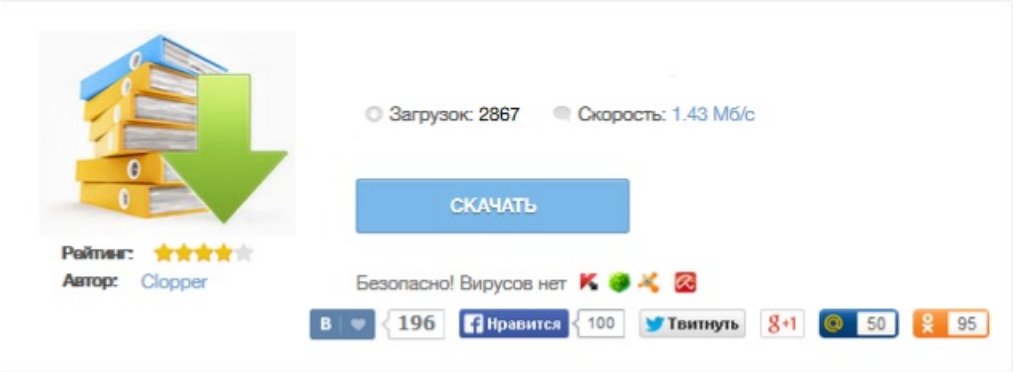патрик бланк проекты