IN LOVE

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WEDDING STATIONERY DESIGN

婚礼平面设计

(英) 夏洛特・弗斯戴克 編 李婵 译



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前言

A wedding is a very important day in a person's life. It is a day where two people join as one and marry in front of all their friends and family. And this particular day, no matter how humble or grand, is a significant day that many will remember forever. To the couple, this day is more than just a day they wed; it is a day where they get to show to the people in their world who they are as a couple and a way to show their love for each other. To a graphic designer however, a wedding day is essentially an event, one that is planned out perfectly to the minute detail. With this in mind, it is so critical that every element of that day tells a story about the couple's image to the family and friends attending. It is our job to set the scene, right from the beginning, with the wedding stationery.

As a graphic designer who works closely with clients to develop their brands and overall image, it is important to begin a project by seeing it from the eyes of the consumer, customer, client or in this case, the guest. And it is equally important to create something that will last a lifetime. Much like a client project, the design and build of an image for a couple's wedding takes a special amount of care. Care in understanding not only what they want or how they want to be portrayed, but also understanding who they are together as a unit.

From the perspective of a former bride, I personally know how crucial it is for the whole day to be perfect in every way. From the invitations, save-the-date cards, flowers, colour schemes, decorations, thank-you cards, signage on location, cake, dresses, venue, food and drink to the smallest visual elements on the day, it is so important that every element connects together and that each takes part in the theme of the event. And with this perspective comes an utmost understanding of the needs of clients such as these.

A wedding invitation is more than just a ticket that informs us where and when the event will occur. From the point of view of a designer, the primary job for an invitation is to be... inviting! When the package arrives in the mail, the guests receive a small taste of the couple and a teaser of the event to come.

I like to see wedding branding (and I'll call it that because it's much more than stationery) as a great space to be creative and do something that will 婚礼是一个人一生之中非常重要的一天。这一天,两个人在所有亲朋好友面前许下誓言,正式结合。而这特别的一天,不论是简单朴素还是无比盛大,都会是很多人终生难忘的最有意义的一天。对新婚夫妇来说,这一天不仅仅是他们结婚的日子,更重要的是,在这一天,在他们生命中最重要的人们面前,首次展现两人作为一对夫妻的关系,同时也展现他们对彼此的爱恋。然而,对平面设计师来说,婚礼首先是一场活动,一场需要精确策划到每分每秒的活动。从这个意义上说,婚礼上的每个元素都应该让出席婚礼的亲朋好友看到这对新人的独一无二。我们的任务就是用平面设计为新人打造量身定制的婚礼。

作为平面设计师来说,我们要与委托客户紧密合作,实现他们的设想和预期。所以,我们着手设计之前,一定要站在委托客户的角度来看。在婚礼设计中,客户往往也就是新人。而且,你的设计不应该只是应付任务而已,你的作品本身应该历久弥新,让人终生受用。跟其他类型的委托设计一样,婚礼平面设计也需要设计师倾注大量的心血,不仅要理解新人要什么或者是希望你如何展现他们的形象,而且要表现出他们两人作为一对夫妻相结合的关系。

我本人曾经做过新娘,站在新娘的角度上,我个人清楚地知道,一场方方面面都完美无缺的婚礼对新娘来说有多么重要。请柬、日期卡、花朵、色彩、饰品、感谢卡、标识、蛋糕、婚纱、场地、饮食乃至婚礼上最不起眼的视觉元素,所有的一切都要和谐统一,一致地表现出婚礼的主题。从这个角度上说,我们要清楚掌握委托客户的要求,比如上述这些方面。

婚礼请柬可不仅仅是一张入场券,上面告诉你婚礼的时间和地点。从设计师的角度来看,婚礼请柬的首要目标就是——引人入胜!宾客收到请柬的时候,仿佛看到新人的惊鸿一瞥,又像看了婚礼的精彩预告片,让人满心期待。

婚礼平面设计不仅仅是简单的婚礼用品设计,我们要在设计中树立婚礼或者新人的形象。在这个领域的设计中,我们可以充分发挥创造力,设计一些让人印象深刻或者眼前

standout and impress. Of course it's important to have this attitude with every project, but there is something quite fun about designing for a person as opposed to a business or company. It is a refreshing kind of project. It's the kind of project that can take many different forms; rules can be broken and ideas can be stretched. But the single most important part of wedding branding is presentation and execution. It's all about the details; the right paper stocks, colour coordination, embellishments, size, layout and printing techniques. And if you can get this right, the end result can truly stun.

