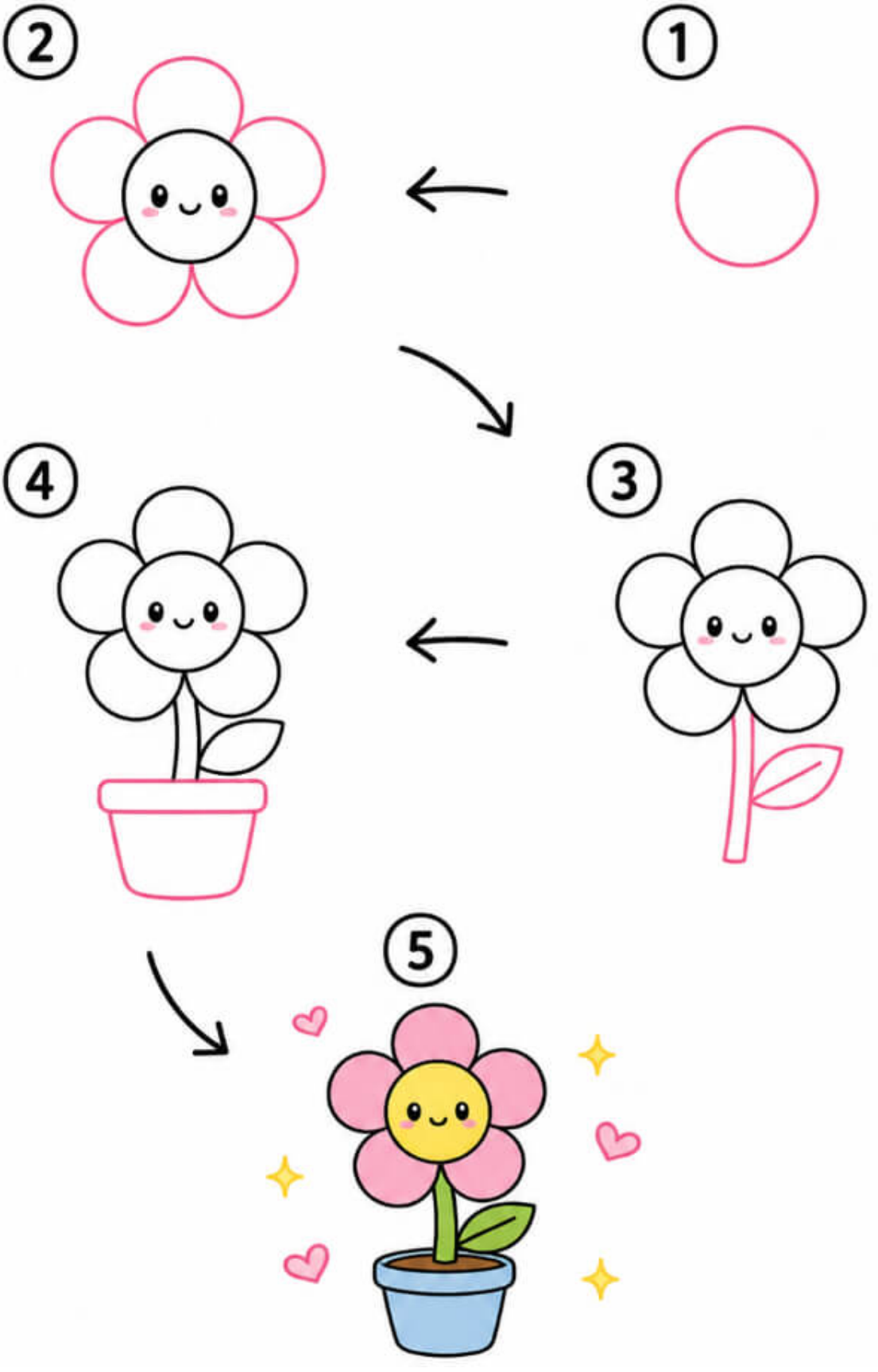איך מציירים פרח