



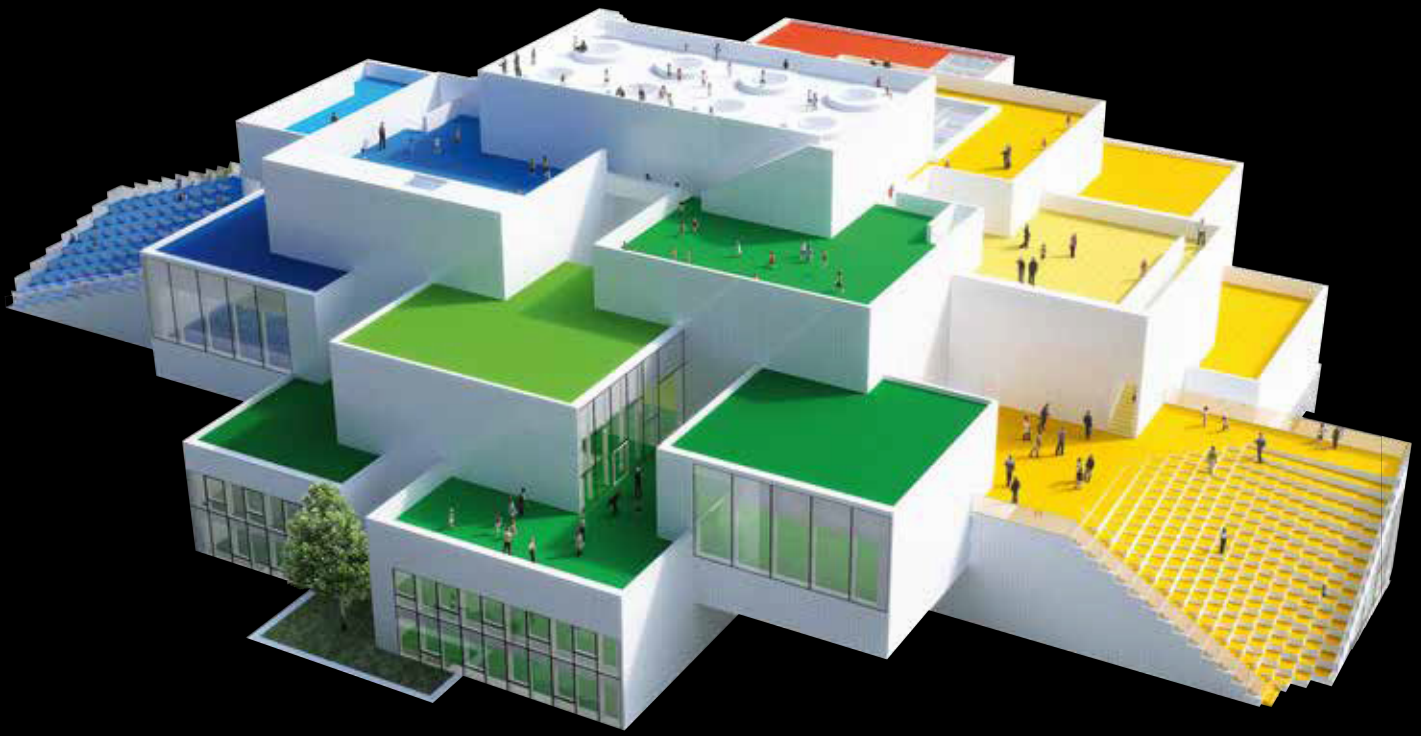
H USE

Home of the Brick™

4000026



LEGO® House
Tree of Creativity



What is LEGO® House?

LEGO® House is a unique experience house located at the centre of Billund – Home of the Brick™.

The building allows LEGO fans of all ages to feel the magic of the LEGO universe and have the ultimate LEGO experience all year round. A number of new LEGO experiences and a sea of LEGO bricks will greet children and adults

alike, inviting them to unleash their creativity.

LEGO House includes paid attractions as well as experiences open to the public. You will not need a ticket to visit LEGO Square, play on the terraces, explore the LEGO Store and treat yourself to extraordinary culinary experiences with a LEGO twist at one of the three eateries.

The world's most iconic LEGO model at LEGO House

A gigantic tree is the centrepiece of the covered square at LEGO House – Tree of Creativity.

The climbing equipment was in full use at LEGO House in Billund when one of the world's largest LEGO models was installed in the middle of LEGO Square. A tree, 15 metres high, built from more than six million LEGO bricks and packed with details and surprises, making sure that even the most hard-core LEGO enthusiast will be impressed by its creativity. The tree is called 'Tree of Creativity'.

Jesper Vilstrup, Vice President of LEGO House, says: "The tree is impressive in itself and is a true display of what experienced model builders can construct when asked to build with excellence."

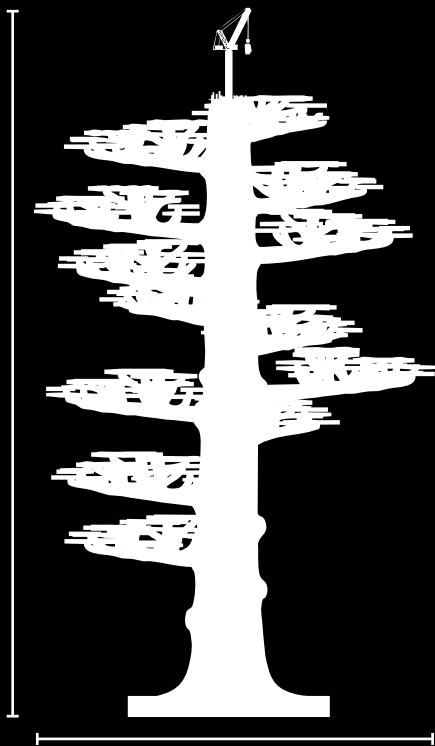
The model is located on the ground floor of LEGO House, where access is free. Guests who choose to buy a ticket for the LEGO experiences throughout the rest of the house will be walking

around the tree when ascending the stairs to the next floor. This means that the model can be viewed from all angles, which placed great demands on its design.

Originally, the team behind the model had several ideas for the build, but the tree came out the victor because the idea was so strong.

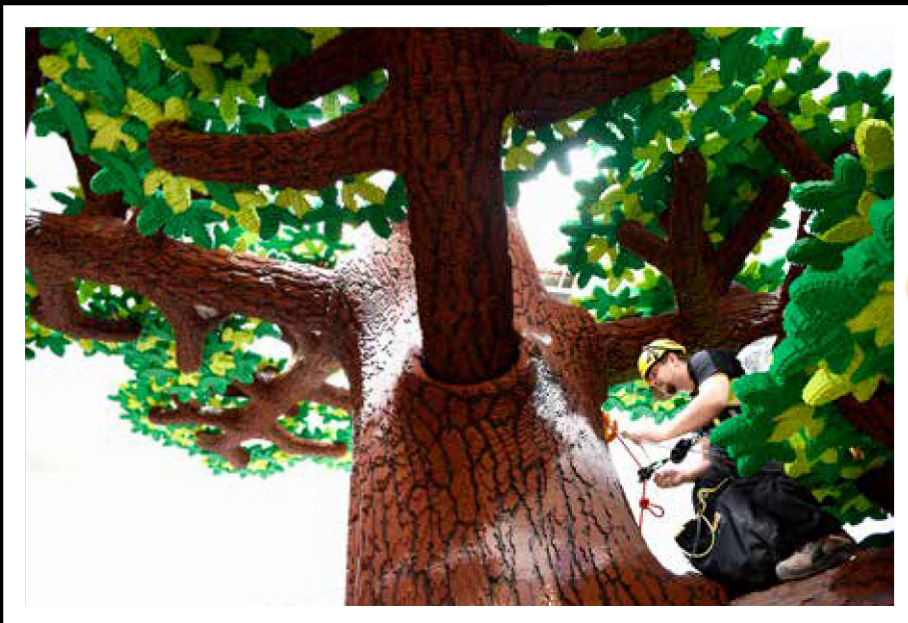
Jesper Vilstrup says: "We have designed a tree that appeals to young and old alike, whether you appreciate building, art or play themes – the model holds something for everyone. Small play scenarios unfold on the branches, based on the classic LEGO play themes of so many years. At the same time, the tree is a metaphor for the entire LEGO Group, containing references to both wooden toys and a company in growth."

This unique LEGO model is built from 6,316,611 standard LEGO bricks and took no less than 24,350 hours to assemble.

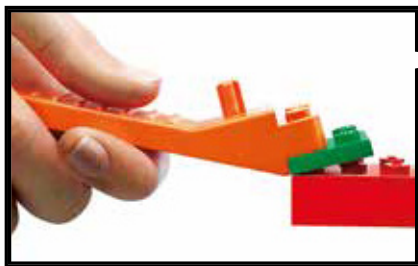
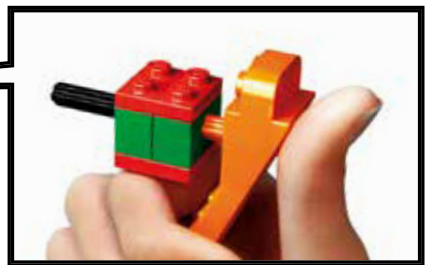
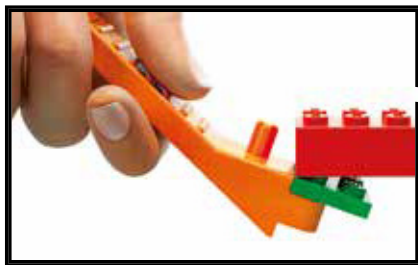


FACTS ABOUT THE TREE OF CREATIVITY:

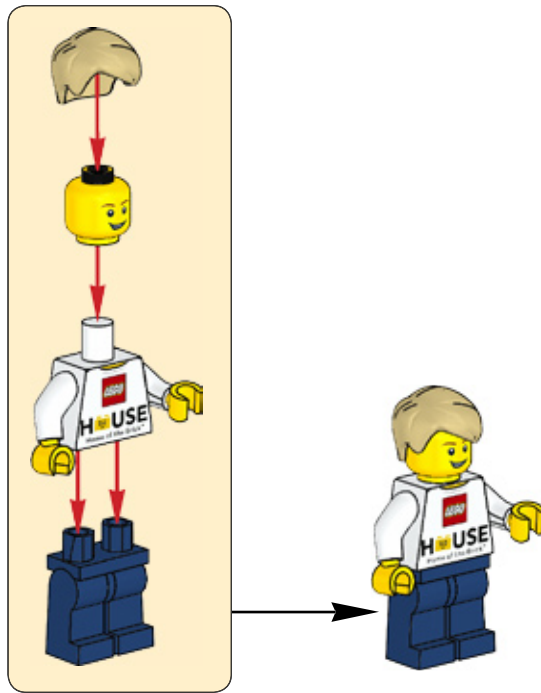
- Height: 15.68 metres
- LEGO® bricks: 6,316,611
- Total weight (including metal frame): 20 tonnes
- Production time: 24,350 hours
- Installation time: 1200 hours

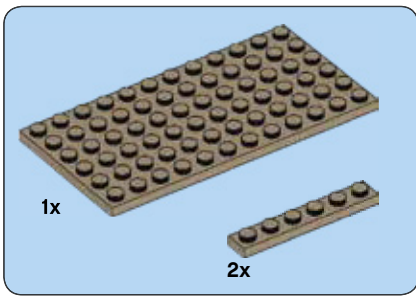




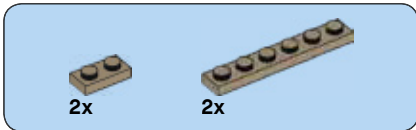
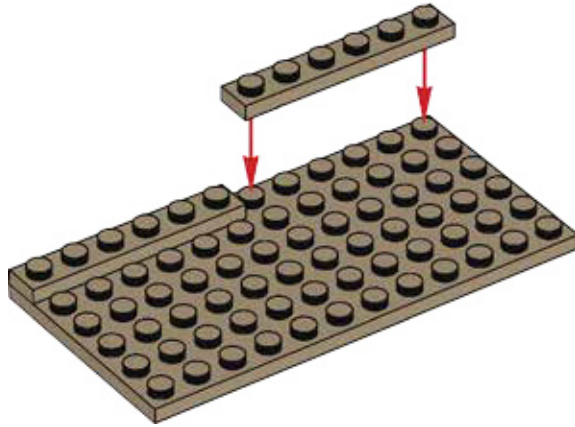


LEGO.com/brickseparator

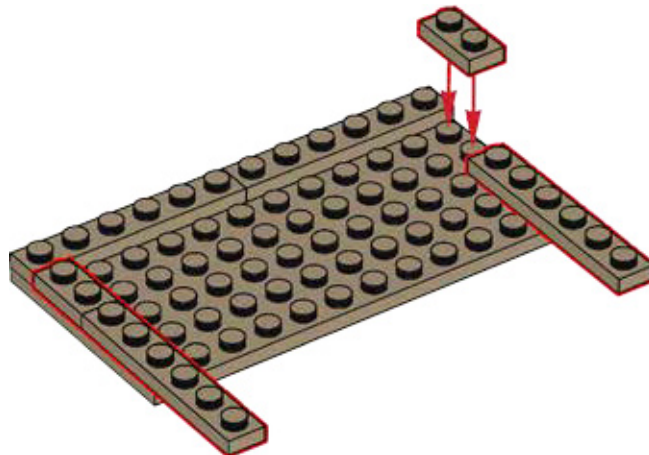


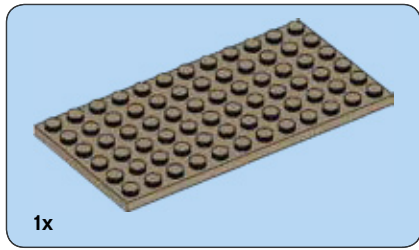


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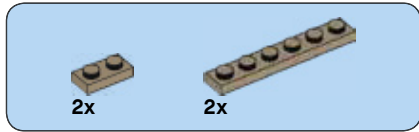
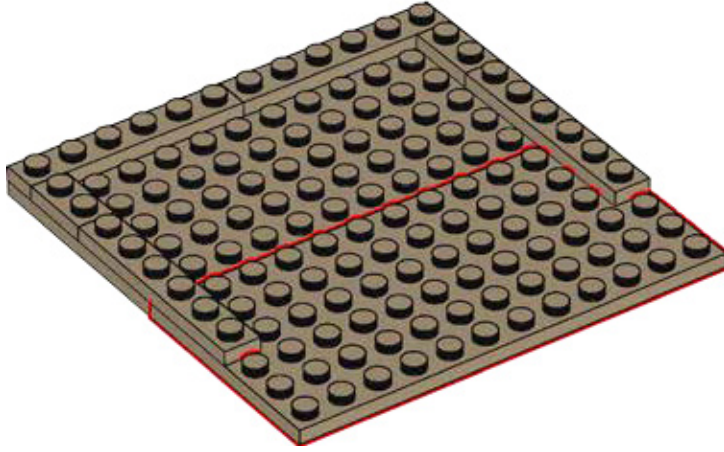


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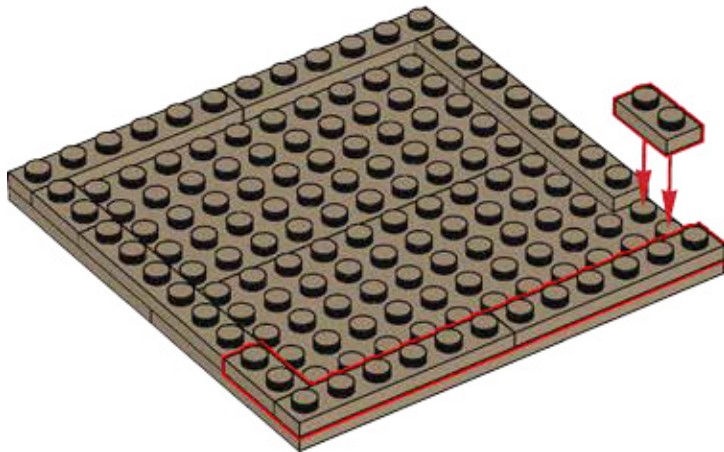


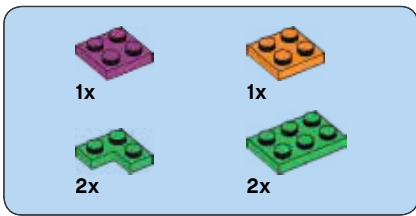


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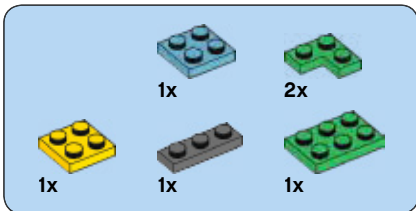
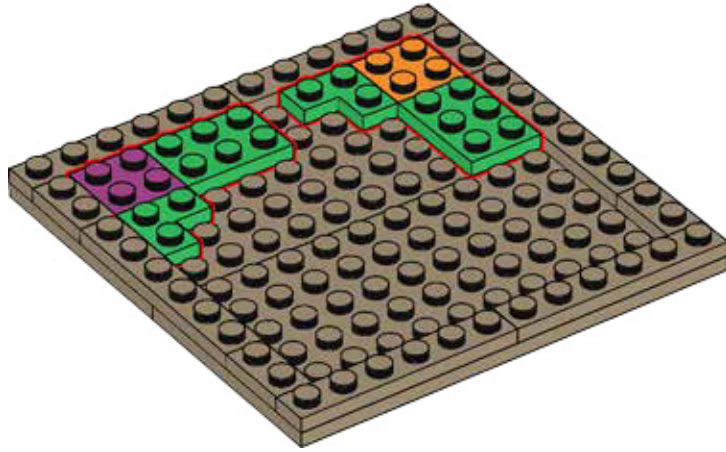


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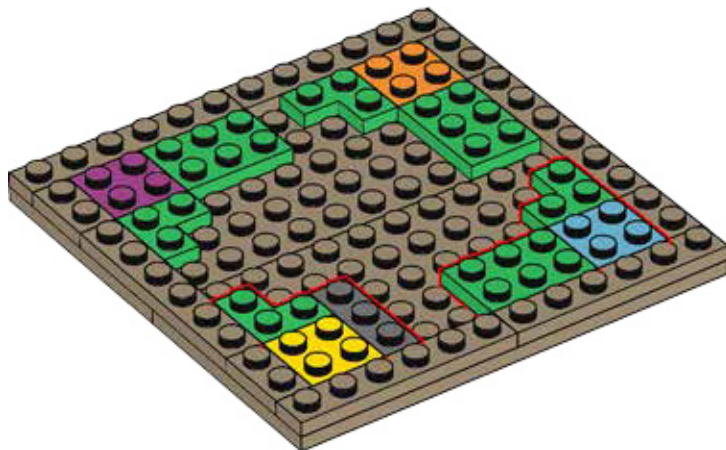




