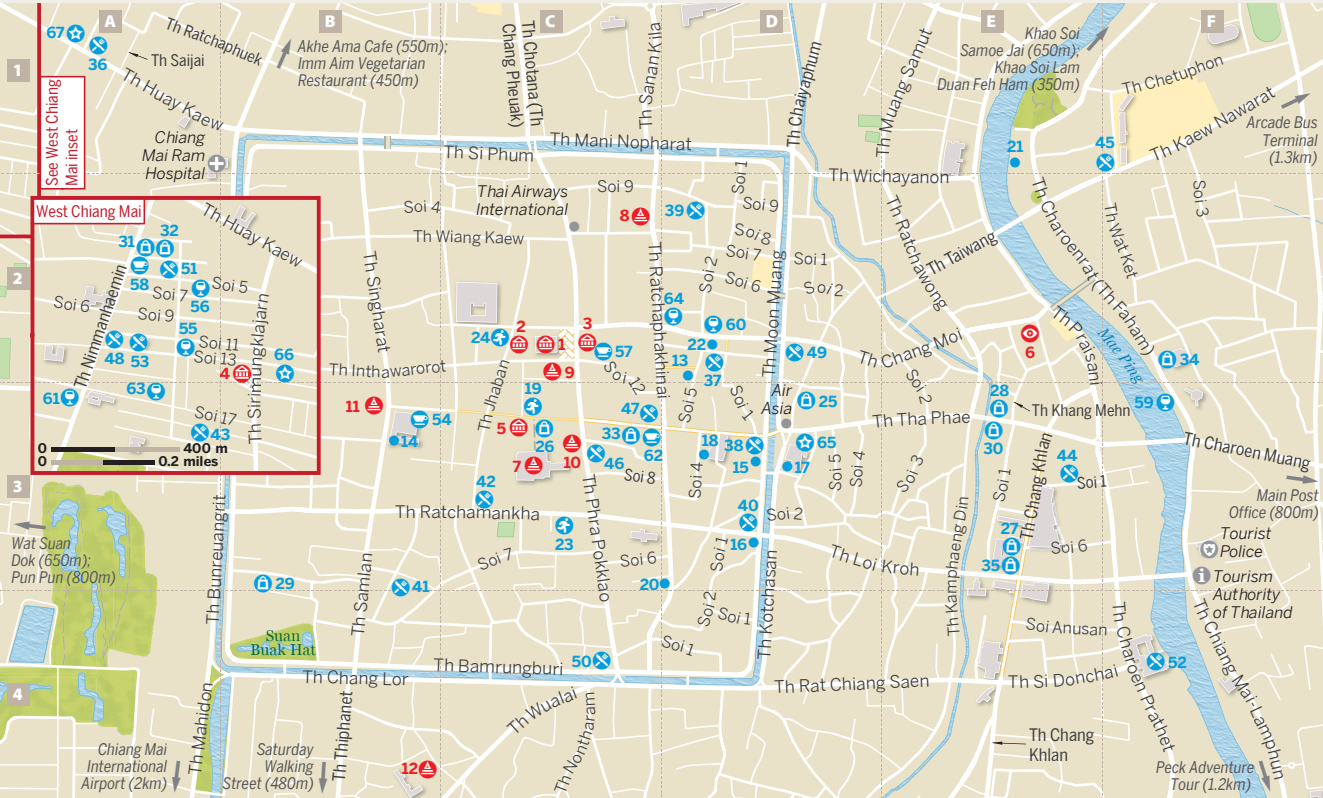Central Chiang Mai