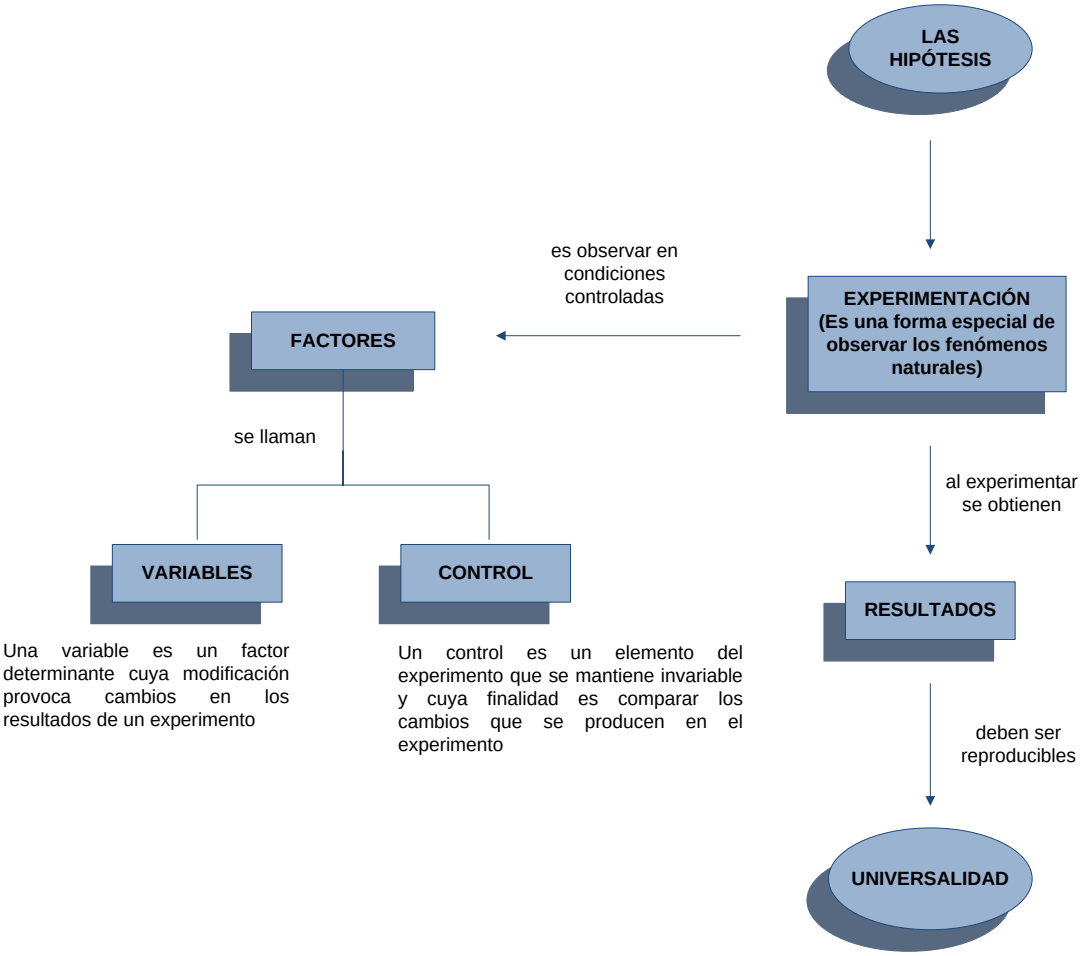LA EXPERIMENTACIÓN