





# 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.







## 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 Paravento 80.120

The MimmaMà® 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. A customized screen protects the maternal bonding in breastfeeding dedicated corners.



## 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.





## MimmaMà® Point Chiocciola 80.312

The MimmaMà® Point is totally customizable, it can show the logos of any sponsors and 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. To allow mothers to socialize and share the exciting experience of breastfeeding, Leura s.r.l. creates multi-seat corners.





## 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 a simple and round shape; it is used as a seat as well as a coffee table. Upholstered in fire-retardant and easy-to-clean ecological leather, Ovo is placeable in any place and inside the MimmaMà® Point - the breastfeeding friendly places by Leura - to offer a support shelf for the mother or a comfortable seat for a child or another person.



## 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 a linear changing table with integrated washbasin. Velvety and warm to the touch, it has rounded edges to facilitate cleaning and a small outer side to ensure the safety of the baby. PuSiCo is available in different models: wall-hung, with two legs of reinforcement or with a self-supporting structure. PuSiCo is accessible to wheelchair users. The slightly inclined changing table allows any liquids to flow into the washbasin. The sink can be positioned on the right or left at the request of the customer.



## 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



Baby Little Home

## 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. Leura's Baby little Homes are ecological houses that are supplied or finished and placed directly on the ground.



## MaBim 50.120MB & Twins 50.120MBT 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 50.120MB & 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 6 months. 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. BimMa is functional, easy to clean, with simple and linear lines.



## Toast R 3420-R

Toast R is a folding chair that can be reclined up to the Zero Gravity position. It is solid, comfortable, anti-tip, with washable and fireproof cover. The legrest closes perfectly at 90° and does not create an obstacle to the person sitting or getting up. Ideal for Kangaroo Mother Care in Neonatal Intensive Care Units and for relaxation in patient rooms. The small size of the closed chair makes it easy to storage.





## Snoezelen Furniture and Equipment

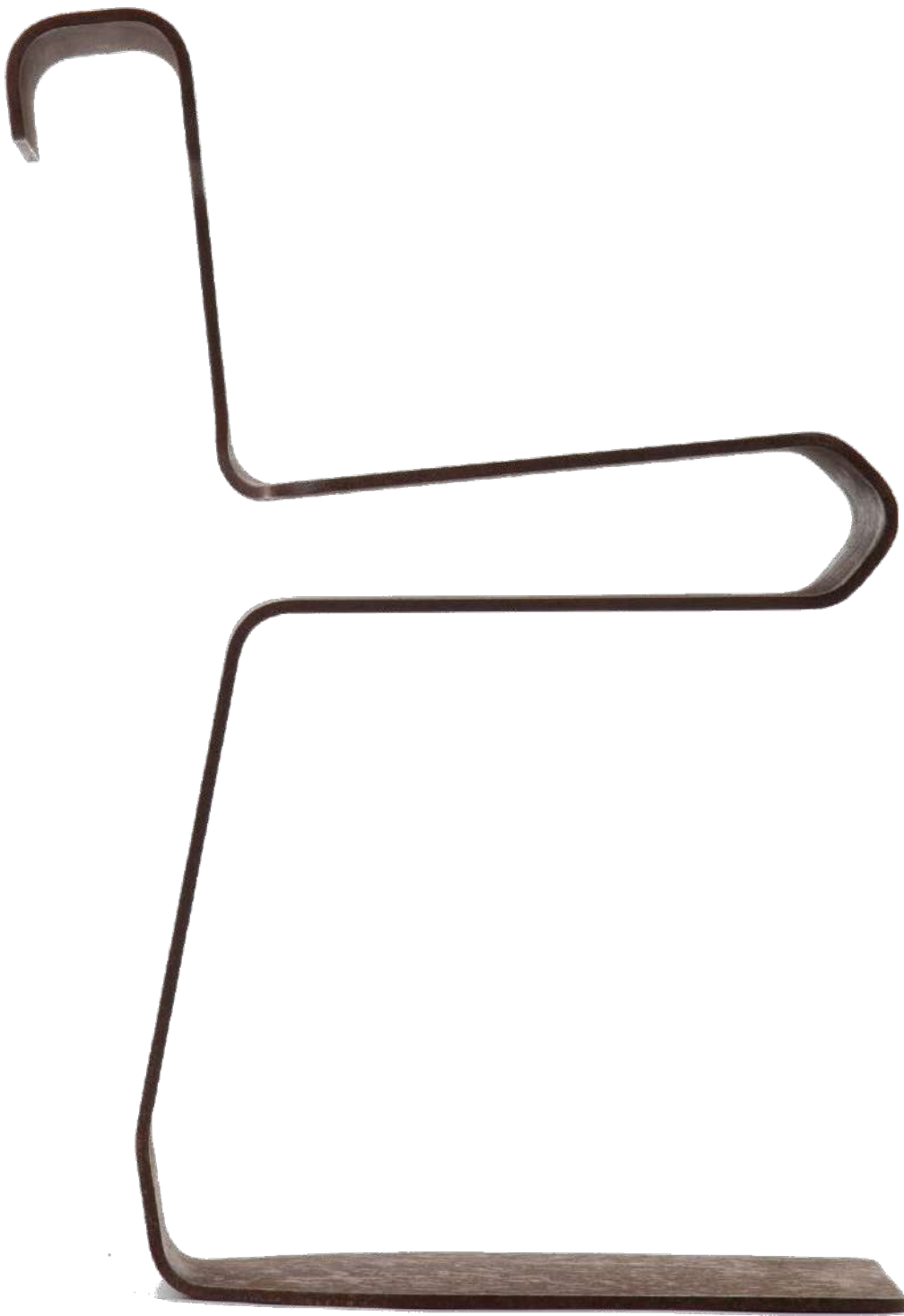
Leura srl offers a wide range of furnishings and equipment for multisensory rooms: colors, sounds, scents ... stimulate and lead the user to a condition of deep regeneration and total relaxation. Multi-sensory activation promotes adaptive behaviors, facilitates interaction, learning and communication, producing a decrease in apathy, restlessness, confusion and compulsive or negative attitudes in the person. Consult the dedicated catalogs.





