





# Message by Designer & C.E.O. Mitzi Bollani



A smile or a spoken word switches on the spark for a new creation. My work tries to achieve for each product the highest level of ergonomics, safety, ease of use and cleaning, in the right balance with the emotion, so that my initially experienced sensation will be imprinted in my design remaining alive over time, so it might be felt by other people, giving them a positive feeling of well-being.

I am an architect and sculptor, when I create an object these two worlds always merge together. Both professions have improved my intuitiveness and my ability to listen and talk through tactile and visual emotions. I love looking for innovative, useful and appealing objects to improve people's individual and social living environment.

My creations have rounded, enveloping and reassuring shapes: those sinuous curves attract and invite people to use them. I love working on my Curvy Design. Which is my motto? "Stir up emotions!" and that of my company Leura s.r.l. is: "Helpful Design".

# A Family Friendly World

For moms, dads, children and grandparents... Leura s.r.l. solutions are Designed for You&All products because they respect every diversity, respond to specific needs becoming useful products to everyone and combine functionality, ergonomics, innovation, craftsmanship and an emotional aspect thanks to the curvy shapes and carefully chosen colors. Leura s.r.l. offers a Family Friendly World that respects the Right to Health and Participation of each person.





## MimmaMà® 365900 N D.M. CE

MimmaMà® is an ergonomic, elegant and charming chair with a particular and poetic shape. It has been designed by Mitzi Bollani to welcome mothers and babies, facilitating every breastfeeding position, including the one for the simultaneous breastfeeding of twins. The chair is equipped with the removable Tuki footrest. MimmaMà® recalls an imaginary female figure which embraces, comforts and reassures the new mother immediately after birth.



## MimmaMà® 365900 L D.M. CE

MimmaMà® is a clear example of the Curvy Design loved by Mitzi Bollani. Its powerful and at the same time gentle, feminine and elegant shape reassures and welcomes people keeping them comfortably in its shell. MimmaMà® is a chair created to protect the Right to Health of mothers and babies. This swivel model of the chair adapts perfectly to any environment and can be equipped with a soft MaBeby pillow to work comfortably on a laptop.



## MimmaMà® 365900 S D.M. CE

MimmaMà® has been carefully studied by paying attention to ergonomics. Its distinctive design offers the correct support to the body: the person sitting feels relaxed because his muscles tension disappears. Its backrest and armrests are joined by a continuous line which is useful for supporting babies during breastfeeding. The flared backrest allows the free movement of the people elbows. MimmaMà® can be equipped with Tuki and MaBeby.



## MimmaMà® 365900 R2 and R3

For breastfeeding rooms Leura s.r.l. created the MimmaMà® beam chair with two or three seats which allows mothers to have a moment of socialization and sharing during the feeding of the baby. The modeling of the seats, as in the other models, eliminate the women's postural pains and relieves those after childbirth because it reduces the pressure on the perineum and unloads the woman's body weight on her legs.



## MaBeby 365900 C

The crescent shape of the MaBeby pillow makes it easily adaptable to the mother's body, helping her to support the newborn in the correct breastfeeding positions. Flame retardant, antibacterial and easy to clean, the MaBeby pillow has a double coating which prevents the dispersion of the padding material in case of cuts. MaBeby can also be placed on the people's legs while working with a laptop.



## Tuki 365900 P

Tuki is a fire retardant footrest extremely useful for maintaining a correct posture during breastfeeding. Designed by Mitzi Bollani to fit into the base of the MimmaMà® 365900 N armchair, Tuki can be combined with any other MimmaMà® model or other seat, allowing people to obtain the maximum comfort and relaxation. Tuki helps to keep the muscles relaxed, improving posture and promoting better circulation.



## MimmaMà® Point Capsula NY 80.330

MimmaMà® Point is a welcoming, emotional and comfortable place where mothers can breastfeed, cuddle or calm babies even in very attended environments. Every MimmaMà® Point is customizable in shape, sizes and graphics, it is self-supporting and safe, because it does not tip over. The MimmaMà® Point hugs the mother and her baby in a small, intimate and relaxing space, separating but not isolating them from the outside world.



## MammaMà® Point Paravento 80.120

A customized screen protects the maternal bonding in breastfeeding dedicated corners. The MammaMà® Point is a qualified family-friendly service and it should be placed in every place of life: airports, museums, libraries, banks, parks, malls... to respect the fundamental Right to Health of mothers and babies. Leura stands guarantee cleanliness, privacy, safety and functionalism in that very special moment.