A wedding invitation and the stationery for a wedding event is a particularly special project on which to work. It has a beautiful element of intimacy that as a designer you do not seem to come across with regular client work. It is a project that can sometimes lend itself to a great deal of creativity, as the project is mostly about the unique personalities of the clients. The colour palettes, paper textures, design elements, and special touches can certainly bring an invitation to life. It is something that may be kept, a very personal piece that connects only to those two people, something truly one of a kind.

As designers, we often feel honoured to design for a wedding. Maybe it is honourable as it takes a lot of faith from the bride and groom (but let's admit, mostly the bride), that the person who asked to design the invites will not ruin them. Or maybe due to the intimacy, as mentioned earlier, that happens when you design something that is so close and important to the client.

Designers love to excite those who have the privilege to receive our works, I is a wonderful feeling to deliver works that draw people beyond a particular event or brand into creative and unique narratives that expand and enhance the ideas portrayed. This is our greatest pleasure. And so with a project such as the design of a wedding brand, we have this wonderful opportunity to be part of creating lifelong memories.

一亮的作品。当然,任何的设计我们都应该抱持这种态度,但是,相较于为公司企业做设计,为个人设计会更亲切有趣。这类设计更让人充满热情。做这类设计,你可以有很多不同的手法,可以打破设计原则的教条,设计思路可以无限延展。但是,婚礼平面设计最重要的,就是设计思路的实施和最终效果的呈现。说到底,就是细节,比如:纸张的选择、色彩的搭配、装饰品的运用以及卡片的尺寸、页面布局和印刷技术等。如果这些你都能做好,最终的效果真的会让人惊叹。

婚礼平面设计对设计师来说确实是一件很特别的工作。在 这类设计中,有一种特别的亲切感,那是你作为设计师在 其他常规的委托设计工作中很难碰到的。这类设计有时本 身就会激发你的创造力,因为每次设计针对的都是独一无二的客户。色彩、纸张、特别的装饰等设计元素都能赋予婚礼请柬生命力。这样的请柬是值得永久收藏的,是只与那两人相关的私人收藏,真正的独一无二。

作为设计师,我们常常为设计婚礼而感到荣幸。也许这是因为婚礼寄托了新郎和新娘的信念(不过我们得承认,主要是新娘),所以,找你设计这套卡片的人是如此珍视你的设计。或者,也许是因为前面提到的那种亲切感,你的设计对委托客户来说是如此的亲切、如此的重要。

设计师喜欢让委托我们设计的客户眼前一亮。能通过创意的、独一无二的设计把人们的视线吸引到我们表现的东西上来,那种感觉真是棒极了!这就是我们最大的快乐。借由像婚礼平面设计这样的机会,我们得以为人们创造终生难忘的回忆。

夏洛特・弗斯戴克

Charlotte Fosdike

▼▼▼ Components of Wedding Design ▼▼▼

婚礼平面设计的内容

Marriage is about love and romance, and a romantic, unique and memorable wedding is one of the best witnesses to the love of the newlyweds. Here arises a sweet yet challenging task for graphic designers.

Wedding stationery design reveals the quality and delicacy of a well-planned wedding. The theme and style of a wedding could be embedded in all the wedding stationery. A good wedding stationery design is not only to provide necessary information to the guests, but more importantly, to impress them with exquisite designs showing that the newlyweds have meticulously paid attention to very detail by heart. A theme wedding with all stationery designed in a consistent style and with a unique identity would strongly individualise the new couple. Elaborate thank-you notes and small gifts on the wedding would be collectible for a beautiful memory.

However, wedding stationery design, as an important part in a perfect wedding, is often neglected by the newlyweds. When it comes to wedding stationery, it is always simply understood as invitation card design. They will carefully select invitation cards for their wedding or even design a special one by themselves, but various elements other than cards are always ignored. Apart from invitation cards, a high-standard wedding comprises save-the-date cards, route maps, wedding books, wedding programmes, cards with guests' names and table names or numbers, seating arrangements design, RSVP cards, table cards, menus, thank-you cards, etc. All of these play a significant role in a successful wedding.

