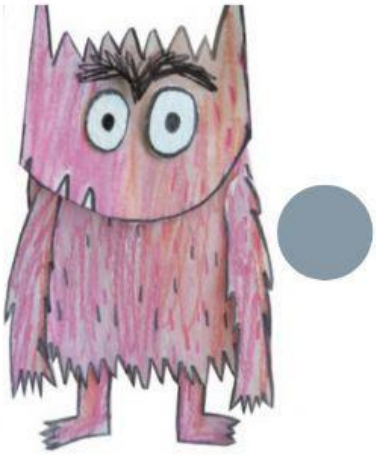THE COLOR MONSTER IS...