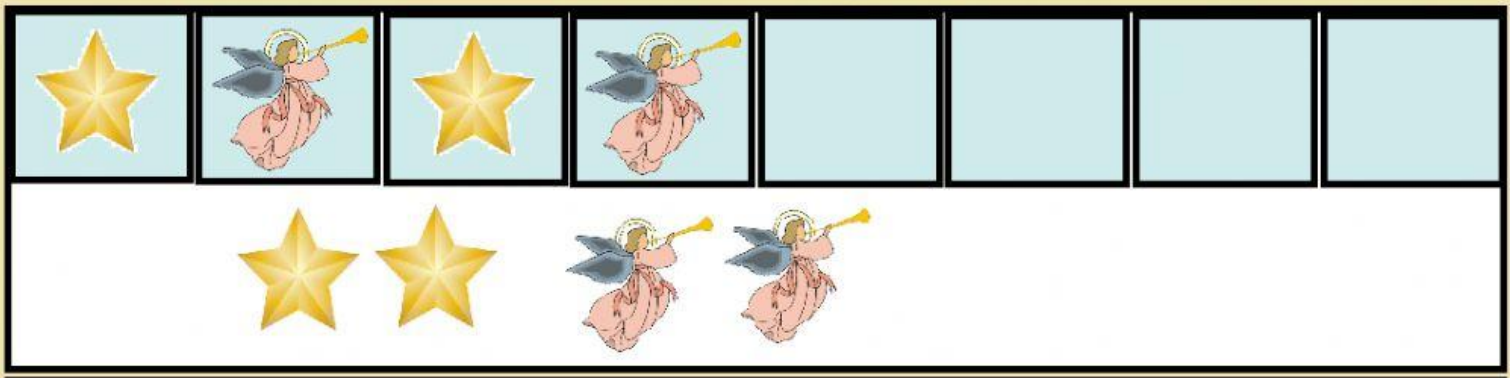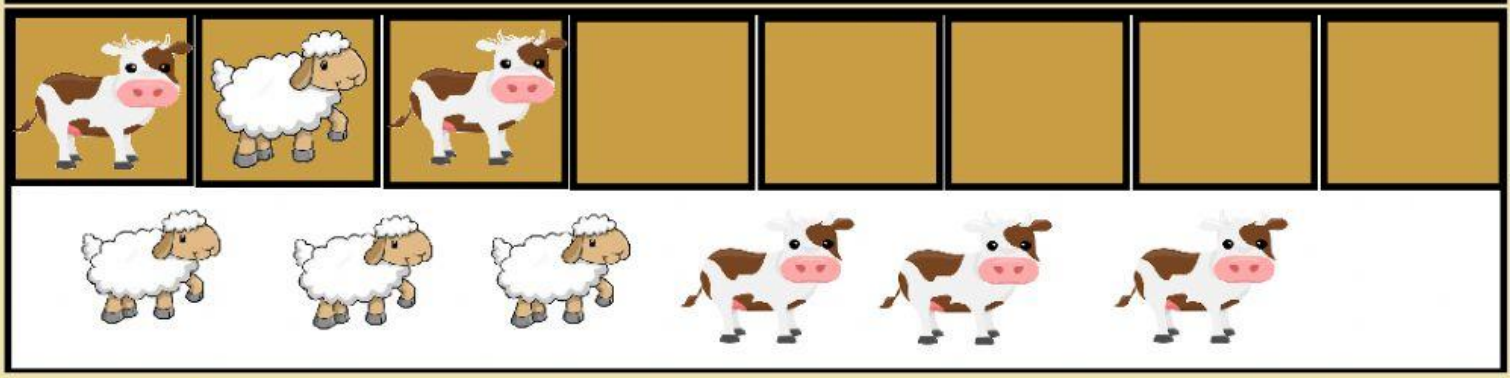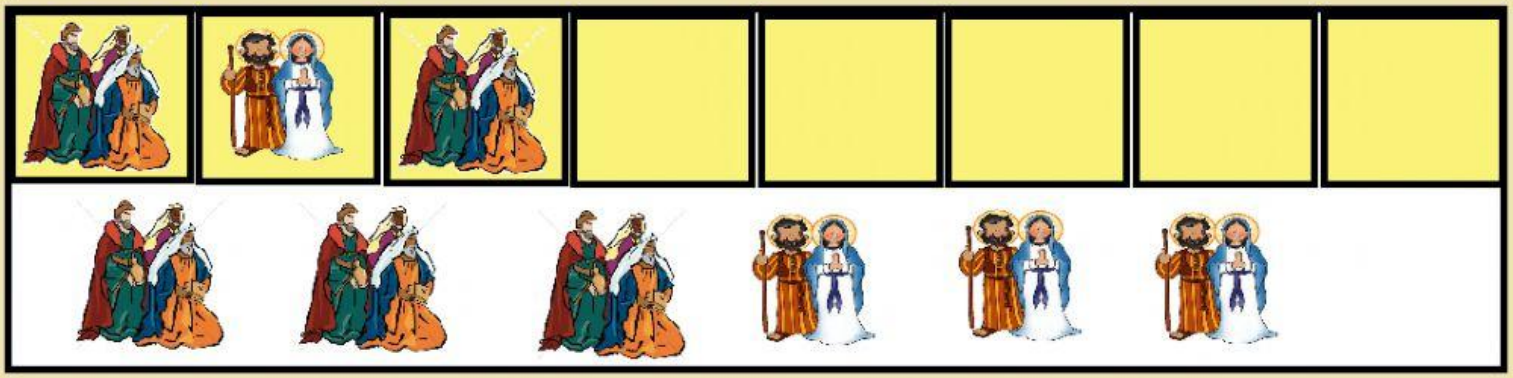Μοτίβα