Save-the-Date Cards

When the date and venue have been decided, you may send savethe-date cards to your guests. When receiving such a card, a relative or friend will share with the newlyweds their delight and happiness and most importantly, he or she can adjust his or her schedule to save the date for attending the wedding. Save-the-date cards usually are singlepaged, with simple words to indicate names of the newlyweds and the wedding date. For out-of-town guests, recommended places to stay can be added. (Fig. 1.1-1.4)

Compared with invitations, save-the-date cards are not that formal and indispensable, but in the following circumstances, a save-the-date card is necessary:

- For guests whom the newlyweds really hope to see in their wedding, or for guests of particular significance for the newlyweds;
- · For out-of-town or even oversea guests;
- For guests usually working busy, constantly on business trips or in special professions:

- For weddings on weekdays, so that guests can ask for leave in their work in advance
- For weddings during holidays or festivals, because some guests might have travel plans and save-the-date cards would remind them to adjust the schedule.

It's better to send save-the-date cards six months before the wedding, in order to give enough time for guests to arrange their schedule. Nowadays with the network medium, making an E-card would be a good choice, being hip and environmentally friendly.

日期卡

婚姻是令人向往的,而婚礼是见证爱情的最佳方式,因此举办一场独特的、令人难忘 的婚礼对于新人来说尤为重要。

婚礼平面设计是一场婚礼精致品质的彰显,婚礼主题的设计以及风格的展现都可以通过它所展示出来。婚礼平面设计可以将众多关于本场婚礼的信息清晰地传递给宾客,精心的设计可以给宾客留下美好的印象,体现出新人在细节之处的用心;与婚礼主题相呼应的设计风格,可以突出新人的独特个性;制作精美的感谢卡以及婚礼答谢品值得人们收藏。

但如今,婚礼平面设计作为一场完美婚礼的重要元素却往往会被新人所轻视。提起婚礼中的平面设计,人们通常将其简单理解为"婚礼请柬",而且都会为了自己的婚礼精心挑选甚至专门设计一款精致的请柬,但是对于其他一些元素的关注远不及请柬。一场高规格的婚礼除了精美的请柬外,还包括了日期卡、行车线路图、签到簿、流程卡、领位卡、座次表、回执卡、桌号牌、菜单、感谢卡等,它们在婚礼的整个过程中同样扮演着不可忽视的角色。

新人在婚礼日期和场地确定以后,就可以给远方的宾客寄送日期卡。这样做的目的既可以在第一时间同亲友分享自己的喜悦心情,又可以让宾客在自己的行程表上把这个日期空出来。日期卡一般使用单页的卡片,措辞比较轻松,只要注明婚礼的日期以及双方新人的名字就可以了,对于外地的宾客,也可以备注上推荐的住宿地点。(见图 1.1~图 1.4)

日期卡相对请柬没有那么正式,但对于以下情况则必须要使用日期卡。

- 新人非常希望到场或对新人来说具有特殊意义的重要宾客
- 路途遥远(在外地或外国)的亲朋好友
- 工作比较繁忙、需要经常出差或特殊职业的宾客
- ·在工作日举办婚礼的新人需要寄送日期卡,可以方便宾客提早安排请假时间以 便出席婚礼
- · 在重要的节假日举办婚礼的新人也建议寄送日期卡,很多宾客可能会在节假日 安排外出旅行,日期卡可以提醒他们预留出时间

寄出日期卡的时间最好在婚礼前的6个月,以便给宾客留出充足的时间安排档期。如今,网络媒介非常便捷,选择制作电子日期卡也不失为时尚又环保的办法。

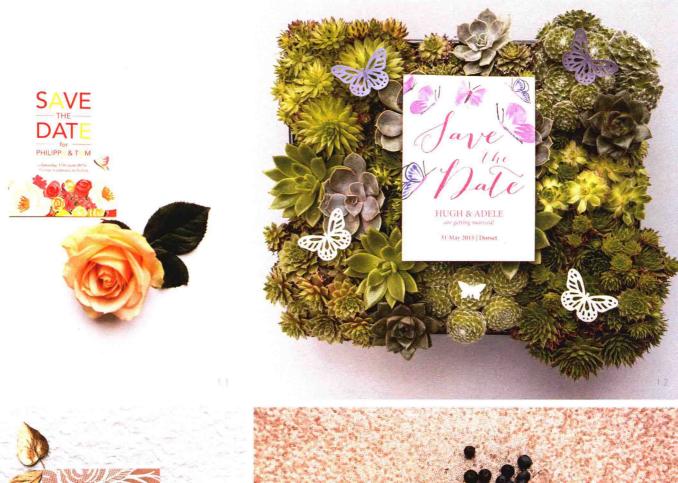






Fig. 1.1-1.4: All four projects from British design studio BerinMade 图 $1.1 \sim$ 图 1.4 这四个项目均来自英国设计工作室 "贝林制造"

Invitation Cards

For the following formal invitation, invitation cards shall be sent to guests six to eight weeks before the wedding. Since there may be changes to the guests list, it is recommended to prepare some extra invitation cards. Usually an invitation card goes with a RSVP card and a route map, all put in a matching envelop to send to the guest.