## MimmaMà® Point Chiocciola 80.312

To allow mothers to socialize and share the exciting experience of breastfeeding, Leura s.r.l. creates multi-seat corners. The MimmaMà® Point is totally customizable, it can be equipped with furnishing accessories and also completed with a changing table inserted directly into its structure. Inside, mothers will always find the specific MimmaMà® breastfeeding chair.



## Sign On 80.800

Sign On is a digital emotional illustration, printed on fire-retardant high tack adhesive PVC sheets. It is non-toxic, antibacterial, placeable on walls and ceilings. These illustrations are specifically created on the customer's demand. Sign On makes perceive the spaces larger thanks to the illusions of drawings, it creates relaxing and playful atmospheres and renews every environment without the need of expensive interventions.



## Taby 90.110

Taby is a round, elegant and minimal table, specially designed to match the MimmaMà® breastfeeding chair. It fits easily into any environment and MimmaMà® Point breastfeeding areas. Simple, linear and functional, Taby is a comfortable and useful table not only in public spaces, but also at home, perhaps in the living room, to always have a practical support.



## Ovo 365010

Ovo is a pouf with simple and round shape; it is helpful like a seat as well as a small table. Upholstered in fire-retardant and easy-to-clean ecological leather, Ovo is placeable in any environment and overall inside MimmaMà® Point - the breastfeeding corners.



## MDB 365510

The MDB (mother-dad-baby) chair is a seat that can be easily placed in any environment to accommodate mothers and fathers letting them hug and cuddle their children. Its soft and enveloping shape makes it extremely comfortable for everyone. The fire retardant eco-leather covering is easy to disinfect and allows to use MDB even in very busy areas.



PuSiCo 40.130

Suspended

PuSiCo 40.140

With two legs

PuSiCo 40.150

Self-supporting

## PuSiCo

PuSiCo is an elegant and linear washbasin and changing table. Velvety and warm to the touch, it has rounded edges in order to facilitate both safety and cleaning. It is available: suspended, with two legs of reinforcement or self-supporting. PuSiCo is accessible to persons on wheelchair. It is easy to clean thanks to its rounded shape. The shelf surface has a slight inclined modeling that brings any liquids to flow and discharge inside the washbasin.



## Family Toilet

The Baby Boo 40.200 sink and the Baby WC 40.300 are the bathroom furniture of Leura s.r.l. suitable for children and designed to facilitate their independence. Baby Boo offers excellent space to wash hands without splashing water. Depending on the height at which it is mounted, Baby Boo is useful for children or adults. The Baby WC ensures and facilitates floor cleaning of family toilets.



UP 40.172



Tappo 40.175



Cocoleo 40.173



Baby Seat 365020



Ormy 40.170

## Changing Tables and Accessories

Leura s.r.l. offers a range of floor and wall changing tables to accessorize baby toilets and spaces dedicated to breastfeeding, where there is no water connection and drainage available. To complete this service, Leura offers the Tappo diaper container and the Baby Seat.

Segui il cuore...



**MimmaMà® Point**

**ALLATTAMENTO E COCCOLE**

by Mitzi Bollani for Leura

# Project “Segui il cuore...”

Every public location should be equipped with intimate Breastfeeding Friendly Places. Leura proposes the MimmaMà® Point self-supporting stands which are equipped with a specific breastfeeding chair and made of fire-proof, non-toxic, ergonomic and certified materials.

Breastfeeding is a fundamental Right and it increases the health of both mother and baby. This practice requires a rather long time ranging from 10 to 40 minutes and can be repeated even up to 18 times a day. For that reason it is an important and respectful gesture to offer a specifically designed chair: MimmaMà® helps Mothers at all stages of breastfeeding.

Mitzi Bollani believes the most attended places enjoy great advantages in terms of good reputation and customers' loyalty by offering a well-equipped and customized breastfeeding area. In 2015, at Milan Expo, she launched the "Segui il cuore..." Project to start an international network of cozy spaces reserved to breastfeeding in very attended areas such as hospitals, shopping centres, public buildings, airports, museums, libraries, parks...

Leura Mother-Baby-Friendly solutions meet both the needs of families and the maintenance requirements of highly attended facilities.