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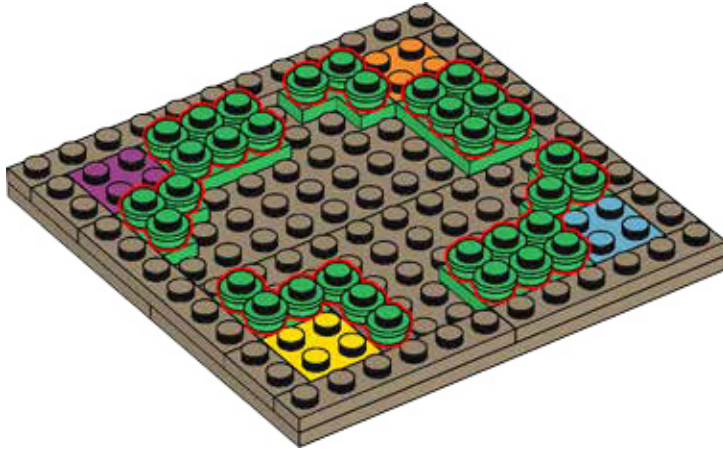
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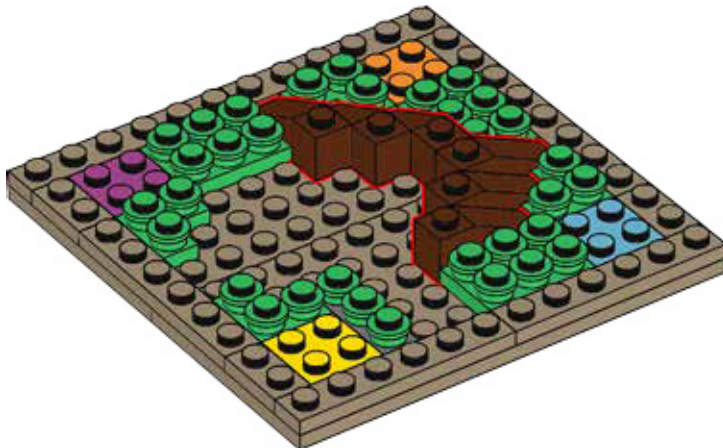
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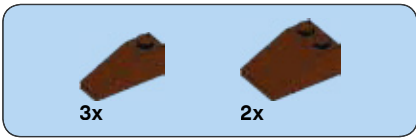
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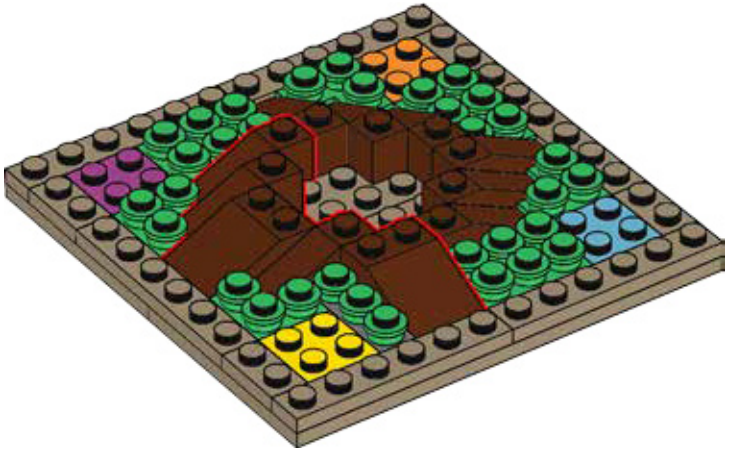
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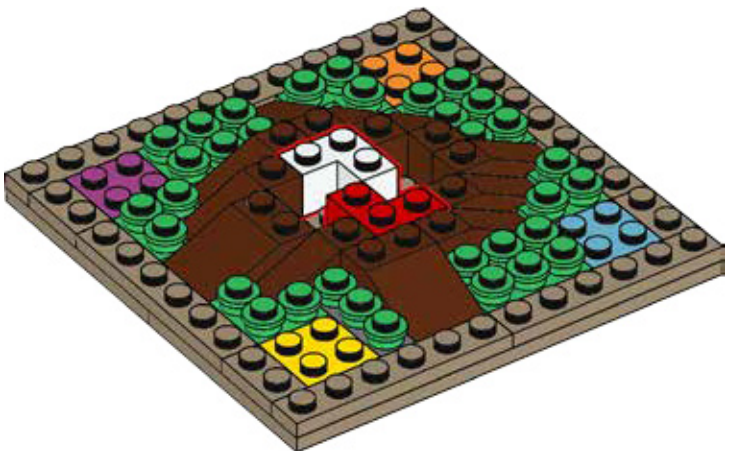


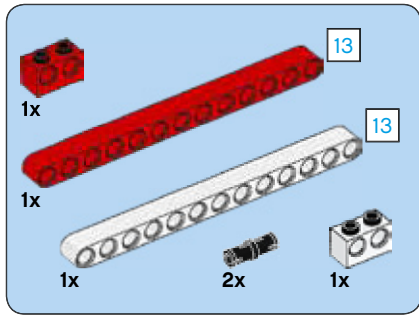


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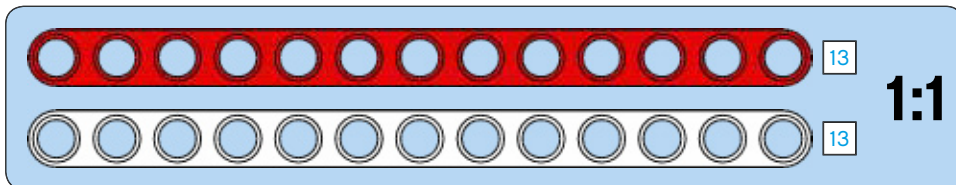
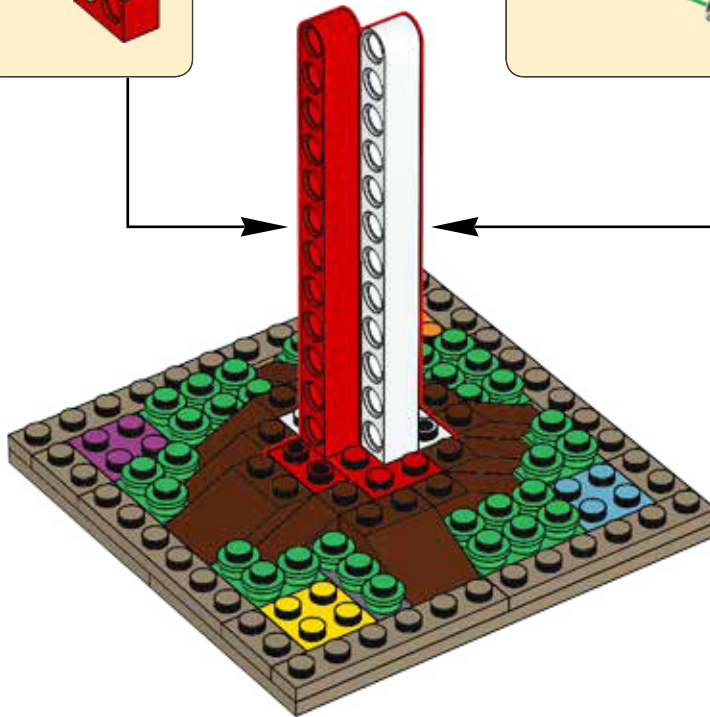
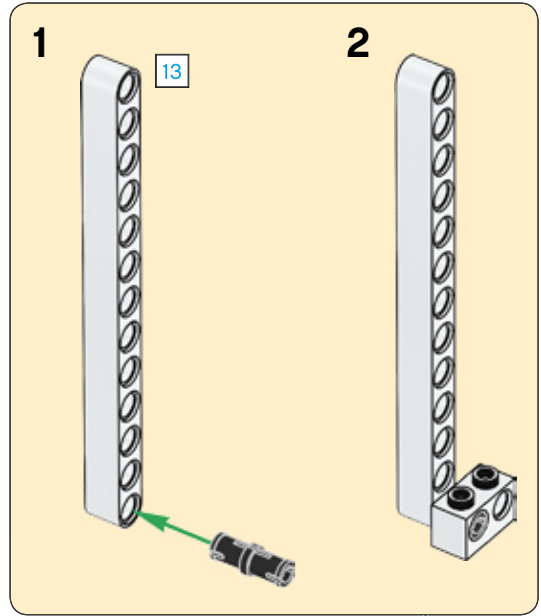
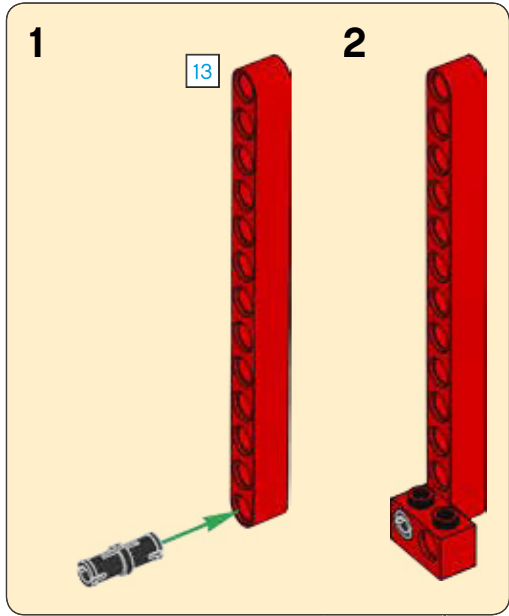


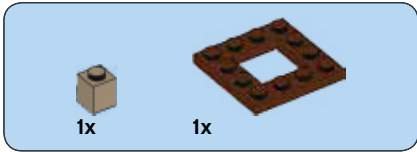
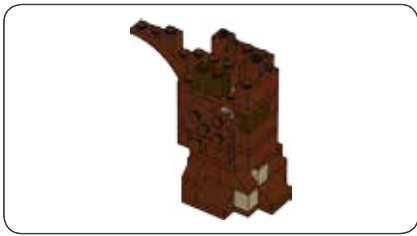
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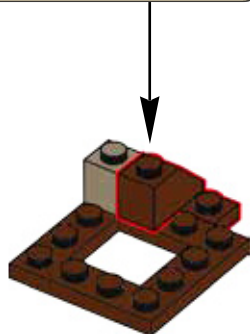
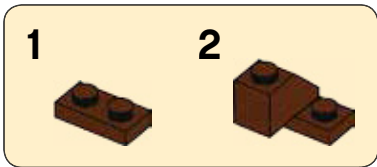




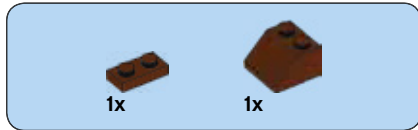
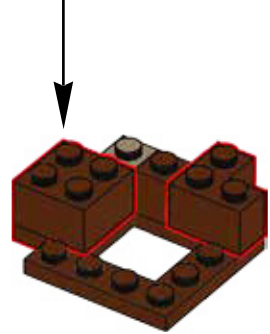
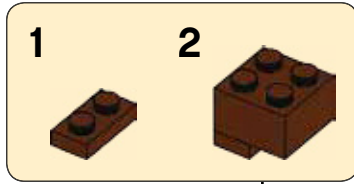
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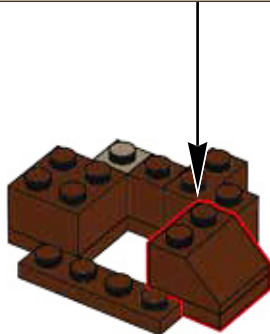
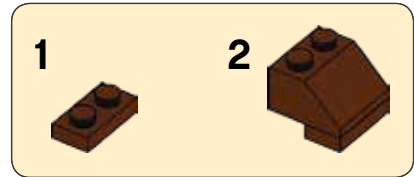
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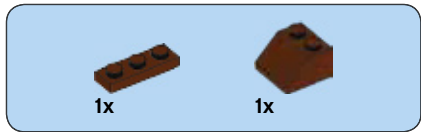


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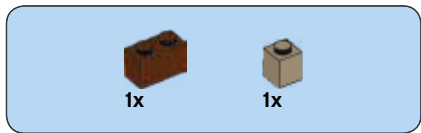
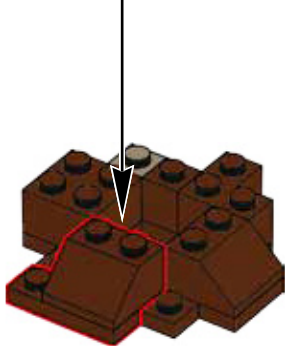
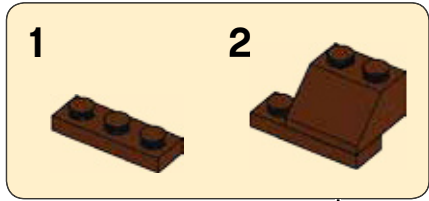


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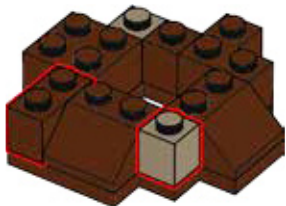




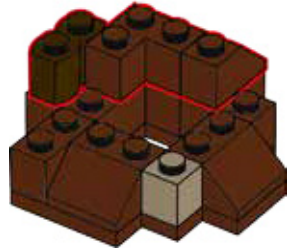
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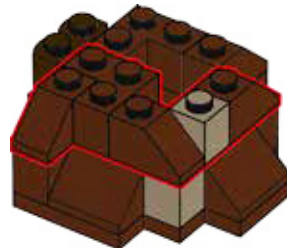
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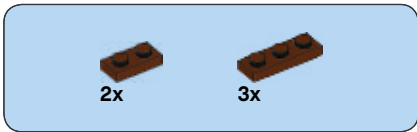


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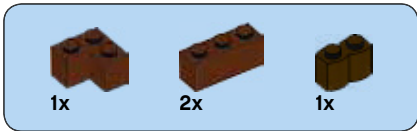
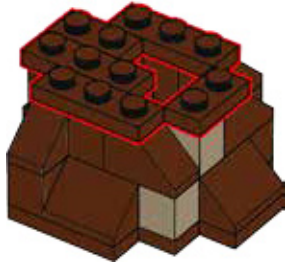


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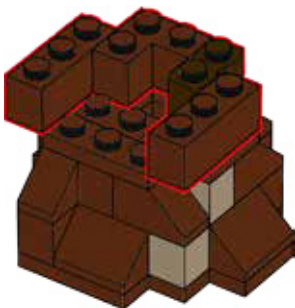




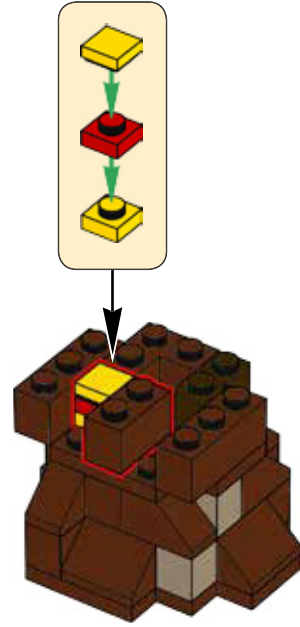
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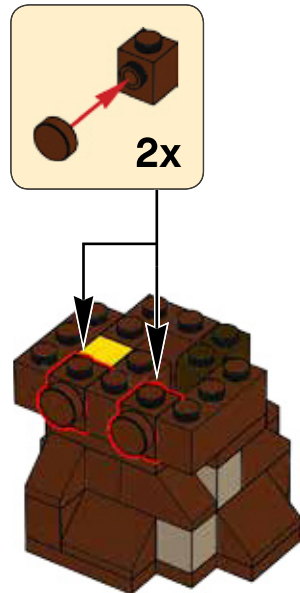
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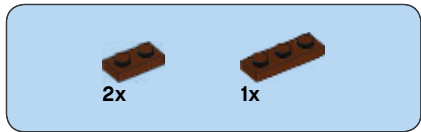


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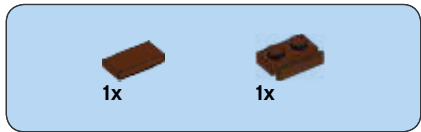
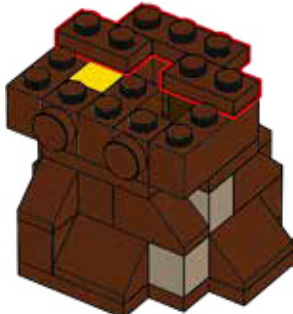


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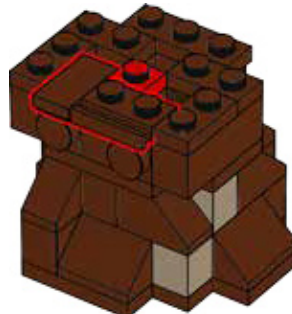




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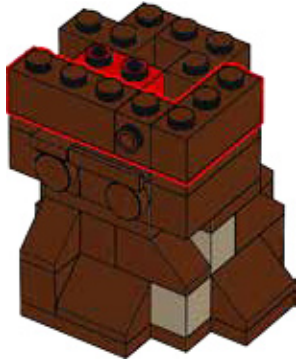


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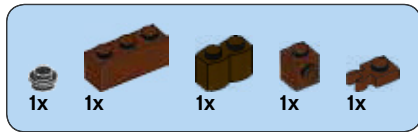
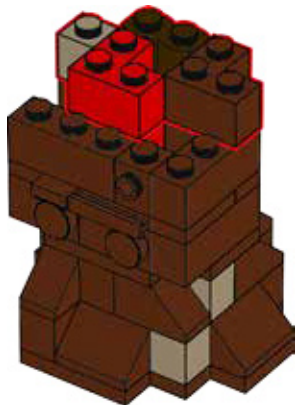




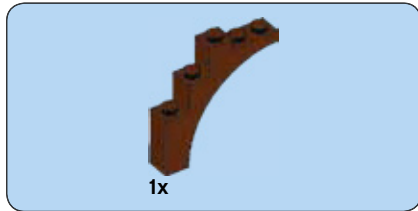
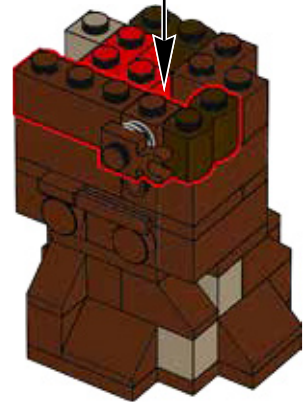
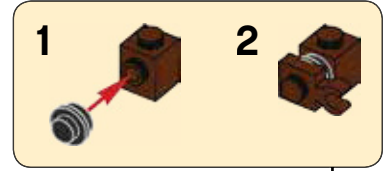
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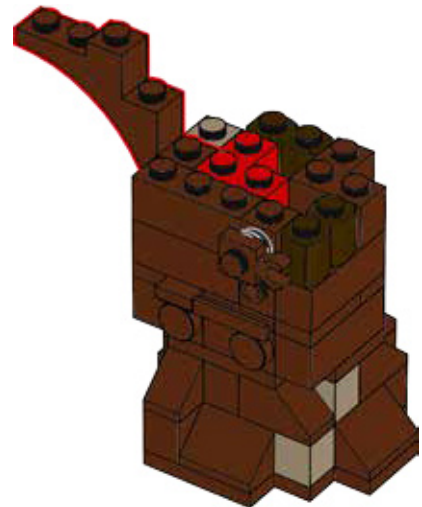
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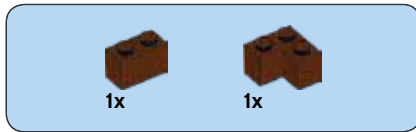
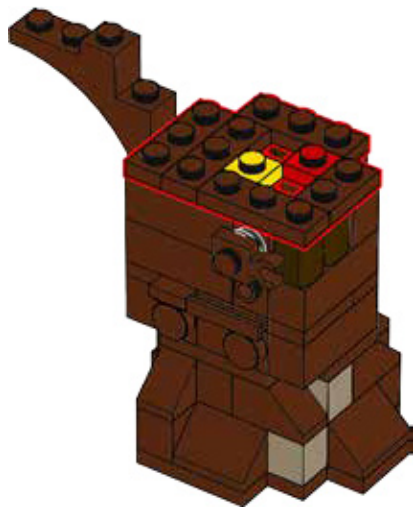


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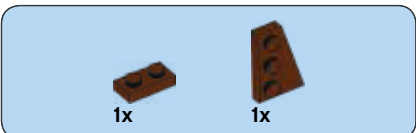
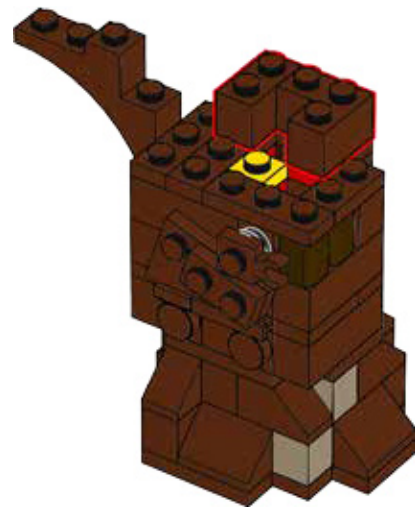




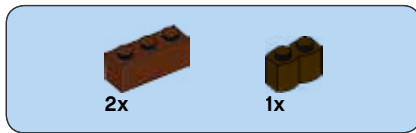
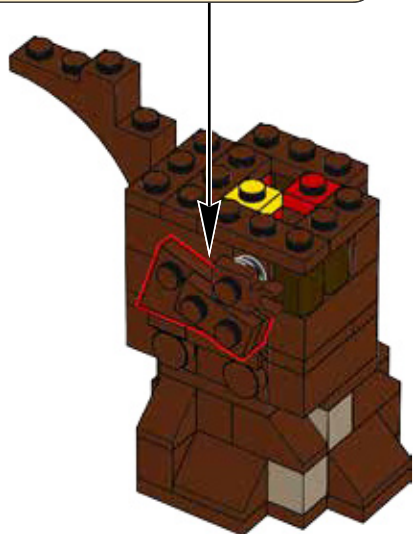
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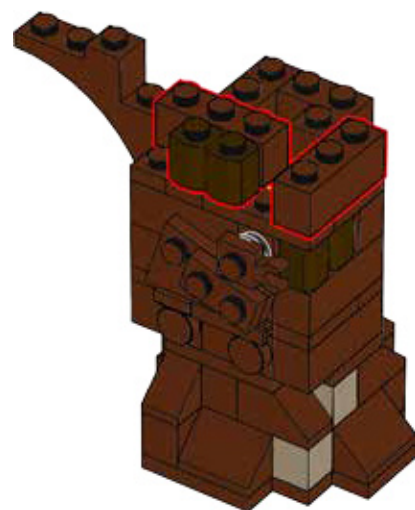
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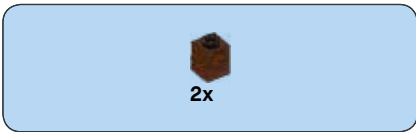


