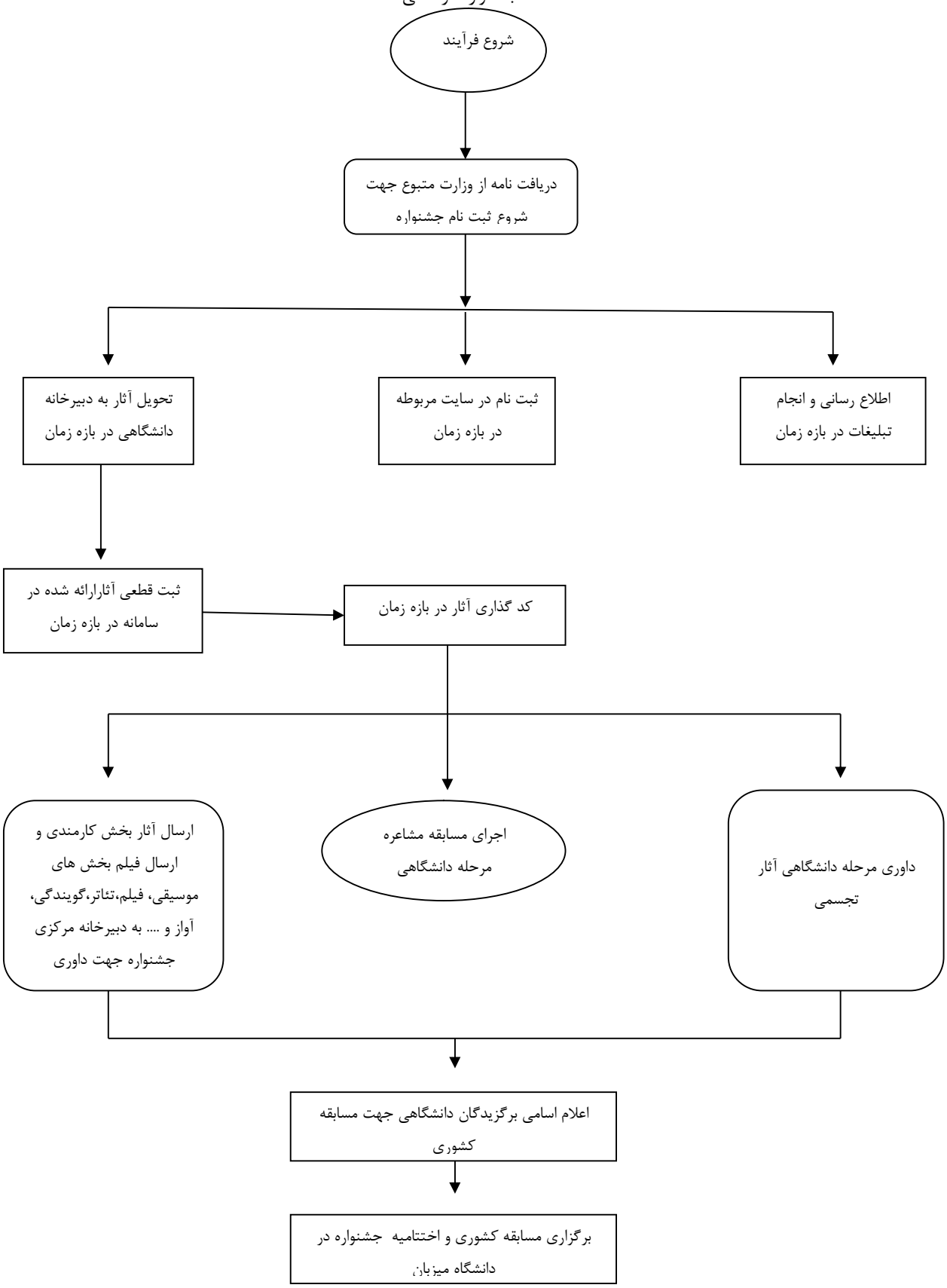جشنواره فرهنگی