## MaBim 50.120MB D.M. CE

MaBim is the neonatal cot for safe co-sleeping. It approaches every hospital bed surmounting the mattress and thanks to its rotating opening side it lets mother and baby sleep closer, face to face, without the risk of falling or crushing for the newborn. The mother can take her child in her arms without getting out of her bed: it is a great advantage for women who had an epidural anesthesia, a long labor or a C-section.



## MaBim Twins 52.120MBT D.M. CE

MaBim Twins is a double cradle that allows the co-sleeping between mother and newborns and the co-bedding of the two babies. Totally transparent, it allows the constant monitoring of children. Its openings and holes facilitate maneuverability and allow the passage of cables of thermo-heated and phototherapy mattresses. Its variable height facilitates the approach to each bed and allows doctors to examine the children in their cot.



## BimMa 50.150BM D.M. CE

BimMa is a baby bed for intensive and sub-intensive neonatal therapy, designed to facilitate treatments and the interventions on newborns up to 5-6 months. BimMa is functional, easy to clean, with simple and linear lines. Its four sides are transparent and removable, their practical holes allow the passage of cables and catheters. Its long sides can be positioned at different heights and a shelf under mattress allows the Trendelenburg position.



## Toast R 3420-R

Toast R is a folding lounge chair that can be tilted in the Zero Gravity position. Its small size, once closed, allows its easy storage. Solid, comfortable, anti-tip, with a washable and fireproof coating, Toast R is ideal for the kangaroo therapy in Neonatal Intensive Care Units and in hospital rooms. Its footrest closes perfectly at 90° and does not create an obstacle for the person who sits or stands up.

# Friendly Design at the Maternity Ward

Immediately after birth, mother and baby benefit from their particular hormonal situation, which encourages their mutual recognition and their falling in love. The baby is catapulted into a new world and his mother's proximity guarantees his better adaptation to life. For this reason, the latest hospital practices require that immediately after delivery, the infant is kept in the mother's room and stays with her all the day. That practice, called rooming-in, prevents postpartum depression (Puerperal Blues) and helps the maternal milk production.

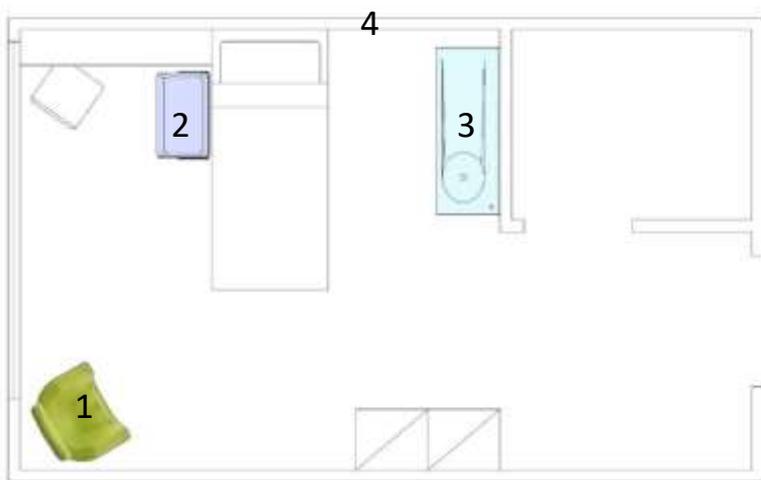
The MaBim cot designed by Mitzi Bollani allows the effective face-to-face contact between mother and baby for a safe co-sleeping, without the risk for the infant to be crushed. Mother can take her baby in her arms without getting out of her bed: it is a great advantage for women who had a C-section, a long labor or an epidural anaesthesia.

The maternal milk production increases thanks to the maternal bonding. Immediately after birth the baby is ready to suckle and his mother needs a comfortable position to learn how to feed him. MimmaMà®, designed by Mitzi Bollani, is the unique breastfeeding chair which avoids postural and postpartum pains. MimmaMà® offers an excellent support to mothers and baby in every breastfeeding positions: it assures a correct attachment of the baby to the nipple, avoiding the annoying fissures, and the possibility of changing the breastfeeding positions, avoiding mastitis too.

The maternal lactation is repeated several times in a day and lasts a time that can vary from 10 to 40 minutes, for that reason Mitzi Bollani designed a chair which assures the correct posture that beds and common chairs do not guarantee. MimmaMà® has an innovative design, which combines ergonomic performance with emotionality and it is a true quality service in public building combined with MimmaMà® Point stands.

