

PRODUCTS & MATERIALS

Joyous Viva Magenta, Pantone Color of the Year 2023

By Danica Maričić December 28, 2022



Discover a joyful and optimistic Viva Magenta, Pantone's Color of the Year for 2023. Bring the power of this nature-inspired bright, crimson red into your design. 😊

Viva Magenta 18-750, Pantone's Color of the Year 2023, is rooted in beautiful nature and descends from the powerful red color family. This brave and fearless color represents a decorative expression of a new signal of strength. Viva Magenta vibrates with vim and vigor, thus writing a new lifestyle narrative and promoting a **joyous and optimistic celebration of design trends for the new year.**

Powerful and empowering, the Color of the Year 2023 is an animated red reveling in pure joy and **encouraging creative experimentation and self-expression via all forms of design and decorating.** PANTONE 18-1750 Viva Magenta colors stylish expressions with the verve for life and rebellious spirit – imaginatively painting brave new beginnings.



Photo – Viadurini

“Transformative red tone capable of driving design to create a more positive future.”

*“As a **nuanced crimson red tone that presents a balance between warm and cool**, PANTONE 18-1750 Viva Magenta is also a hybrid color, one that comfortably straddles the physical and virtual in our multi-dimensional world. It is assertive, but not aggressive, a carmine red that does not dominate but instead takes a “fist in a velvet glove” approach. Exuding dynamism, PANTONE 18-1750 Viva Magenta is a transformative red tone capable of driving design to create a more positive future.”* **The Pantone Color Institute™**