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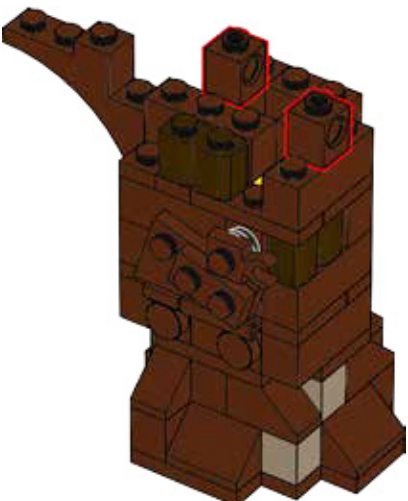


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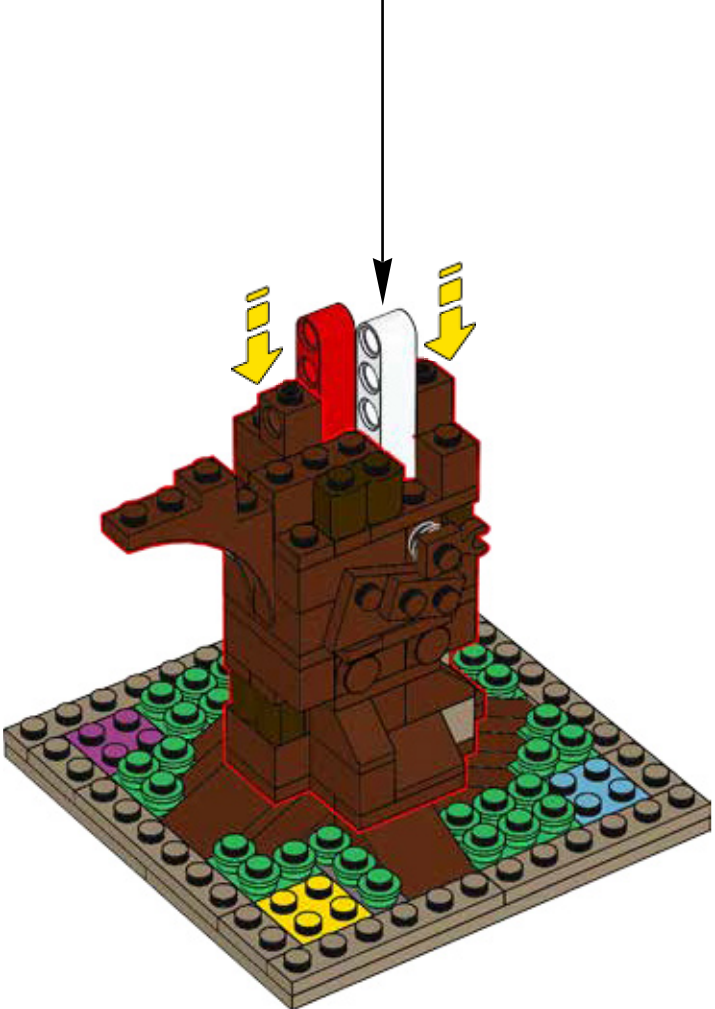




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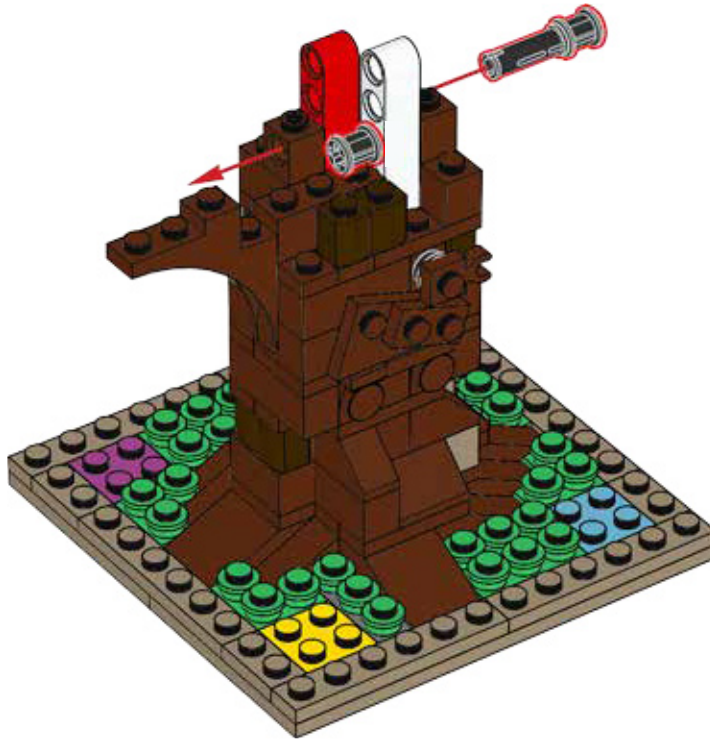
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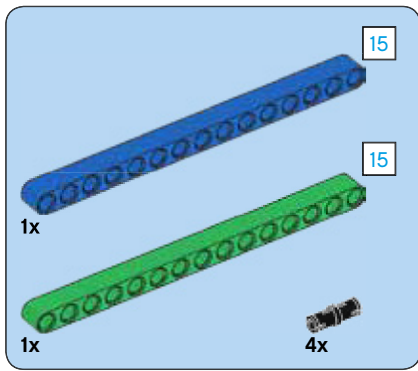




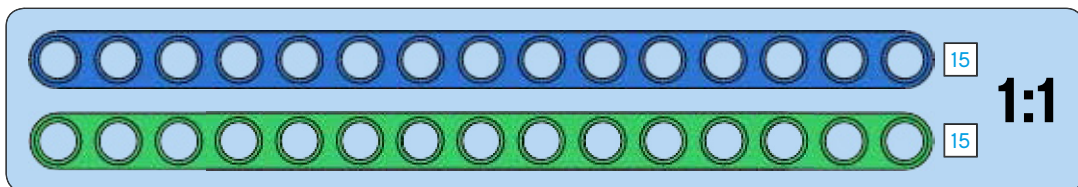
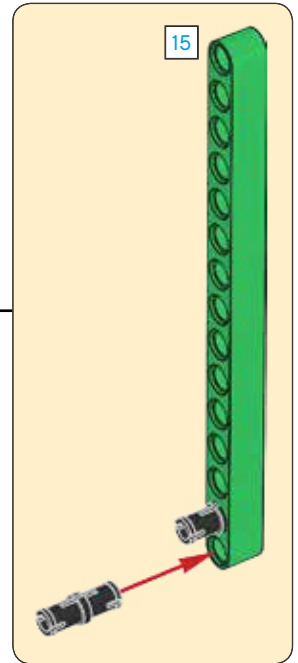
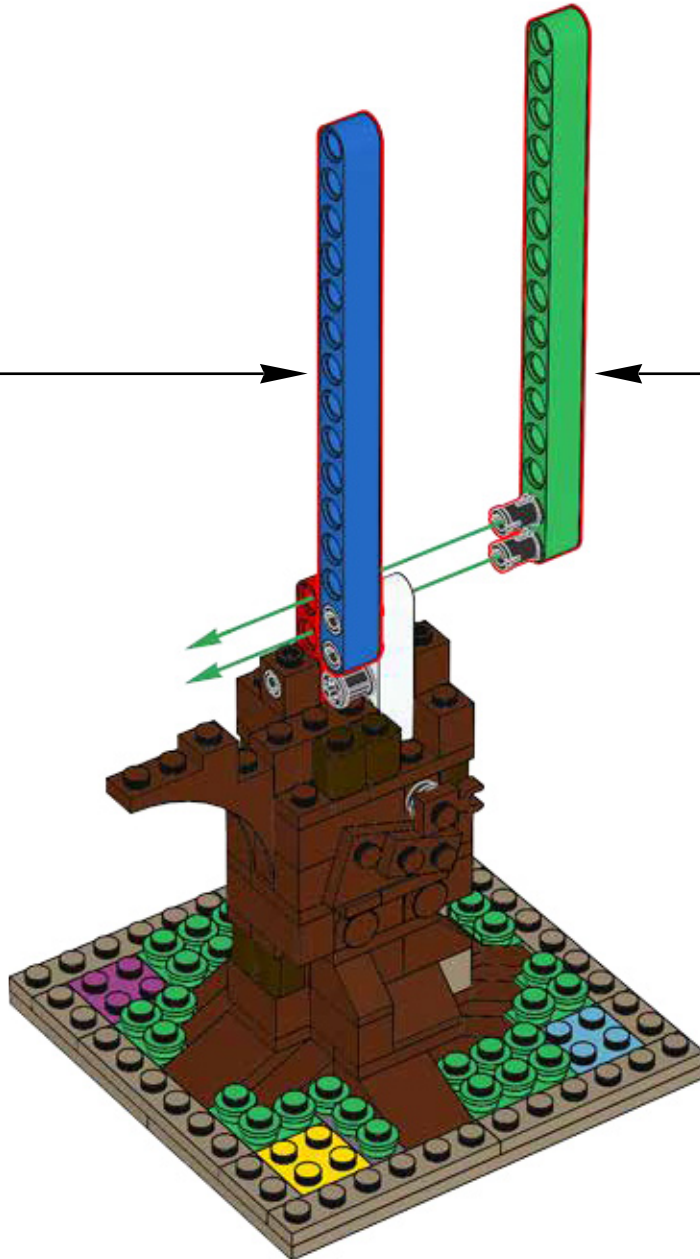
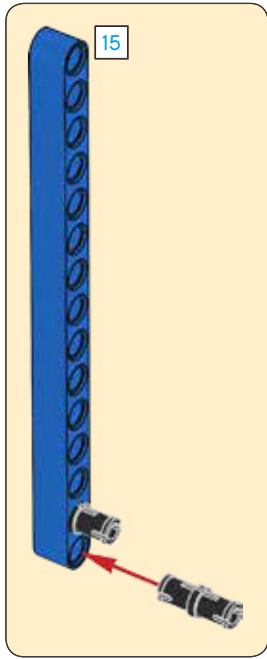
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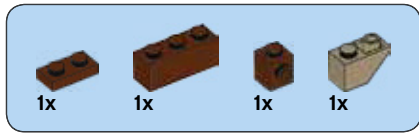
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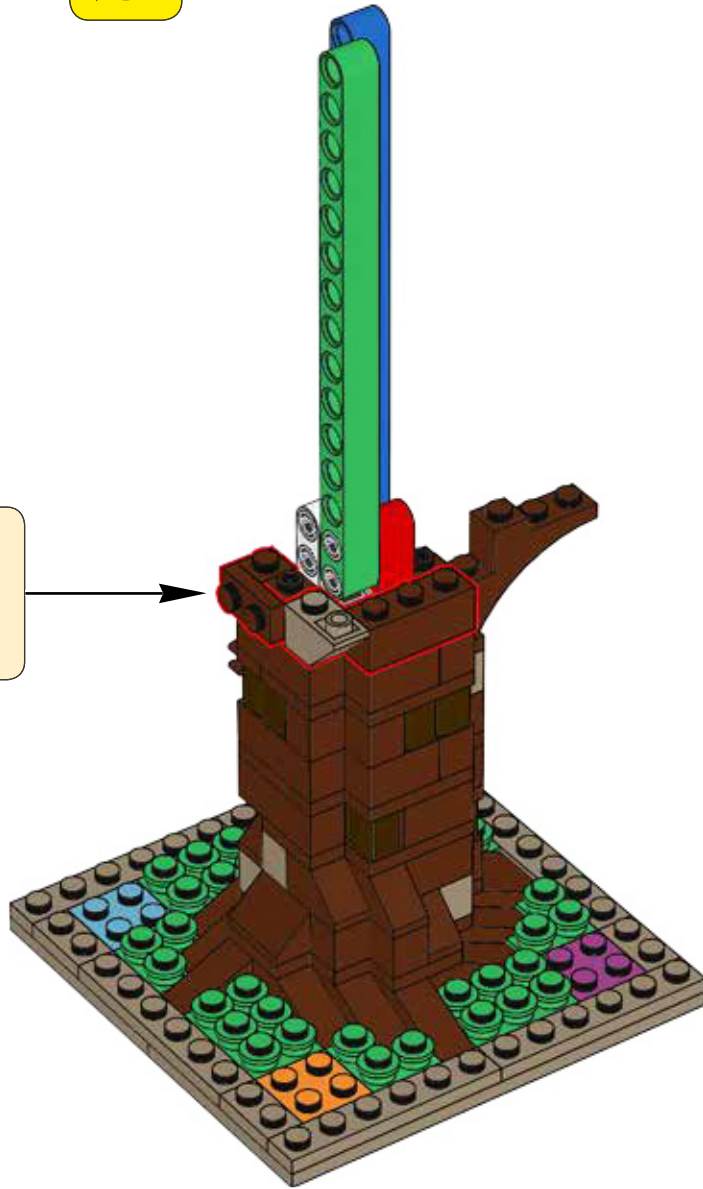
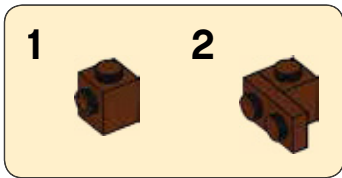
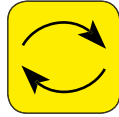


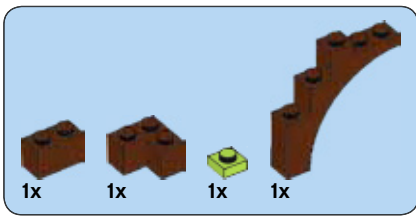
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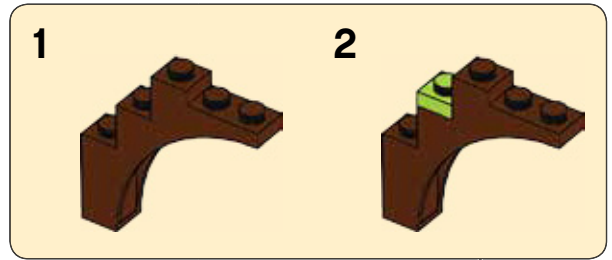
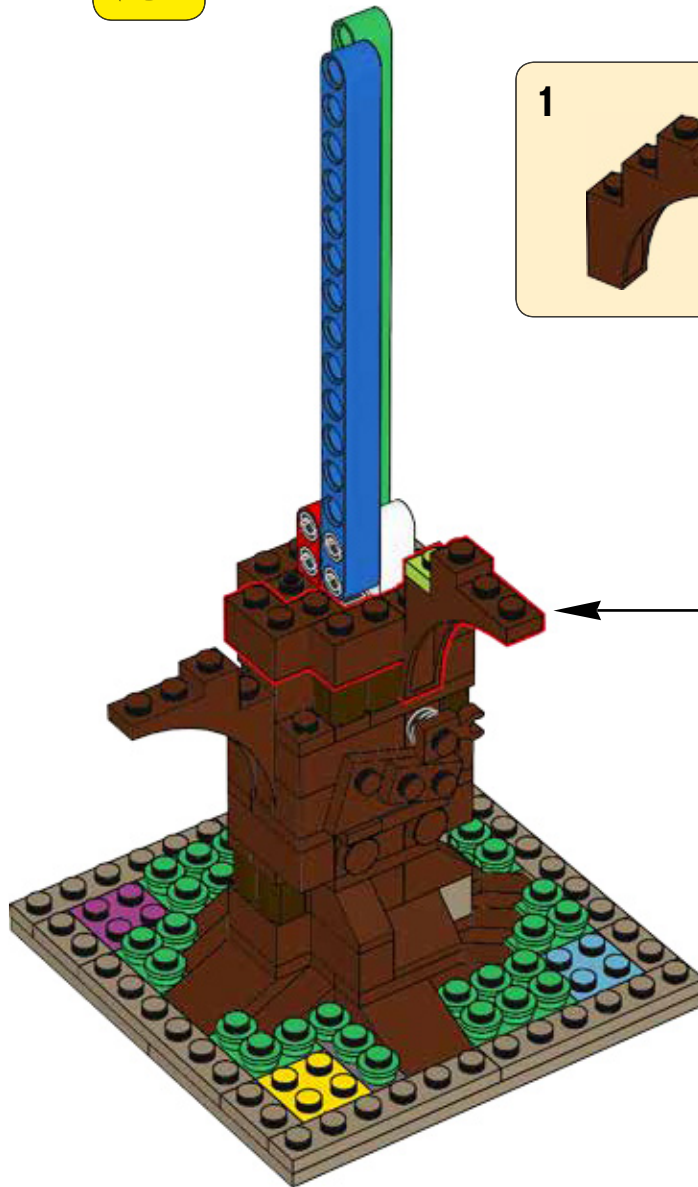
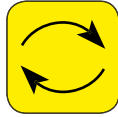


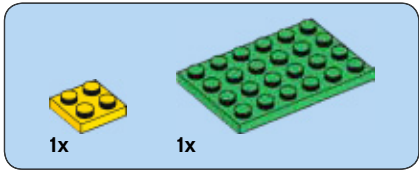
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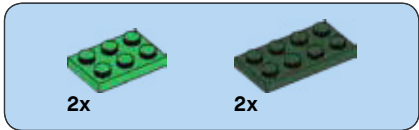
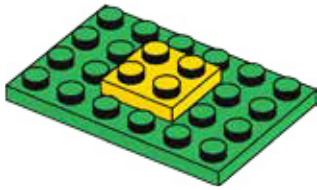


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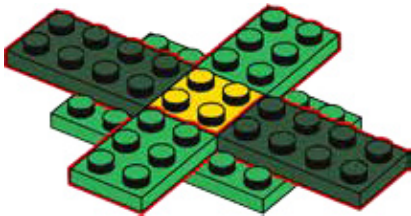




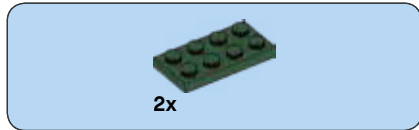
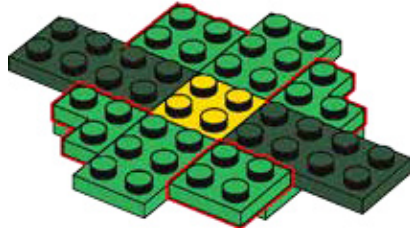
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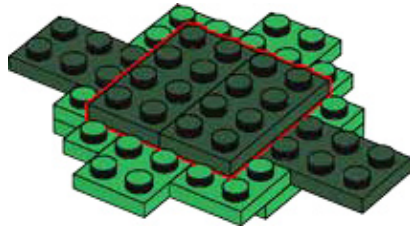
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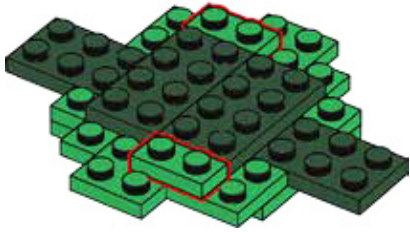


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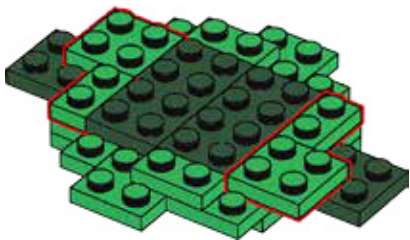




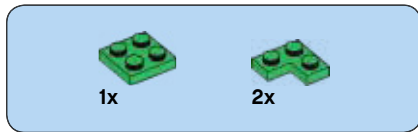
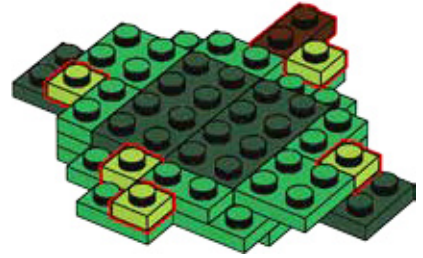
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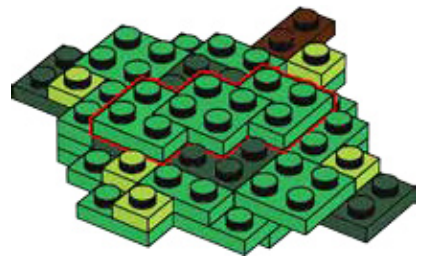
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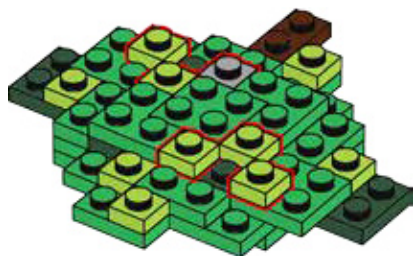
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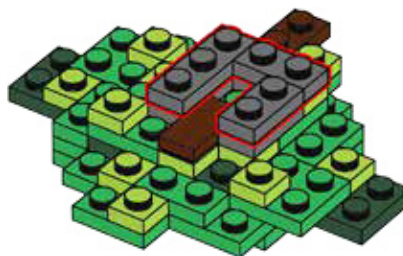
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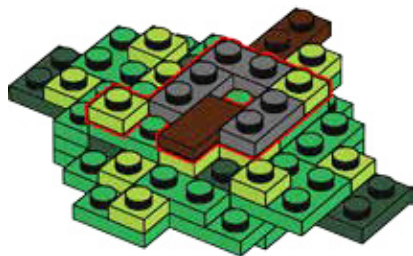