Information on the invitation card shall include: guest name, newlyweds' names, as well as date, accurate time and venue of the wedding. If the wedding ceremony and party are held in separate places, specific time and venues shall be clearly noted. RSVPs are cards that the guests return to the newlyweds replying that he or she can or cannot attend, and in the latter case a reason is expected. It is important for the newlyweds to have the final number of attendants. Lastly, a route map can be added to the invitation card, including the main roads and car parks near the wedding venue and perhaps some special notes. It shows care and concern for the guest, who otherwise might miss the wedding due to lack of directions to the destination. (Fig. 1.5-1.6)

Attendance Books

Attendance books are an indispensable part in a wedding. Besides traditional handwritten ones, now we have new, avant-garde ways, such as by fingerprints and by cards. It would be a memorable gift for the newlyweds to have a painting with the fingerprints of all the guests. Compared with conventional attendance books, such a fingerprints painting is so creative and original, a unique piece of artwork whose aesthetics is totally determined by the creativity of the guests. (Fig. 1.7-1.8)

Wedding Programmes

Designed to tell guests order and time of events on the wedding. For a wedding that has ceremony and banquet held at the same venue, a wedding programmes card is not that important; but sometimes there would be performances before the ceremony, or a firework show or party after the wedding, then a card with information about specific programmes is necessary.

Apart from opening & ending time and venue of each event, such a card could give clear indications about more details, for example the background music of each programme so that the guest can have proper interaction with the newlyweds. If the ceremony is held in a special venue, the do's and don'ts could be indicated, if any. Wedding programmes cards could be placed at the reception for convenience of guests, be them single-paged cards, folding brochures or in any interesting form. (Fig. 1.9-1.10)



请柬

婚礼请柬是正式地向宾客进行邀约,一般于婚礼前6~8周寄送给宾客。因为宾客名单的数量可能存在不稳定性,所以建议多准备一些以备用。请柬一般分为三个部分:邀请卡、回馈卡(RSVP)以及行车线路图,三个卡片需装进配套的信封寄送给宾客。

在邀请卡上需要标明宾客姓名、新人姓名、婚礼具体日期、时间、地点等信息,如果仪式和婚宴场地分开,还要分别注明仪式及婚宴的时间、地点。回馈卡是宾客对新人的邀请所做出的回馈信息,能够出席或不能出席以及不能出席的原因都要标明后寄还给新人,以便新人统计最后出席的宾客人数。此外,婚礼请柬中还可以附上婚礼地点的地图或行车线路图、停车信息及注意事项等,既可体现出新人对宾客的尊重与关心,又可大大避免宾客因为找不到目的地而错失婚礼。(见图 1.5、图 1.6)

签到簿

签到簿是婚礼中必不可少的元素,除了传统的手写签名外,现在也有很多时尚的签到方式,如指纹签到、卡片签到等。在婚礼现场的每位宾客留下独一无二的指纹,这是多么独特的祝福!和传统来宾签到册相比,指纹签到极具创意,签到画的美观程度完全靠现场宾客去发挥,是一份由宾客为新人打造的独一无二的艺术品,非常有纪念的意义。(见图 1.7、图 1.8)

流程卡

流程卡的主要内容是为宾客详细说明婚礼的主要流程以及时间安排。对仪式和婚宴一起举办的婚礼来说,流程卡不是特别重要。但有些新人会在婚礼仪式前举办文艺演出,或者在婚礼结束后还要举办烟火表演和庆祝派对,这时流程卡就很有必要了。

流程卡上除了必须要写明每场仪式开始及结束的时间和地点外,也可以注明主要仪式的配乐,方便宾客与新人互动。如果在特殊地点举办婚礼的,还可以列出注意事项,增加新人与宾客之间的亲切度。流程卡一般会放置在婚礼的签到处,可以是单页卡片、折叠小册子或者其他有趣的形式。(见图 1.9~图 1.10)

Fig. 1.5: Invitation cards in contemporary style, by U.S. studio Papermade Design

Fig. 1.6: Invitation card with RSVP and route map, by British design studio jollybureau

Fig. 1.7: Fingerprints painting, sourced from http://www.lovewith.me/

Fig. 1.8: Attendance cards, by Canadian designer Kay Kent. Every guest puts his or her card into the mesh, completing a big heart of love and wish. Such a special way would be impressive for guests, and at the same time produce a memorable gift for the newlyweds.

