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**‘Made in Mumbai’: Fertility Tourism - (Re)forming the Family**

The search for still more intense experiences seems to be a part of the everyday life of current culture. And becoming a parent is by the vast majority of people regarded as one of the most meaningful experiences at all. Reproduction is, in many cases, so strongly desired that people undergo extensive, often exhausting, painful, and expensive treatments in order to fulfill the dream of a child.

Inspired by various interdisciplinary perspectives, this paper will focus on surrogacy in India and the fact that increasing numbers of fertility tourists from wealthy Western countries crosses national borders in the hopes of conceiving a child. Based on material collected in Mumbai and Ahmedabad in 2009, public media and cross-aesthetic material, this paper will discuss how surrogacy is constructed, mediated, and consumed.

On one hand globalism and developments within reproductive technologies fundamentally change our understanding of family and reproduction in late modern society. On the other hand traditional and recognizable mythologies of the bourgeois family seem to live on.