensive and complex field of Interior Design within the hospitality industry and the way it is changing and evolving.

PRODUCT DESIGN I

Introduction level

FIRST SESSION: JUNE 26 - JULY 6

THIRD SESSION: JULY 24 - AUGUST 3

Students will be introduced and exposed to the design process in order to understand what is living behind a product. They will have the opportunity to delve into intensive project work geared towards creative thinking and exploring form and function. Students will work in small groups, in an open discussion environment, developing their creative process from the idea to a final presentation. The final result will be presented, simulating a small exhibition, with a model and a short story in digital format.

PRODUCT DESIGN II

Intermediate level

SECOND SESSION: JULY 10 - JULY 20

Students will develop a coordinated product line using hand or digital drawing as well as a prototype product model. The project will be carried out in groups as a studio work, under the supervision of an established designer in an open discussion. Specific workshops focused on materials, history of design and on the biography of an object will expose students to multiple possible approaches.

LIGHTING DESIGN

Advanced level

THIRD SESSION: JULY 24 - AUGUST 3

The course gives an overall vision of the art of lighting and its related functions from a technical and stylistic point of view. It will provide students with the tools to carry out a lighting project in a wide variety of different spaces. Lectures will deal with the subject of light and design both in theory and in practical terms. The students will be expected to produce sketches and technical drawings.

VISUAL AND DIGITAL ARTS



HAND ILLUSTRATION PHOTOGRAPHY I

Introduction level

FIRST SESSION: JUNE 26 - JULY 6

Students will learn to create effective and powerful images, interesting illustrations, applicable to different professional areas. Alternating theory and practice, the course will show different techniques, processes and approaches.

Introduction level

SECOND SESSION: JULY 10 - JULY 20

Throughout this intensive course students having an elementary knowledge of photography will be introduced to a higher level in use of techniques and materials. The course will range from the basics of optics and light (aperture, shutter speed, exposure), working procedures and photographic methods to a more in depth journey through the language (composition techniques). Also image processing in Photoshop and output techniques will be covered during the course.

DIGITAL ILLUSTRATION

Intermediate level

SECOND SESSION: JULY 10 - JULY 20

The course will teach how to create interesting paperless illustrations by using software applications. It will be divided into two parts: PART 1: digital as a faithful reproduction of hand painting instruments PART 2: digital as an independent expressive language. The course will not focus on Photoshop or Illustrator, but on the expressive use of the digital tools. The illustrations will concern publishing (magazines and book covers), animation (inspirational drawings) and new media (tablets, apps...).

PHOTOGRAPHY II

Intermediate level

THIRD SESSION: JULY 24 - AUGUST 3

This course will be a follow up of Photography I and will enable students to further deepen their knowledge of photographic techniques and further develop their expressive skills.

Students will be given a specific theme and will have to develop a concept, a mood board and a final project under the guidance of a professional photographer.

2D CARTOON ANIMATION

Intermediate level

THIRD SESSION: JULY 24 - AUGUST 3

The course will deal with all the aspects connected with the realization of a successful short movie: drawing, design, animation, storyboarding, acting, timing, scriptwriting. Students will be both directors and animators of their own movie, thus facing all the issues and problems that normally arise whilst making an animated movie.

VISUAL DESIGN

Introduction level

SECOND SESSION: JULY 10 - JULY 20

Throughout this intensive course students will gain knowledge of the different visual communication concepts and tools. Participants will be guided through a path marked by theoretical lessons and practical exercises in order to learn digital skills and the methods of the visual representation. At the end of the course each student will be able to find his own visual style and will learn how to develop his own personal project.

DRAWING I

Introduction Level

SECOND SESSION: JULY 10 - JULY 20

During the course students will learn specific skills in drawing whilst taking inspiration from key artists in relation to the different techniques and theories of image composition. The course will give students the opportunity to experiment with diverse materials and artistic languages and grow their own creative practice. Work will span from realistic three-dimensional representation of subject matter to abstract compositions. Students will apply the new artistic skills and techniques learnt to their own experiences, in inspiring new directions.

DRAWING II

Intermediate Level

THIRD SESSION: JULY 24 - AUGUST 3

This course combines the fundamental practice of observational drawing with conceptual strategies for constructing the drawn image. Students gain analytical skills through direct observation of studio setups as well as visits to museums and outdoor spaces. During classes students will approach drawing as a way of thinking, as a critical tool, and as a means of observation, storytelling, and representation. Technical and observational drawing skills will be developed through exercises, demonstrations, discussion and extended drawing times.