3x

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2x

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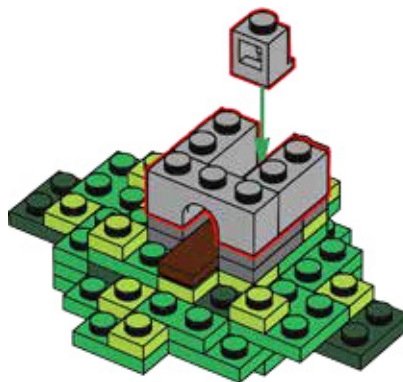


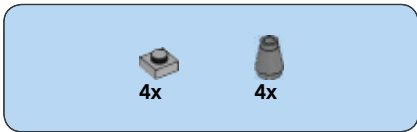
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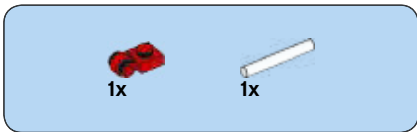
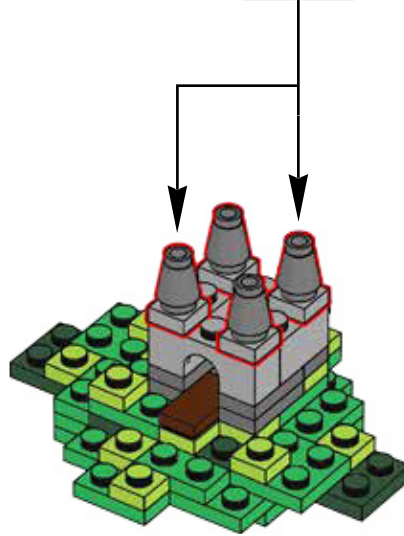
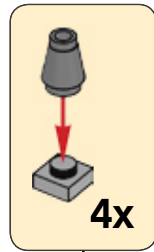
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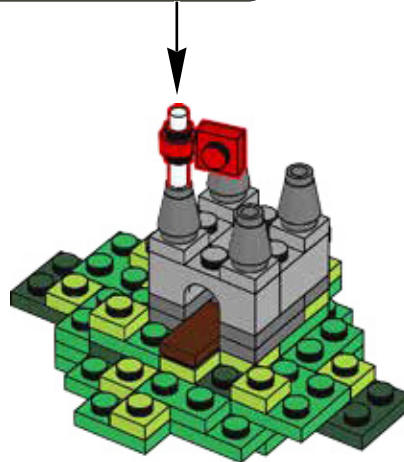
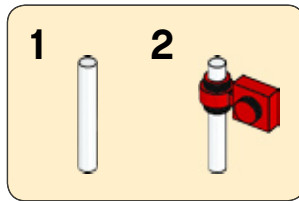




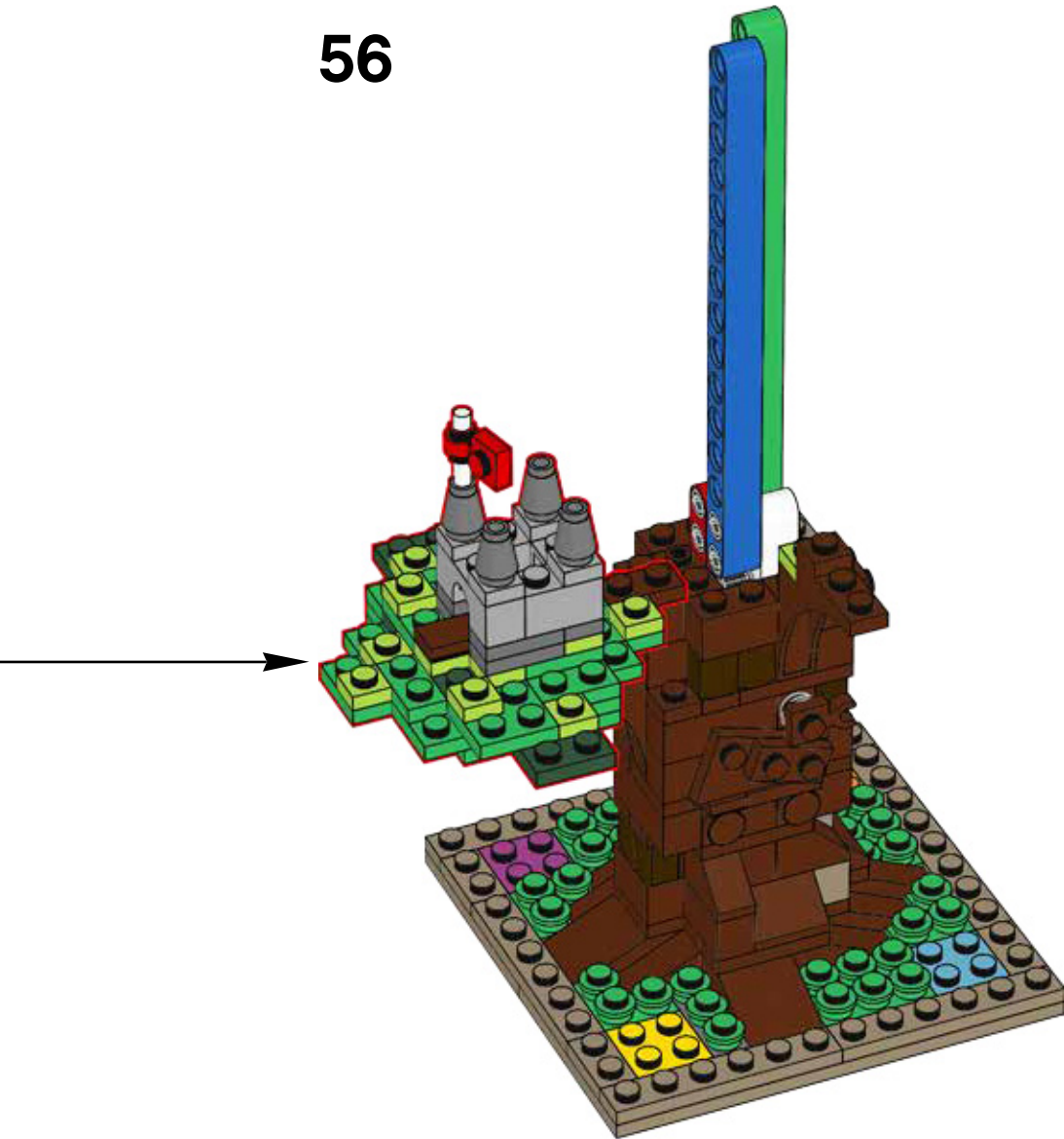
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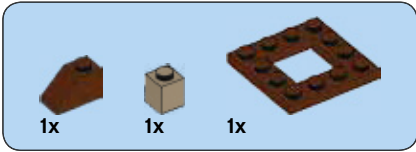


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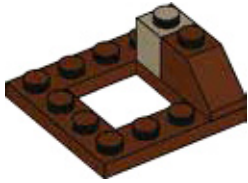


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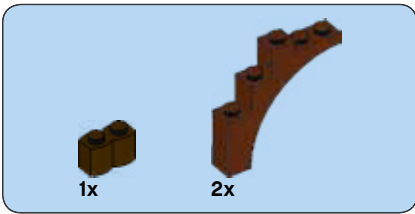
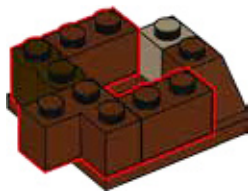




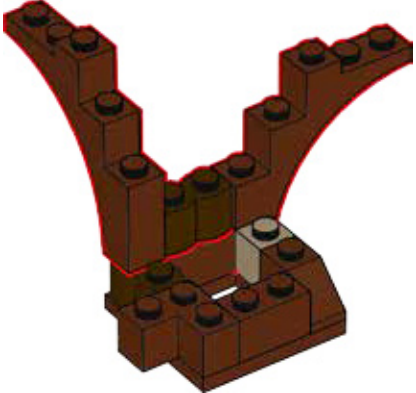
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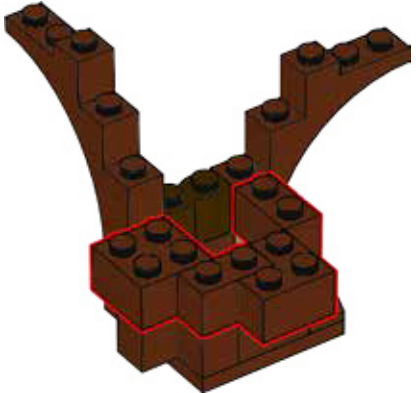
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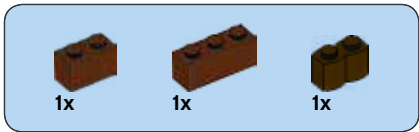


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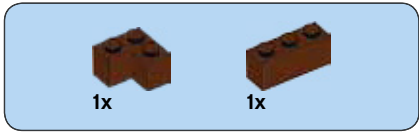
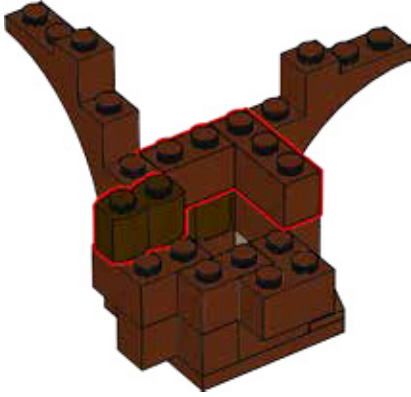


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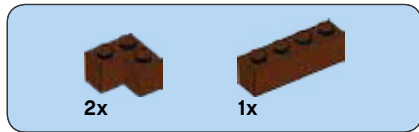
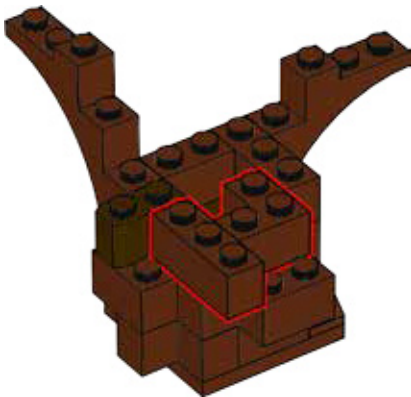




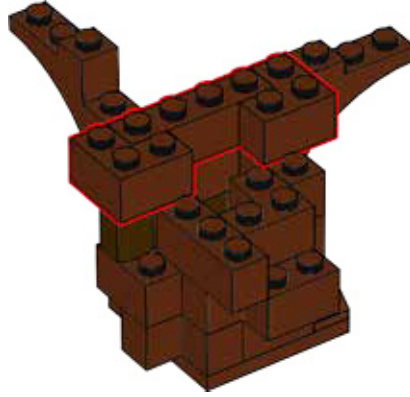
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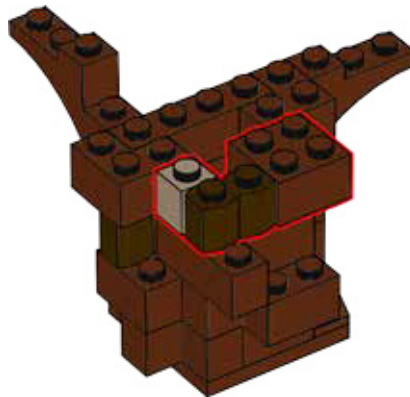
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63

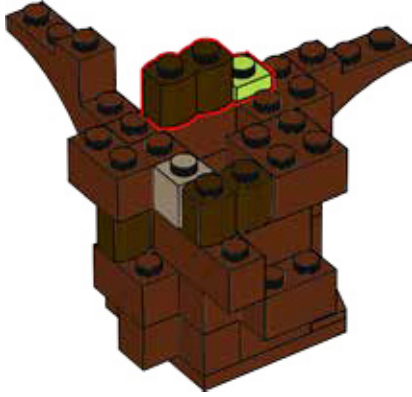


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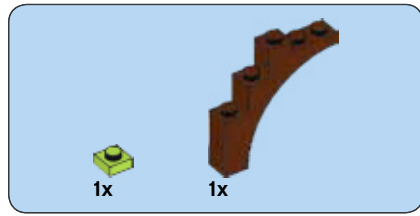
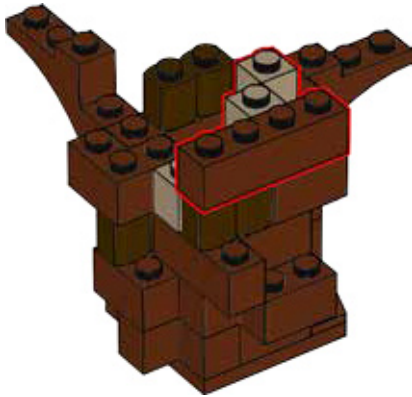




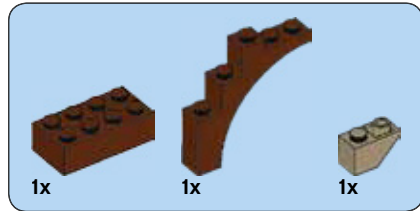
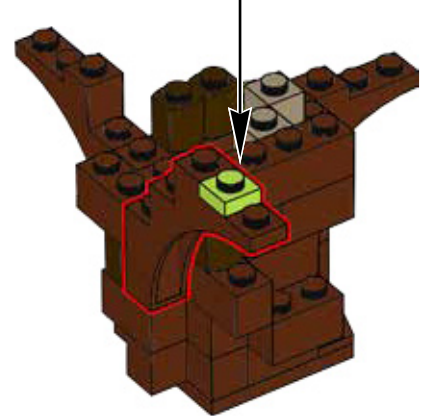
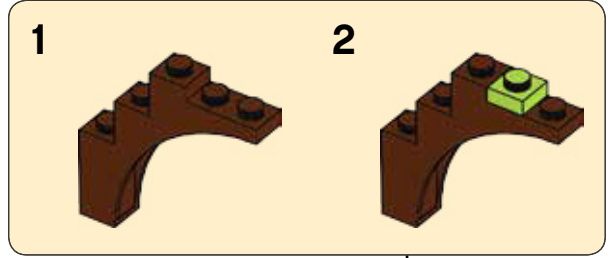
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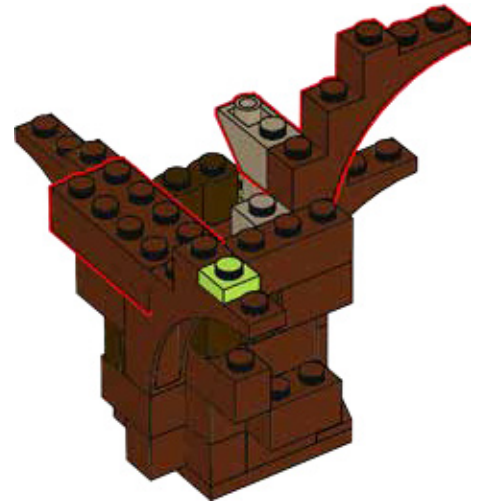
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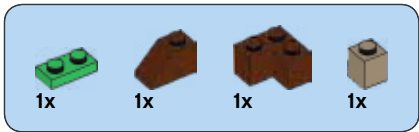


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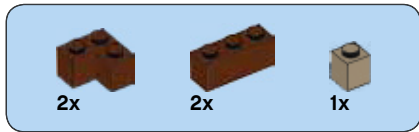
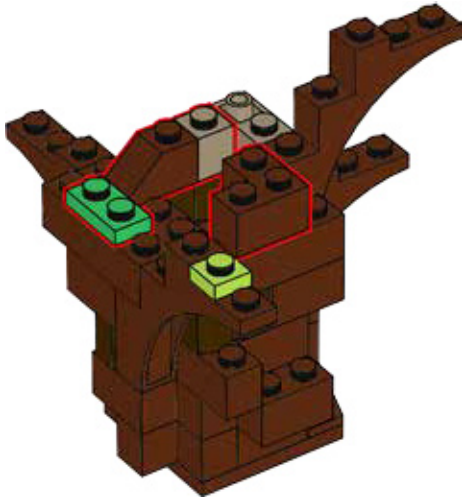


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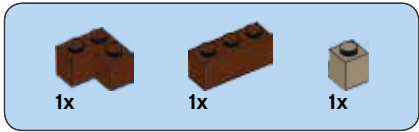
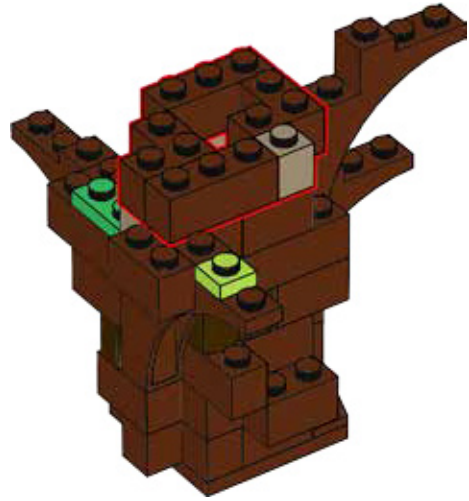




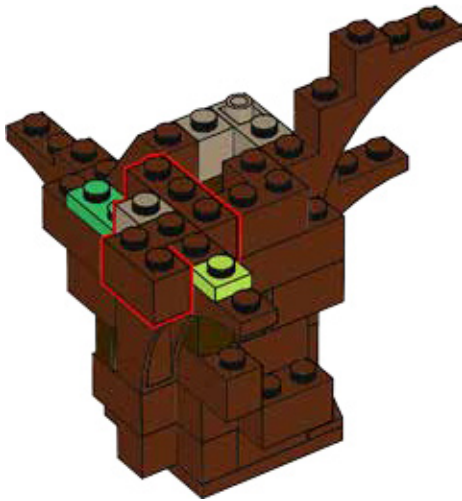
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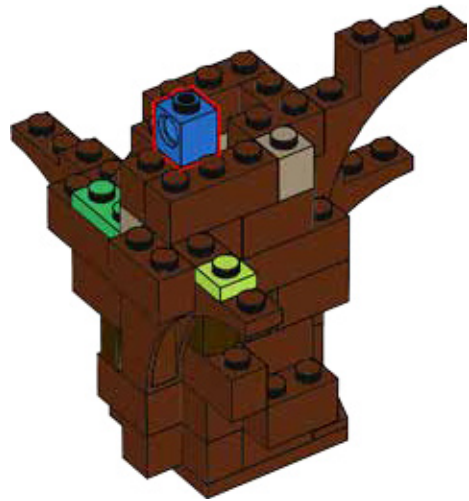
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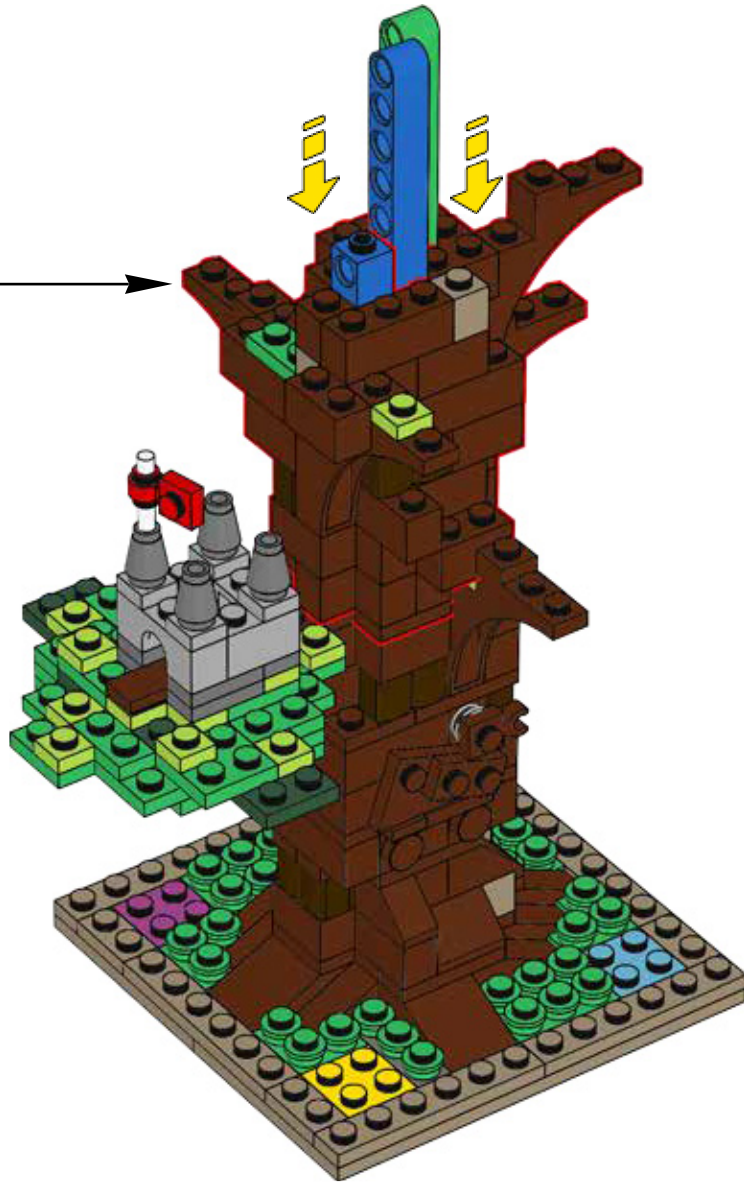
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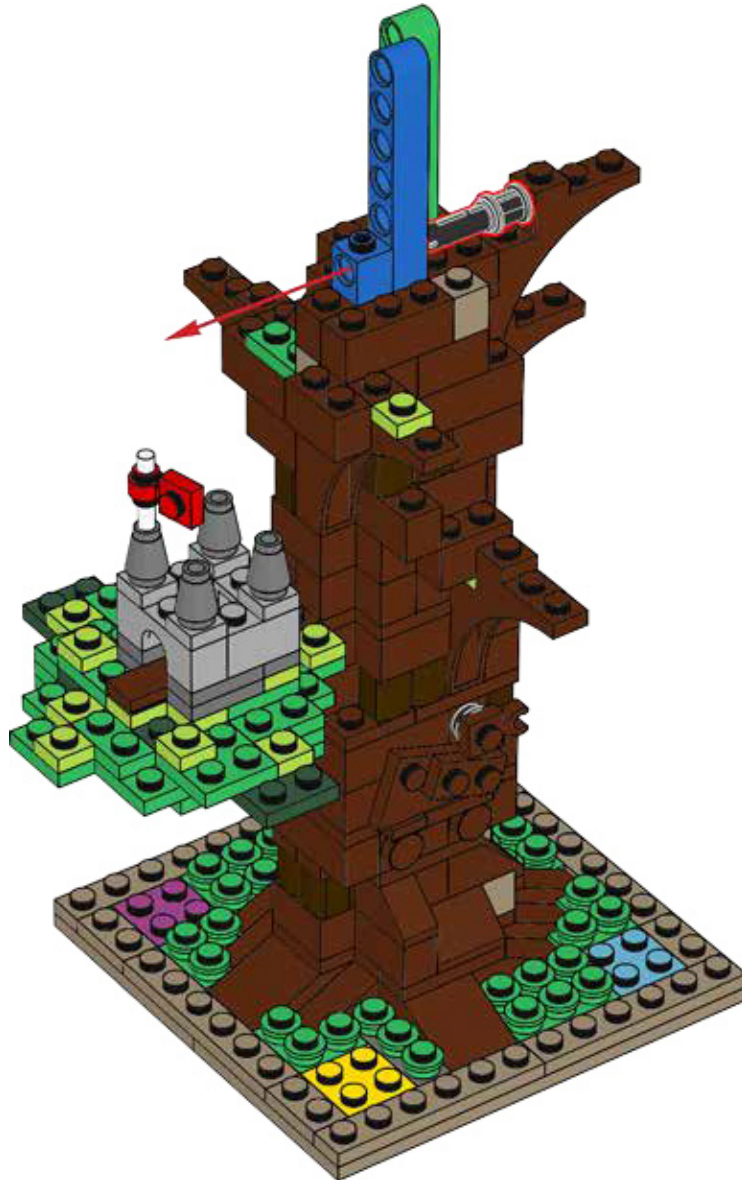
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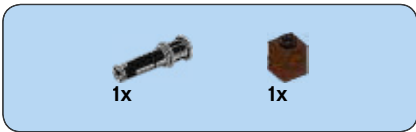




