

# MAMMÀ. YES, WHERE?



# MAMMÀ. YES, WHY?



The first months in a baby's life are unique: it allows the child to start coping with its surroundings, establishing a relationship with the most important person.

Even if we do not ourselves remember suckling from our mother's breast, it remains one of the most intense experiences of our lives.

Unfortunately those moments put a nursing mother in embarrassing and stressful situations that can hinder a very delicate relationship and deny a fundamental right.



# MAMMÀ. AND HOW?

This theme increasingly attracts the attention of public opinion.

Many initiatives are helping to incentivate and facilitate breast-feeding:

Baby pit stop, Baby Welcome, Mamà, here you may nurse your baby, Shop friendly towards nursing mothers, Mamà-Cinema, «I nurse where I want», Pharmacies friendly to nursing mothers.

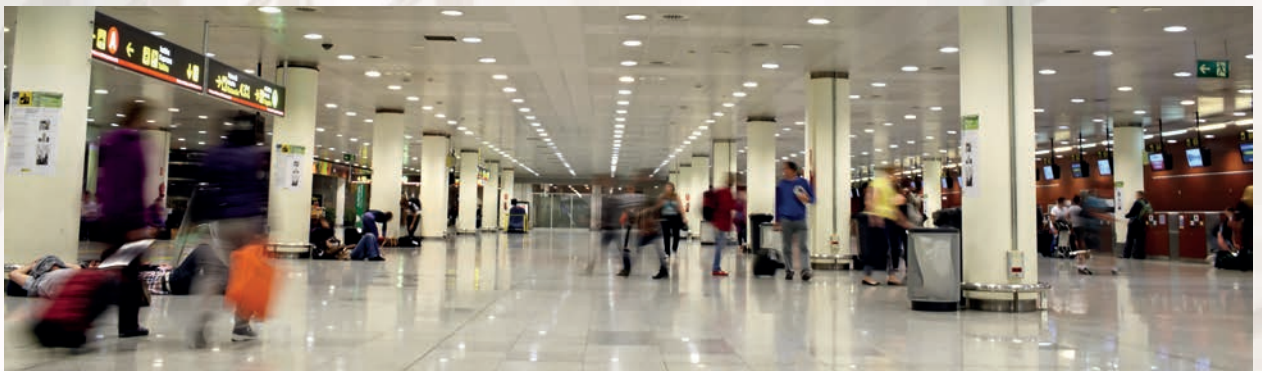
Various names and slogans but with a common denominator: breast-feeding should be encouraged with a guaranteed standard of hygiene, functionality, safety and intimacy.



# MAMMÀ. YES, WHEN?



Crowded places are the least suitable for such an intimate moment but they do have the advantage of being able to help mother and baby. A nursing mother should not be obliged to hide in her car or other unsuitable places just to avoid disturbing other people and to obtain privacy.



It would be a good opportunity to offer mothers (and fathers!!!) a true quality service to really special people – your best users and clients!



G.H.O.L.

GROUPEMENT HOSPITALIER  
DE L'OUEST LEMANIQUE S.A.

HÔPITAL DE ZONE DE NYON  
HÔPITAL DE ROLLE



## Espace d'allaitement "La Capsula"

MammaMà Point

ALLATTAMENTO E COCCOLE

designed by Miral Bolchini

Ce cocon est la suite  
d'une route  
qui a duré 9 mois.  
Bébé et Maman se  
rencontrent  
douceusement,  
 bercés par une douce voix,  
 bercés par un cœur coloré qui bat,  
 bercés par un sourire  
 qui s'évanouit  
 dans une sieste  
 paisible.



Bienvenue  
Chers Parents,  
vous trouverez ici  
un espace et tranquillité  
pour allaiter  
ou biberonner  
votre bébé



Ce cocon est la  
d'une route qui a d  
Bébé et Maman se  
douceusement  
par une d  
un cœur coloré  
pour un sou  
qui s'évan  
une si  
ets p



DAP - Distribution







# MIMMA MÀ. REALLY?

Hygiene, privacy, user friendliness and safety in a space dedicated to nursing mothers are guaranteed by MimmaMà® Point: the excellent solution. Mother-friendly designed.



MimmaMà® Point offers a service: socially useful, high profile, making life easier for mothers and baby. It's an investment paying for itself over time and enhancing your reputation by word of mouth.

# THANKS,

 **MammaMò Point**  
MILANO  
by Loris

MammaMò Point è un luogo dedicato e confortevole per poter allattare in tutta serenità.

Il suo interno troverà una poltrona MammaMò<sup>®</sup>, progettata dall'architetto Massimo Bolchini, che ti darà sollievo, protezione e sostegno mentre nutri e coccoli il tuo bambino.



Per conoscere lo sviluppo e l'ubicazione del MammaMò<sup>®</sup> Point ti invitiamo a visitare il sito internet [www.mammamopoint.it](http://www.mammamopoint.it)



A simple but heartfelt “thank you”  
from many mothers and families  
finding cleanliness, privacy, safety  
and functionalism... will mean a lot.  
Thanks to you!

In a special moment of your life,  
you'll provide the comfort  
that a mother requires  
in a space dedicated  
to nursing her baby.

*Mamá.*

WELCOME TO  
**MimmaMà<sup>®</sup> Point**



products for

**WELLNESS & ACCESSIBILITY**



# DESIGNED FOR GIVING LIFE.

**MimmaMà®** is the only armchair specially designed to **help mothers nurse** their babies.

1. it is comfortable, customized for a peculiar function
2. it gives mother back and shoulder support so as to avoid backache from breast-feeding. It allows various positions including the "tandem" for feeding twins simultaneously
3. it helps to position the baby allowing its legroom
4. the seat shape is designed to relieve post-confinement discomfort. mother's bodyweight is discharged onto the leg support
5. the soft extractable footrest helps to maintain a correct back posture for greater comfort





## **MimmaMà®**

offers made-to-measure  
comfort which normal beds  
and chair cannot provide.

