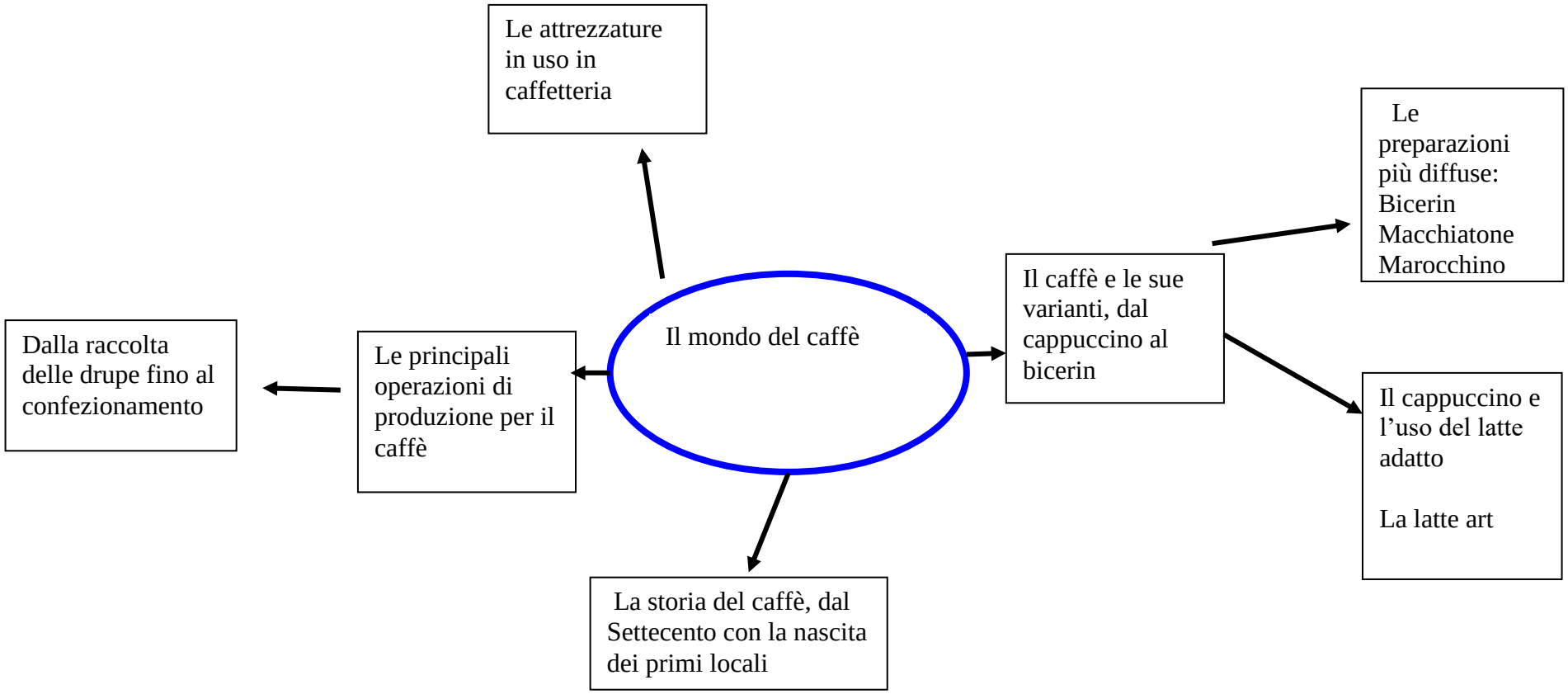Mappa Concettuale – il caffè