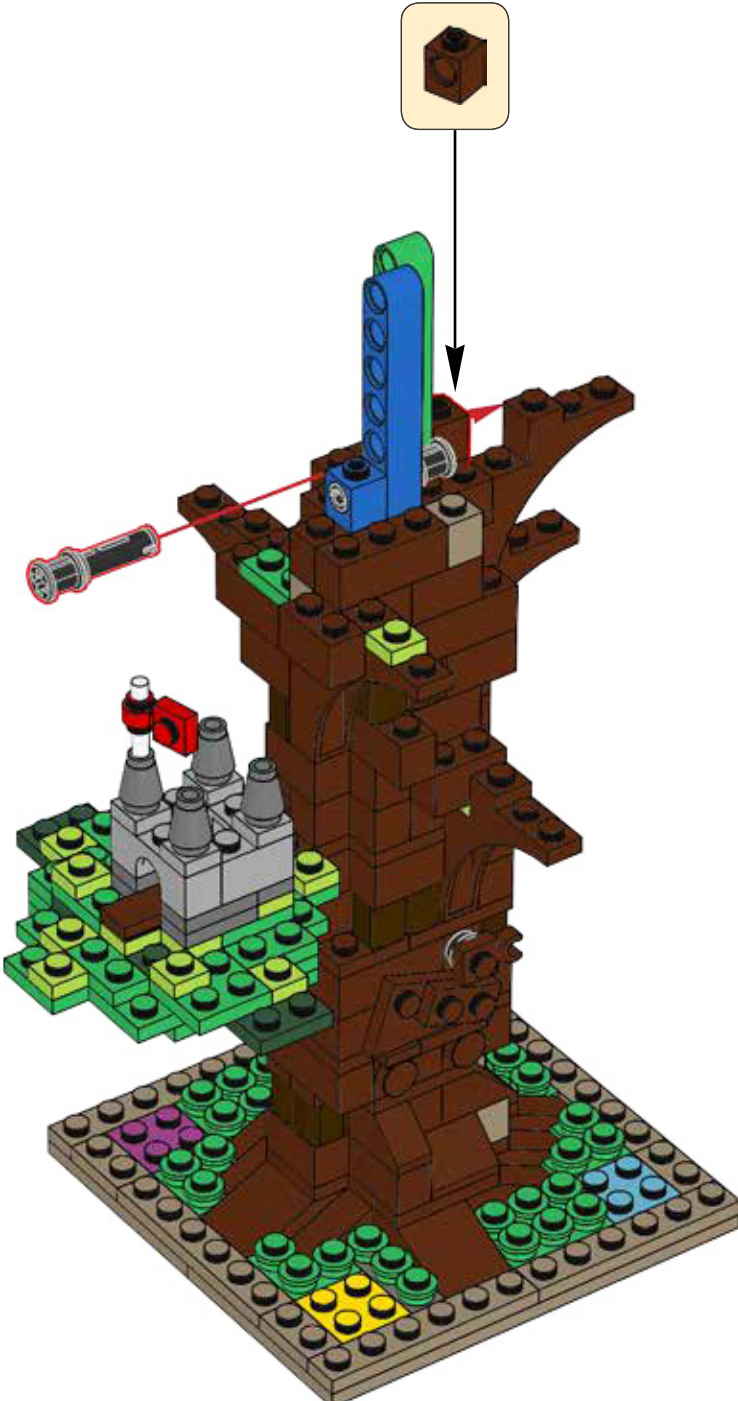
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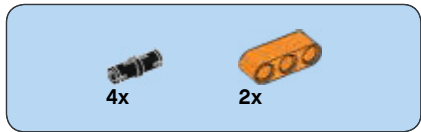
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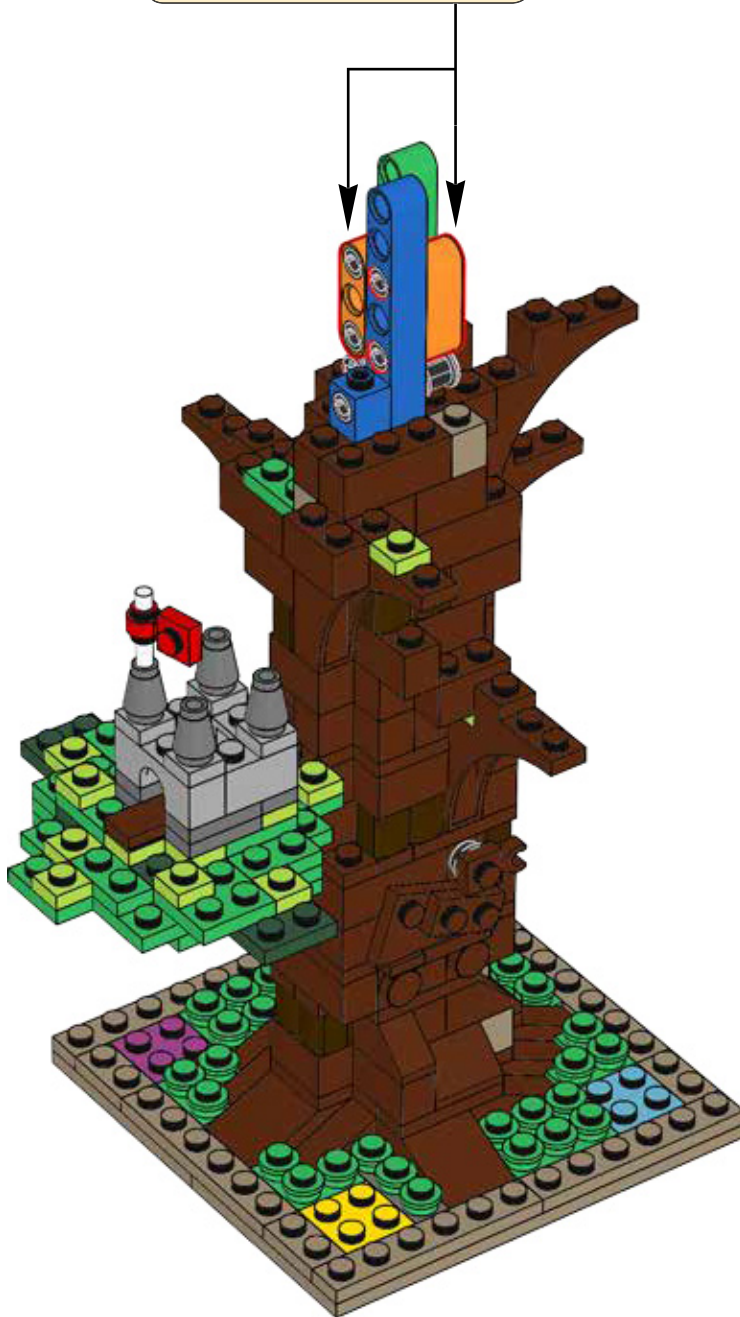
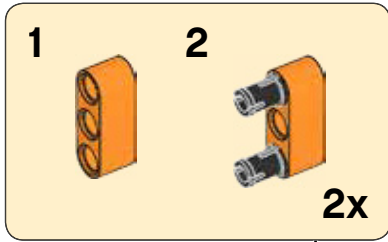


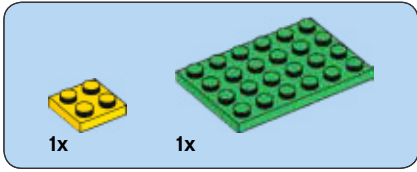
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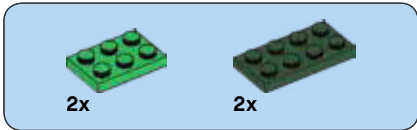
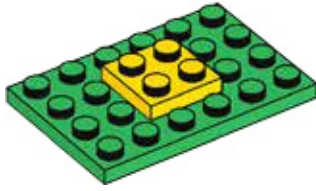


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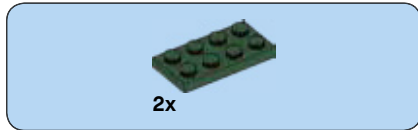
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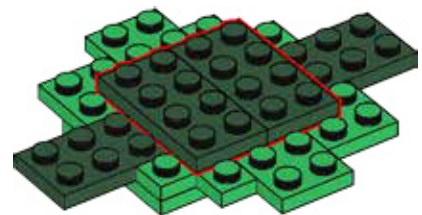
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79



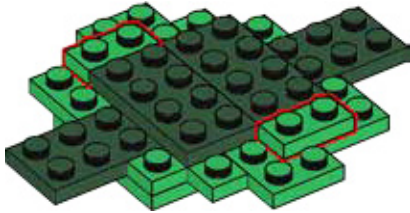
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81

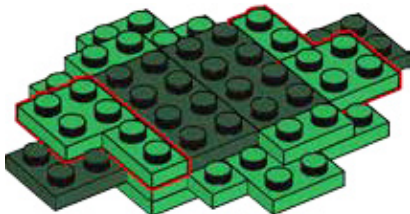


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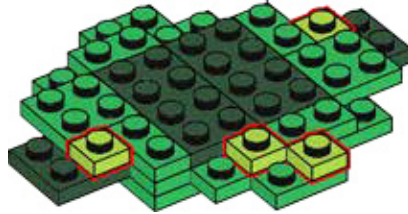
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82



4x

83

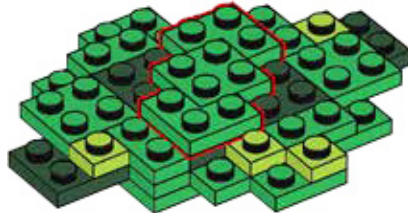


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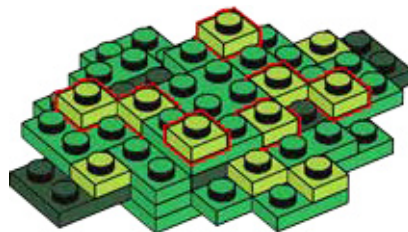
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84



7x

85

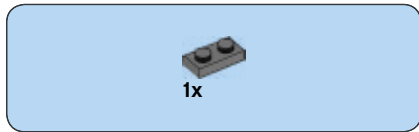
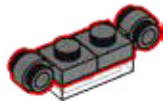




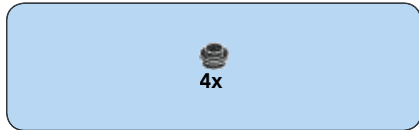
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87

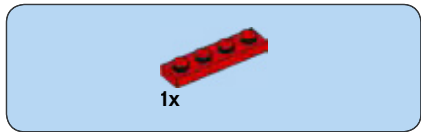


88



89





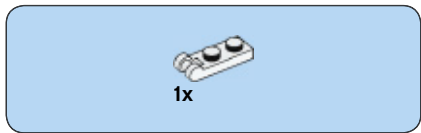
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92



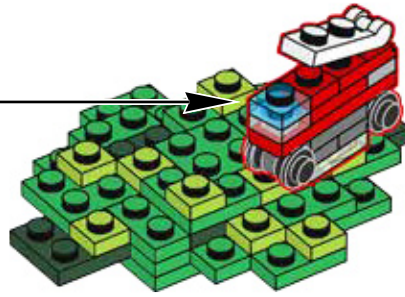
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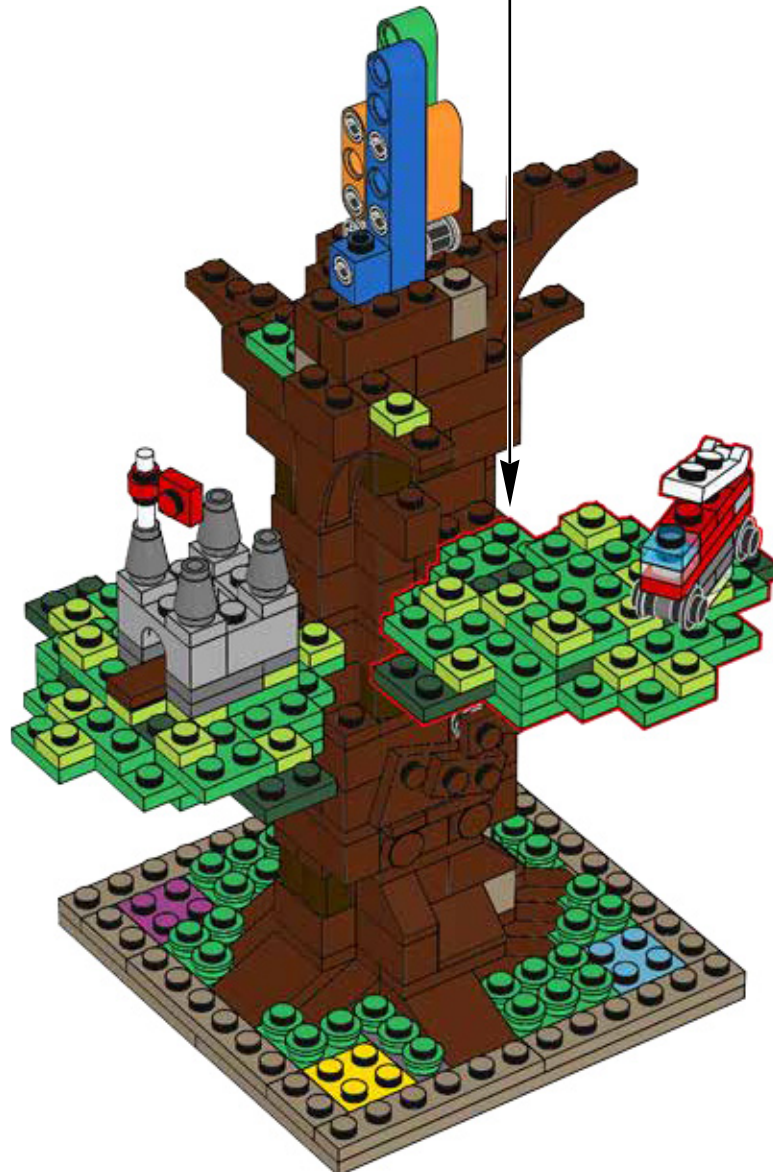
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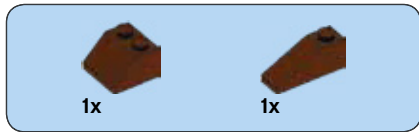


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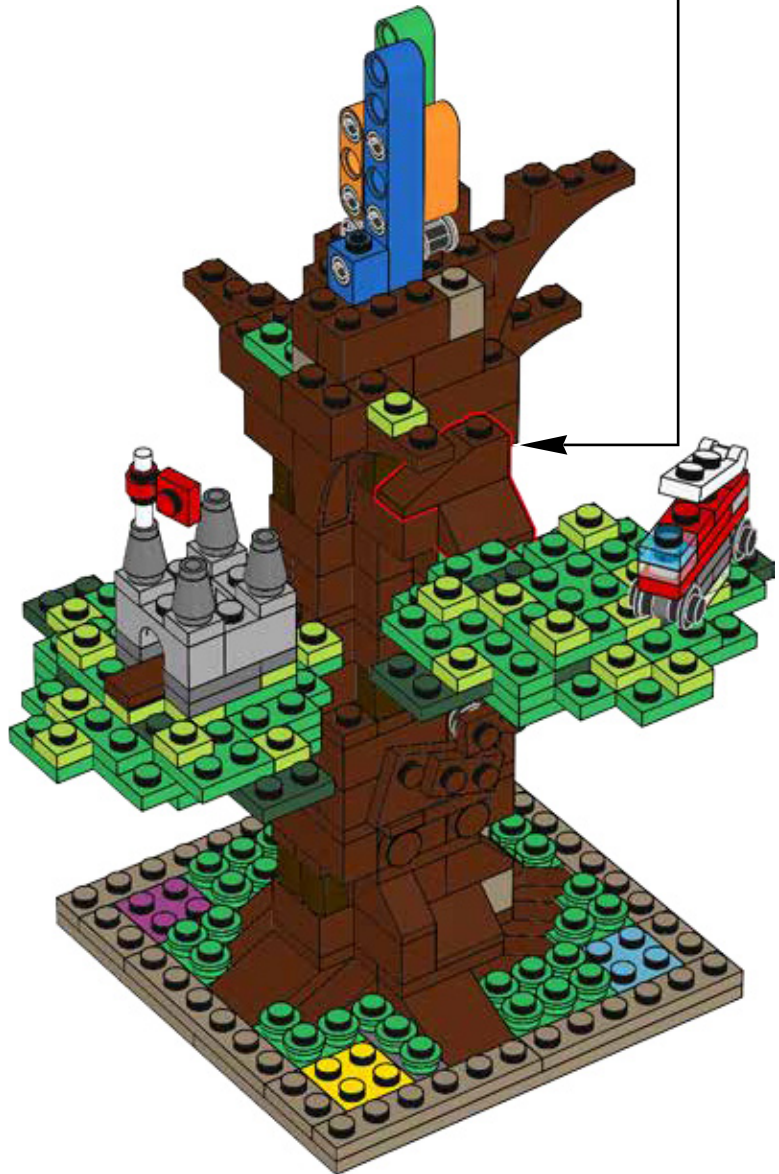
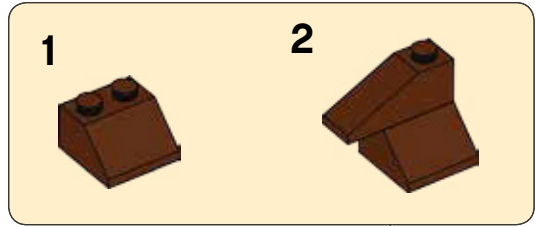