## 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.



## 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.

# Products Summary

## MimmaMà® 365900 N pg. 5

Dimensions (LxWxH) 74x67x93cm  
Weight 23 kg  
Color: (seat) lilac, green, white, yellow (base) burgundy  
Matching accessories: MaBeby pillow

## MimmaMà® 365900 L pg. 6

Dimensions (LxWxH) 74x67x90cm  
Weight 27 kg  
Color: (seat) lilac, green, white, yellow (base) chromed  
Matching accessories: MaBeby pillow and Tuki footrest

## MimmaMà® 365900 S pg. 7

Dimensions (LxWxH) 74x67x91cm  
Weight 13 kg  
Color: (seat) lilac, green, white, yellow (base) gray  
Matching accessories: MaBeby pillow and Tuki footrest

## MaBeby pg. 8

Dimensions (LxWxH) 44x24x11 / 14.5cm  
Weight 0.5 kg  
Color: white, lilac

## Tuki pg. 8

Dimensions (LxWxH) 37x40x10 / 14cm  
Weight 3.5 kg  
Color: burgundy

## MimmaMà® Point Screen 80.120 pg. 9

Dimensions (LxWxH) 170x35x180cm  
Weight 15 kg  
Color: customized print on customer request

## MimmaMà® Point Capsule NY 80.330 pg. 10

Dimensions (LxWxH) 150x230x180cm  
Weight 25 kg  
Color: customized print on customer request

## MimmaMà® Point Sanil 80.312 pg. 11

Dimensions (LxWxH) 301x214x180cm  
Weight 35 kg  
Color: customized print on customer request

## Sign On 80.800 pg. 12

Dimensions (LxWxH) per square meter  
Color: customized print on customer request

## Taby 90.110 pg.13

Dimensions (LxWxH) 50x50x60cm  
Weight 15 kg  
Color: (flat) white (base) chromed

