EXPLORING THE SOUL OF CREATIVITY

W/SOUL
ART MAGAZINE

Let JERCI MACCARI inspire you

Plus Our Artists Portfolio

ASUKA KRACH
Creativity against Bullying

June 8th, 2024
Lauch of W/ Soul Art Project

W/ Soul Guide
Where to go to amaze yourself

Vol. 001 Jul/Aug/Sep 2024

We prefer and use...
Cartier

“INSPECTION OF THE COFFEE PLANTATION 2023”

ORIG. “VISTORIA AO CAFEZAL 2023”
OIL ON CANVAS 60 X 70

Jerci Maccari

IN THIS EDITION

Featured Artist

Our Featured Artist section spans offers an in-depth look at a standout artist whose work has made a significant impact.

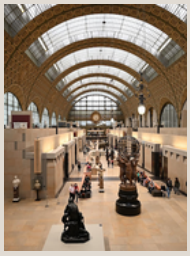
This issue's featured artist brings a fresh and compelling narrative to the art world, and we are excited to share their story and artistic journey with you.

Our first honoree here, and also the patron of this gallery:

Jerci Maccari

page 14

W/ Soul Guide



In our Guide to Soul-Enriching Places, we highlight destinations that promise to uplift your spirit. Each issue will focus on a different type of place, from museums and parks to cafés and theaters.
On our first edition a very special place for our founder, enjoy!

page 22

Creativity against Bullying

How art brought expression to Asuka Krach's life.

page 06

ART MARKT 2024
5 insights from Art Basel Report 2024

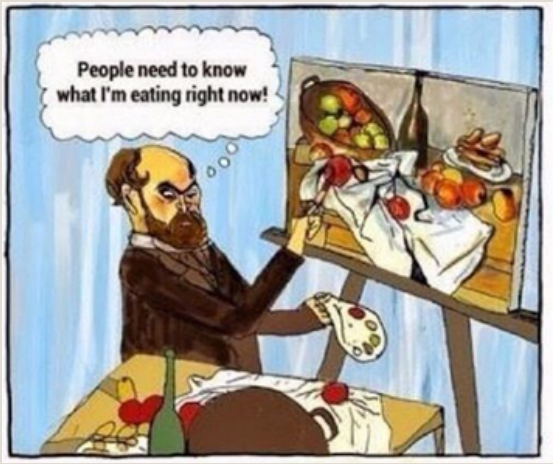
page 11

Artificial Intelligence
Advancements and Its Impact on the Artistic Environment

page 12

HUMOR:

Before Instagram...



W/SOUL ART MAGAZINE 1

By Marcelo Leite

Dear Friends,

It is with great excitement and pride that we present to you the inaugural issue of W/ Soul Art Magazine. This publication represents more than just a magazine; it is a vibrant space dedicated to the celebration and promotion of culture, art, and the myriad ways we can bring joy to our souls. Our mission is to create a platform where art meets soul, providing our readers with enriching content that speaks to the heart.

W/ Soul Art Magazine is born from a deep passion for the arts and a commitment to showcasing the beauty and diversity that art embodies. Within these pages, you will find a rich tapestry of articles that delve into various aspects of art, from insightful features on our gallery artists to explorations of the latest trends in fashion, travel, and cultural programs. Our aim is to offer a holistic experience that not only highlights the visual and performing arts but also inspires you to discover new ways to nourish your spirit.

Moreover, W/ Soul Art Magazine is committed to addressing various themes related to the arts. From in-depth analyses of contemporary art movements to guides on cultural hotspots around the globe, our content is designed to inform, inspire, and engage. We believe that art is not just to be observed but experienced, and we hope to bring that experience to you through every article, interview, and feature.

We are also excited to share special sections dedicated to fashion and travel, showcasing how these elements intertwine with art to create a richer, more fulfilling life. Whether it's a journey to a historic art destination or the latest in artistic fashion trends, we aim to provide content that enhances your appreciation of the world around you.

As we embark on this journey, we extend our heartfelt thanks to you, our readers, for your support and enthusiasm. We look forward to growing together, exploring the depths of art and culture, and continually finding new ways to bring beauty and joy into our lives.

Welcome to W/ Soul Art Magazine. We hope you enjoy this first issue as much as we enjoyed creating it.

Warm regards,
Marcelo Leite W/ Soul Art Gallery

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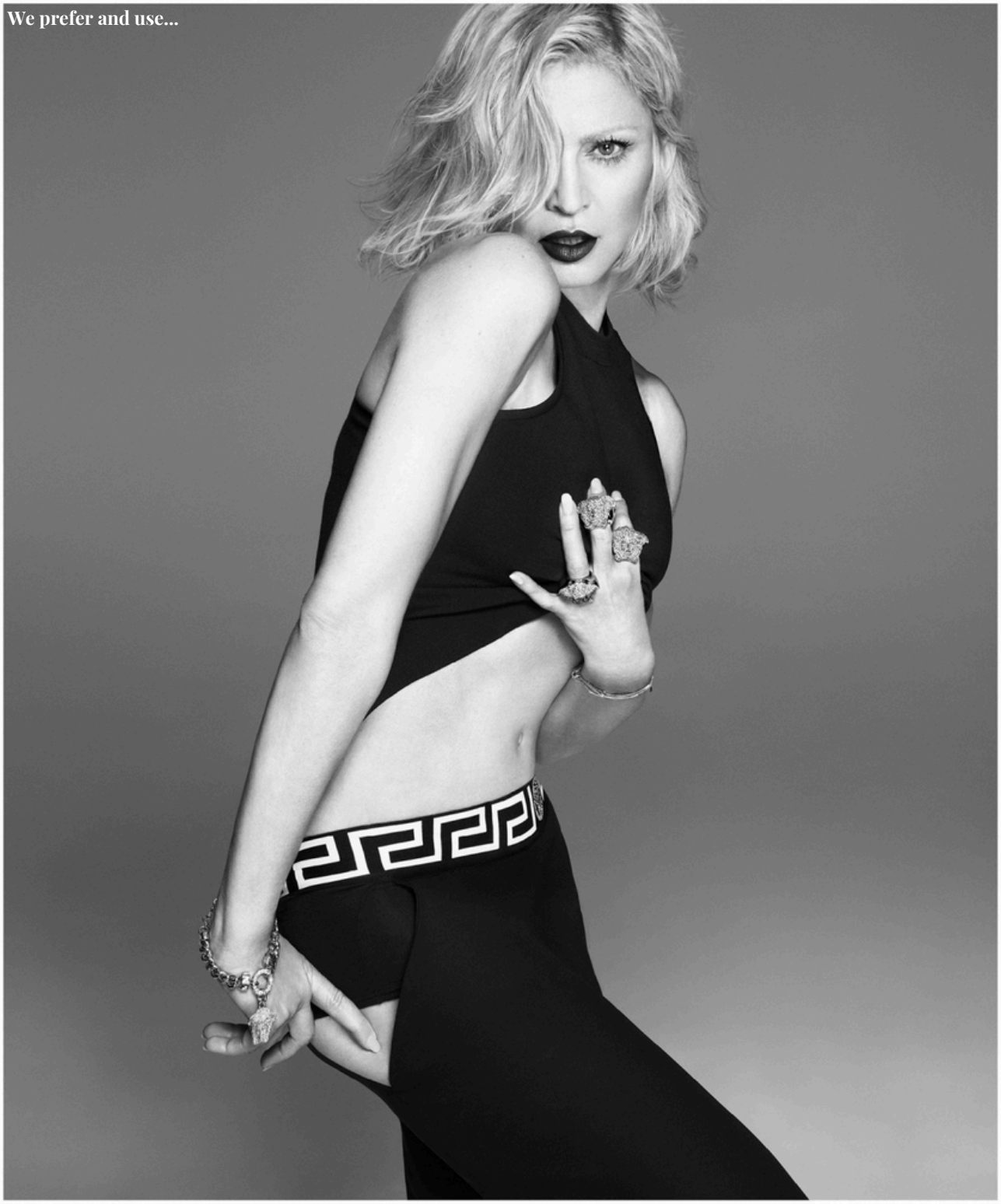

