**Pantone trend colour 2023 – Viva Magenta**

Viva Magenta or PANTONE 18-1750 is the trend colour of 2023, a lively, energetic tone that skilfully spans a range between bold pink, sensual Bordeaux and energetic red. Viva Magenta stands for optimism and (experimental) joy and is intended to give us courage and energy in challenging times.

Those who want to approach the new trend cautiously can do so via a few smaller home accessories, such as cushions or a vase. For larger areas, the wall or even the floor is a good choice. Whatever you like is allowed.

Even in nora's standard floor programme with its more than 300 colour shades, nuances in the current Pantone trend colour can be found, for example in the designs [norament 926 satura](https://www.nora.com/deutschland/de/produkte/norament-926-satura), [noraplan sentica](https://www.nora.com/deutschland/de/produkte/noraplan-sentica) or [noraplan signa](https://www.nora.com/deutschland/de/produkte/noraplan-signa). And should a desired colour not be included in the extensive colour spectrum, individual special colours can be produced – starting from a certain minimum quantity.

For all those who would like to see directly how nora floors fit into their surroundings and how the colours can be optimally combined, visit the [nora room designer](https://nora.esignserver2.com/gallery.do;jsessionid=10A633C0F994A0754180CD0D37F9102E). There, you can choose to use your own or existing room images and virtually install any nora floor.

# Social Media Post

The #Pantone Colour of the Year #2023 – #VivaMagenta – is a shade from the range of reds that is meant to encourage fearlessness and reflect vibrancy. Can you also imagine this colour looking good on the floor? Then take a look at the extensive colour palettes of #noraplan and #norament rubber floors. Around 300 standard colours are waiting for you there, leaving hardly a wish unfulfilled. And if there is, individual special colours can be produced, starting from a certain minimum quantity.

Experience the colour choices here: <https://nora.esignserver2.com/gallery.do;jsessionid=911884D0EC73BAC36E79EC51E21F087C>