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Pantone's 2019 Color of the Year, 'Living Coral,' Is Well-Suited for Accents



Interior Marketing Group used coral for accents at 11 Beach in Tribeca INTERIOR MARKETING GROUP

By Liz Lucking Dec. 6, 2018 6:17 p.m. ET

“Living Coral” is the new black— at least it is according to Pantone, who Thursday morning decreed it as the color of 2019.

The shade, part orange, part pink, is a warm and welcoming one that adds life and playfulness, according to Jeffrey Beers, founder and CEO of his eponymous design firm.

“2018 definitely has demonstrated political and social unrest,” Mr. Beers said, “and a color like Living Coral gives us a much needed sense of emotional deepness, fun and levity.”

Pantone, which began life as a commercial printing company in the 1950s before turning into bonafide color experts, providing professional color standards for the design industry, have been picking their top color annually since 2000.

To arrive at the selection each year, Pantone “combs the world looking for new color influences,” the firm said in a news release. They look to the entertainment industry, films in production, new artists, fashion, all areas of design and popular travel destinations, they said.

Their pick has influenced product development and purchasing decisions in multiple industries, including fashion, graphic design and interior design, according to Pantone.

The 2019 color’s interior design applications could vary from decorative furnishings and art, to upholstery and fabrics, or even lighting, experts say.

“As a glass blower I would personally favor hand-blown glass wall sconces to add glowing warmth to a dining room or entertaining space,” Mr. Beers said. “For a 4,193-square-foot apartment in [Manhattan’s] One57, we used similar shades for the accent pillows and decorative furnishings as well as chose art that incorporated similar colors.”

For Karen Asprea, of Karen Asprea Studio, a New York City-based consulting firm specializing in the residential design process, the color could come to life in the form of mohair upholstery or in large-scale art installations. “It’s exciting to bring attention to such a rich color since it encourages the design community to be more bold with their palettes,” Ms. Asprea told Mansion Global.

Though their ideal applications vary, designers agree that Living Coral is primed for an accent color.

“It does not have to be used in a major way to have great impact,” said Natalie Reddell, a Richmond, Virginia-based high-end interior designer. “Small touches like a blanket, cashmere throw, or dinner plates can change the feeling of a space.”

Accent paint, soft goods and accessories, are also quick and simple ways to incorporate the color in a home, said Ashley Quinn, vice president of creative services for Interior Marketing Group, an interior design and staging firm based in Manhattan.

“There's never a wrong way to use a color,” she said.

Past selections for Color of the Year include:

2018: Ultra Violet

2017: Greenery

2016: Serenity

2015: Rose Quartz

2014: Marsala

2013: Radiant Orchid

2012: Emerald

2011: Tangerine Tango

2010: Honeysuckle

2009: Turquoise

This story first appeared on Mansion Global.