Finally Leura s.r.l. equips the rooms with the scratch-proof PuSiCo wash-basin and changing table and the Sign On emotional wall decoration.





**LEGEND:**

- 1 - MimmaMà armchair;
- 2 - MaBim neonatal cradle;
- 3 - PuSiCo washbasin-changing table;
- 4 - Sign On wall graphics.



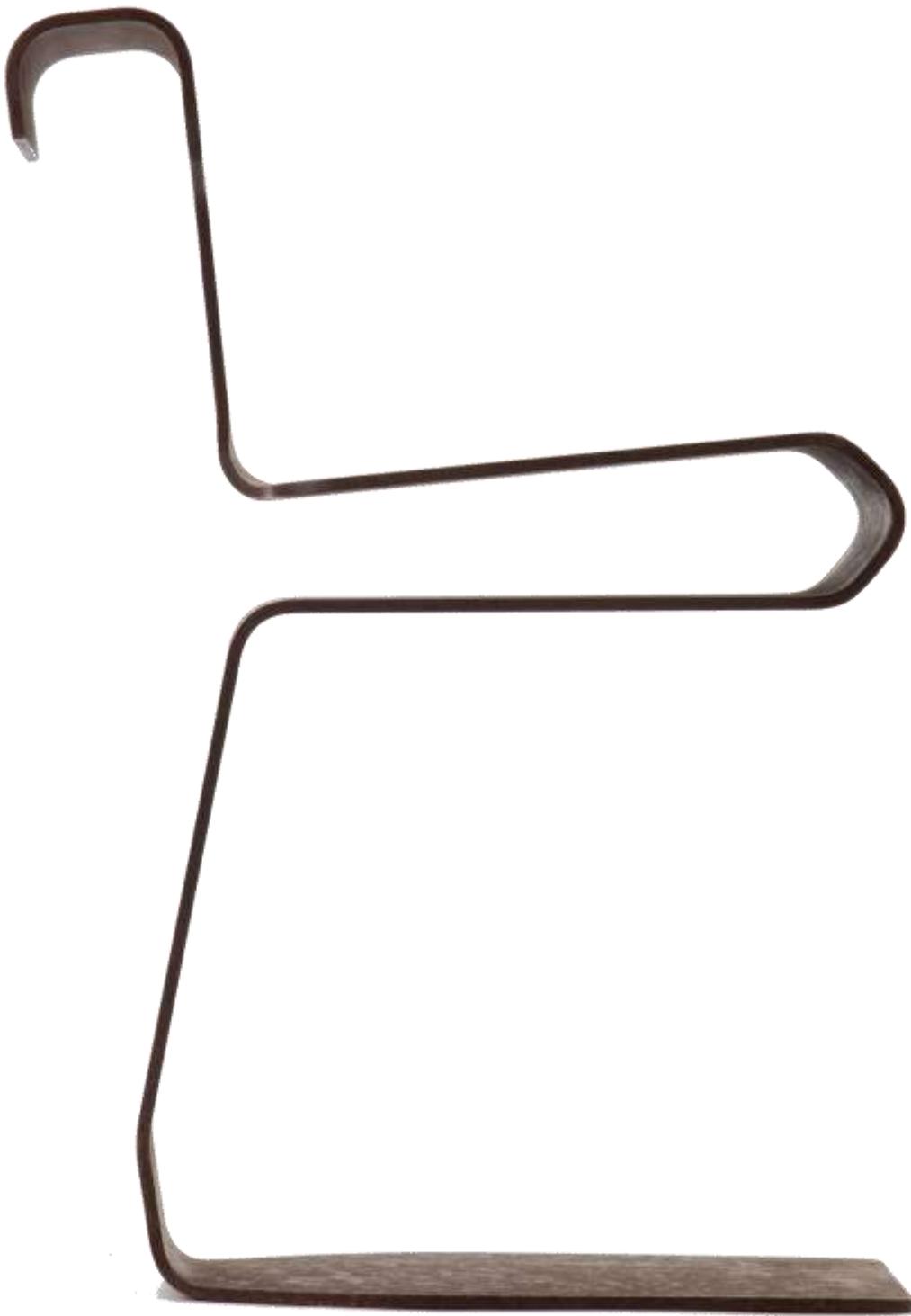


## NiDondolo 20.120

NiDondolo is a movement inclusive game suitable for people of all ages: children, teens and adults. It combines excitement, safety and speed. It can be easily used even by children with disabilities, in autonomy, without the help of parents. NiDondolo allows many children to play together at the same time. It is an active game that develops proprioceptive skills and that is why it is also an useful psycho-physical rehabilitation's tool.

