

Color of the Year  
2023

**VIVA  
MAGENTA**

**solpuri**  
Germany



**CARO Lounge**  
by Hoffmann Kahleiss Design



**LAGOON Daybed**  
by Klaus Nolting

#### **Pantone Color of the Year 2023**

On December 1st, 2022 the American Color Institute Pantone has announced the color „VIVA MAGENTA“ as the new Pantone Color of the Year 2023:

„In this age of technology, we look to draw inspiration from nature and what is real. PANTONE 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochineal,“ added Leatrice Eiseman, Executive Director, Pantone Color Institute.

solpuri offers many possibilities thanks to its diverse fabric collections and can thus accommodate that certain „pop of color“ in its lounge groups and dining furniture.





#### **ABOUT solpuri**

solpuri - inspired by the sun „sol“ and inspired by design „puri“: Since 2006, solpuri designs and manufactures exclusive outdoor furniture by combining the energy of the sun with the clarity of successful design.

The designs carry life outside to open up new, sensual living spaces there. Attention to detail, timeless and modern interpretations of legendary Bauhaus designs and a commitment to the highest levels of comfort and quality are the hallmarks of solpuri outdoor furniture.

Each piece of furniture is made of the highest quality materials by using the most modern production techniques combined with traditional craftsmanship under strict consideration of a careful sustainable use of resources.

[www.solpuri.com](http://www.solpuri.com)

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