ART DISCOVERY I

Introduction Level

SECOND SESSION: JULY 10 - JULY 20

A unique path designed to explore the history of art from Renaissance until XIX Century, combining lectures by art historians with visits to some of the most inspiring museum collections, monuments and heritage sites in Milan, from Leonardo Last Supper to Brera Museum with Raphael and Caravaggio, from Michelangelo Pietà Rondanini at Castello Sforzesco, to some

lesser known gems in the city and a few selected one day trips in the North of Italy. Participants will have time develop personal projects, form sketches to travelogues, moodboard and short critical essays as part of the course.

ART DISCOVERY II

Intermediate Level

THIRD SESSION: JULY 24 - AUGUST 3

A vibrant combination of lectures and off sites visits designed to explore the history of art from XX Century until today in the city of Milan, spanning from museum collections, to private foundations and international art galleries, such as the historical presentations at Museo del 900, the unique exhibitions Fondazione Prada and former Pirelli factory Hangar Bicocca with a permanent installation by Anselm Kiefer, with a few selected one day trip in the North of Italy. Participants will have time develop personal projects, form sketches to travelogues, moodboard and short critical essays.

CURATION AND EXHIBITION DESIGN

Intermediate Level

SECOND SESSION: JULY 10 - JULY 20

The work of the curator includes a plurality of skills and multiplicity of approaches to understand the present time, interact with the past and produce new perspectives. Alongside theoretical knowledge, the course offers a structured path to develop curatorial projects, from research and production of a concept, to organization and display. During the course, students will work on a personal or group project that will be presented in the spaces of Naba with a moment open to the public, using a variety of possible formats, from video screening to lectures, from exhibition to online publications. In addition to class lessons, the course includes visits to exhibitions and contemporary art spaces in Milan.