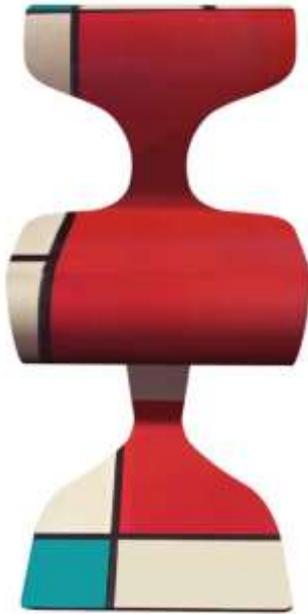


NiDondolo is a Design for All product which lets children play together without any discrimination. This carousel looks like a big bowl, a nest in fact, that rotates, twists, turns and swings, at the slightest touch of people. Children can get into the game by themselves, dropping inside or crawling on all fours and play in it lying down, sitting, standing... Speed, safety, fun and integration: NiDondolo is the challenge of Leura srl.



## Giano 30.110

Giano is a 360° workstation chair, suitable for interiors and exteriors. Its backrest can be used as a comfortable armrest and as a shelf to place a laptop on. Its seat folds are useful compartments for books and newspapers. Its pedestal holds backpacks and shopping bags. Its shape offers a slight flexibility and a correct spine support, so the Giano chair is very comfortable although it is made of iron.



## Giano 30.140

The Giano multi-directionality allows people to turn around for conversing with nearby persons even if the chairs are arranged in a row as traditional benches. Mitzi Bollani likes uniqueness, so Giano is available in raw iron model to be interpreted and invented by the client's inspiration and painted in pictorial versions according with the preferences of the customer such as a Mondrian, Picasso, Raffaello painting.



## Trottola 30.200

Trottola is a multi-seat for interiors and exteriors that allows to sit down as people like! Its playful shape is a decorative element in parks, squares, museums, shopping centres, airports, schools... Trottola makes every space highly recognizable and consequently facilitates the people's orientation. It has been designed by Mitzi Bollani to offer a flexible multi-seat, suitable for children, teenagers and adults.



## Finferlo 30.300

Finferlo is a minimal ischial chair with a colored, rounded and captivating shape. Its height lets people sit and get up easily, its inclination favors the anteversion of the pelvis and a better alignment of the spine. Aged people, pregnant women, people with heart problems need frequent stops! Finferlo is an attracting decorative seat, which can be placed outdoors or indoors in a row or in a group along sloping paths or in squares, parks, bus stops...



## Ladies&G 30.500

Ladies&G is an elegant and minimalist bike-rack that becomes a decorative element in parks, squares, streets... Its practical eyelet facilitates the chain fixing, avoiding cyclists the disadvantages of having to bend over: that quality is particularly appreciated by aged people, pregnant women and people with cardiovascular difficulties. The Ladies&G bike rack is made of stainless steel sheet.



## Opuntia Mella 60.120

Opuntia Mella is a decorative piece of furniture. It recalls the forms of Opuntia Ficus-Indica better known as prickly pear and has the attractive color of candies. Available in single or group format. In small sizes, it becomes a magazine rack. Opuntia Mella is made of plexiglass in the colors yellow, orange, green and blue. On request, it can also be made of wood without finishes, in order to make it customizable.

# About Us



Leura s.r.l. is a dynamic company that captures the needs of the users, to design and realise products which create well-being and facilitate people daily actions, ensuring autonomy, ease of use, comfort, health, safety, high performances and emotional value: all at the same time. Leura products are designed by Mitzi Bollani, an expert in Design for All, who held significant roles as consultant and planner at European level.

Leura products are born to solve specific issues. They are flexible and useful for everyone. That is why we have called "Helpful Design" our holistic and multidisciplinary approach.

The environment around us is our second skin and it affects our psycho-physical well-being. The respect for multi-culturality, gender and age is a stimulus for us to create innovative, easy-to-use, socially useful, customizable and comfortable products.

Our working method is based on the application of ergonomic and functional standards, combined with high aesthetic and performance values. That allows us to come up with unexpected solutions and find new ways of marketing. Leura s.r.l. products are suitable as facility services: they are customized to the customers needs, gather their satisfaction and develop their loyalty.