## Ovo 365010 pg. 14

Dimensions (LxWxH) 47x47x45cm  
Weight 9 kg  
Color: white

## MDB 365510 pg. 15

Dimensions (LxWxH) 63x59x82cm  
Weight 12 kg  
Color: (seat) white (base) chromed

## PuSiCo 40.130 pg. 16

Dimensions (LxWxH) 140x58x20cm  
Weight 24 kg  
Color: white  
Matching accessories: set 40.RB drain, siphon and tap

## PuSiCo 40.140 pg. 16

Dimensions (LxWxH) 140x58x90cm  
Weight 31 kg  
Color: (flat) white (base) aluminum  
Matching accessories: set 40.RB drain, siphon and tap

## PuSiCo 40.150 pg. 16

Dimensions (LxWxH) 140x58x90cm  
Weight 34 kg  
Color: (flat) white (base) aluminum  
Matching accessories: set 40.RB drain, siphon and tap

## Baby Boo pg. 17

Dimensions (LxWxH) 55x42x20cm  
Weight 9 kg  
Color: white and lilac  
Matching accessories: set 40.BB drain, siphon and tap

## Baby WC pg. 17

Dimensions (LxWxH) 29.5x39.5x26cm  
Weight 9 kg  
Color: white

## Ormy 40.170 pg. 18

Dimensions (LxWxH) 50.6x87.2x51.3cm  
Weight 7.9 kg  
Color: white

## UP 40.172 pg. 18

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

## Cocoleo 40.173 pg. 18

Dimensions (LxWxH) 92x20x112cm  
Weight 12 kg  
Color: as in the photo

## Tappo 40.175 pg. 18

Dimensions (LxWxH) 28x25x45cm  
Weight 1 kg  
White color

## Baby Seat 365020 pg. 18

Dimensions (LxWxH) 52.7x34.4 x29.7cm  
Weight 1 kg  
White color

<b>Baby Little Home</b> Dimensions (LxWxH) 400x250x240/275cm Wooden house complete with electrical and heating system and equipped for childcare.	pg. 18	<b>Opuntia Mella 60.120</b> Dimensions (LxWxH) 67x25x90cm Weight 5 kg Color: yellow, orange, green, blue	pg. 30
<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	pg. 19		
<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	pg. 20		
<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	pg. 21		
<b>Toast R 3420-R</b> Dimensions (LxWxH) 117.5x65.5x112cm Weight 10 kg Color: (seat) white (structure) taupe	pg. 22		
<b>Snoezelen Furniture adn Equipment</b>	pg. 23		
<b>NiDondolo 20.120</b> Dimensions (LxWxH) 190x190x47cm Weight 160 kg Color: orange, yellow, blue, green	pg. 24		
<b>Giano 30.110</b> Dimensions (LxWxH) 40x55x75cm Weight 30 kg Color: corten effect or RAL range	pg. 25		
<b>Giano 30.140</b> Dimensions (LxWxH) 40x55x75cm Weight 30 kg Color: pictorial finish	pg. 26		
<b>Trottola 30,200</b> Dimensions (LxWxH) 170x170x160cm Weight 120 kg Color: RAL range	pg. 27		
<b>Finferlo 30.300</b> Dimensions (LxWxH) 28x26x71cm Weight 10 kg Color: yellow, red	pg. 28		
<b>Ladies&amp;G 30.500</b> Dimensions (LxWxH) 15x4x90cm Weight 10 kg Color: RAL range	pg. 29		

# Easier mobility for new mothers

*The "Segui il cuore..." project supports prolonged breastfeeding and facilitates the participation of new moms in social activities*

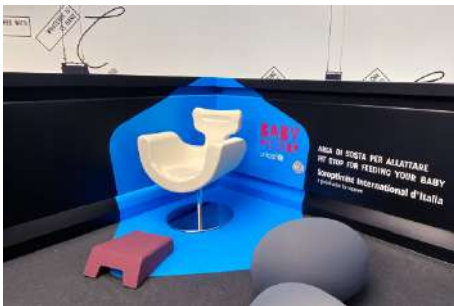


**MimmaMà Point**  
ALLATTAMENTO E COCCOLE

"Segui il cuore..." is the network project launched in 2015 at the Milano Expo international fair by Mitzi Bollani - owner of Leura s.r.l. - to encourage the creation of an international network of family-friendly facilities that offer mothers intimate and qualified breastfeeding spaces equipped with certified products suitable for the purpose.