ITALIAN CULTURE AND LIFESTYLE

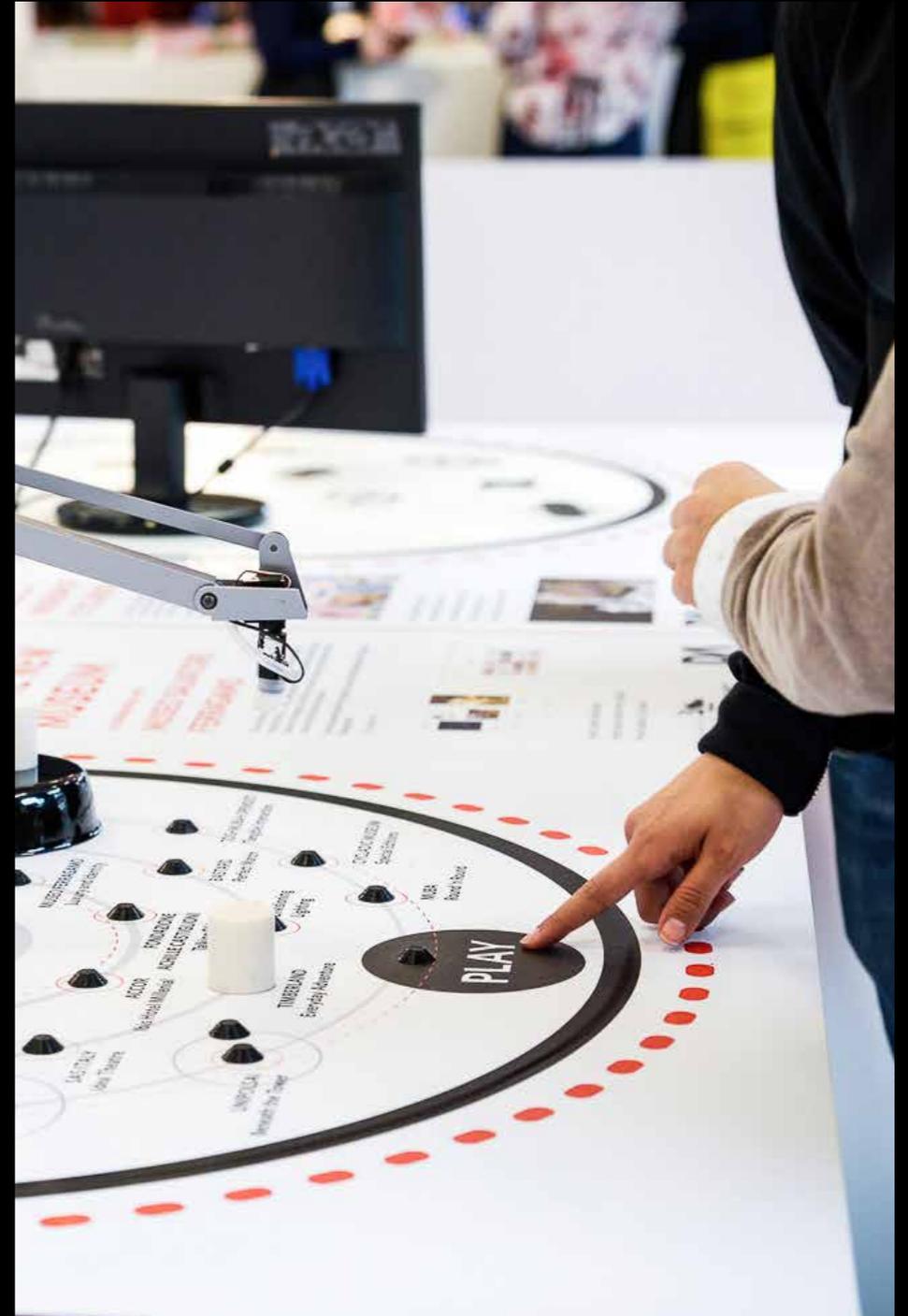
CULTURAL TOUR OF THE BEST IN FASHION IN MILAN

Experience

ALL SESSIONS

Geared to those who wish to approach the world of Italian fashion, this creative experience is a path guiding students through the uniqueness of Italian taste for fashion. The course will alternate lectures with visits to the best of fashion spots located in Milan: showrooms, fashion exhibitions, flagship and concept stores, cult places for cool hunters. It will provide an absorbing experience helping students develop passion, curiosity and a broad vision of the fashion world. Students will be able to explore and analyze the unique reality of fashion in Milan and present it properly through a personal project.

MULTIMEDIA ARTS



GAME DEVELOPMENT

Introduction Level

SECOND SESSION: JULY 10 - JULY 20

Learn how to create video games using Unity 3D, a free-to-use game development tool.

The course offers students the opportunity to develop high-level gaming experiences from a technical, narrative and interactive point of view.

Students will discover how to use the core features of the software while creating their very first game. They will start out by learning how to properly create a new project and how to manage the game assets.

The course is project-based, so they will not just be learning dry programming concepts, but applying them immediately to real game.

Students will learn the steps needed to create a fully playable prototype in Unity: Installation and setup, Physics, Pathfinding, Basic of artificial intelligence, Lightning and lightmapping, Camera animations and cutscenes, Character animations, Scripting, Materials and skyboxes, Sound FX and music, Particle FX.

The course aims to enhance student skills and experience in the game development for building the entire game by themselves.

The course offers students the opportunity to develop high-level gaming experiences from a technical and narrative and interactive point of view.

INTERACTION DESIGN WITH TOUCH BOARD

Introduction Level

SECOND SESSION: JULY 10 - JULY 20

The aim of the course is to introduce students to the world of interaction design by the ideation, design and implementation of an interactive project.

By the end of the course students will be able to define and analyze the elements of an interactive exhibit: media, languages, aims, behaviours, technologies (hardware and software).

They will become comfortable with computer science and the basic prototyping tools to create simple interactive prototypes.

Students will have a good understanding of the capabilities of the Bare Conductive Touch Board, an Arduino based tool that is able to transform in a sensor any conductive material, like metal, water, fruits and paint.

Students will become familiar with these basic prototyping tools and their usage, the basics of the TouchBoard/Arduino coding environment, language and programming.

Based on “Learning by doing” approach this course will show how to build devices that can control the physical world.

YOUTUBE CONTENT CREATION AND CHANNEL MANAGEMENT

SECOND SESSION: JULY 10 - JULY 20

Introduction Level

Regardless of what your level of experience is or what type of camera you use, this short course is designed to provide you with everything you need to enhance the content of your YouTube channel or, if you do not already have one, to launch it. This course is aimed at teaching what it takes to create great videos, with professional and budget equipment. Students will learn how to storyboard, how to shoot a professional video with the most used camera types, how to record audio, how to light videos with an affordable setup, and how to edit videos efficiently. Lecturer will guide students through making effective video production based on their actual content creation as YouTubers. Students will also learn how to use the YouTube platform and how to post their videos to their YouTube channel with

great titles, descriptions, and tags that are SEO friendly and will get many views. By the end of this course, participants will manage to have a YouTube channel with high quality videos greatly appreciated by their audience.

CREATIVE CODING

Introduction Level

THIRD SESSION: JULY 24 - AUGUST 3

Learning to program is no longer just for computer specialists and software developers.

Creative coding aims to enhance student skills and experience in the development of software for the creation and manipulation of sounds and images, both in real and non-real time.

Students can develop their own projects through the use of computational approaches to audiovisual processing.

Students will develop, analyze and critique algorithmic approaches to digital drawing, digital audio mixing, and final audiovisual project.

Students will be encouraged to accomplish their artistic objectives and acquire knowledge of the terminology they need to work in complex and mixed teams.

Throughout the course the teacher will help them develop practical programming concepts by exploring creative ideas and challenges. The course will also explore the history and philosophy behind the artistic uses of technology.