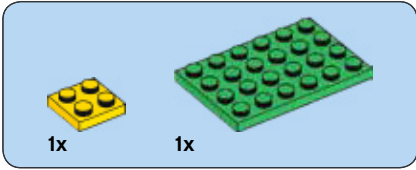
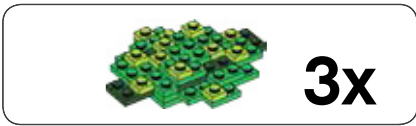
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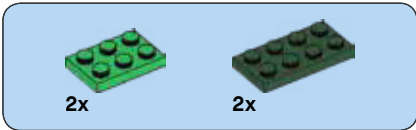
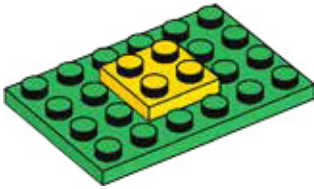


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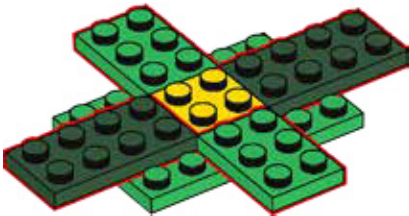




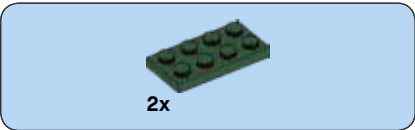
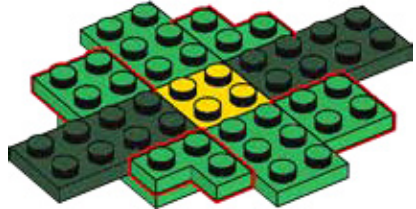
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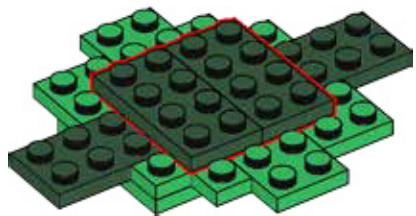
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99



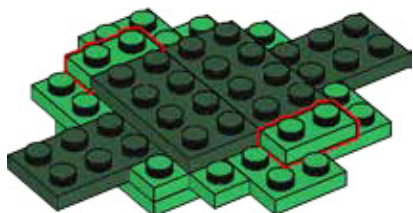
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2x

101

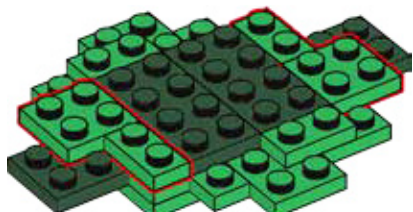


2x



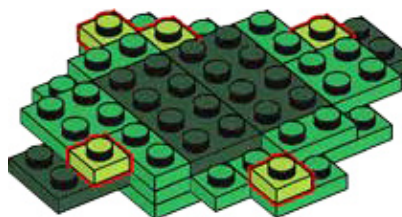
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102



5x

103

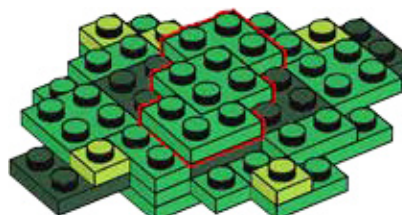


1x



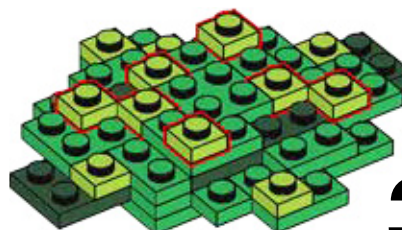
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104



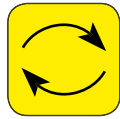
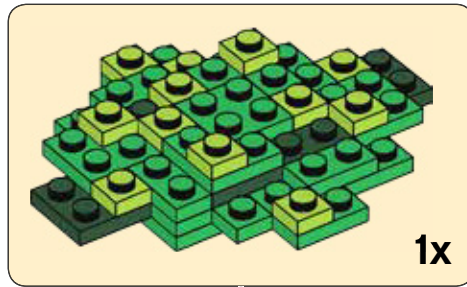
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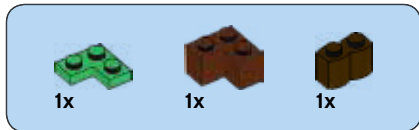
105



3x

106

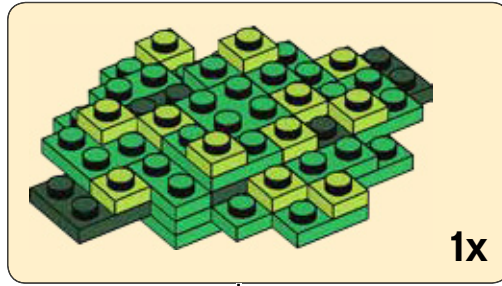


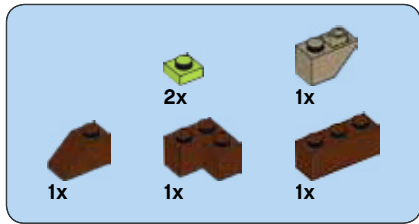


107

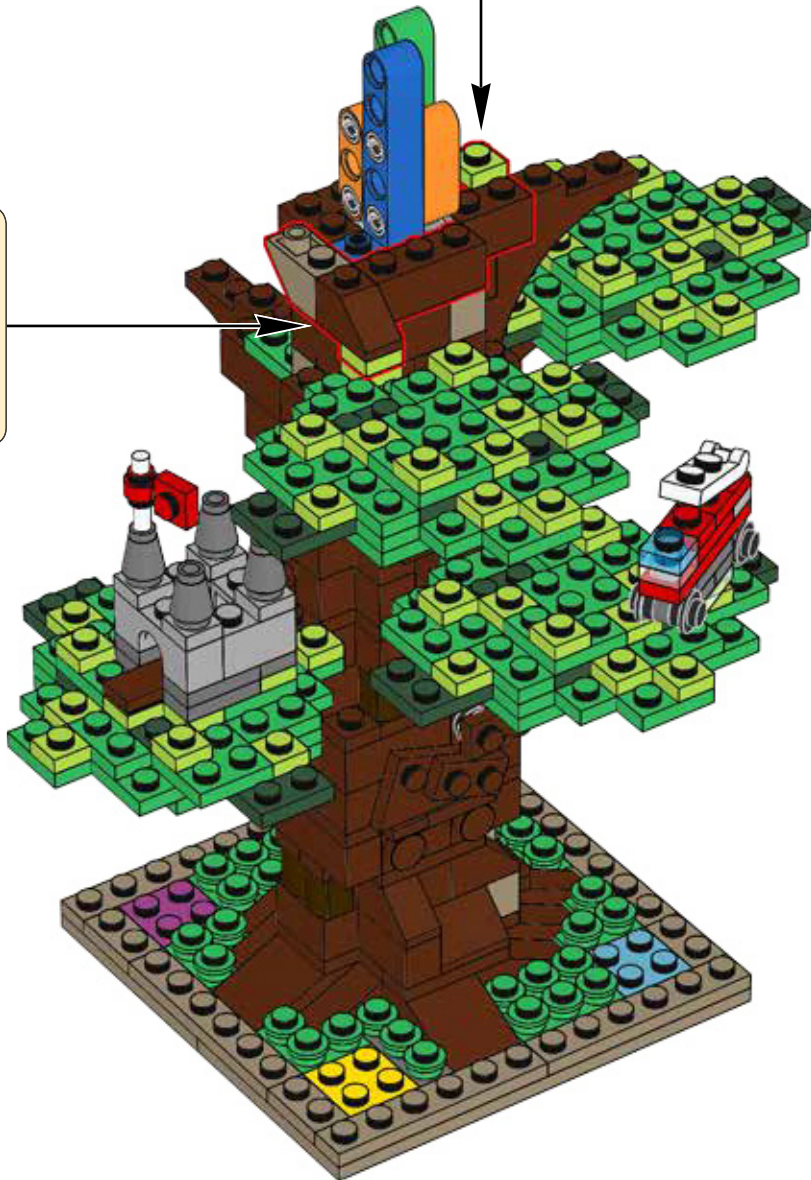
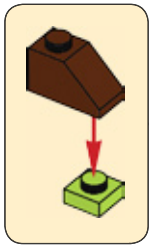
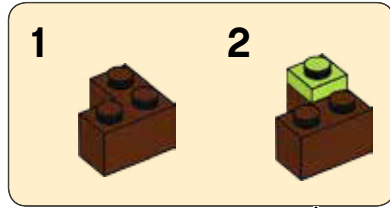


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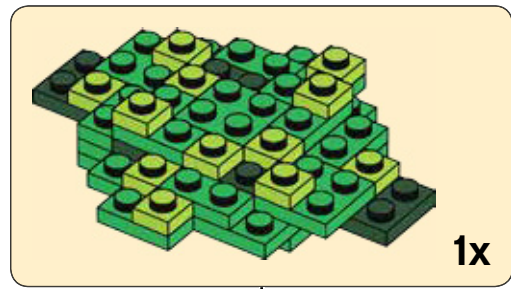


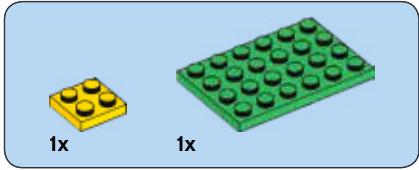
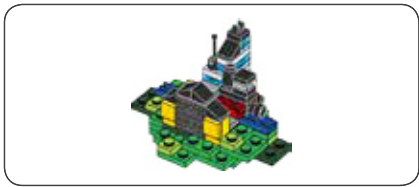


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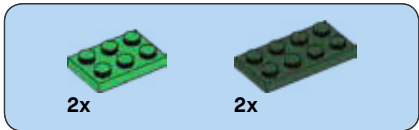
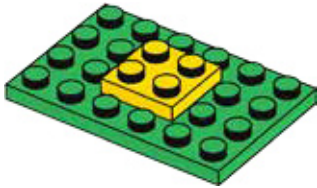


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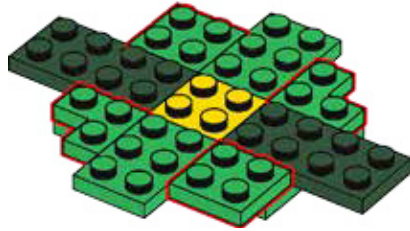
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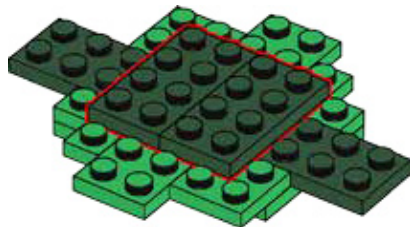
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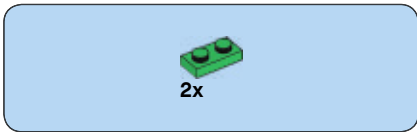


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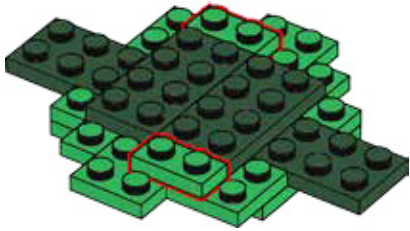


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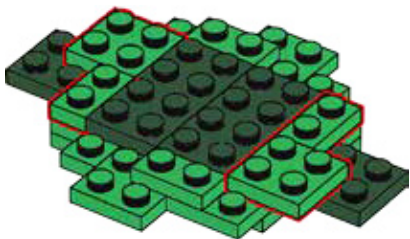




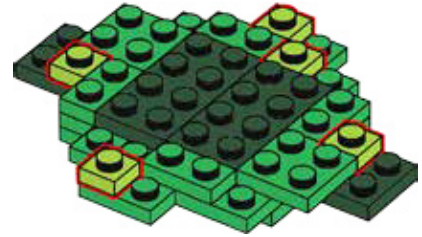
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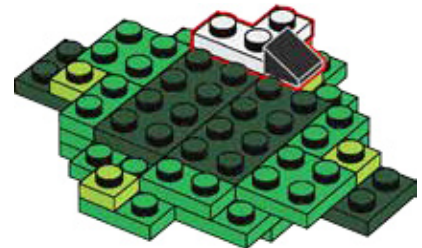
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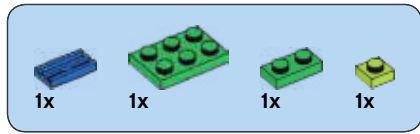


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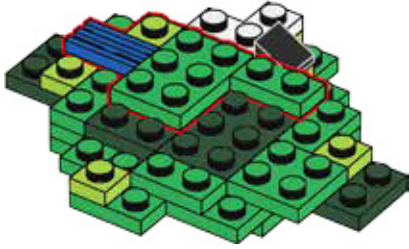


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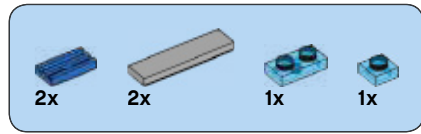
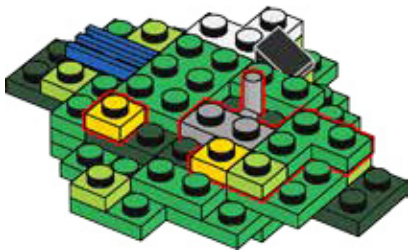




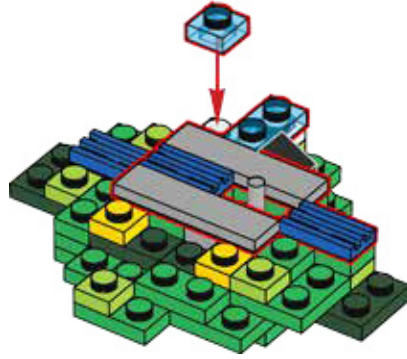
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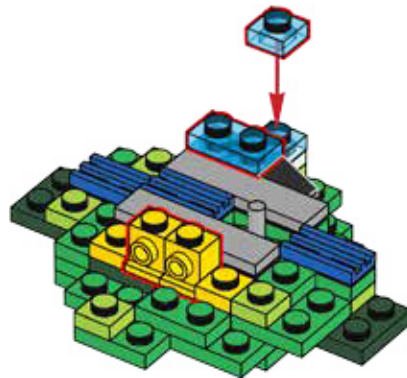
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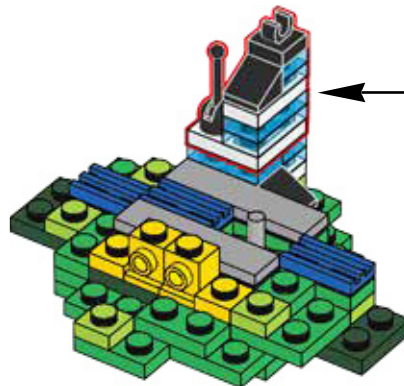
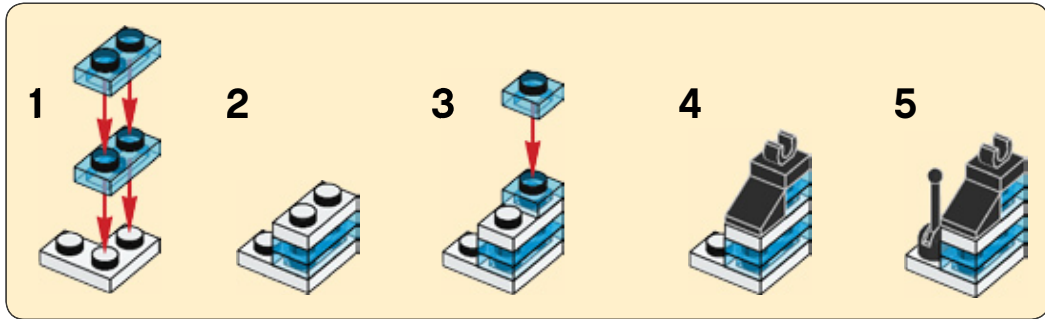


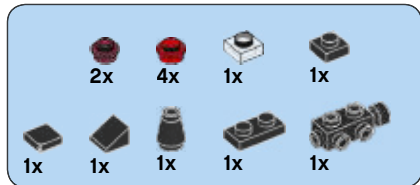
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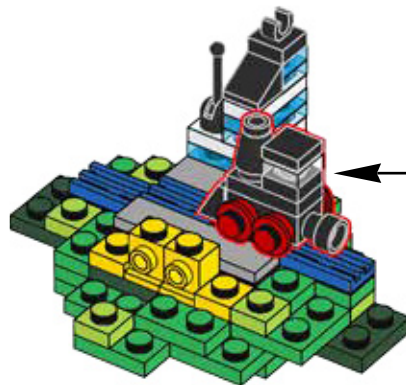
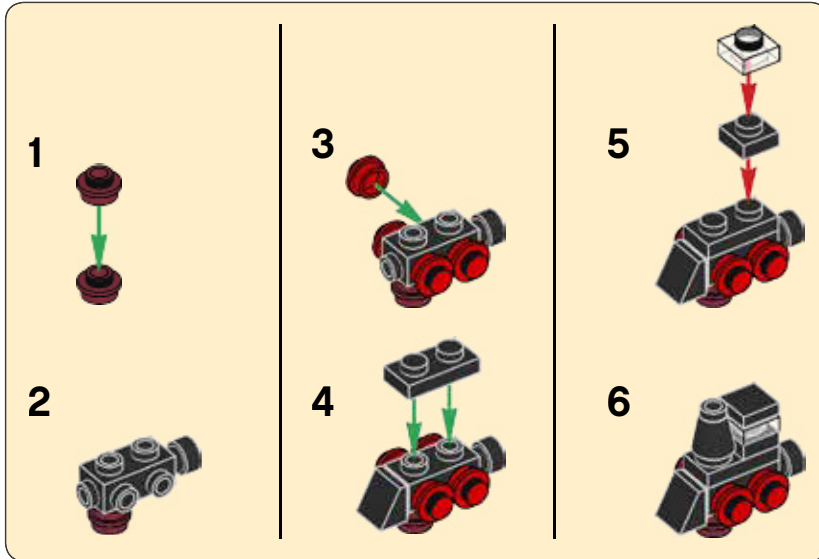


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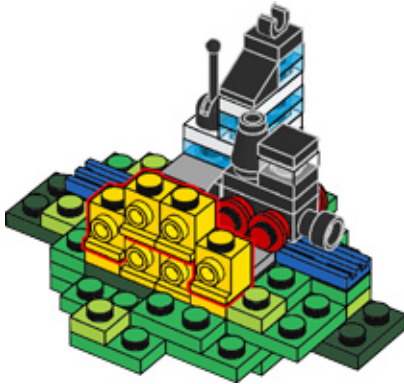
124





4x

125

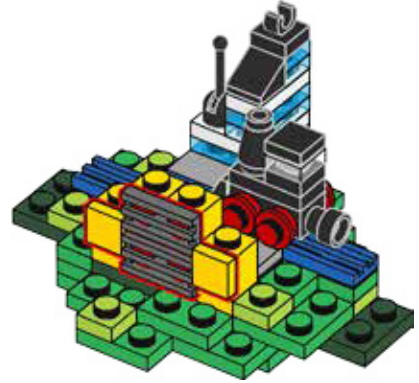


2x



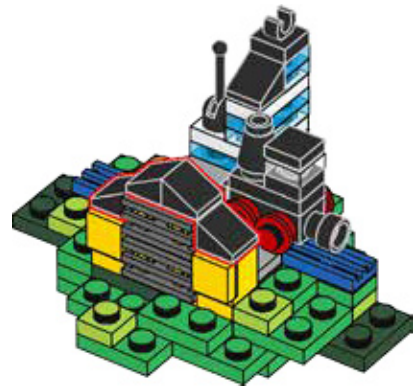
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126



4x

127



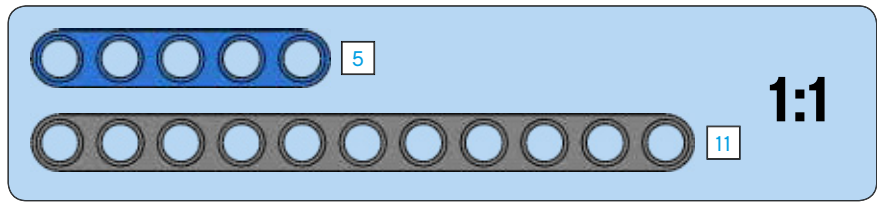
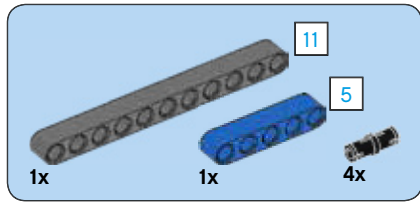
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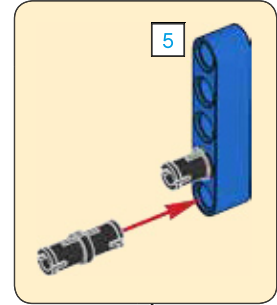
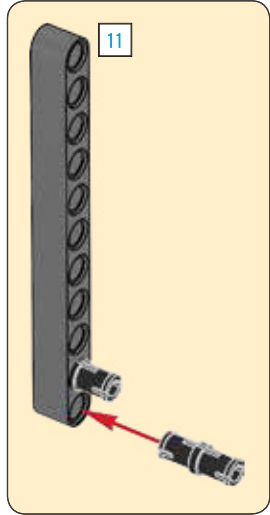