Leura was founded in 2008 by Mitzi Bollani who still leads it. She is an expert and consultant in architecture and social sustainability at Italian and European level. Her mission is the health, the child protection and the respect of the diversity. Through her design, she minimizes the discrimination and facilitates people's participation.

The architect Bollani is happy to collaborate with Companies, Institutions and Professionals, providing consulting for the creation of adjuvant environments and the improvement of product functionality in order to answer to unmet needs.

Mitzi Bollani releases the "Designed for You&All" trademark that highlights and rewards the degree of accessibility, health and safety achieved and guaranteed.

# The Designed for You&All Trademark



Leura s.r.l. has created the Designed for You&All trademark because it wants to trace examples of "good working", studying solutions that meet the quality requirements in which it believes. This brand aims to highlight the objectives achieved for the improvement of people's lives, respect for their civil rights and abatement of discrimination.

The Designed for You&All trademark indicates, defines and highlights the performance characteristics of the products which, combined with the aesthetic quality, can produce positive emotions for the well-being of people.

The structures, infrastructures, services, products must ensure accessibility, health and safety for all, in particular those who are in particularly fragile conditions: children, aged persons, people with disability, sick people, pregnant women, families with young children, obese people...

The innovation of that Designed for You&All trademark is adding aesthetic value to accessibility, health and safety requirements. It means finding solutions that integrate functionality, practicality, ergonomics, ease of maintenance with elegance and emotion to adapt in a balanced way to the reference context.

Compliance with the trademark requirements is a methodological and ethical commitment for Leura s.r.l. The Designed for You&All trademark is delivered by Mitzi Bollani to all those who share and put these principles into practice.

# Products Summary

<b>MimmaMà® 365900 N</b> Dimensions (LxWxH) 74x67x93cm Weight 25 kg Color: (seat) lilac, green, white, yellow (base) burgundy Matching accessories: MaBeby pillow	<b>pg. 5</b>	<b>Sign On 80.800</b> Dimensions (LxWxH) per square meter Color: customized print on customer request	<b>pg. 14</b>
<b>MimmaMà® 365900 L</b> Dimensions (LxWxH) 74x67x90cm Weight 29 kg Color: (seat) lilac, green, white, yellow (base) chromed Matching accessories: MaBeby pillow and Tuki footrest	<b>pg. 6</b>	<b>Taby 90.110</b> Dimensions (LxWxH) 50x50x60cm Weight 15 kg Color: (flat) white (base) chromed	<b>pg.15</b>
<b>MimmaMà® 365900 S</b> Dimensions (LxWxH) 74x67x91cm Weight 15 kg Color: (seat) lilac, green, white, yellow (base) gray Matching accessories: MaBeby pillow and Tuki footrest	<b>pg. 7</b>	<b>Ovo 365010</b> Dimensions (LxWxH) 47x47x45cm Weight 9 kg Color: white	<b>pg. 16</b>
<b>MimmaMà® 365900 R2</b> Dimensions (LxWxH) 190x67x91cm Weight 50 kg Color: (seat) lilac, green, white, yellow (base) chromed Matching accessories: MaBeby pillow and Tuki footrest	<b>pg. 8</b>	<b>MDB 365510</b> Dimensions (LxWxH) 63x59x82cm Weight 12 kg Color: (seat) white (base) chromed	<b>pg. 17</b>
<b>MimmaMà® 365900 R3</b> Dimensions (LxWxH) 300x67x91cm Weight 75 kg Color: (seat) lilac, green, white, yellow (base) chromed Matching accessories: MaBeby pillow and Tuki footrest	<b>pg. 8</b>	<b>PuSiCo 40.130</b> Dimensions (LxWxH) 140x53x20cm Weight 24 kg Color: white Matching accessories: set 40.RB drain, siphon and tap	<b>pg. 18</b>
<b>MaBeby</b> Dimensions (LxWxH) 44x24x11 / 14.5cm Weight 0.5 kg Color: white, lilac	<b>pg. 9</b>	<b>PuSiCo 40.140</b> Dimensions (LxWxH) 140x53x90cm Weight 31 kg Color: (flat) white (base) aluminum Matching accessories: set 40.RB drain, siphon and tap	<b>pg. 18</b>
<b>Tuki</b> Dimensions (LxWxH) 37x40x10 / 14cm Weight 3.5 kg Color: burgundy	<b>pg. 10</b>	<b>PuSiCo 40.150</b> Dimensions (LxWxH) 140x53x90cm Weight 34 kg Color: (flat) white (base) aluminum Matching accessories: set 40.RB drain, siphon and tap	<b>pg. 18</b>
<b>MimmaMà® Point Capsule NY 80.330</b> Dimensions (LxWxH) 150x230x180cm Weight 25 kg Color: customized print on customer request	<b>pg. 11</b>	<b>PuSiCo 40.160</b> Dimensions (LxWxH) 160x60x50cm Weight 27 kg Color: white Matching accessories: set 40.RB drain, siphon and tap	
<b>MimmaMà® Point Screen 80.120</b> Dimensions (LxWxH) 170x35x180cm Weight 15 kg Color: customized print on customer request	<b>pg. 12</b>	<b>Baby Boo</b> Dimensions (LxWxH) 55x42x20cm Weight 9 kg Color: white and lilac Matching accessories: set 40.BB drain, siphon and tap	<b>pg. 19</b>
<b>MimmaMà® Point Snail 80.312</b> Dimensions (LxWxH) 301x214x180cm Weight 35 kg Color: customized print on customer request	<b>pg. 13</b>	<b>Baby WC</b> Dimensions (LxWxH) 29.5x39.5x26cm Weight 9 kg Color: white	<b>pg. 19</b>
		<b>Ormy 40.170</b> Dimensions (LxWxH) 50.6x87.2x51.3cm Weight 7.9 kg Color: white	<b>pg. 20</b>