BOARD GAME DESIGN

Introduction Level

THIRD SESSION: JULY 24 - AUGUST 3

Games are an interactive form of entertainment that has the power to connect people with different ages, gender, skills and status. Through the games we play we improve our skillset, we socialize and, most important, we learn. This course focuses on a specific kind of experience, board games, which require more than one player and the development of

social skills as cooperation, negotiation, bluff and persuasion. Exploring the basic principles of board game design, prototyping and playtesting, participants will acquire a solid design framework that will be used for the creation of an original game, to be realized individually or in small groups. By the end of the course, participants will be able to transform their ideas into manageable designs and develop quick prototypes to fully test the player experience their concept is trying to achieve. The course doesn't require any game design knowledge and is suited for all kind of students. Graphic and writing skills are recommended but not essential.

VIRTUAL REALITY AND 360° VIDEO PRODUCTION

Introduction Level

THIRD SESSION: JULY 24 - AUGUST 3

Become an immersive creator is nowadays a great challenge for filmmakers and media producers. The course will deal with all the aspects connected with realizing a 360° video, using nowadays most relevant technologies. Students will learn and practice the workflow of a video production aimed at a Virtual Reality project, going through concept development, technical workflow, preproduction methods, 360° video shooting, editing and finalization. Students will first of all gain an in-depth understanding of the 360° camera landscape and which works best in various scenarios. Afterwards, they will get ready to start shooting to make post-production as efficient as possible and will practice options for stitching, editing, and publishing your 360 videos. At the end of the course students will design and produce their own 360° video project to propose to the audience for a VR experience. The course does not require any VR knowledge. Basic video/photo shooting techniques are recommended but not essential.

SUMMER COURSES 2018

SESSIONS

First session: from June 26th to July 6th 2018 Second session: from July 10th to July 20th 2018 Third session: from July 24th to August 3rd 2018

APPLICATION DEADLINES

Applications to NABA Summer Courses 2018 must be sent to: NABA SUMMER COURSES OFFICE via email at summer@naba.it and must be sent within and not later than three weeks prior to the course session beginning.

HOW TO APPLY

You can choose among

- **ONLINE APPLICATION:** visit the website www.naba.it and follow the steps to book and pay on line.
- **STANDARD APPLICATION:** download the application form from the website www.naba.it, fill it out and send it to summer@naba.it.

You will be contacted by email to finalize your booking.

ADMISSION REQUIREMENTS

- All classes are held in English, so a fluent understanding of the English language is required.
- Please read carefully the course description before applying to a course as NABA will not take any responsibility for the students' choice of a course level that is not suitable to their background and skills.
- NABA can accept bookings from students from 18 years of age. In case of applicants who are 16 but show a strong motivation to NABA Introduction level or Experience level courses, NABA will take

their applications into account, on condition that a written declaration of responsibility is sent by their parents or legal guardians.

- We strongly suggest students to bring their personal equipment, as indicated prior to the course beginning.

TUITION FEES

- 1,595 EUR tuition fee for a 2-week session (45 hours of lesson over 9 days)
- 2,795 EUR tuition fee for a 4-week session (90 hours of lesson over 18 days)
- 3,995 EUR tuition fee for a 6-week session (135 hours of lesson over 27 days)

The fees include: class work, lectures and guided visits included in the program.

The fees do not include: travel expenses, accommodation, local transportation and meals.

Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class.

Please note that NABA Summer Courses 2018 have a limited number of places that will be therefore assigned on a first come-first accepted basis.

CREDITS

NABA will award ECTS credits for its Summer Courses, so it will be easier for students to transfer their credits to other Universities and Academies that use or acknowledge the ECTS system.

Upon successful completion of each 2-week summer course (45 hours of classes), NABA will issue 3 ECTS credits that can be transferred at the option of each student's home university.

Interested students should require NABA ECTS course syllabus to NABA Summer Courses Office at summer@naba.it and submit it to their home universities in order to verify the possibility of having the ECTS credits issued by NABA for the summer courses recognized in their study curriculum. In order to obtain the ECTS credits students must be over 18, shall have completed the High School studies and be enrolled in a university study path, meet the admission requirements of the course and achieve the course learning outcomes and objectives.

HOUSING OPTIONS

NABA helps international students find accommodation. Students can choose among a number of single and shared room at Campus walking distance, in apartments managed by the school.

Furthermore, NABA has developed agreements with a certain number of real estate agencies that have a variety selection of apartments in different area of the city and, at the same time, has developed contacts with private landlords that rent out apartments close to the Campus and in various area. NABA has also special deals with hostels, residence and hotels.

For further information, please contact NABA Housing Office via email at short@milanhousing.it or via phone at +39 02 97 372 295

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