Fig. 1.9: Programmes cards in the form of a fun, practical and convenient for an outdoor wedding in summer, by British design studio Belinda Love Lee

Fig. 1.10: A romantic programmes card by U.S. design studio Olive & Emerald, specially designed with a bag of colourful round pieces of paper. It is indicated that when the bride and groom walk by, the guest is expected to open the bag and scatter the pieces of paper in the air. Such interactive experiences would make for a playful and delightful wedding.

图 1.5 现代风格请柬,来自美国设计公司"纸质设计"

图 1.6 婚礼地图设计,来自英国设计公司"乔莉设计"

图 1.7 两位新人正在自己的签到簿上留下自己的指纹,来自网站 http://www.lovewith.me/

图 1.8 卡片签到簿,来自加拿大设计师凯·肯特,每位宾客在线网中插入自己的 名牌,最后汇成一个充满爱和祝福的大心形,既可以给宾客留下深刻的印象,又 是宾客送给新人的特殊礼物,具有纪念价值。

图 1.9 做成了扇子的水彩花朵流程卡,在夏季举办的室外婚礼上会让宾客感觉实 用又贴心,来自英国设计工作室 BLL

图 1.10 来自美国奥利弗 & 埃默拉尔德设计工作室的浪漫婚礼流程卡,在这张特别的流程卡里附赠了装满彩色小圆纸片的袋子,并特别注明了婚礼仪式时当新郎和新娘从宾客身边走过,请宾客打开小袋子,并把里面的纸片撒向空中。让每位宾客都能参与其中,增添了婚礼的互动性与趣味性。











Table Names or Numbers

A card with the name of the guest, and on the back with the name or number of the table which he or she is expected to sit at. In the wedding, such cards are usually placed at the reception, so that every guest would get one with which he or she can easily find the right table. It could be a traditional simple card, or designed in an interesting way. (Fig. 1.11-1.13)

Seating Arrangements

Seating arrangements should be clearly shown with guests' names and table numbers, placed in a conspicuous location, usually at the reception or at the entrance of the wedding venue, with simple design and a large size for the convenience of the guest. (Fig. 1.14-1.16)

Table Cards

These are cards placed on tables with numbers or names to help guests find their seats. Tables could be simply numbered, or given botanical names or names of different places, according to the theme of the wedding. (Fig. 1.17-1.19)

Menus

Menus are usually placed at the centre of the table together with table cards. In Western weddings every guest often gets a menu placed in his or her plate, while in the East the menu would likely be placed at the entrance of the banquet hall. (Fig. 1.20-1.22)

Thank-You Notes

A thank-you note is necessary in any wedding regardless of the styles or themes. Usually the new couple would have a tight schedule on the wedding day, and thus some guests might be underserved. In this case, a thank-you card can smooth things over. After experiencing a memorable wedding, the guest could receive a card with thanks from the newlyweds. Such cards could be printed with the same words, or custom-made for each guest. You don't need beautiful words but heartfelt thanks expressed sincerely. Usually they are small cards put in the guest's plates, or sometimes made in funny forms as special gifts for the guests. (Fig. 1.23-1.25)

领位卡

领位卡的主要内容是宾客的姓名,并在背面标明他的桌号。在婚礼时,领位卡一般也会放置在婚礼的签到处,每一位宾客在入座前都会通过自己的领位卡顺利找到自己的座位。领位卡可以是传统的小卡片,也可以做得很有趣。(见图 1.11~1.13)

座次表

座次表的主要内容是所有的桌号名称以及每桌宾客的名字。座次表通常会摆放在婚礼现场比较显眼的位置,一般在签到处附近或者婚宴现场的入口处,设计方式简单明了,体积较大,以供宾客能够快速找到自己的座次。(见图 1.14~图 1.16)

桌号牌

桌号牌的主要内容是桌号名称,主要目的是为了帮助宾客快速找到自己的座席。桌号名称可以用传统的数字表示,有时为了增添趣味性和创意性也可以用植物名称或地区名称代替,具体可根据婚礼主题而定。(见图 1.17、图 1.18)

