Hostile brothers in a rectangle

Solve the following optimization problem

Find the locations of N brothers in a rectangle in a way that the minimum distance between each pair of brothers is maximum

$$\max_{x_i, y_i} r$$

$$(x_i - x_j)^2 + (y_i - y_j)^2 \ge r^2$$

$$0 \le x_i \le 1$$

$$0 \le y_i \le 1$$

