



Announcing Pantone's Color of the Year 2019



Living Coral

Images courtesy of AdobeStock

Each year the color experts at **Pantone** comb the world to find their inspiration for the color that will influence and create color trends for interior design, fashion, homeware, and industrial design, with the culmination resulting in what is called the Pantone Color of the Year. This year their choice is a warm, uplifting hue, eliciting a bright outlook on the next 12 months, called **Living Coral** (Pantone 16-1546).

The **Pantone Color Institute** partners with global brands to determine their color selection every year, based on the psychology and emotion of a color, to build the annual design strategy.

Color is an equalizing lens through which we experience our natural and digital realities and this is particularly true for Living Coral. With consumers craving human interaction and social connection, the humanizing and heartening qualities displayed by the convivial PANTONE Living Coral hit a responsive chord."

- Leatrice Eiseman
EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

I love the color of coral, so Pantone's choice this year is one of my favorites. I wear this color during spring and summer, it has such wonderful energy to it. It is a vibrant, warm color with a gold undertone but there's a softness to it at the same time

This is a color that is welcoming, and invites us all to reach out and connect, making it perfect in the home. It can be quite dramatic in large scale use on interior walls or, in this case, a fabric wall covering.



Image courtesy of AdobeStock

I think the best application will be in fabrics such as chairs, pillows, window coverings, accessories, and artwork where it can add a pop of playful spirit to any room.

I enjoy full saturation of this color as an accent in a room.



NOTUS TOWELS IN CORAL AMARA

Accessories are terrific in shades of coral.

Versatile—it can work with many other colors and textures.

A sampling of some of the more fun and playful pieces I have found.



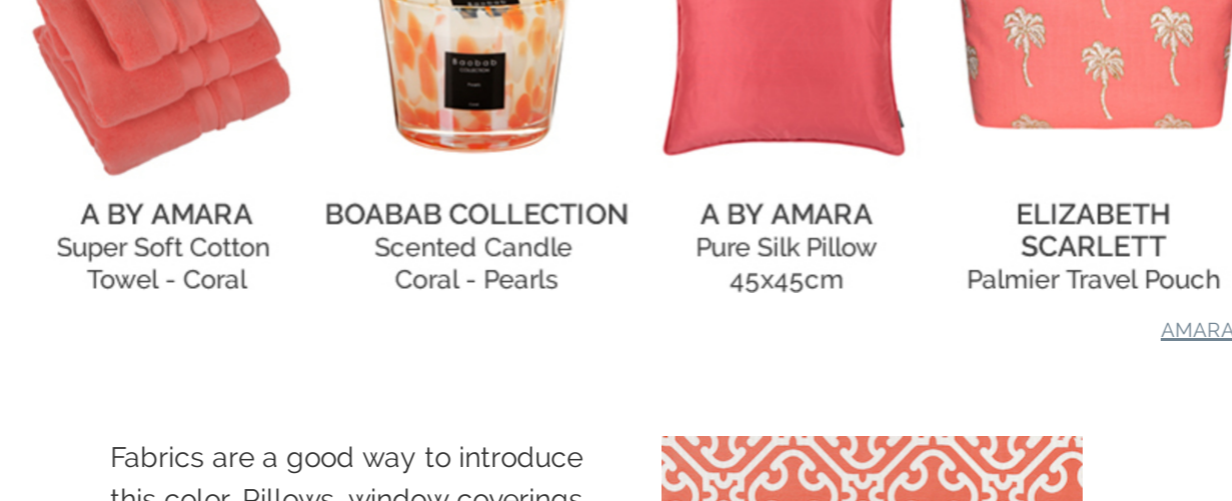
CURATED KRAVET-ALANA BOXES CURATEKRAVET



DUCHESS CHEST ELK GROUP INTERNATIONAL



FISH SCALE BASKET ELK GROUP INTERNATIONAL



A BY AMARA Super Soft Cotton Towel - Coral

BOABAB COLLECTION Scented Candle Coral - Pearls


A BY AMARA Pure Silk Pillow 45x45cm

ELIZABETH SCARLETT Palmier Travel Pouch AMARA

Fabrics are a good way to introduce this color. Pillows, window coverings and chair cushions are a less invasive way to work this vibrant color into your rooms. This swatch from Scalamandre is part of their [Chinois Chic](#) collection.



ALIN LATTICE WEAVE SCALAMANDRE

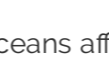


Your artwork is the exception to the rule and will always be acceptable in your design meaning it does not need to "match" your color palette.

I recommend one thing: whatever you choose, it must resonate with you. Your choices will cover the walls of your home and speak to who you are and what you love.

I love Southwest art so this colorful painting of an old Parish rendered in corals and pinks resides in my own home.

Sagrada Carizon De Jesus
Artist Lee Bower
Lauren Jacobsen Design Private Art Collection



A lover of things deep and briny, the oceans affect me in very a personal way. It is one of the most unique environments where one can see the overlay of color designed by nature herself. The image below—Blackbar Soldierfish hovering over a coral reef—is a wonderful example of how you can coordinate this coral color with other colors you may already have in your home.



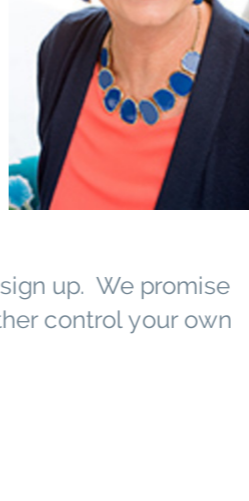
Blackbar Soldierfish hovering in front of a coral reef. Image courtesy of AdobeStock



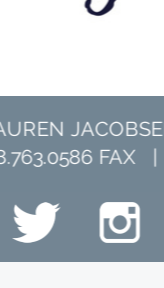
I close with this statement by Ms. Pressman at Pantone as it is the closest to my own color philosophy: **"Color enhances and influences the way we experience life."**

So, how do you want to feel in your home?
It has a lot to do with color and this year's coral color feels happy.

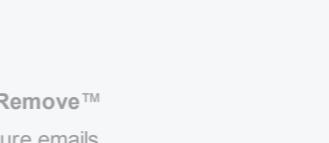
Regards,
Lauren Jacobsen Design



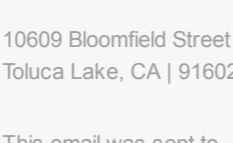
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