<b>UP 40.172</b> Dimensions (LxWxH) 100x74x 86cm Weight 18 kg Color: (padded top) yellow, orange, red, pink, blue, lilac, light blue, aqua green, cedar, lawn green and beige	<b>pg. 20</b>	<b>Trottola 30,200</b> Dimensions (LxWxH) 170x170x160cm Weight 120 kg Color: RAL range	<b>pg. 33</b>
<b>Cocoleo 40.173</b> Dimensions (LxWxH) 92x20x112cm Weight 12 kg Color: as in the photo	<b>pg. 20</b>	<b>Finferlo 30.300</b> Dimensions (LxWxH) 28x26x71cm Weight 10 kg Color: yellow, red	<b>pg. 34</b>
<b>Tappo 40.175</b> Dimensions (LxWxH) 28x25x45cm Weight 1 kg White color	<b>pg. 20</b>	<b>Ladies&amp;G 30.500</b> Dimensions (LxWxH) 15x4x90cm Weight 10 kg Color: RAL range	<b>pg. 35</b>
<b>Baby Seat 365020</b> Dimensions (LxWxH) 52.7x34.4 x29.7cm Weight 1 kg White color	<b>pg. 20</b>	<b>Opuntia Mella 60.120</b> Dimensions (LxWxH) 67x25x90cm Weight 5 kg Color: yellow, orange, green, blue	<b>pg. 36</b>
<b>MaBim 50.120MB</b> Dimensions (LxWxH) 75x44x86/114cm Weight 23.5 kg Color: (cradle) transparent (structure) white Matching accessories: Maby 50.120MT fireproof mattress and 50.120AP storage shelf	<b>pg. 23</b>		
<b>MaBim Twins 52.120MBT</b> Dimensions (LxWxH) 75x59x86/114cm Weight 25.5 kg Color: (cradle) transparent (structure) white Matching accessories: Maby 52.120MT fireproof mattress and 50.120AP storage shelf	<b>pg. 24</b>		
<b>BimMa 50.150BM</b> Dimensions (LxWxH) 81x55x129cm Weight 40.5 kg Color: (cradle) transparent (structure) RAL colors Matching accessories: Maby 50.150MT fireproof mattress, IV pole, 50.150AP storage shelf	<b>pg. 25</b>		
<b>Toast R 3420-R</b> Dimensions (LxWxH) 117.5x65.5x112cm Weight 10 kg Color: (seat) white (structure) taupe	<b>pg. 26</b>		
<b>NiDondolo 20.120</b> Dimensions (LxWxH) 190x190x47cm Weight 160 kg Color: orange, yellow, blue, green	<b>pg. 29</b>		
<b>Giano 30.110</b> Dimensions (LxWxH) 40x55x75cm Weight 30 kg Color: corten effect or RAL range	<b>pg. 31</b>		
<b>Giano 30.140</b> Dimensions (LxWxH) 40x55x75cm Weight 30 kg Color: pictorial finish	<b>pg. 32</b>		



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