MADONNA FOR

VERSACE

ASUKA KRACH

CREATIVITY AGAINST BULLYING

by Marcelo Leite

Asuka (9), a prodigious young artist, has garnered **international attention** with her **remarkable talent**. At the tender age of 9, Asuka has already achieved feats that many artists aspire to throughout their careers. Her journey in art began early, demonstrating an innate ability to create captivating works. This talent has not only led her to many **exhibitions** but also allowed her to present a piece to **French President** Emmanuel Macron. Asuka's early experiences and her creative approach have been instrumental in developing her artistry, particularly in overcoming personal challenges such as **bullying**.

DEVELOPMENT OF TALENT

"Art became a refuge for me, a way to express what I couldn't put into words,"

- @asukakrachh

"At home, she was great, but she would go to school and come back devastated. She didn't show any other signs that something was wrong until she drew on her bedroom wall for the first time. At first, I was angry, but then I understood, because whenever she came home sad, she would go and draw," says Asuka's mom, Juliana Krach.

- @julianakrach

Asuka's development as an artist is a testament to her resilience and creativity. Faced with bullying at a young age, she found solace and expression in her art. This creative outlet not only helped her navigate difficult social situations but also honed her skills, leading to the emotive quality of her work today. "Art became a refuge for me, a way to express what I couldn't put into words," Asuka stated in an interview . Her ability to channel her experiences into her artwork has been a crucial factor in her artistic growth and public recognition.

PRÉSIDENCE DE LA RÉPUBLIQUE

Le Chef de Cabinet
du Président de la République

Madame Juliana KRACH

Le chef de l'État, touché par votre témoignage sur votre fille, tient à vous en remercier chaleureusement. Il souhaite à Asuka de continuer de trouver, dans la création artistique, le bonheur et l'épanouissement.

Si vous souhaitez envoyer un tableau d'Asuka à monsieur Emmanuel Macron, vous pouvez l'adresser directement à l'adresse suivante :

Brice BLONDEL

PRÉSIDENCE DE LA RÉPUBLIQUE
PALAIS DE L'ÉLYSÉE — 55, RUE DU FAUBOURG-SAINT-HONORÉ, 75008 PARIS

Afin de contribuer au respect de l'environnement, la Présidence de la République vous invite à privilégier l'envoi de vos correspondances par courriels sur le site www.elysee.fr, rubrique « écrire au Président ».

Artwork Gifted to President Macron

One of the highlights of Asuka's career was the presentation of her artwork to President Emmanuel Macron. This event marked a significant recognition of her talent on an international stage. The artwork, which captured the essence of cultural exchange and diplomacy, was highly praised and symbolized the bridging of artistic and political spheres. "Presenting my work to President Macron was an unforgettable honor and an incredible opportunity to share my vision with a global leader," Asuka remarked .

Exhibition for Children in Rio de Janeiro

Another of Asuka's notable contributions to the art world was her exhibition designed specifically for children in Rio de Janeiro. This event was a significant milestone, reflecting her commitment to using art as a medium to inspire and educate young minds. The exhibition featured interactive displays and workshops, allowing children to engage directly with art. This initiative not only showcased Asuka's works but also promoted the importance of creativity and expression among the youth.

FUTURE PLANS AND ARTISTIC EXPERIMENTS

Asuka's Interwiew at The Radio Gong 96,3 FM

Looking ahead, Asuka's ambitions continue to grow. She plans to showcase her work in New York, aiming to reach a broader audience and further establish her presence in the international art community. Additionally, her recent inclusion in the W/ Soul Art Gallery represents a significant step in expanding her projects and collaborations. This opportunity will undoubtedly provide her with new platforms to display her work and connect with other artists and audiences around the world. Beyond her current achievements, Asuka is also experimenting with other fields of art, such as Manga, and is eager to explore graffiti. Asuka's journey is a remarkable example of how talent, when nurtured and supported, can overcome adversity and achieve extraordinary heights.

REFERENCES

"ARTISTA MIRIM QUE JÁ PRESENTEOU MACRON COM OBRA DE ARTE PREPARA SUA PRIMEIRA EXPOSIÇÃO NA ALEMANHA." G1. NOVEMBER 29, 2023. ACCESSED MAY 29, 2024. HTTPS://G1.GLOBO.COM/SP/SOROCABA-JUNDIAI/NOTICIA/2023/11/29/ARTISTA-MIRIM-QUE-JA-PRESENTEOU-MACRON-COM-OBRA-DE-ARTE-PREPARA-SUA-PRIMEIRA-EXPOSICAO-NA-ALEMANHA.GHTML.

"INTERVIEW: DREI FRAGEN AN ASUKA." SÜDDEUTSCHE ZEITUNG. ACCESSED MAY 29, 2024. HTTPS://WWW.SUEDDEUTSCHE.DE/KOLUMNE/INTERVIEW-DREI-FRAGEN-AN-1.6559986.

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W/Soul News
Volume 01, June 2024

ART MARKET 2024

5 INSIGHTS FROM ART BASEL REPORT

The global art market has once again shown its resilience in the face of high interest rates, inflation, and political instability. While the top end of the market slowed in 2023, transaction volumes increased, and online sales continued to thrive.

The Art Market 2024, published by Art Basel and UBS provides a comprehensive macro-economic analysis of the state of the global art market in 2023. The report sheds light on complex global developments that affect the art market and analyses the key trends that have shaped the market over the last year. Co-published by Art Basel and UBS, the report is authored by renowned cultural economist Dr. Clare McAndrew of Arts Economics.
Here we share five key findings from the report.

Global art sales slowdown, whilst transaction volume increases

In 2023, global art sales eased to an estimated USD 65 billion, showcasing resilience despite a slowdown of 4% year-on-year and surpassing pre-pandemic 2019 levels. Notably, transaction volume increased by 4%, totalling 39.4 million, which was particularly pronounced at lower price levels.

US maintains its position as largest global art market

The US maintained its position as the leading market worldwide, accounting for 42% of sales by value. China became the second-largest global art market, with its share rising to 19%, while the UK moved to third place with a share of 17%. France remained in a stable fourth position at 7% of global sales.

Sales in China grow following easing of pandemic measures

Defying the global trend, sales in China increased by 9% to an estimated USD12.2 billion. Following the lifting of COVID-19 restrictions in the first half of the year, buyers capitalized on sales of postponed auction inventories from 2022 and returned to fairs and exhibitions with enthusiasm. In the latter half of 2023, the pace moderated, possibly influenced by projections of more gradual economic growth.

Online sales grow in importance

Confidence in global online sales resurged in 2023, reaching an estimated USD11.8 billion, a rise of 7% year-on-year from 2022, and accounting for 18% of the market's total turnover.

Outlook for 2024

Expected declines in interest rates, weakening inflation and the enduring allure of art, signals a hopeful outlook for 2024 and beyond.

