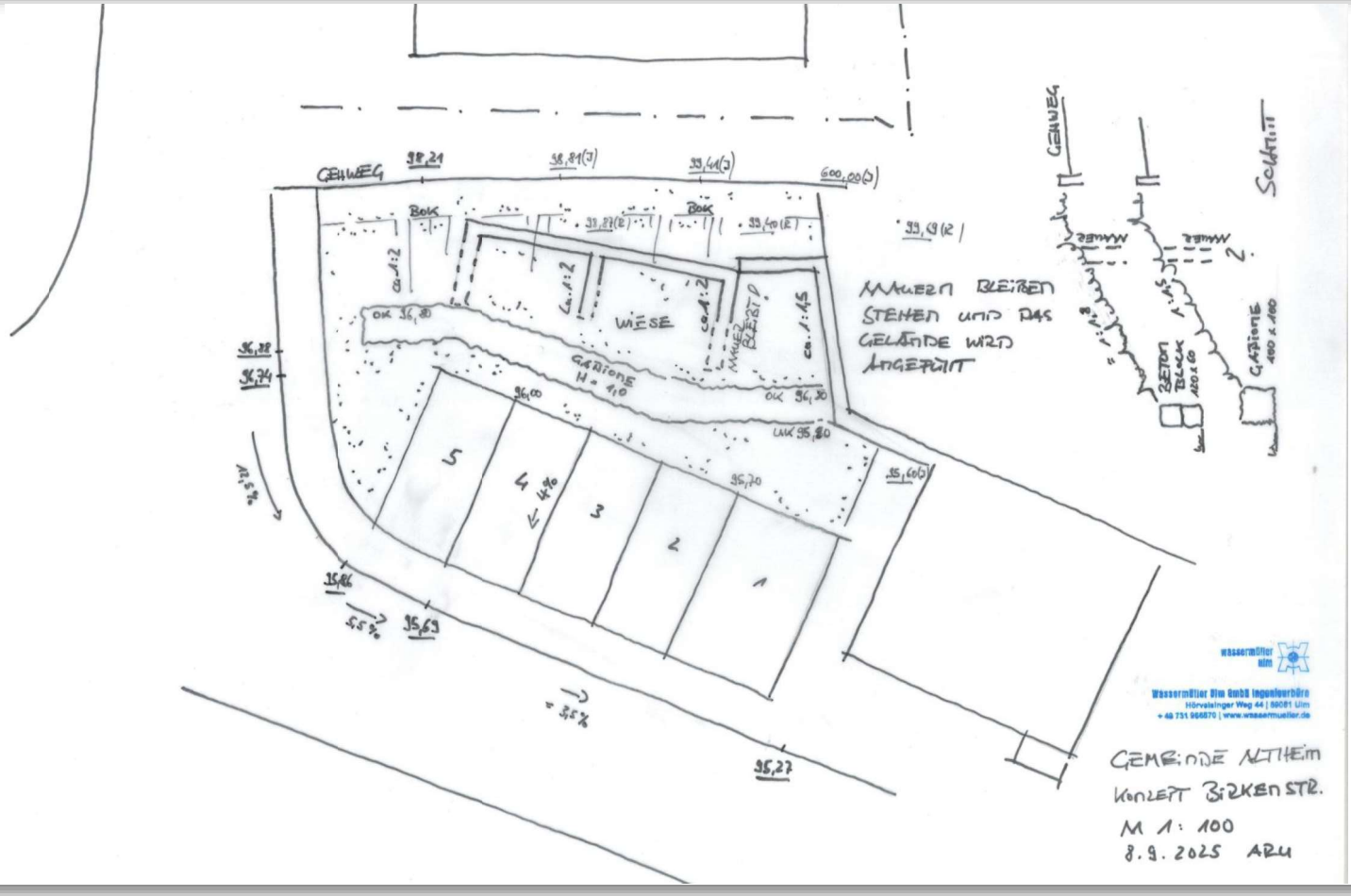Konzept Birkenstraße