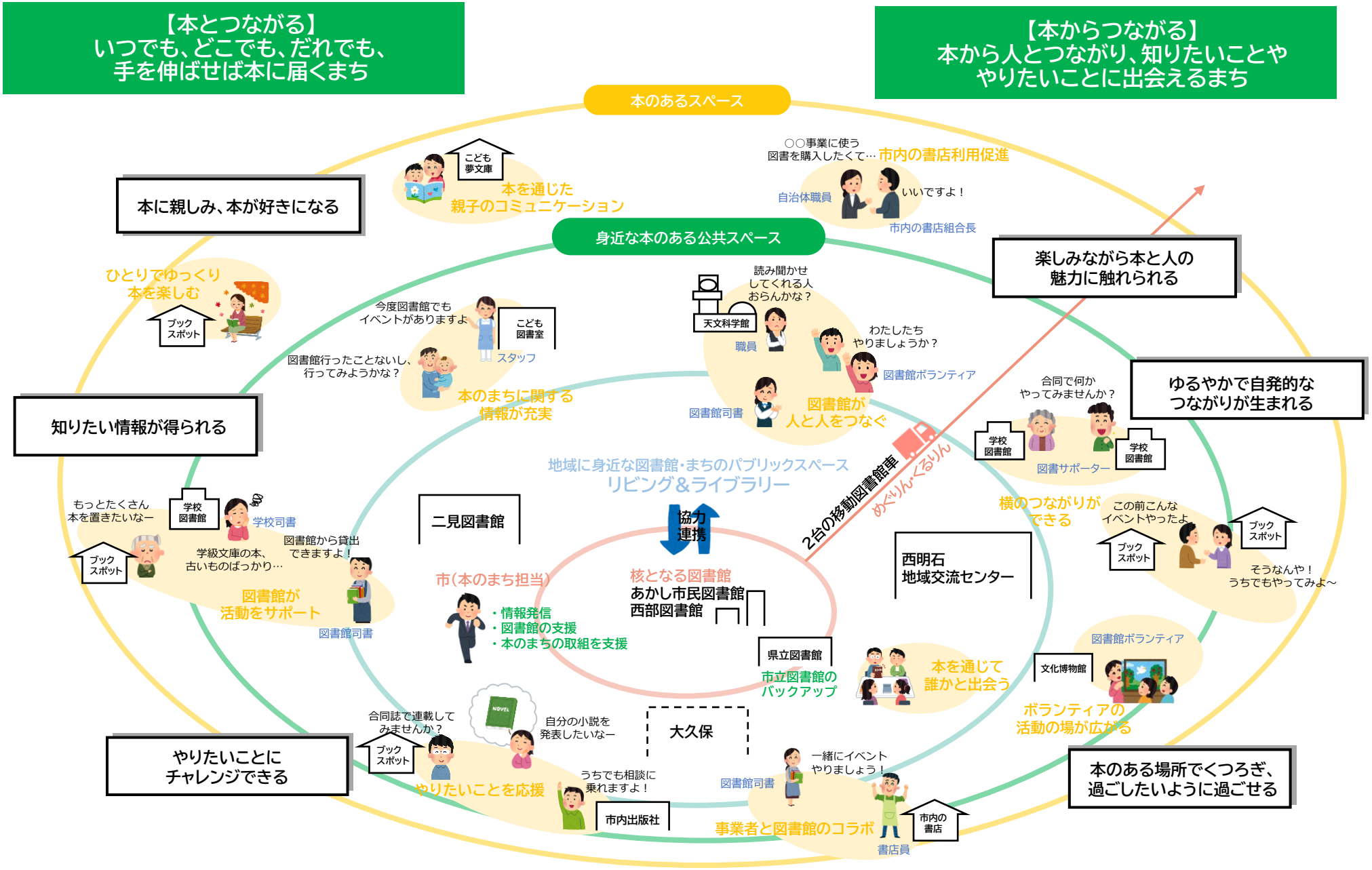本のまち明石の目指すイメージ