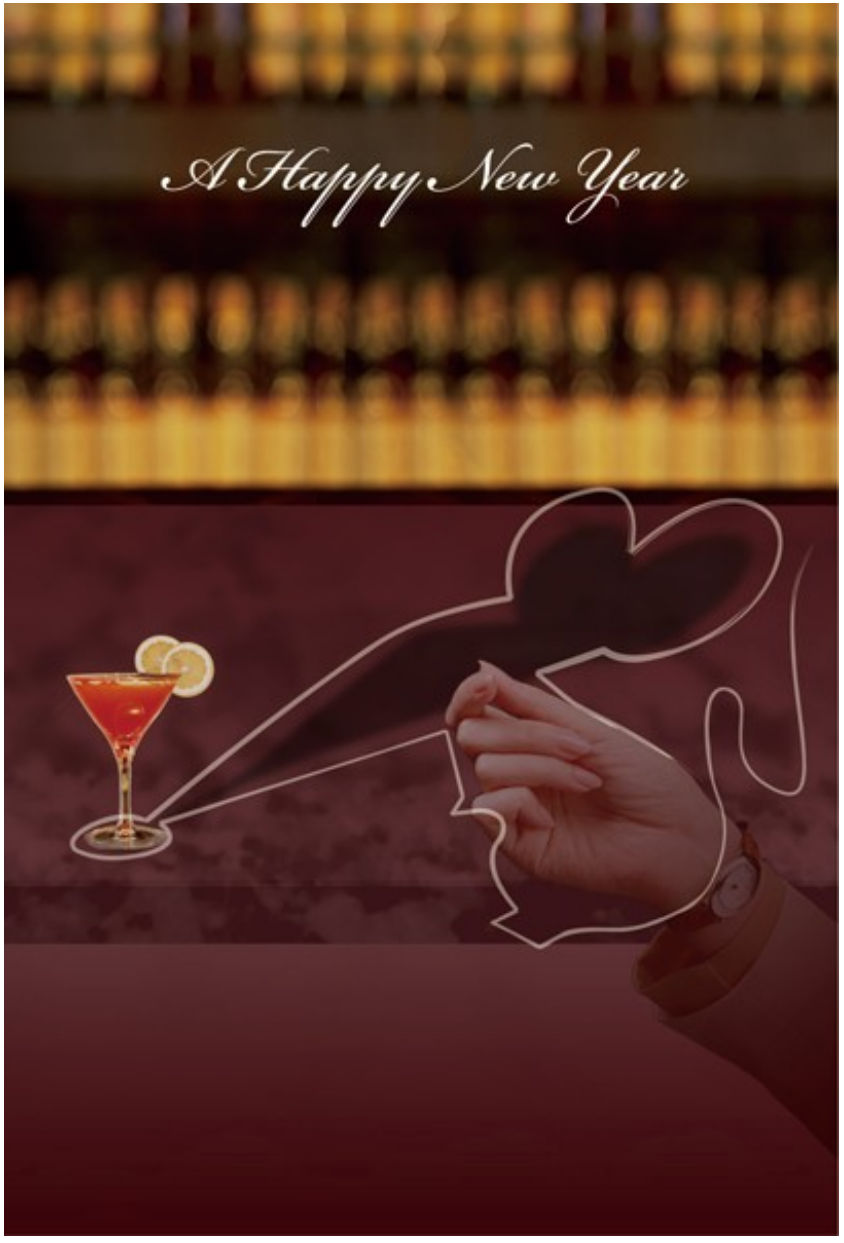デザイナーアイディア