Font:
www.ubs.com/global/en/our-firm/art/collecting/art-market-survey.html

W/Soul News
Volume 01, June 2024

ARTIFICIAL INTELLIGENCE

ADVANCEMENTS AND ITS IMPACT ON THE ARTISTIC ENVIRONMENT

Force of innovation

Artificial intelligence (AI) has become a driving force of innovation and transformation across various sectors of society. From advanced medical diagnostics to autonomous vehicles, AI is redefining how we live and work. In this article, we will explore how AI advancements are impacting different sectors and, specifically, how they may affect the artistic realm. Our opinion is that while AI can enhance many artistic projects, it will never replace the human behind the artwork.

Artistic Domain and AI

In the artistic domain, Artificial intelligence (AI) is increasingly intersecting, offering tools and techniques that expand the creative possibilities for artists. From generating visual artworks to composing music and even assisting in filmmaking, AI is opening new avenues for artistic expression. While AI can enrich artistic projects and foster innovation, it cannot fully replicate the emotional depth and intuition inherent in human creativity. Thus, while AI serves as a valuable tool, it remains complementary to, rather than a substitute for, human artistic endeavors.

Enhance of Artistic Projects

AI has the potential to enhance artistic projects by providing artists with innovative tools and techniques that broaden creative horizons. Through AI-powered platforms and algorithms, artists can explore new artistic styles, experiment with novel approaches, and collaborate on innovative projects. While AI enriches the creative process by offering new perspectives and capabilities, it ultimately relies on human creativity and intuition to imbue artworks with depth and meaning.

Limitations of AI in Art

The constraints of artificial intelligence (AI) in art lie in its struggle to fully grasp the emotional intricacies and intuitive insights that characterize human creativity. Despite its remarkable capabilities, AI often falls short in replicating the depth of human emotion and understanding, resulting in artworks that may lack the profound emotional resonance found in those crafted by humans. Moreover, AI's dependence on extensive datasets for training poses a challenge, as biased or restricted datasets can impact the quality and authenticity of AI-generated art. Thus, while AI presents valuable tools for artistic exploration, its limitations underscore the irreplaceable role of human creativity in the artistic process.

AI as a Tool, Not a Substitute

Our opinion underscores the perspective that artificial intelligence (AI) should be viewed as a facilitative tool rather than a replacement for human creativity in the realm of art. While AI offers valuable assistance and augmentation to artistic endeavors, it cannot fully replicate the depth of human intuition, emotion, and individuality that imbues art with its unique essence. Thus, while AI enhances artistic processes and expands creative possibilities, it remains essential to recognize and preserve the irreplaceable role of human creativity in the artistic landscape.

Conclusion

The advancements in artificial intelligence are reshaping numerous sectors, including the artistic realm. AI presents new tools and possibilities that can enrich artistic creation, yet it also has its limitations. Ultimately, AI should be regarded as a collaborator for artists, offering fresh opportunities for innovation and creativity without replacing the human touch that makes art so unique.

The Future is now!

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- DATA SCIENCE
- FORECASTING
- R SOFTWARE
- PYTHON
- PEOPLE ANALYTICS
- MARKETING ANALYTICS
- DEEP LEARNING
- LLM
- ARTIFICIAL INTELLIGENCE
- LITERATURE
- PHILOSOPHY
- SOCIOLOGY

JERCI MACCARI

THE APOTHEOSIS OF COLORS AND LINE TECHNIQUES

JERCI MACCARI'S EARLY LIFE AND INFLUENCES

Jerci Maccari, born in 1949 in Urussanga, Santa Catarina, Brazil, is a renowned artist whose work is deeply influenced by his rural upbringing and religious education. His unique style, characterized by the vibrant use of colors and the absence of faces in his characters, invites a comparative analysis with the techniques of famous artists like Claude Monet, Vincent van Gogh, and Paul Gauguin. This article explores Maccari's life, his artistic journey, and how his use of colors and lines stands in comparison to these iconic artists.

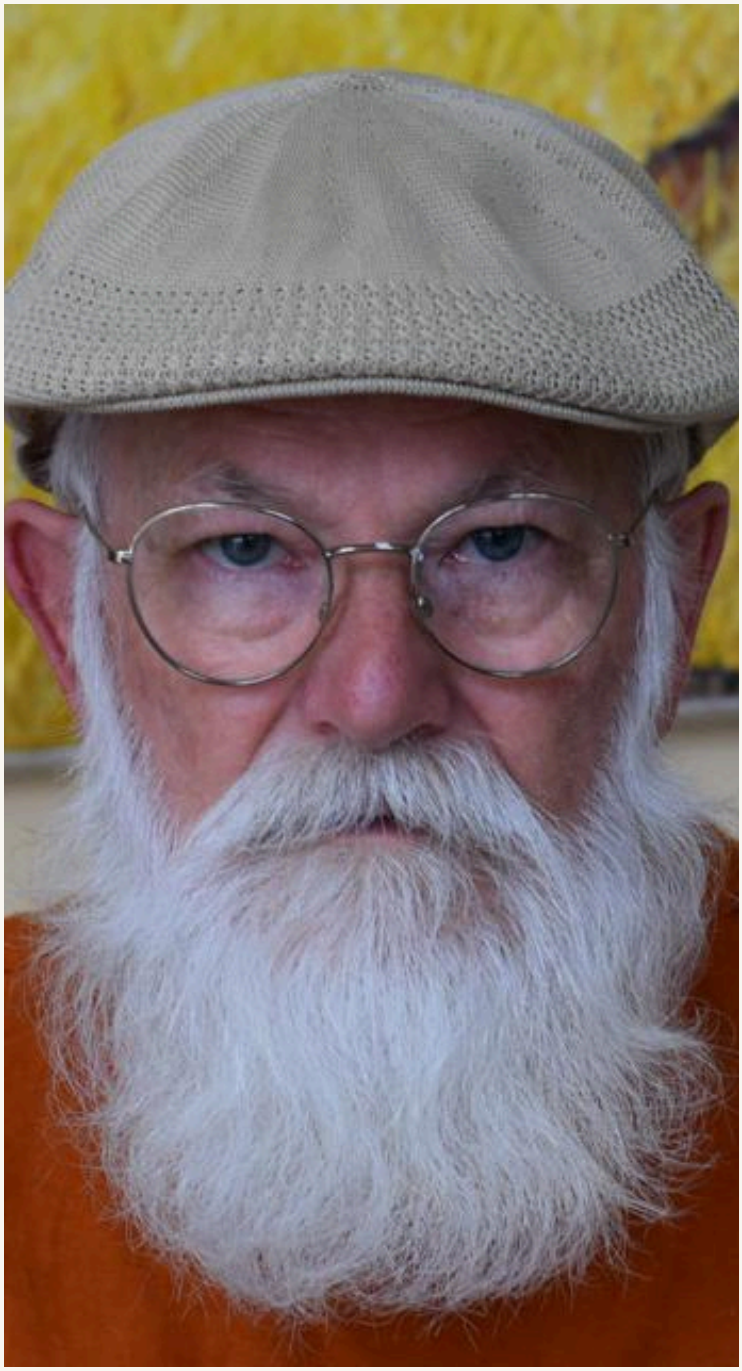
Maccari's early life in the countryside of Francisco Beltrão, Paraná, profoundly shaped his artistic vision. Surrounded by nature and immersed in the agricultural routines of his family, Maccari's connection to the land and rural life is a recurring theme in his work. At thirteen, he moved to the Seminary of Ibicaré, Santa Catarina, where he discovered his artistic talents while receiving a robust humanistic and religious education.

