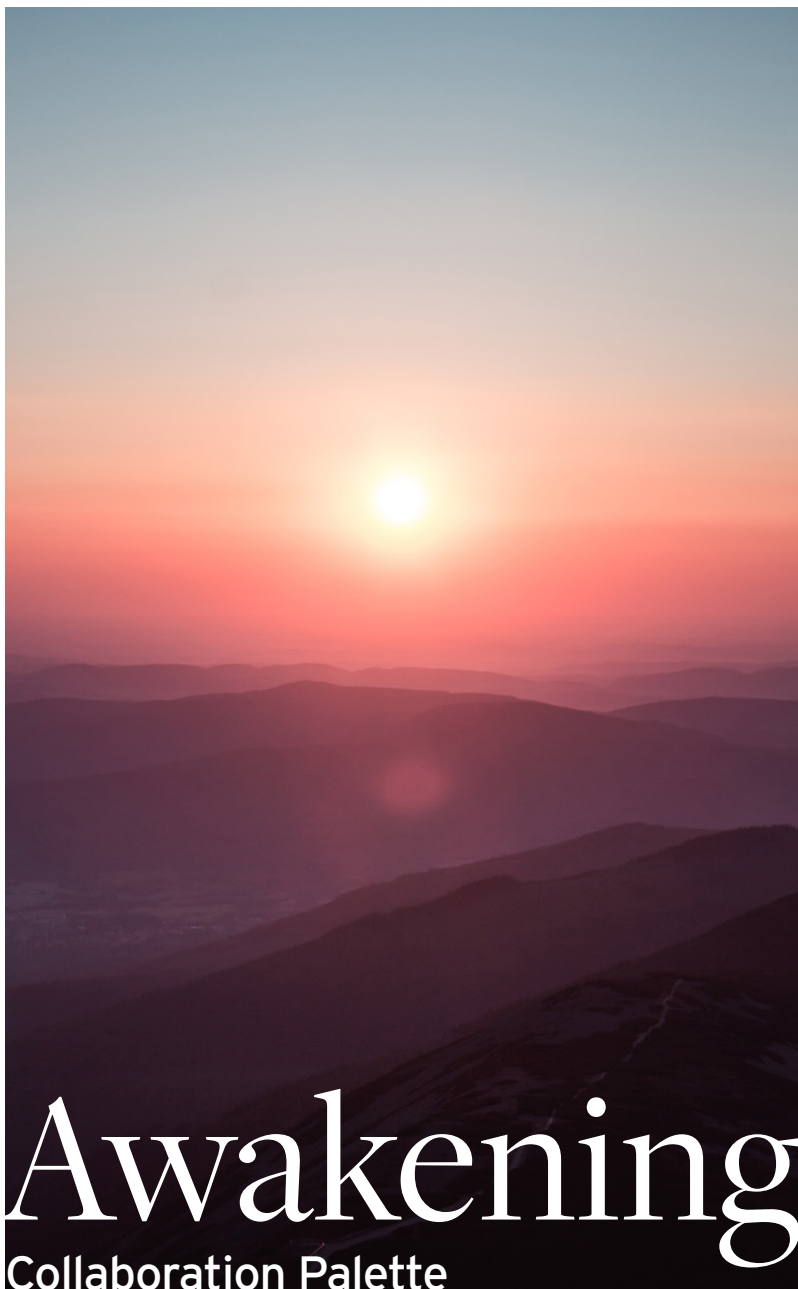


PANTONE® × Ultrafabrics®



Awakening

Collaboration Palette

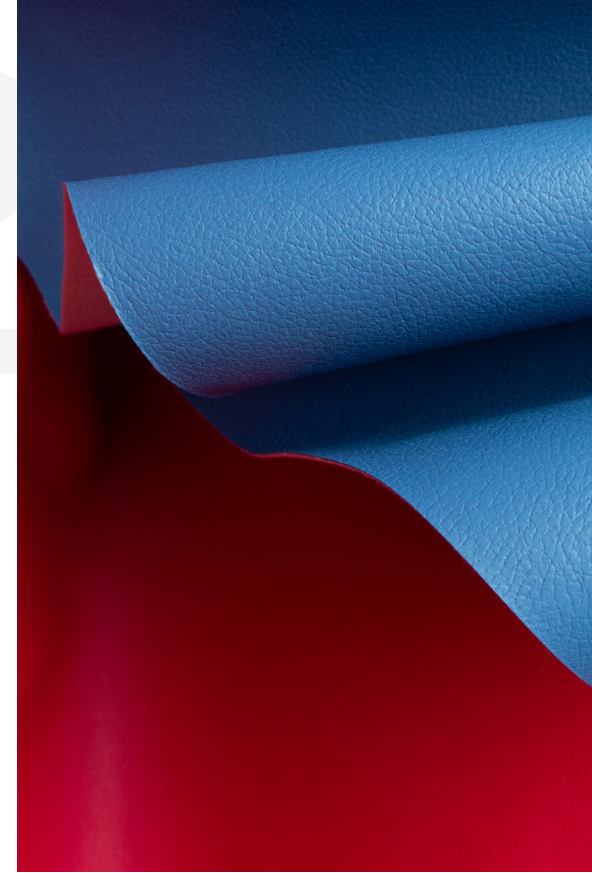
For the
first time
ever,

We have partnered with Pantone to inspire new ways of using 2023 Color of the Year, Viva Magenta. This collaboration will showcase our combined global expertise of color development and application across industries.