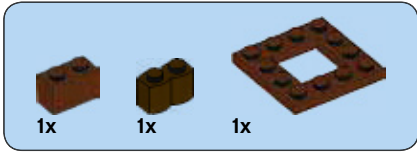
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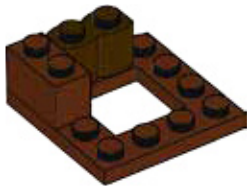


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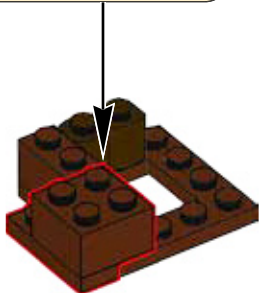
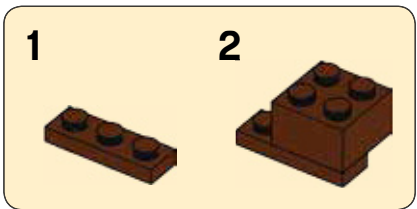




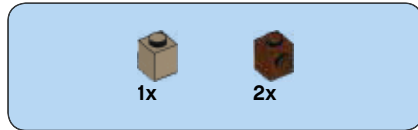
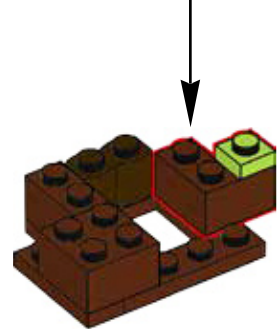
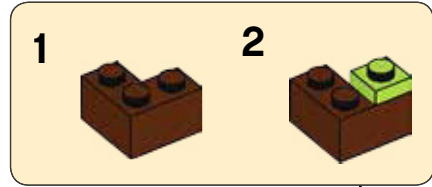
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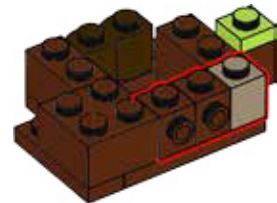
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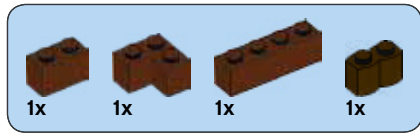


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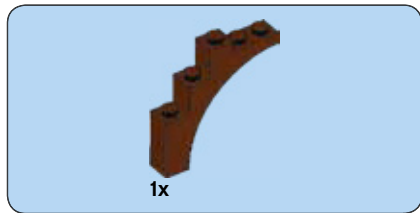
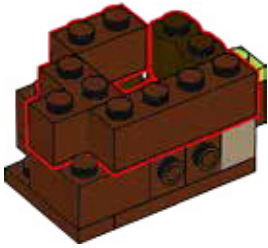


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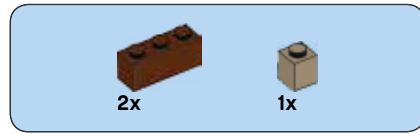
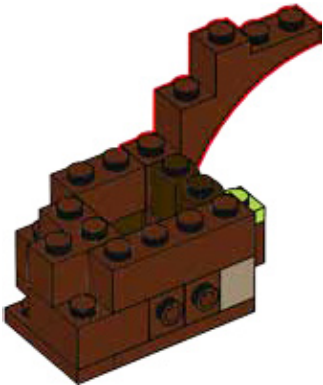




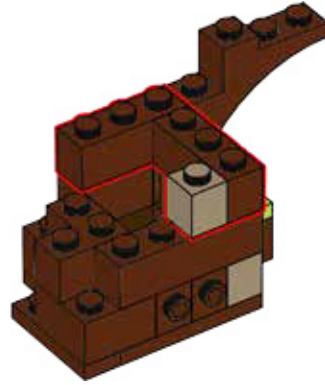
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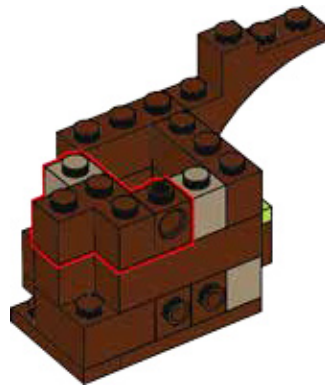
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137

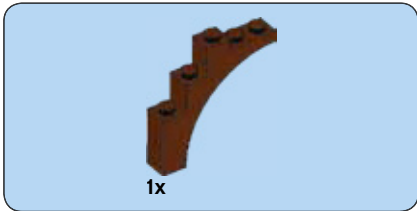
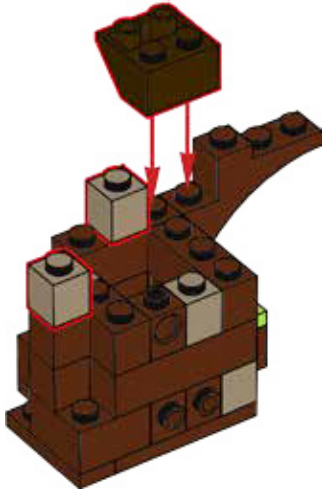


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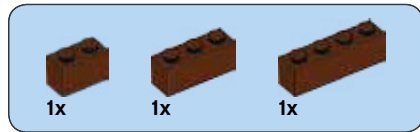
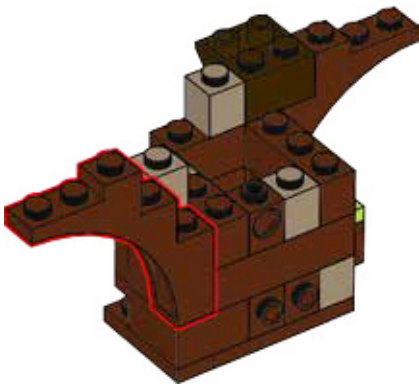




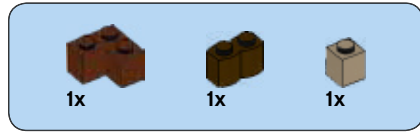
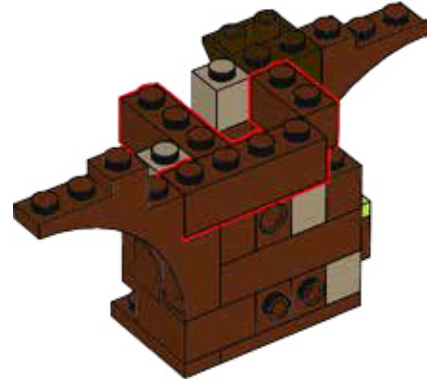
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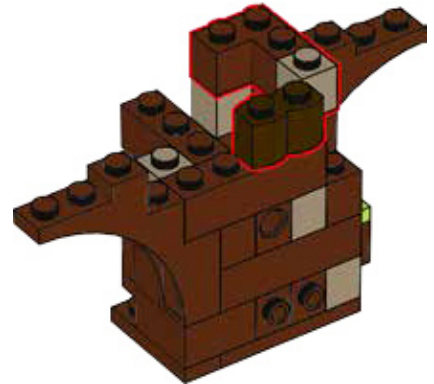
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141

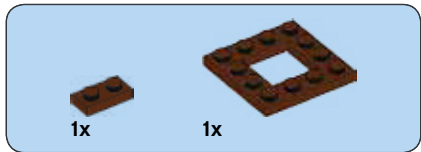
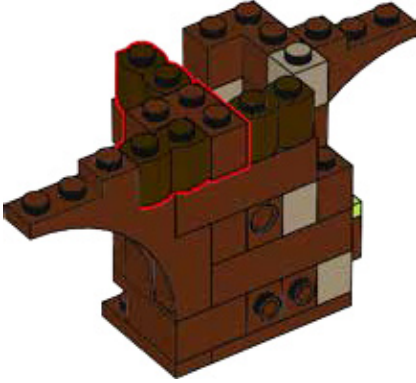


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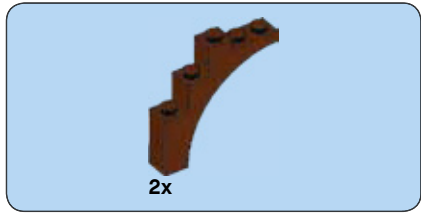
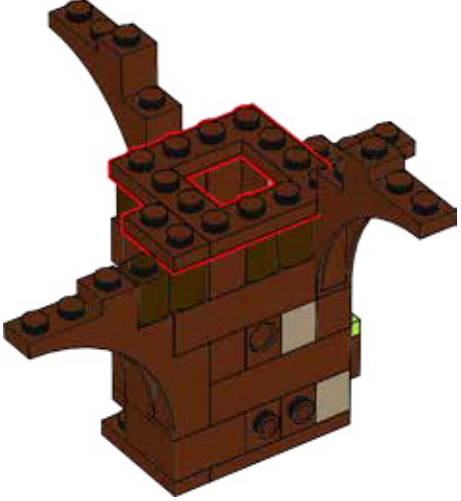




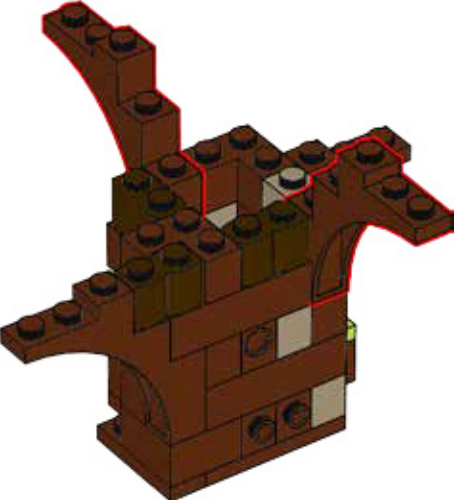
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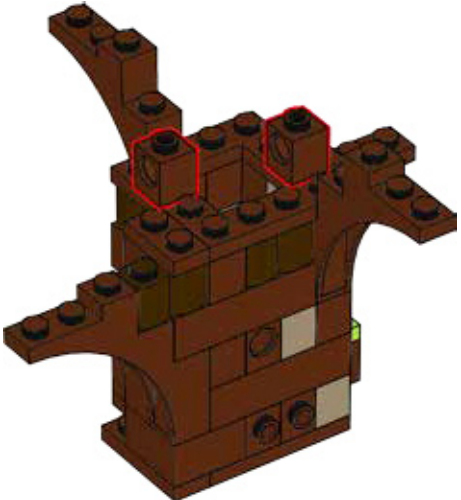
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144



146



147

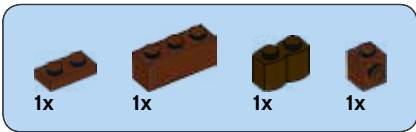




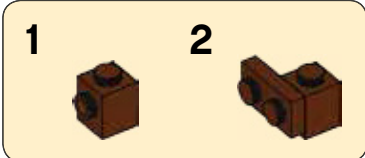
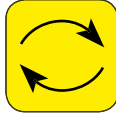
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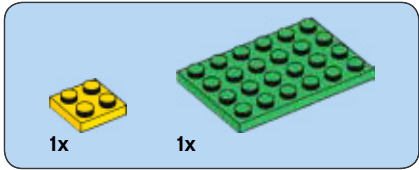
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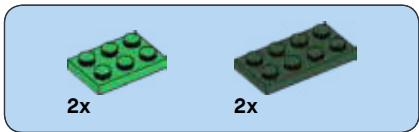
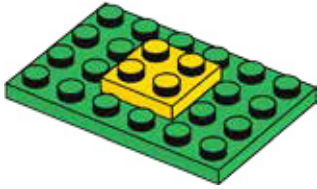


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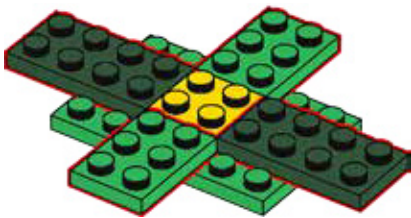




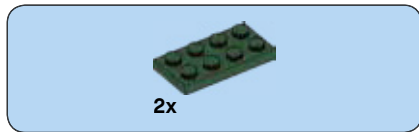
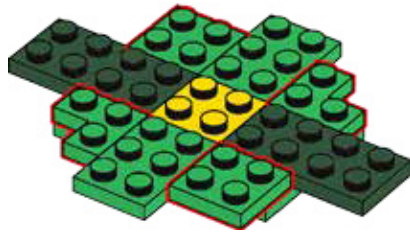
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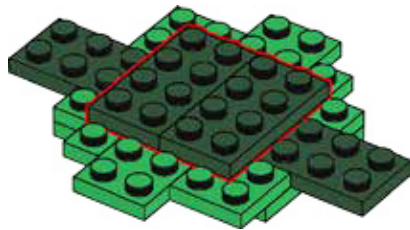
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152

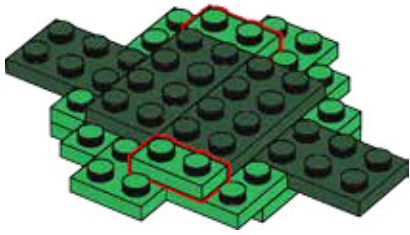


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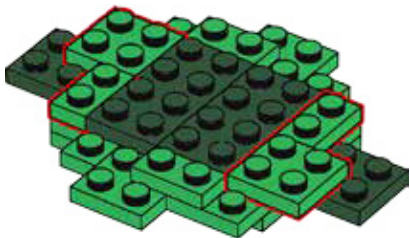




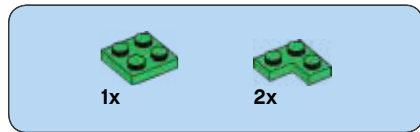
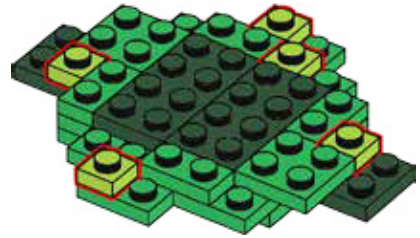
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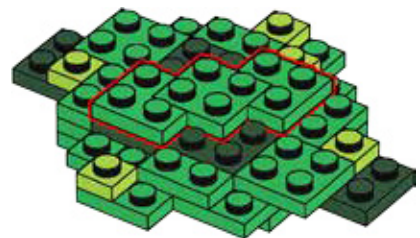
155



156



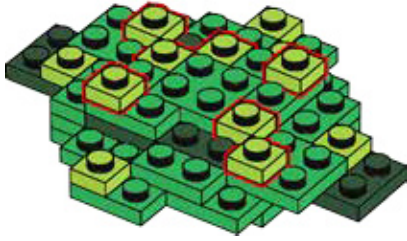
157





7x

158



1x



2x



1x

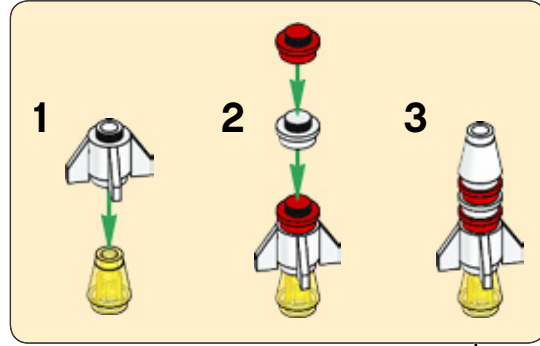


1x



1x

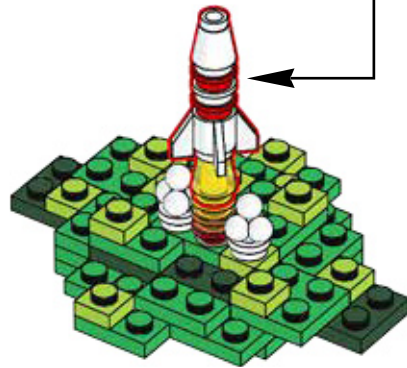
160



1

2

3



2x



1x

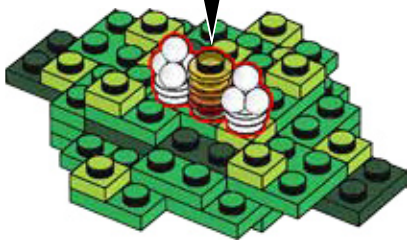


1x

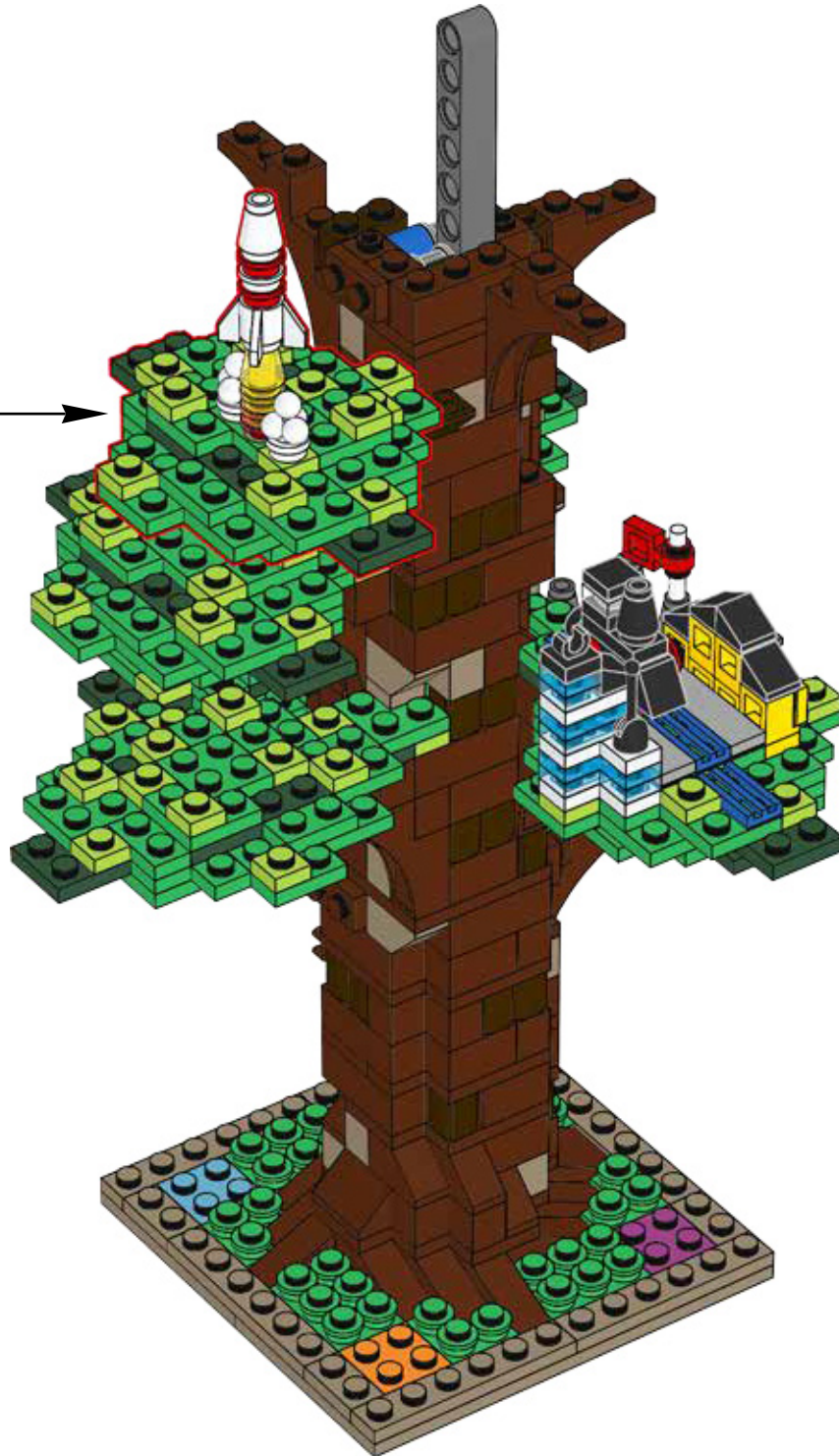


1x


159



161



1x  1x  2x 

2x 

162





163



164



165

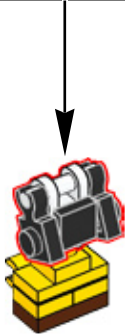
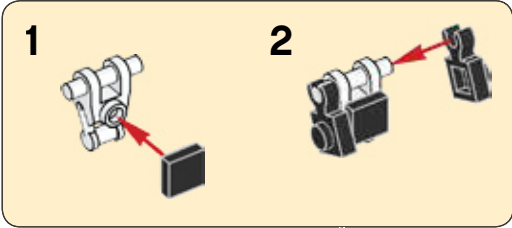