TRANSITION TO FULL-TIME ARTIST

In 1967, Maccari's journey took him to the Seminary of Pirassununga in São Paulo, where he immersed himself in the world of arts. Later, in Valinhos, São Paulo, he began studying Philosophy but soon decided to dedicate himself entirely to art. Under the mentorship of Sebastião Guimarães at the Municipal Council of Culture of Valinhos, Maccari honed his skills in modern art, eventually embarking on an independent artistic career.

JERCI MACCARI'S ARTISTIC STYLE

Maccari’s art predominantly features oil and acrylic paints, often depicting scenes from his childhood and family life. His canvases are a colorful tribute to the socio-geographical, cultural, and historical narratives of rural Brazil. Notably, his characters lack facial features, serving as a social critique and allowing viewers to project their interpretations, making the figures universally relatable.



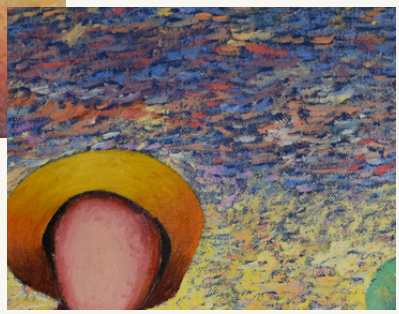
JERCI MACCARI IN FACTS

- Born in 1949 in Urussanga, SC, Brazil
- Living in Valinhos, SP, Brazil since 1970
- Happly married to Sr. Fabio Cerqueira
- Pupil of the artist Sebastião Guimarães
- The most beloved Santa Claus in the Valinhos region

THE USE OF COLORS

Claude Monet's use of color and is characterized by light, vibrant hues and a focus on capturing the changing effects of light. Monet's impressionistic palette often features a harmonious blend of colors that evoke a sense of tranquility and natural beauty. Maccari's palette, while similarly vibrant, tends to be more intense and saturated, reflecting the vivid memories of his rural upbringing. Both artists use color to evoke emotion and Maccari's approach is rooted in the emotional depth of his personal and collective experiences.

Claude Monet San Giorgio Maggiore At Dusk (Detail)
91.5x61cm



Jerci Maccari
Inspection of the coffee plantation (Detail)
60x70cm

EMOTIONAL PALETTE

Vincent van Gogh's color techniques are known for their boldness and emotional intensity. Van Gogh used colors to express his inner turmoil and passion, often employing contrasting colors to create a sense of movement and drama. Maccari shares this emotional use of color but in a more grounded context, drawing from the vibrant, earthy tones of the Brazilian countryside. While Van Gogh's palette reflects his psychological state, Maccari's colors are a celebration of life and memory.

SIMPLIFIED FORMS

Gauguin's use of lines is characterized by bold, simplified forms that emphasize the symbolic nature of his subjects. His lines are often strong and clear, creating a sense of solidity and monumentality. Maccari's lines, while similarly bold, are used to create a sense of intimacy and connection with his subjects. His simplified forms are a tribute to the everyday lives of rural workers, highlighting their importance and dignity.

Paul Gauguin
Landscape with Dog (Detail)
70x100cm

Jerci Maccari
ISunday afternoon in Sao Miguel (Detail)
70x100cm

THEMES IN MACCARI'S WORK

Maccari's art explores a variety of themes, including socio-geographical and cultural narratives, psychological and affective tributes to family, and social critiques. His works often depict scenes from rural life, focusing on the agricultural routines and landscapes that shaped his childhood. The absence of faces in his characters serves as a powerful social critique, emphasizing the overlooked significance of rural workers and inviting viewers to connect with the universal human experience.

IMPACT OF RURAL BACKGROUND ON MACCARI'S ART

Jerci Maccari's rural background plays a crucial role in his artistic vision. His childhood memories of nature and agricultural life are vividly reflected in his work. The landscapes, routines, and people of the countryside are recurring subjects, rendered with a sense of affection and respect. This rural influence gives Maccari's art an authentic, grounded quality that resonates with viewers.

PSYCHOLOGICAL AND SOCIAL ELEMENTS

The absence of faces in Maccari's characters is a deliberate choice that adds a psychological and social dimension to his work. By omitting facial features, Maccari transforms his subjects into universal figures, inviting viewers to project their own identities and experiences onto them. This anonymity serves as a social critique, highlighting the often overlooked importance of rural workers and their contributions to society.

CONNECTION WITH VIEWERS

Maccari's art creates a deep connection with viewers by inviting them to engage with his subjects on a personal level. The universal nature of his characters, combined with the vibrant use of colors and bold lines, draws viewers into his world, allowing them to relate their own experiences to his work. This emotional engagement is a testament to Maccari's ability to blend the personal with the collective human experience.

"FAMILY FARMING CANNOT BE DISREGARDED OR IGNORED, AS IT IS STILL RESPONSIBLE FOR PRODUCING HEALTHY FOOD."

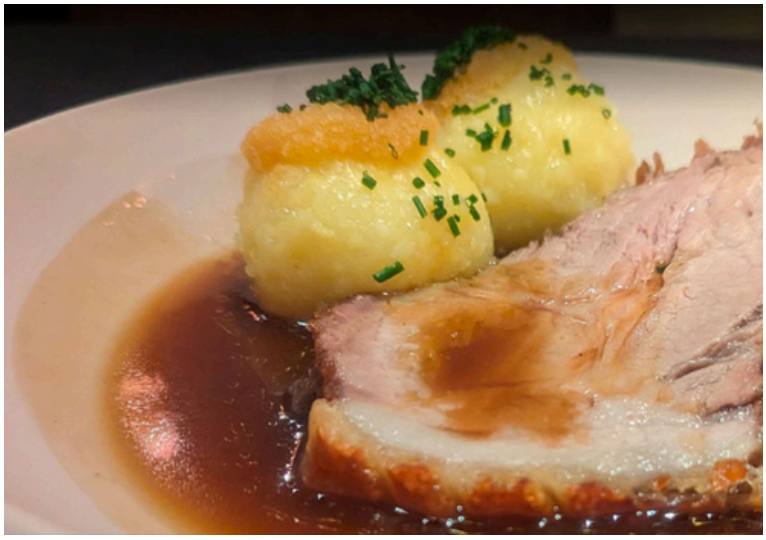
JERCI MACCARI

JERCI MACCARI: HONORING RURAL ROOTS WITH VIBRANT ART

Jerci Maccari's art is a rich tapestry of colors, lines, and themes that reflect his deep connection to his rural roots and personal experiences. By comparing his techniques with those of Monet, Van Gogh, and Gauguin, we gain a deeper understanding of his unique approach to color and line. Maccari's vibrant palette, lines, and universal characters create a powerful emotional connection with viewers, making his work a significant contribution to contemporary art. His legacy continues to inspire and influence, highlighting the timeless beauty and significance of a idyllic life.

As Maccari says, "Family farming cannot be disregarded or ignored, as it is still responsible for producing healthy food." His work emphasizes its importance, immortalizing the process of cultivating the land and producing food without pesticides on his canvases.

Some of Jerci Maccari's work is in our private collection and can be seen in our exhibitions as well as on our website in the "Private Collection" section.



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TOURIST DESTINATIONS

There are many tourism destinations, each of which has its own characteristics and attractive places to visit. In this article we will look at some of the most popular tourism destinations.

