

DESIGNER'S CORNER

Decorating With Viva Magenta: Pantone's Color of the Year 2023

This uplifting and versatile color complements a variety of hues and can make any space come alive and warm

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The electrifying "Viva Magenta" (18-1750) is a dynamic red tone showing little restraint.
PANTONE

Each week, Mansion Global tackles a topic with an elite group of designers from around the world who work on luxury properties. This week, we explored how to decorate with magenta.

At first glance, Pantone's Color of the Year 2023, which was announced last week, is for those with a fearless approach to design. The electrifying "Viva Magenta" (18-1750) is a dynamic red tone showing little restraint. While this intense shade undoubtedly grabs attention, it's also inspiring.

"Viva Magenta is a powerful and unexpected color that I often use throughout my designs when I want to create an uplifting environment," said designer Anne Hepfer, an interior designer in Toronto. "When a color like this is accented in a space, your eye immediately goes to that impactful color which packs a punch. I think it will put a smile on many faces as it just feels happy."

To determine the best application for this expressive color, Mansion Global asked a group of designers to weigh in. Here's what they said about Viva Magenta, Pantone's Color of the Year 2023.

Introduce Magenta-Colored Accessories

“It is a great color for accessories, such as lamp shades and pillow trim. It goes with the crispness of white, as well as lighter shades of blue and green. Magenta flowers in a white vase placed on a magenta colored table would be pretty. Magenta table linens and candles would add striking elements to a table setting.”

“I wouldn’t use a flat finish for this color; go with a shiny or lacquered finish. Lacquering a vintage Queen Anne chair in magenta and then adding a fun fabric for the upholstery would also be a great option.”



Magenta on pillow trim makes a statement in this vignette by Kelley Proxmire.
Kip Dawkins

—Designer Kelley Proxmire in Bethesda, Maryland