**It is a medical device  
with CE declaration.  
Registered in the Australian  
TGA Therapeutic Goods Act.**







# DESIGNED FOR REAL LIFE.

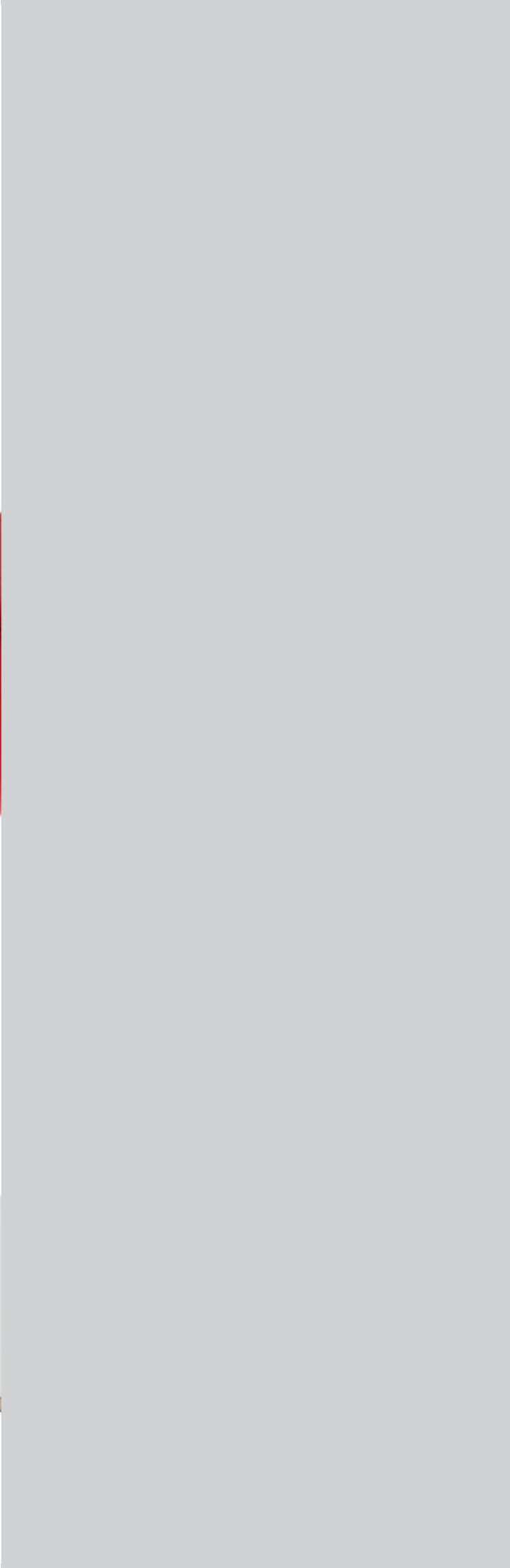
Body moulded, enveloping, inviting with its mother-friendly design.

**MimmaMà®** discharges weight from shoulders and back muscles. It's not only for nursing mothers: try it yourself, feel the difference.

Its wide armrests support the baby, but they also give a relaxing pleasure for everyone.

The quality of the finishing and stitching by selected craftsmen put MimmaMà® at the top of the range among products labelled "made in Italy" (a real guarantee of workmanship).





# IN A VERY SPECIAL PLACE.

**MimmaMà® Point** is a project created by the architect Mitzi Bollani (obviously a woman) to extend and complete the benefits of the MimmaMà® armchair. It offers a safe, clean haven-equipped for nursing baby or simply to hold and cuddle it.

Mothers can find a dedicated environment: a convenient baby-changer and NiDondolino, a revolving cradle game to amuse the baby with footplay.

It allows the maximum peace and quiet: every baby has its own rhythm of feeds, impossible to programme as for duration and quantity. Newbabies feed up to 10-18 times per day!

MimmaMà® Point created by Leura is an **added value** for venues which host it. Stands and screens, maybe personalized with logos, to attract attention and encourage sponsorship.

According to dimensions and typology, MimmaMà® Point **adapt to any space** to accommodate mothers and babies outside home.

*Technical Data*

**MimmaMà®** Stand and screens are hold by aluminium tubes (round section diameter of 55mm), assembled with internal screw system. It can be customized according to clients' requirements. The upholstery is in stretch fabric on both sides: machine washable, it can be printed with patterns on one or both sides, zipper reclosable.





La consultante  
en lactation  
pour vos clients  
pour vos clients

The stands are self-supporting structures to be placed on a perfectly flat surface, it is necessary to leave free space around for prams and pushchairs. Assembly and installation of the stand are very simple and are not included with the delivery.

Leura offers continual and flexible service.

Architect Mitzi Bollani may offer consultancy to design and make the most of the available space. Projecting a special living space, which will enhance the quality of the motherbaby relationship in such precious moments as changing, feeding and playing.



**MimmaMà<sup>®</sup> Point**  
MOTHER IN PEACE  
AND QUIET.



products for:

# WELLNESS & ACCESSIBILITY

## HELPFUL DESIGN

LEURA s.r.l.  
SEDE LEGALE  
via Cavour 43  
291121 Piacenza - ITALY  
P. IVA - Cod. Fisc. 029 58860989  
Num REA PC-0169053

SEDE OPERATIVA  
via Vitali 3  
29121 Piacenza - ITALY  
Tel. e Fax +39 9523 451592  
leura@leura.it - Skype: leura.s.r.l  
www.leura.it - www.mimmama.it

