

MAmMAI

Collective

breastfeeding point



THE REASON:

For public and collective breastfeeding

52% of women participating in a study acknowledge that they hide when breastfeeding, 63.5% have felt judged and 15% have been called to attention while breastfeeding in public (LOLA MullenLowe & LinQ Market Research España S.A., 2022).

MAMMAI is a free access space that offers facilities to people who breastfeed and feed babies, whether by breast-feeding, bottle-feeding or through other methods. A visible, accessible, safe and comfortable space, which has the necessary elements to be able to breastfeed and accompany breastfeeding people. The installation wants to make visible the need for care spaces in the city, especially during breastfeeding, a key moment in the development of life and which still today generates conflicts when doing so in public spaces.

The difficulties of breastfeeding in public spaces lead many women to experience breastfeeding individually and in isolation. MAMMAI claims the need and benefits of collective breastfeeding. In this way, it supports the petition to bring a draft law to Parliament to recognize the Right to Breastfeeding in Public Spaces, to protect the rights of children and women against any situation of discrimination in public spaces.





THE PAVILION

A collective space for breastfeeding

A circular wooden structure, with a circular bench to promote meeting and sharing experiences.

Visible and sustainable. The structure (modular with 8 pillars, 7m in diameter and 3.5m in height)* allows interior-exterior visibility, promoting visible and safe breastfeeding. The exterior facade incorporates an illuminated sign that indicates the location of the space and makes it visible when it gets dark. The laminated wood meets the requirements of sustainable production and the companies involved in its construction are local and linked to the social and solidarity economy.

Quiet and equipped. The interior offers an intimate and safe space that makes it easy to breastfeed, express milk, change the diaper, prepare the bottle, warm the milk and wash utensils or hands. It is equipped with a piece of furniture that includes these facilities, with a sink and a water point, a refrigerator, a microwave and a space that functions as a changing table.

Comfortable and collective. Inside the pavilion there is a circular wooden bench, to promote collective care and mutual support. The floor is covered by a fuchsia carpet to play, crawl or sit on. It is covered with tarps to provide shade. There are also a lot of nursing pillows that are used for breastfeeding or playing.

* Design and calculation of structure by Voltes Cooperativa

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THE PROGRAMING

The importance of collectivizing care

As important as the pavilion is what happens in it. For this reason, it is accompanied by programming in relation to care, public space and support networks and, specifically, how all of this is articulated in the breastfeeding period. Some possible activities are:

Round tables and conferences with experts.

Activities related to a national-level **research** on breastfeeding in public spaces (participatory workshops and open survey).

Space with reserved hours for the use of **local breastfeeding and parenting support groups**.

Activities with **experts and local activists**.





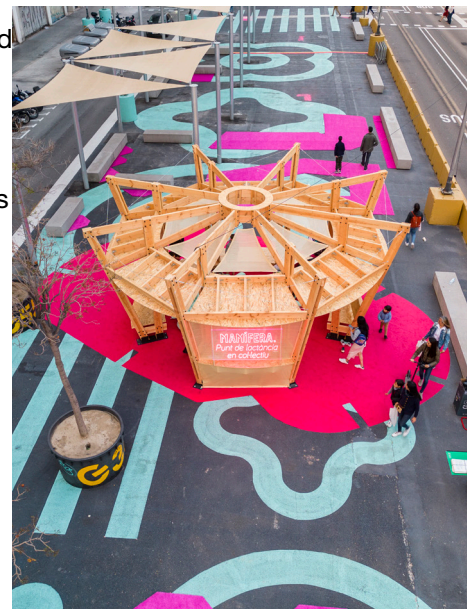
BACKGROUND

Model. Barcelona Architectures Festival

This project was initially created for Model. Barcelona Architectures Festival. The festival, promoted by Barcelona City Council, has been organized through the Mies van der Rohe Foundation and has had the artistic direction of Eva Franch i Gilabert, in collaboration with a large team of architects, curators and more than fifty institutions and organizations in the city selected through an open call.

The festival aims to transform urban space into a platform for architectural talent and emerging design, the city into a meeting forum for thought leaders from all over and, more significantly, architecture into a space of exploration and inspiration for all the citizenship.

MAMMAI was one of the 5 winning international installations and was exhibited in Barcelona between April 20 and 30, 2023. During this period it hosted multiple cultural activities as well as several breastfeeding and parenting groups from different neighborhoods of the city.



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THE ARCHITECTS

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through design**
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ASSOCIATES

AELAMA

The Spanish Association for the Promotion and Support of Breastfeeding is a non-profit scientific association made up of health science professionals related to maternal and child care and other people with specific training in breastfeeding. Its fundamental objective is the support and promotion of breastfeeding in a global and multidisciplinary way.

BRAVA! ARTS PERFORMING

More than 25 years dedicated to the production of performing arts, macro shows, exhibitions, audiovisuals, construction and logistics around the world, they have been able to detect the needs behind each artistic creation. From the idea to storage, sales and logistics once the productions are released.

VOLTES SCCLP

Cooperative specialized in architecture and urban planning, bioconstruction and sustainability, rehabilitation, citizen participation. Its lines of work develop an architecture conscious of the social and built habitat; an inclusive urbanism open to participation processes and collective transformation; innovative sustainable installations with natural materials; as well as critical training around the environment in which we live

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