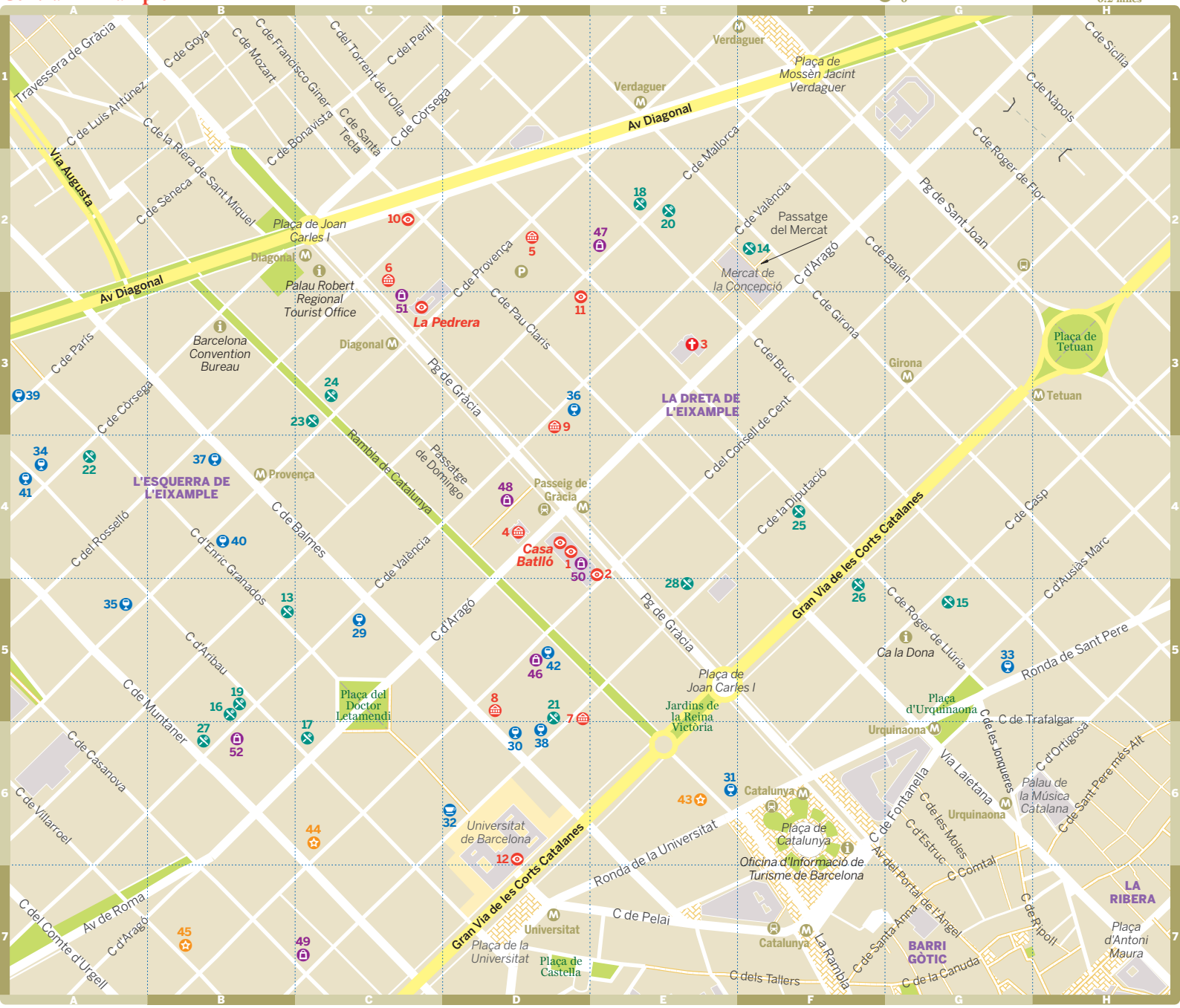Central L'Eixample