Hospitals, Airports, Shopping Centers, Museums, Libraries, Pharmacies, Banks, Parks, Sports Centers... are all invited to join the project.

The success of "Segui il cuore..." led to the definition of sub-projects defined by application area: "Segui il cuore... Milk & Fly" reserved for airports; "Segui il cuore... Latte e Cultura" dedicated to Libraries and Museums, "Segui il cuore... al Centro" for shopping centers and outlets, "Segui il cuore... Health" for hospitals. Discover the offer dedicated to you.



Museum MAXXI – Roma



Palermo Airport



Nyon Children's Hospital



Bussolengo Library



Palermo Unicredit Bank



Centro Nova Shopping Center

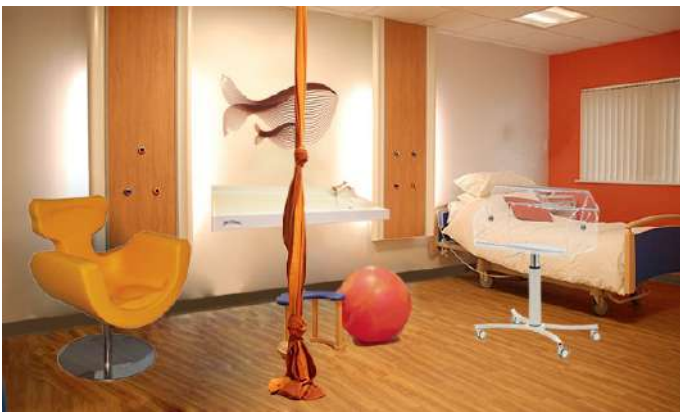
# Proposals for Baby Friendly Hospitals

*An entire family is born together with the baby.*

*A friendly hospital setting to welcome life.*



The "**Rooming-in Room**" of Leura s.r.l. is a comfortable nest for the new family: a welcoming and relaxing place, furnished with unique and innovative products, to accelerate "maternal bonding" and consequently the production of breast milk. The rooming-in room simplifies the hospital stay of families, allowing mothers and fathers to safely learn the actions of hygiene and care of the babies.



The "**Maternity Home**" designed by Leura offers parents a relaxing, familiar and welcoming space where to share the emotions of birth. Equipped with MimmaMà, MaBim and PuSiCo, it guarantees high performances. The emotional Sign On wall decorations and sensory furnishings transform the birthing room into a positive and reassuring environment.



**Human Friendly Design** - Leura s.r.l. designs and manufactures the Sign On fireproof and washable wall decorations, for the psychophysical well-being of people: a fast, effective and economical restyling that minimizes the hospital technology look. An example alongside is the decoration created in the Neonatal Hospice of the Gemelli Hospital in Rome.



# Creating an Inclusive World

*Meeting the needs of people in conditions of fragility  
means building a world where everyone can feel at home*



"**Snoezelen Sensory Room**" is an oasis of well-being that leads each person to deep regeneration and total physical and mental relaxation, improving mood, concentration, behavior and self-esteem. That room is suitable for children, adults and seniors and can be placed in hospitals (delivery rooms, pediatric wards, oncology wards...) schools, day care centers for seniors and people with disabilities, hotels, spas.



“**Park for All**”: parks, public gardens, playgrounds, but also squares and collective open spaces, must meet the needs of people of different ages and abilities. The Park for All of Leura s.r.l. is designed to be easily accessible to everyone, furnished with accessible and safe equipment that facilitates use for children, teens and adults, even with disabilities, as well as people's orientation through the stimulation of the senses.



The "**Family Room**" of Leura srl is a protected and welcoming environment where parents, even in wheelchairs, can change the diapers of newborns, mothers have a dedicated area where they can breastfeed them, while children have toilets and washbasins at their height to learn personal hygiene actions independently and safely. Sign On wall decorations complete the service.

# 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.





Leura s.r.l.

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