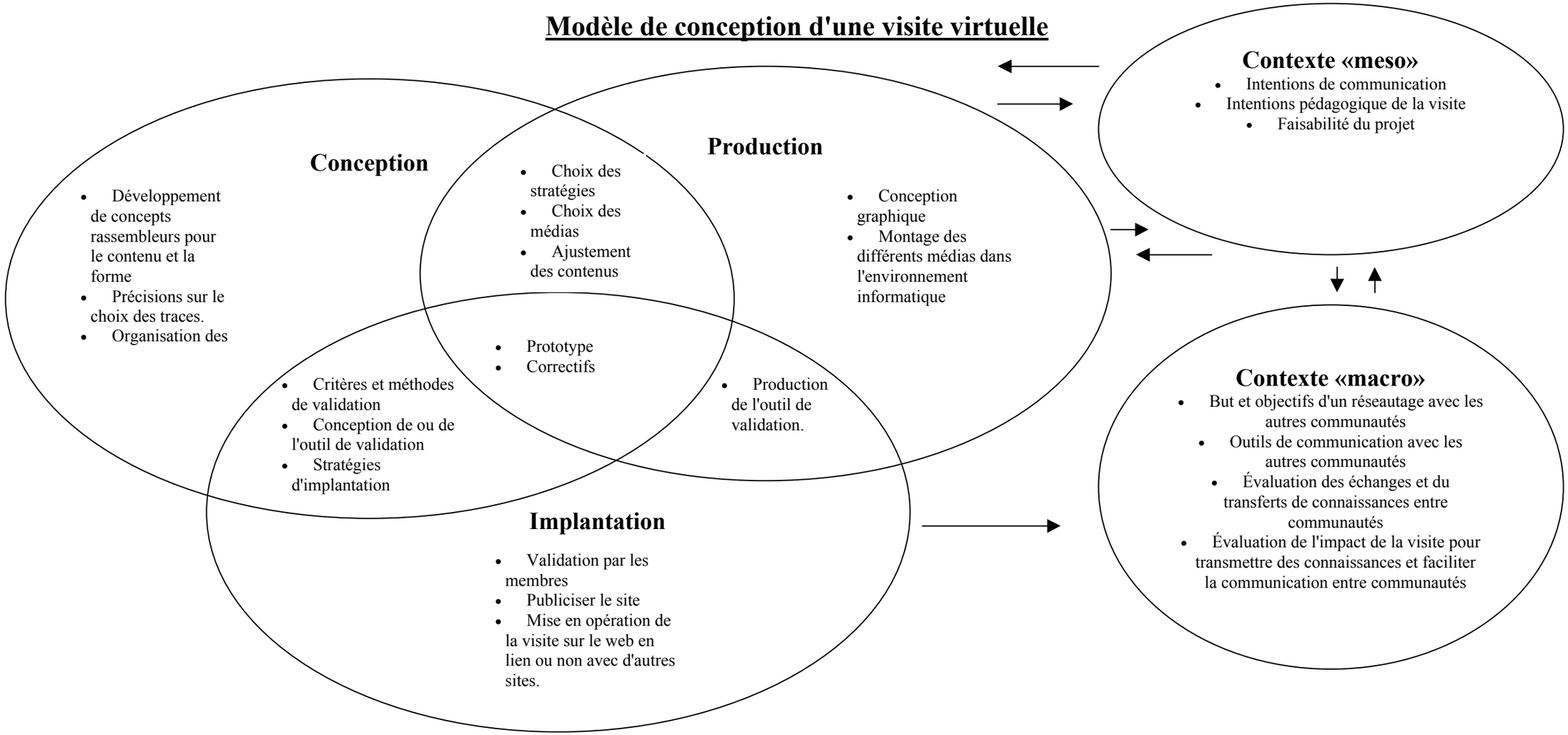Modèle de conception d'une visite virtuelle