菜单

菜单的主要内容就是本次宴席的菜目表,一般会印制出来和桌号牌一同放在每桌的中间。西式婚礼的婚宴一般会为每位宾客制作一张放置在餐盘中。而有的则会统一标示在明显的地方,摆放在宴会厅的入口处。(见图1.19、图1.21)

感谢卡

不管是哪种风格的婚礼,为宾客赠送一张感谢卡都是必不可少的。新人在婚礼当天行程安排非常紧凑,有对个别宾客照顾不周是不可避免的,一张感谢卡则可以帮助新人向每一位宾客致谢。宾客在欣赏完一场美好难忘的婚礼之后,还能感受到新人良好的涵养。感谢卡上的内容可以统一印制,也可以由新人为每位宾客定制,用词不需要华丽,但感情一定要真挚。感谢卡一般制作成小卡片放置于宾客的餐盘中,而有的则会精心制作成有趣的样子,给宾客做纪念。(见图1.22~图1.24)













Fig. 1.11: A typical card with the handwritten guest name and handpainted flowers, by British designer Carole Chevalier

Fig. 1.12: Special cards in wood, each engraved with the name of the guest and table number on the back, by U.S. design studio Caliber Creative

Fig. 1.13: Green cards neatly placed on the reception desk, by U.S. design studio MaeMae Paperie

Fig. 1.14: A special design showing seating arrangements with sticks and cups, by Italian design studio CUTandPASTE-lab

Fig. 1.15: Seating arrangements board by U.S. design studio October Ink, with big numbers and pink colour – theme colour of the wedding, placed at the entry of the banquet hall

Fig. 1.16: Seating arrangements board simulating musical notation, for a music-themed wedding by Italian designer Giorgia Smiraglia

图 1.11 经典卡片式领位卡,手绘的花朵和手写字体都突出了该婚礼的浪漫主题,来自 英国设计师卡罗尔·希瓦利埃。

图 1.12 木质的圆形领位卡,新人专门为自己的婚礼特制的领位卡,每个领位卡上都刻上宾客的名字,在卡片背面是宾客的桌号,来自美国的卡勒伯创意工作室。

图 1.13 绿色的田园风格领位卡整齐地排列在签到台上,来自美国设计工作室"梅梅纸质设计"。

图 1.14 这个特殊的座次表来自意大利"剪贴设计工作室",设计师将座次名称和宾客 名字做成小竹签插进茶杯中,一目了然。

图 1.15 该项目来自美国设计工作室"十月墨",该座次表使用了醒目的字体和配合主题的艳粉色,并且放置在了宴会厅的入口处。

图 1.16 该项目来自意大利设计师乔琪亚·斯密拉哥利亚,这是一场音乐主题的婚礼,设计师将座次表用小夹子固定在两条线上,就像五线谱上跳动的音符。





Fig. 1.17: Table card with big number for easy communication by Canadian designer Kay Kent Fig. 1.18: Table card put on a card stick, with romantic typeface and floral pattern echoing the theme of the wedding, by U.S. designer Brittany Von Lanken

Fig. 1.19: Menu printed on a round card with the same style as the wedding, by U.S. design studio Good on Paper

Fig. 1.20: Menu written on a black door reclined on an old tree, for an outdoor rural-style wedding, by French design studio Monsieur + Madame

Fig. 1.21: Menus placed in the plate of each guest in a romantic pink wedding, by U.S. design studio $Legacy\ Loft$

图 1.17 该项目来自加拿大设计师凯·肯特,该桌号牌使用了传统的数字来表示,字体设计粗壮醒目,起到了很好的提示作用。图 1.18 该项目来自美国设计师布列塔尼·范兰肯,该桌号牌使用了浪漫的字体配合周围的清秀花纹,放置在高高的卡托上,既很好地突出了婚礼的主题,又清晰醒目。

图 1.19 该项目来自美国的设计工作室"纸上好设计",该菜单印制在圆形的卡片上,采用与婚礼主题统一的风格。 图 1.20 该项目来自法国设计工作室"先生 + 太太",这是一场室外田园风格婚礼,设计师将菜单的内容写在黑板上,并将黑板立于宴会场地旁边的大树旁,很好地体现出了新人热爱自然、回归自然的特点。

图 1.21 该项目来自美国设计工作室"传说中的阁楼",这是一场以粉色为主题色彩的浪漫婚礼,设计师为每位宾客准备了粉色的菜单并放在他们的餐盘中。







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