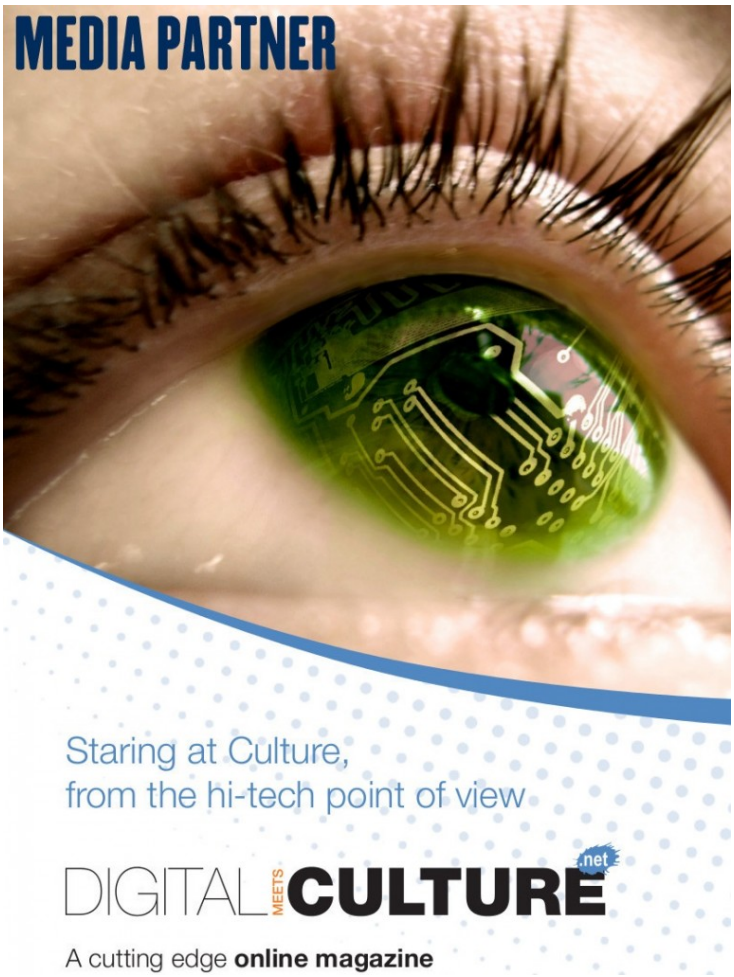Digital Meets Culture