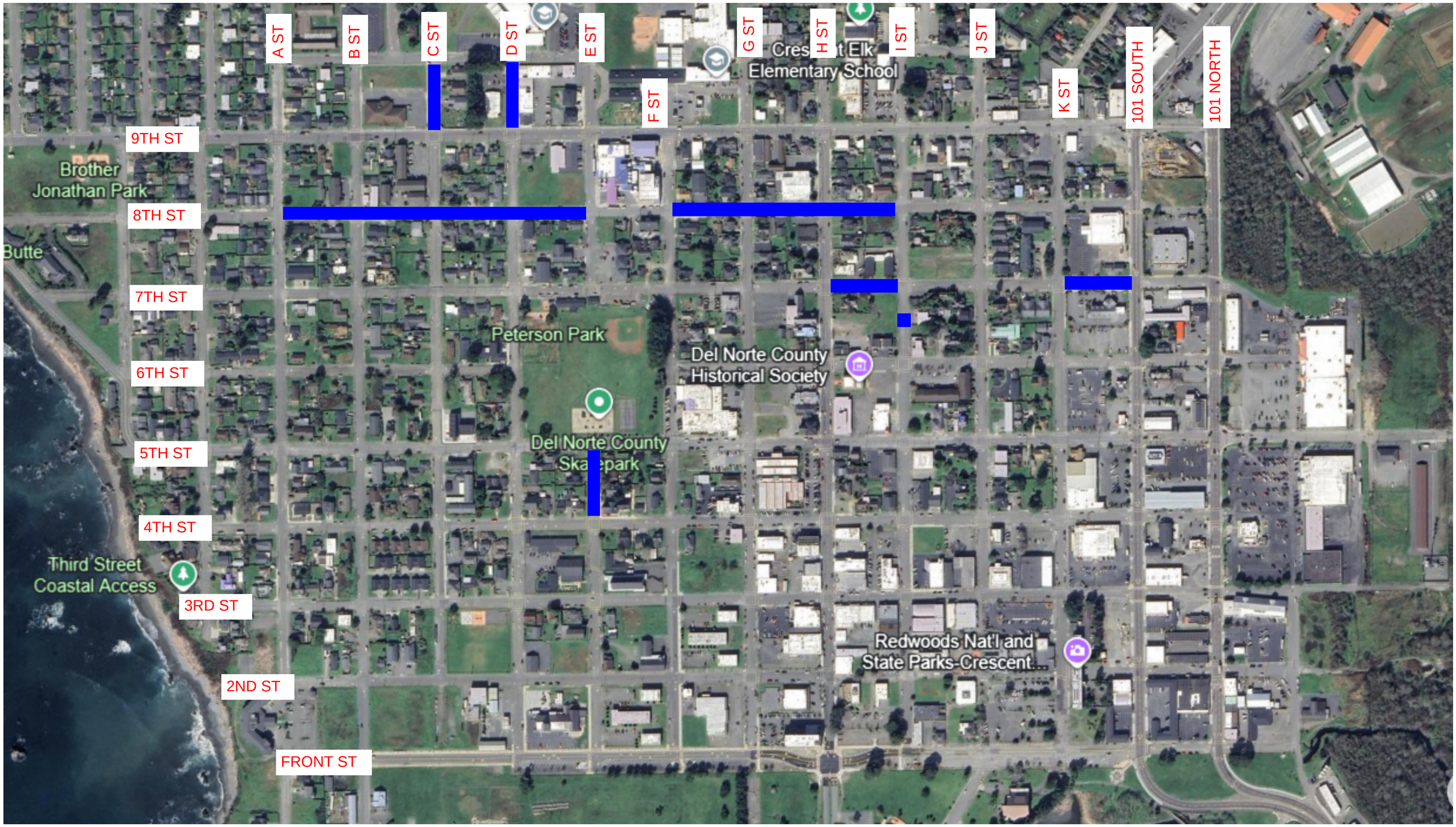MEASURE S PROJECT FALL 2025