Beach tourism

Beach tourism is one of the most popular tourist destinations, especially in summer. Many people choose a beach holiday to enjoy the sun, sea and sand. Among the most popular places for beach holidays are Spain, Thailand, Greece, Italy, Mexico and other countries.

Ski tourism

Ski tourism is an excellent choice for winter sports enthusiasts. Many ski resorts are located in the mountains, where you can enjoy beautiful landscapes and active recreation. Among the most popular places for ski holidays are Austria, France, Switzerland, Italy and other countries.

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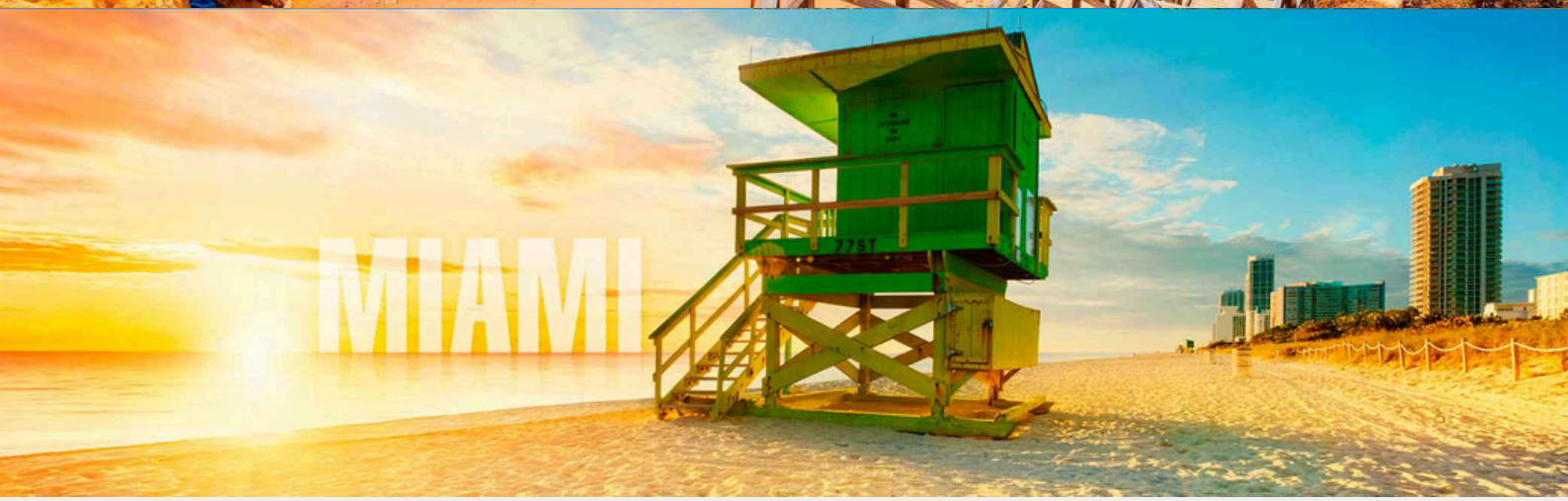

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WELCOME TO OUR GUIDE

The W/Soul Special Places

Introducing the W/ Soul Guide, a curated collection **designed to enrich your soul** with art, culture, and inspiration. This guide offers insights into the most soul-stirring places, from **serene museums and vibrant galleries** to **charming cafés and scenic parks**.

Each edition of the W/ Soul Guide provides a unique journey, celebrating the beauty and diversity of art in all its forms, while also highlighting the works of our talented artists and their contributions to the cultural landscape.

The selection process for the W/ Soul Guide is a meticulous and thoughtful endeavor. **Our team of experts**, along with guest curators and artists, collaborates to identify locations and experiences that resonate deeply with our mission.

We consider a variety of factors, including **artistic significance, cultural relevance, and the emotional impact on visitors.** Through this careful curation, we aim to create a guide that not only showcases remarkable art but also fosters **meaningful connections and lasting memories** for all who explore it.

THE W/ SOUL GUIDE CATEGORIZES DESTINATIONS INTO THREE DISTINCT LEVELS OF "SOULS" TO HELP YOU PRIORITIZE YOUR ARTISTIC AND CULTURAL EXPLORATIONS:

5 SOULS: MUST-VISIT DESTINATIONS

These are incredible, once-in-a-lifetime places that you simply must experience. They are iconic, soul-stirring locations that leave a lasting impression and are essential for any art and culture enthusiast.

4 SOULS: HIGHLY RECOMMENDED DESTINATIONS

These places deserve your attention and are worth planning a visit. They offer enriching and memorable experiences, showcasing significant artistic and cultural contributions.

3 SOULS: WORTH A STOP

These locations are perfect for a quick visit if you're in the area. They provide a pleasant and enriching experience, adding value to your journey with their unique charm and significance.

Let's discover the selected places featured in this edition:

CLAUDE MONET
LONDRES, LE PARLEMENT.
© MUSÉE D'ORSAY

CAUGUSTE RODIN, THIÉBAUT FRÈRES
L'AGE D'AIRAIN, ENTRE 1877 ET 1880
MUSÉE D'ORSAY

Musée d'Orsay

ESPLANADE VALÉRY GISCARD D'ESTAING, 75007 PARIS, FRANÇA

THE LOUVRE MAY FORGIVE US, BUT EXPRESSIONISM IS FUNDAMENTAL.

At the Musée d'Orsay, you can find an exceptional collection of expressionist painters whose works capture the raw emotion and vivid intensity of the movement. Artists like van Gogh, Monet, and Renoir are prominently featured, showcasing masterpieces that delve into the depths of human experience.

Beyond the expressionists, the Musée d'Orsay also houses an impressive array of other art forms. From the iconic impressionist works of Manet and Morisot to the striking sculptures by Rodin, the museum offers a rich tapestry of artistic expression. Whether you're drawn to the bold colors of expressionism or the delicate brushstrokes of impressionism, the Musée d'Orsay promises a captivating journey through the history of art.

CLAUDE MONET
LONDRES, LE PARLEMENT.
© MUSÉE D'ORSAY

EDGAR DEGAS
PETITE DANSEUSE DE 14 ANS
MUSÉE D'ORSAY

VINCENT VAN GOGH
LA CHAMBRE DE VAN GOGH À ARLES
MUSÉE D'ORSAY

And Yes! of course when in Paris, you must visit the Louvre, but don't forget the **Musée d'Orsay**. This museum offers a unique collection of art, particularly its exceptional display of impressionist and post-impressionist masterpieces. It's a must-see for anyone looking to fully appreciate the artistic treasures of Paris.