166

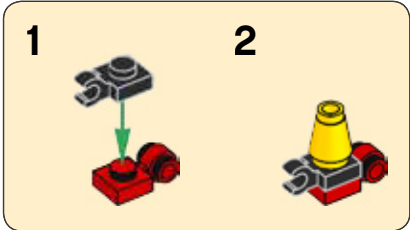




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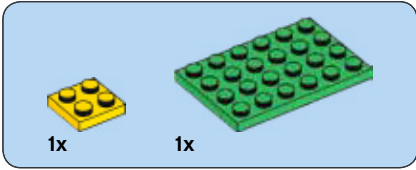
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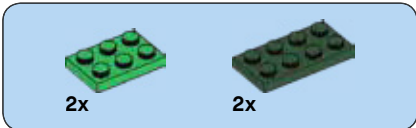
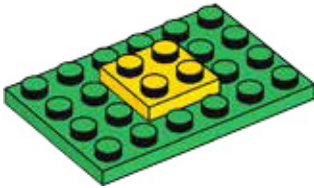


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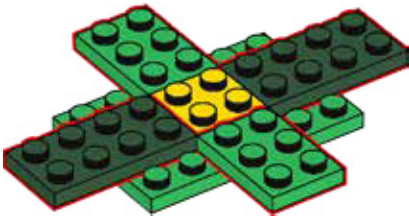




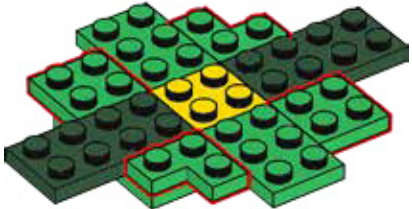
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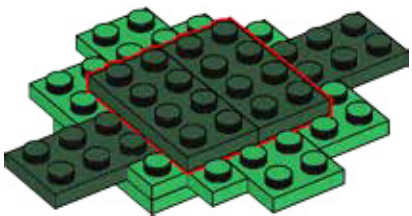
172



173



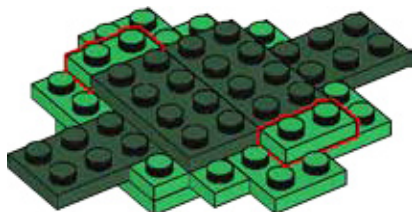
174





2x

175

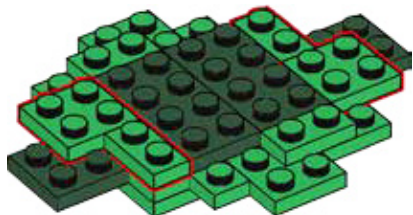


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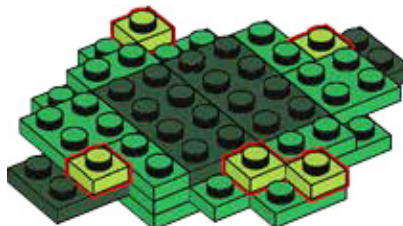
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176



5x

177

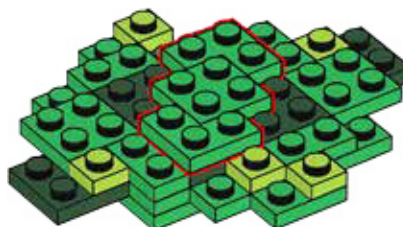


1x



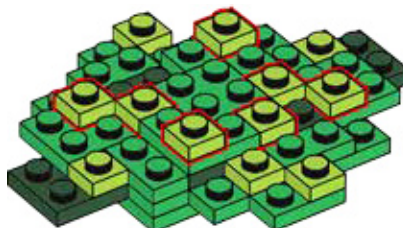
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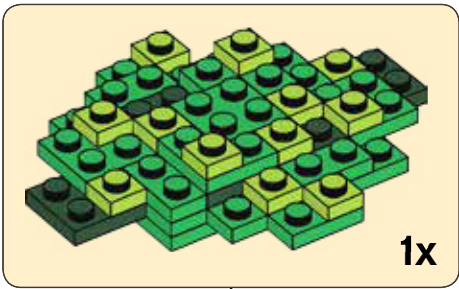
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179



2x

180



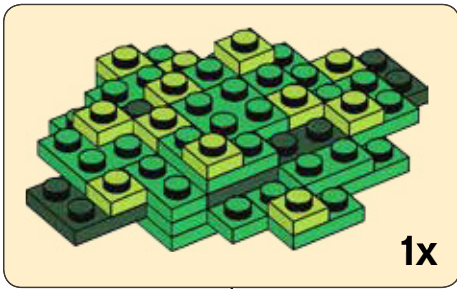


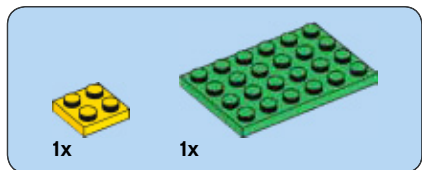
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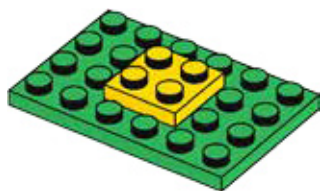


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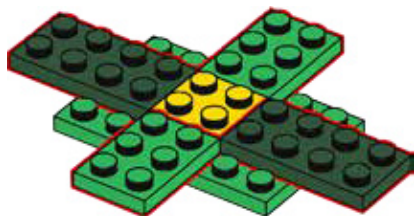




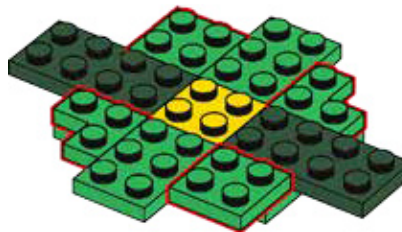
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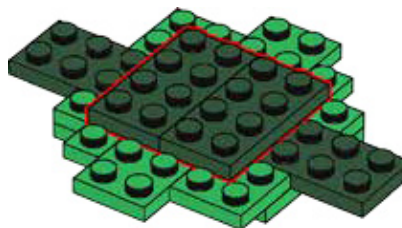
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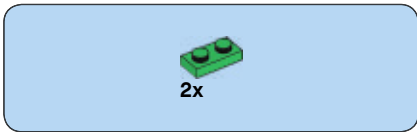


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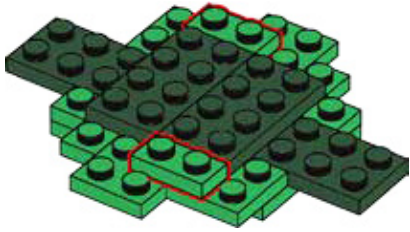


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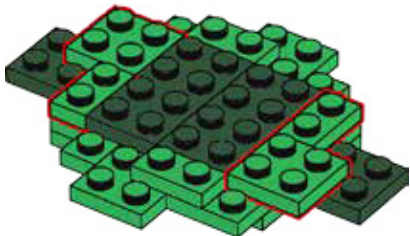




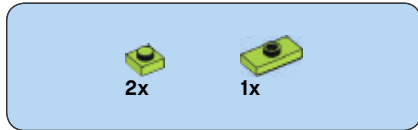
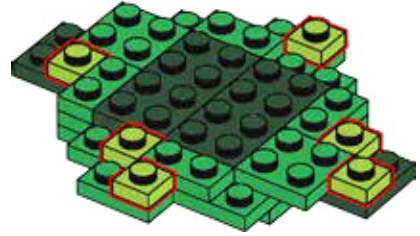
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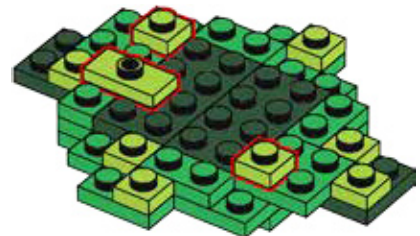
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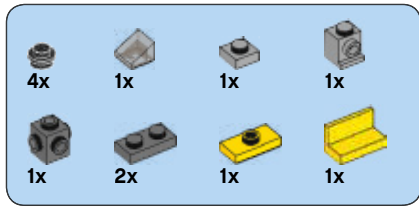


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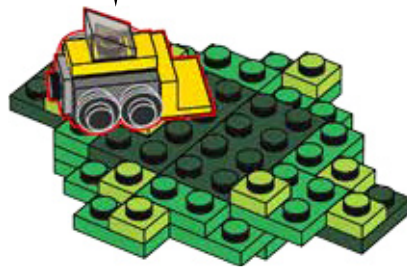
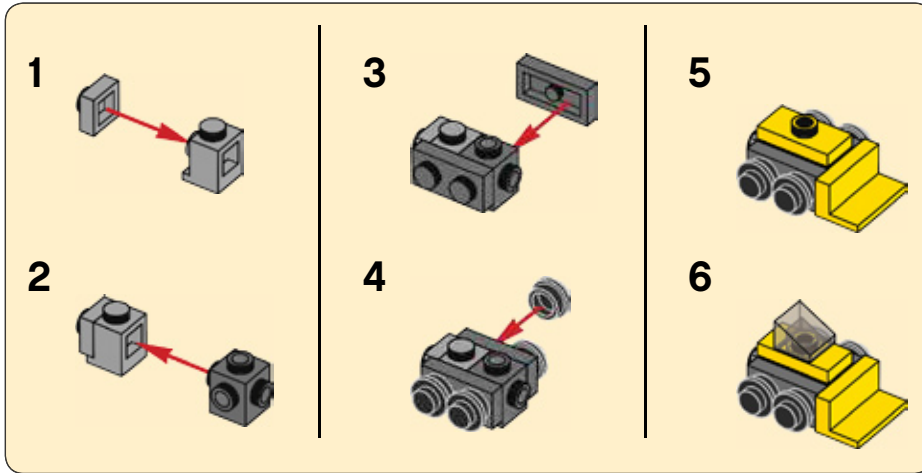


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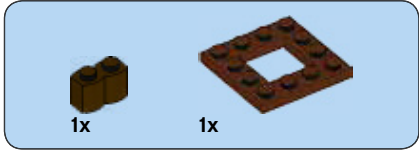


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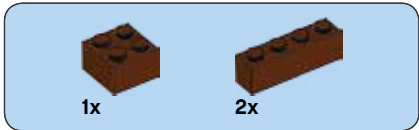


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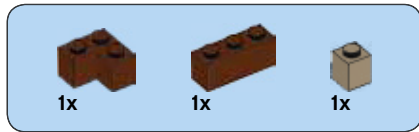




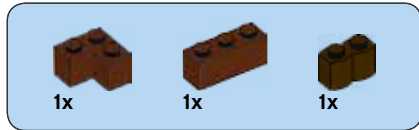
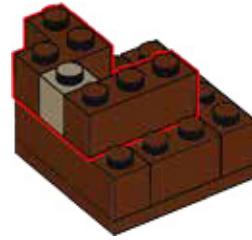
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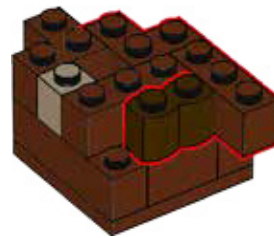
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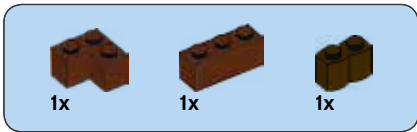


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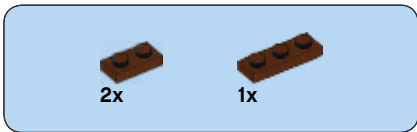
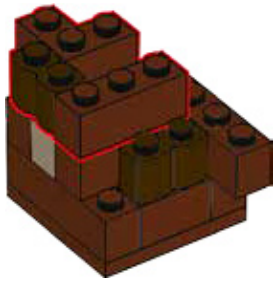


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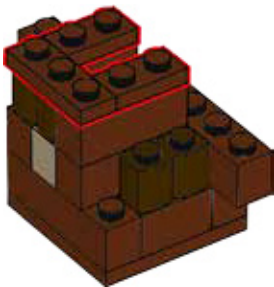




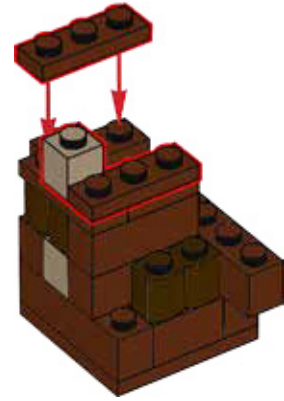
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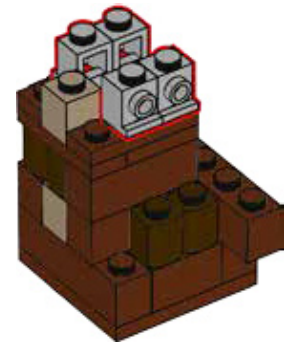
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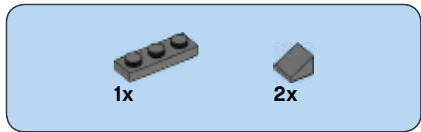


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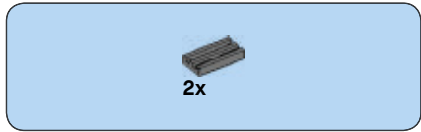
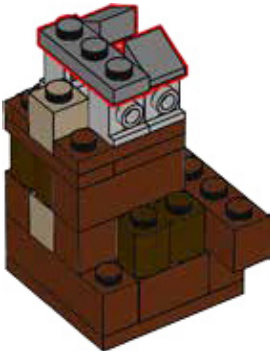


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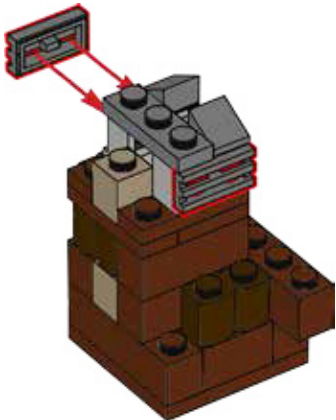




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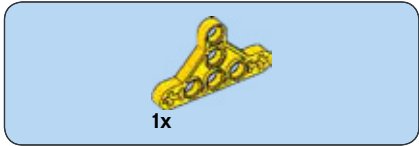
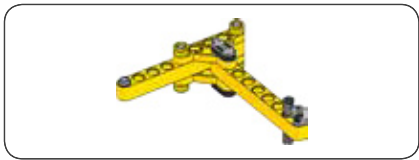


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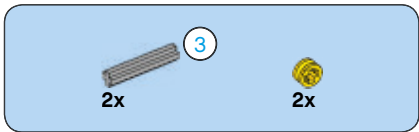


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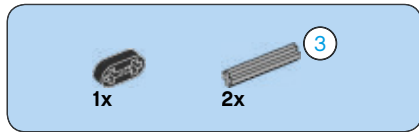
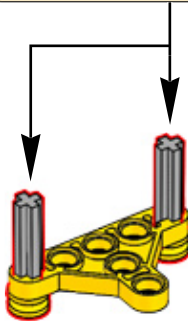




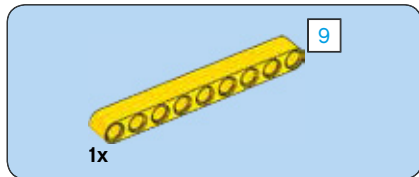
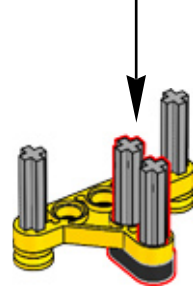
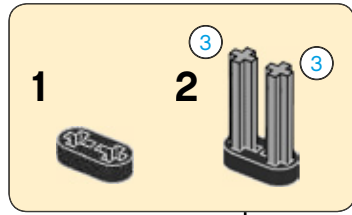
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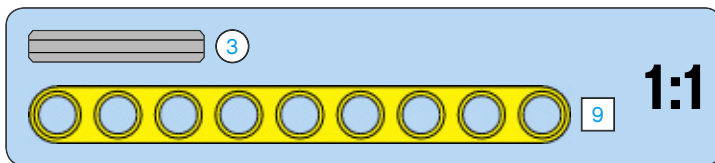
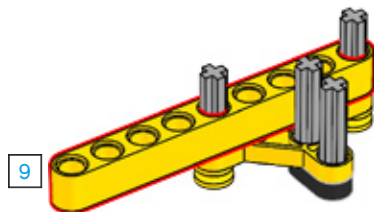
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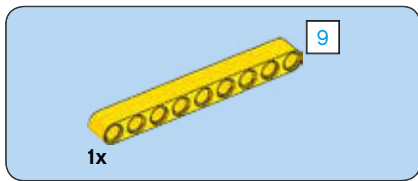


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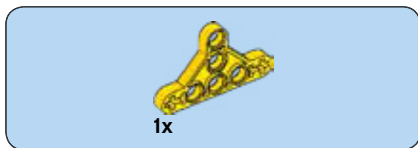
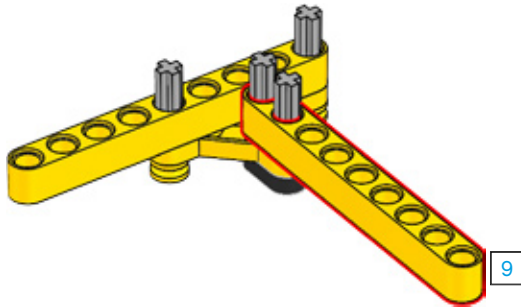


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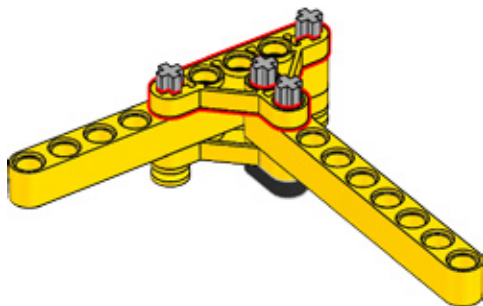




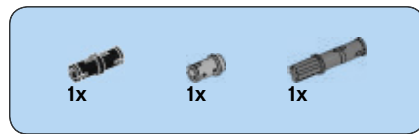
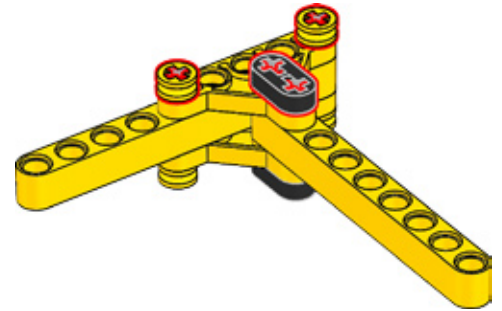
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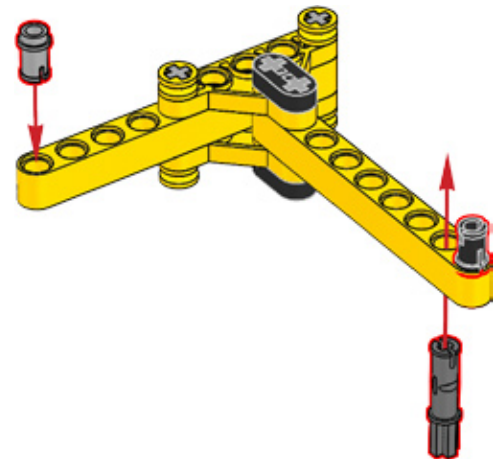
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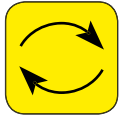
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211





212

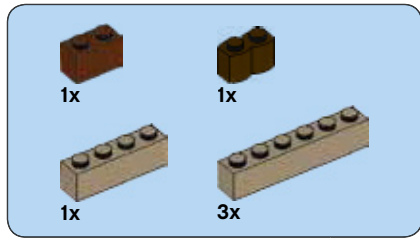


4x  16x 

213

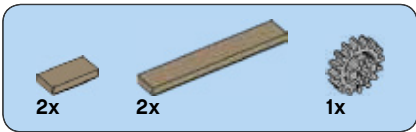


1  2  4x



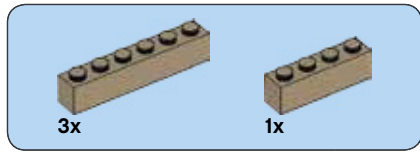
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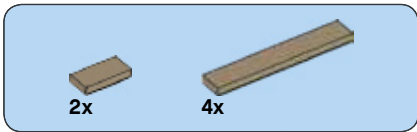
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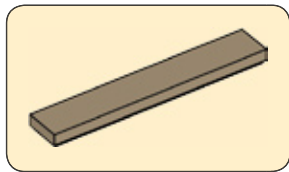


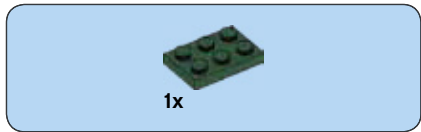
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217

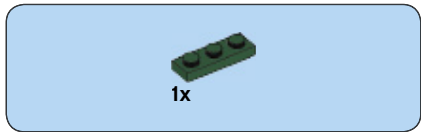




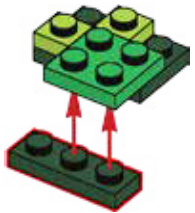
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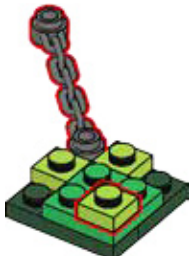
219



220



221



222





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4211149

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4211199

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4216625

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4211201

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4159007

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6102618

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4654448

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4159007

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4654448

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302326

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614121

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302321

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15

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