

VIVA MAGENTA: A COLOUR SHADE BURSTING WITH OPTIMISM

Color of
the Year
2023

PANTONE®

After the past turbulent years, it is high time to practise optimism, to be brave, to show strength and to recharge our batteries. The future will certainly hold further challenges for us. With its selection for this year's colour of the year, the Pantone Color Institute specifically addresses these hopeful times and chose „Viva Magenta (18-1750)“, a colour that is bursting with optimism.



For a positive look into the future

The shade „Magenta“ originally belongs to the saturated purple colours and is created by mixing blue and red - depending on the desired intensity - in different proportions. „Viva Magenta“, however, comes from the family of red tones and shows a vivid, vibrant and expressive character. The strong colour is daring and embodies absolute confidence. With its joyful radiance, it signals positive times, provides confidence, new energy and creates motivation.



An appreciation for nature

At the same time, the Pantone colour of the year is meant to illustrate our ever-growing connection to nature - after all, its organic origin lies in the Cochineal beetle. This small insect comes from South and Central America, where it is mainly found on cactus plants. The females of the beetles produce the dye carmine, which is considered one of the oldest natural dyes. The dynamic „Viva Magenta“ is based on this and demonstrates the valuable strength of nature.



A statement for architecture

The trendy colour shade also demonstrates great skill in architecture, as it can be used in a variety of ways. As an accent in otherwise restrained rooms, it provides warmth and a stylish ambience. It can also be used to perfectly accentuate individual walls and create a dramatic effect. „Viva Magenta“ harmonises just as well with wooden elements that gently soften its powerful and dynamic character. A real play of colours is created by combining it with „Very Peri“ - the Pantone colour 2022 - which also has red tones in it and thus perfectly matches this year's trend colour.



Colour variety at SIMONSWERK

To ensure that every detail in the interior design harmonises in terms of colour, SIMONSWERK offers its hinges in a variety of finishes - from matte black to bronze. In this way, hinges can be optimally matched to the respective concept. If elements in „Viva Magenta“ are part of the design approach, the concealed TECTUS door hinges in white or stainless steel, for example, are suitable. These allow the dynamic colour to take centre stage and appear timeless and restrained next to it. Bronze, on the other hand, creates elegance and a majestic atmosphere, while black emphasizes the colour intensity. However, if the right colour is not available, SIMONSWERK also manufactures each hinge in the personal colour of your choice.

SIMONSWERK

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