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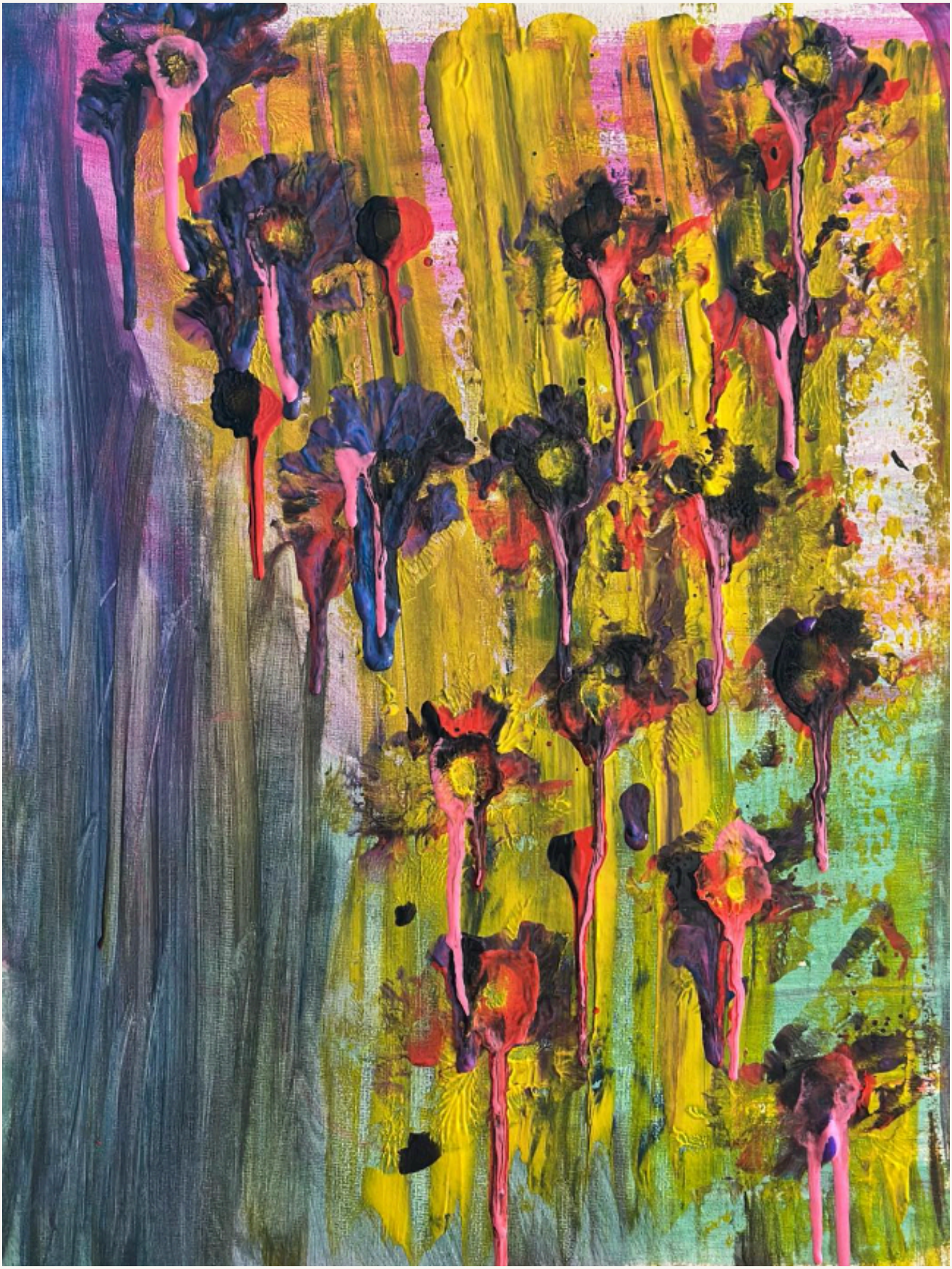

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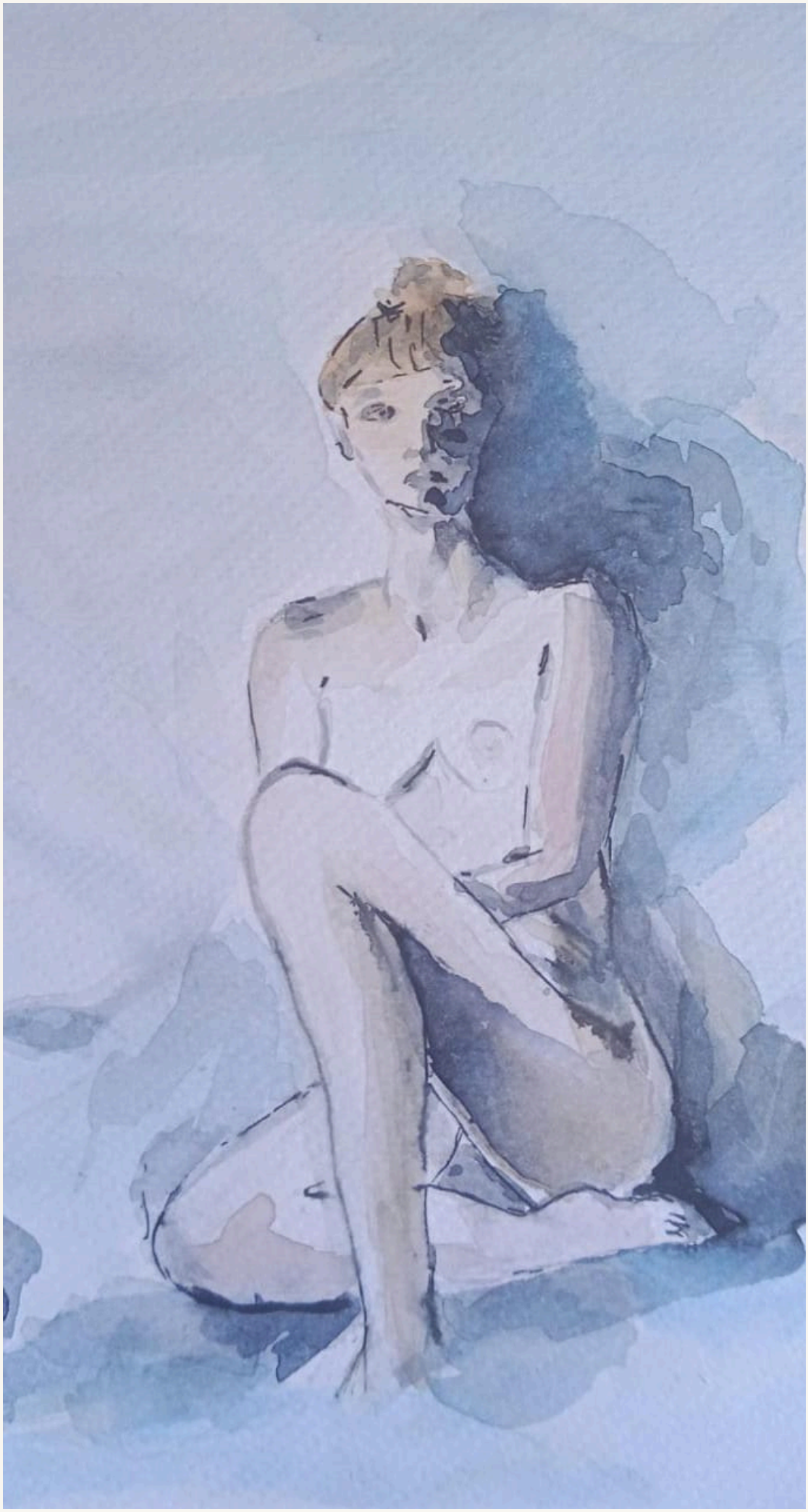

