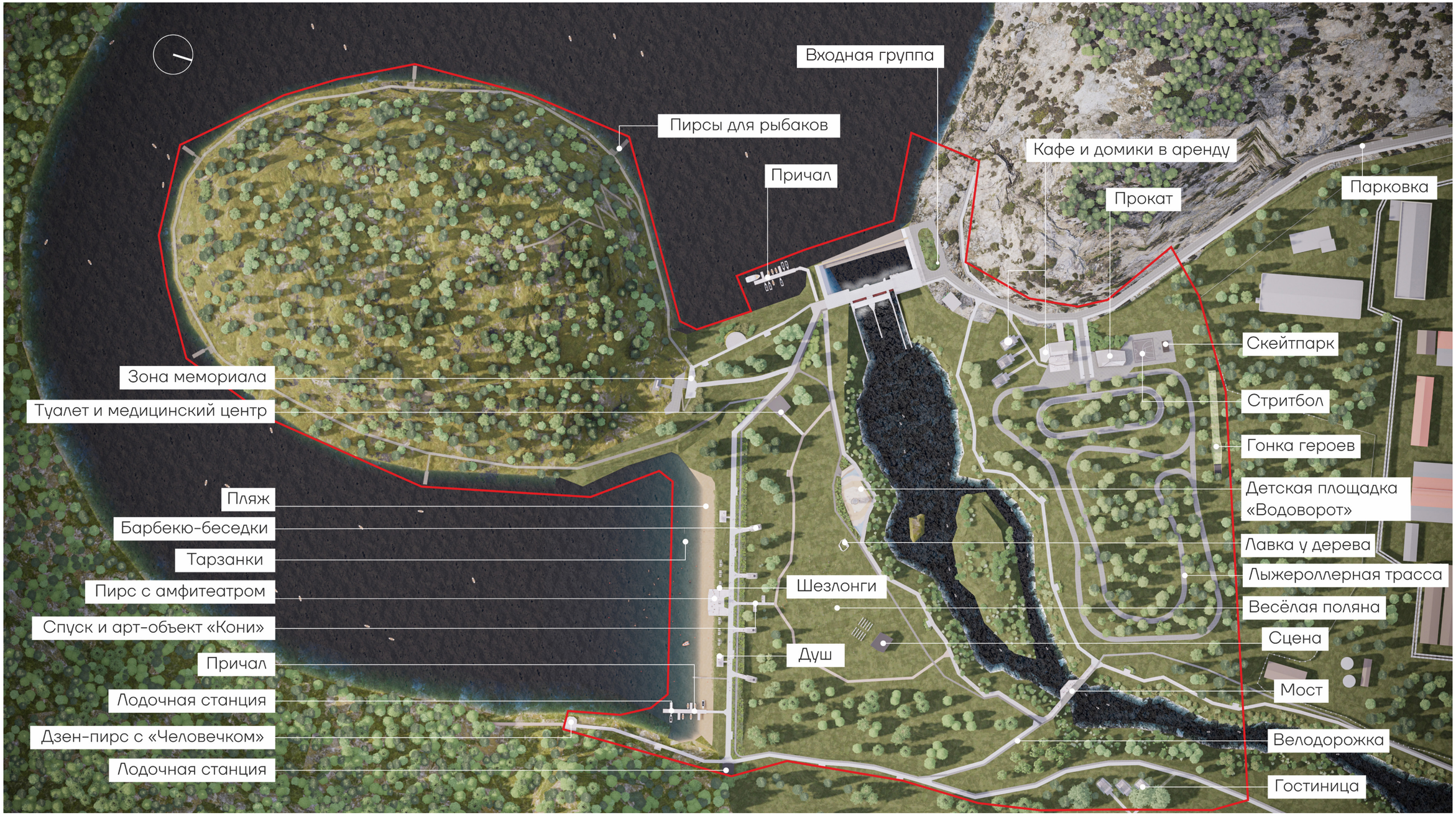Функциональное зонирование