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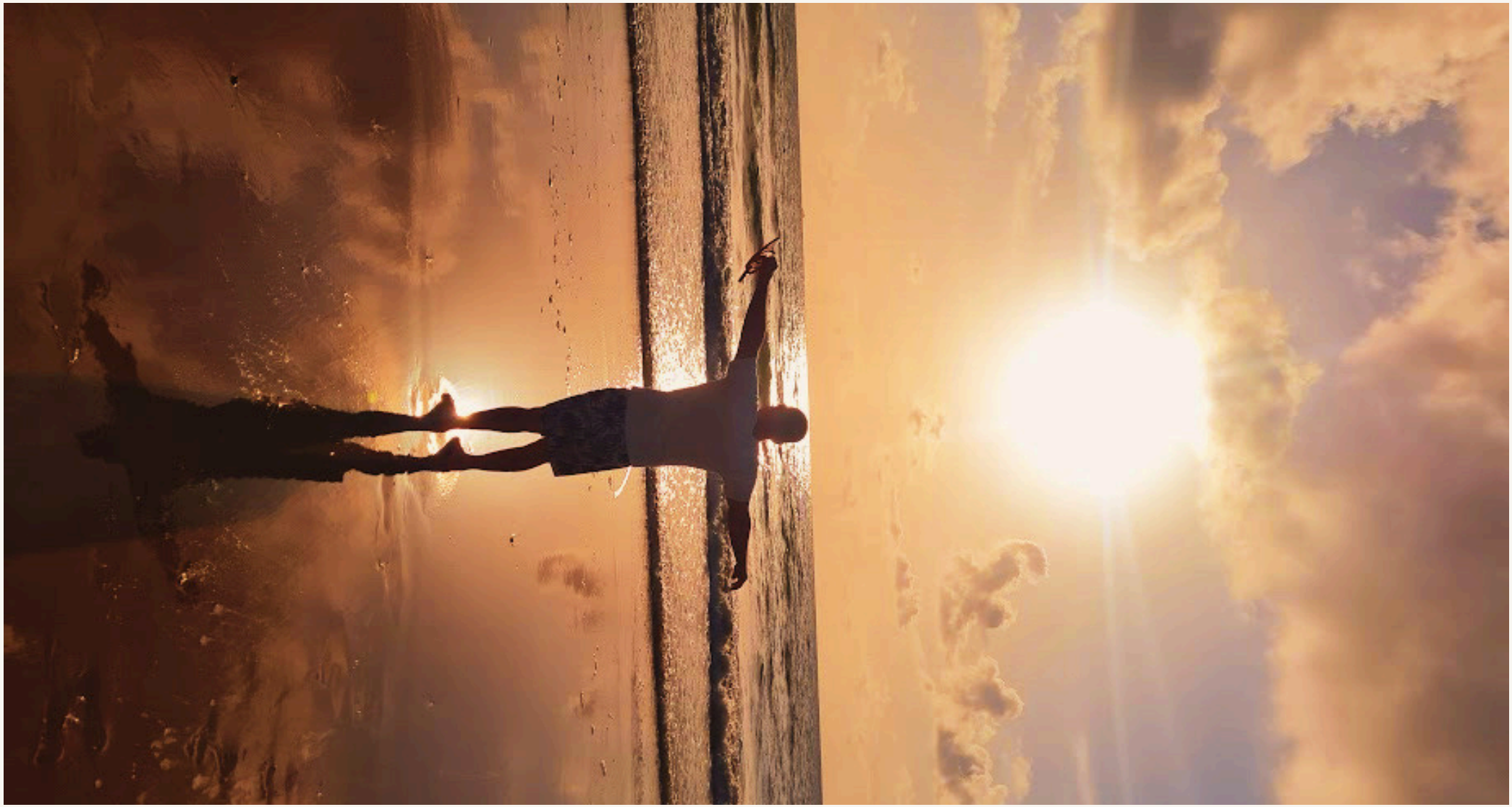

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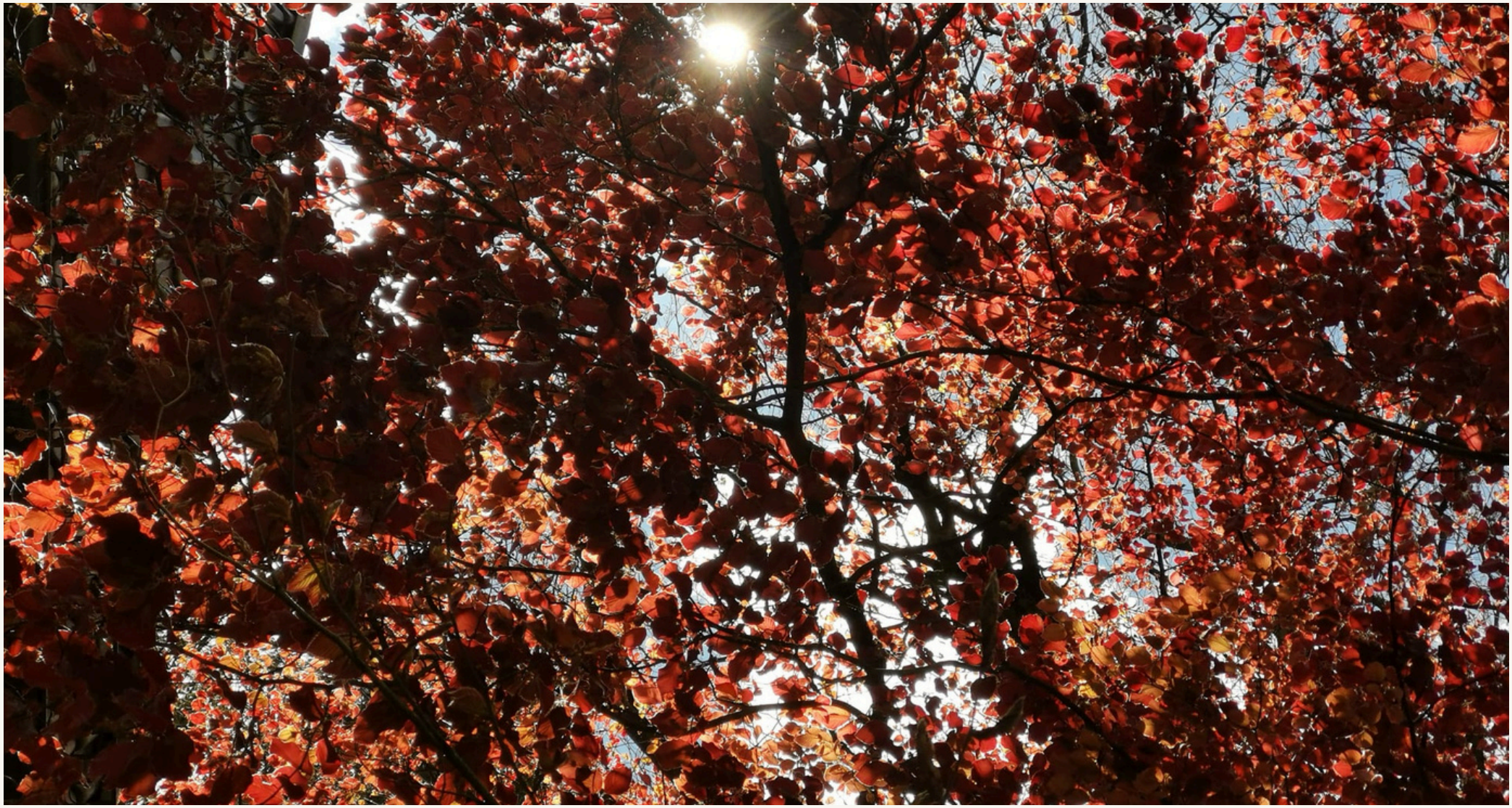

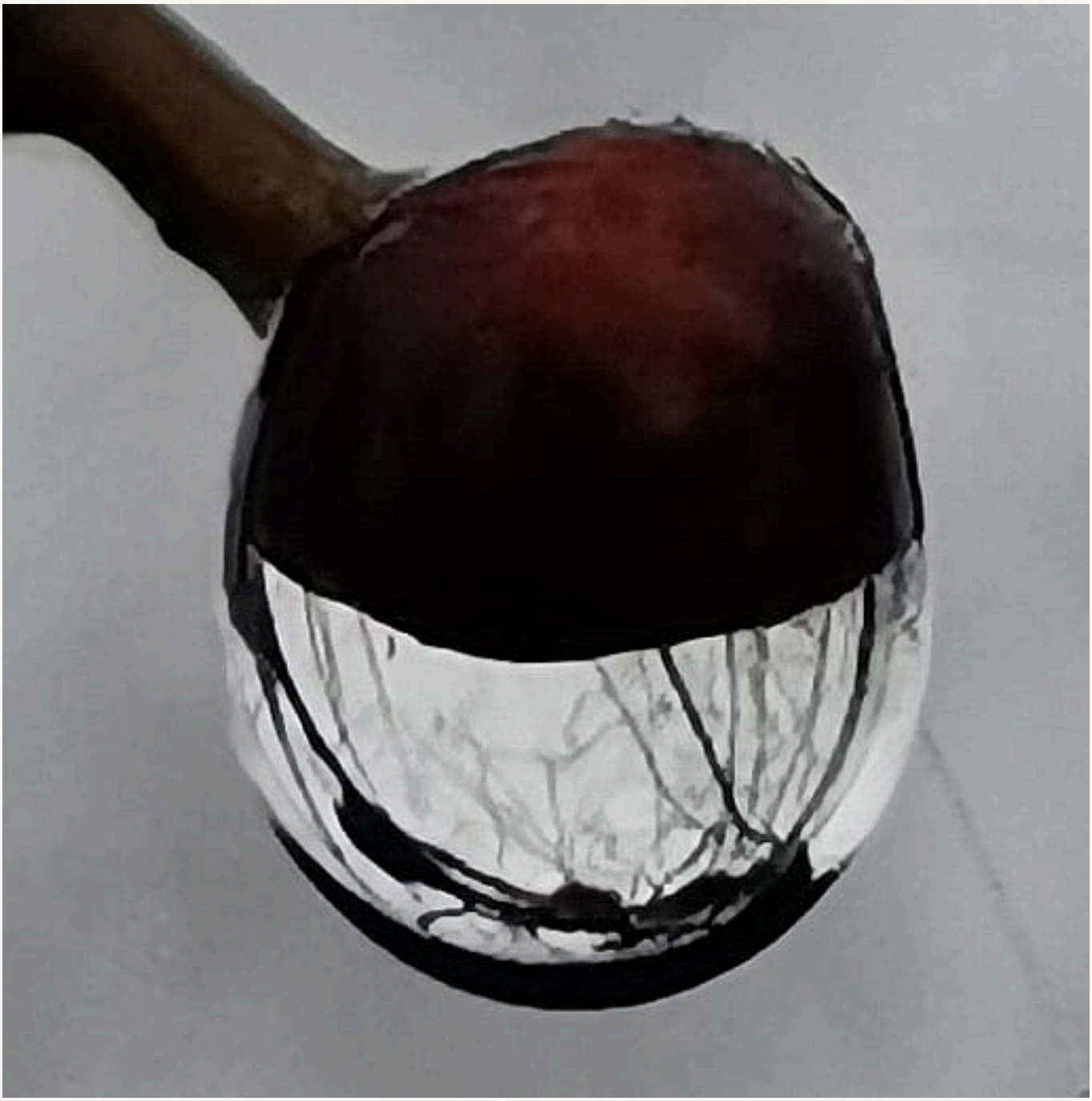

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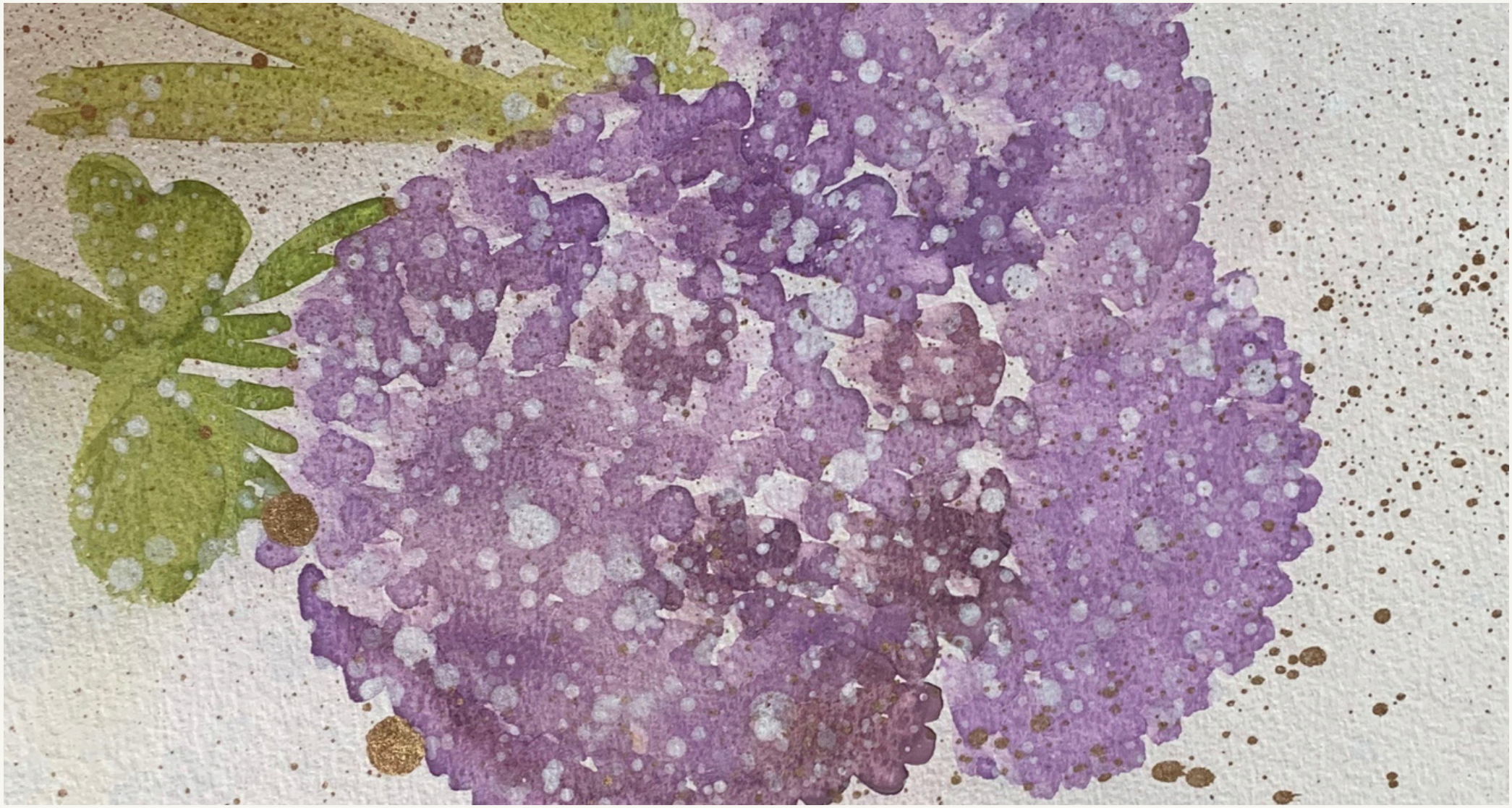

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