This includes the introduction of Awakening, an exclusive collaboration palette designed to encourage the use of color to transform and revitalize any interior space.



02



Awakening [uh-wey-kuh-ning]

Noun

1. An act of waking from sleep.
2. An act or moment of becoming suddenly aware of something

03

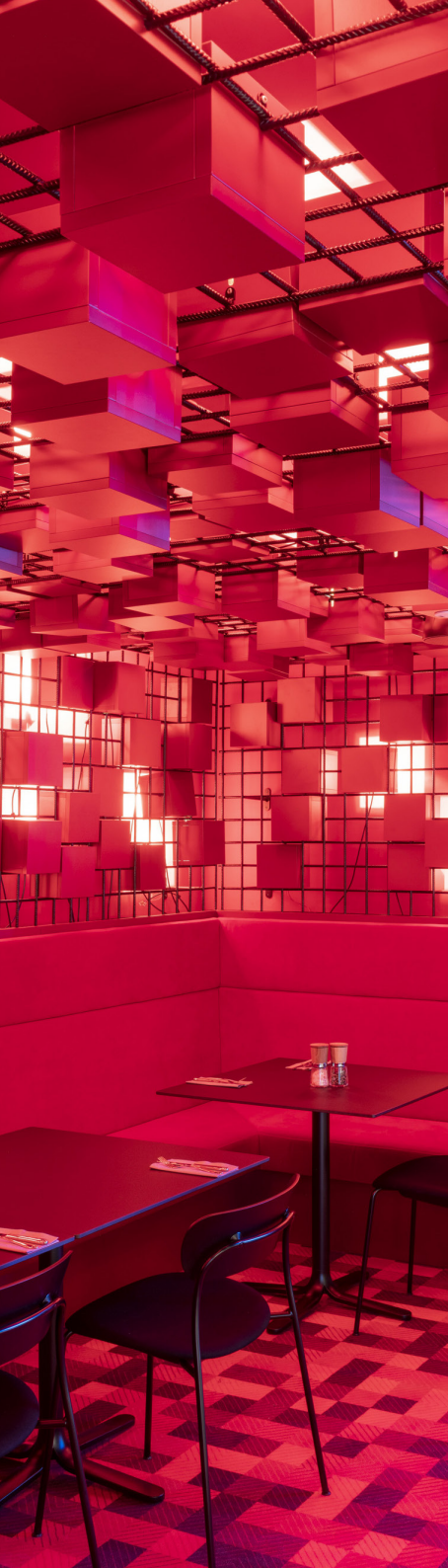


Awakening

A color palette that combines the beauty of warm, grounded neutrals and harmonious colors found in nature with Viva Magenta's vibrance and energy.

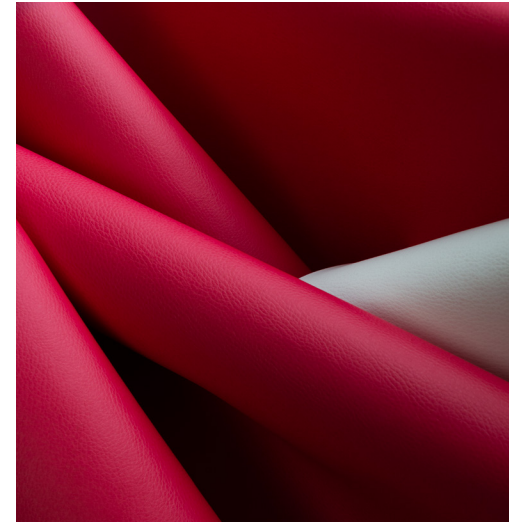


04



The color groupings within Awakening bring quiet moments of awareness, inner strength and new beginnings to life.

We begin with —



Fresh Snow

There is nothing more serene or pure than a white blanket of newly fallen snow. It's one of nature's unspoken gifts and why we begin our palette with white, the perfect backdrop for the boldness of Viva Magenta.

First Signs of Spring

08



As the snow melts and snow drops fall, we find delicate flowers emerging from the ground. Warm, rich, grounded neutral hues associated with earth & soil allow Viva Magenta a moment to shine through.



01

Nurturing Earth

In nature's vast landscape we find unique color combinations, and green is the ultimate color of nature and biophilic design. Viva Magenta finds peace and harmony with its complement, green.



09



11

12

A New Day

There is nothing like waking up to a colorful sky that harkens a new day, Viva Magenta is the star in a sky filled with other eye-catching hues, yellow, orange and blue, representing the sky



Awakening Palette

Introducing the exclusive Awakening collaboration palette. Each color in this collaborative palette represents the essential elements of nature; air, earth, water, and fire, bringing the happiness, joy, and energy of the outdoors, in. These are hues that can be easily applied to any market or space, especially in combination with COY Viva Magenta.



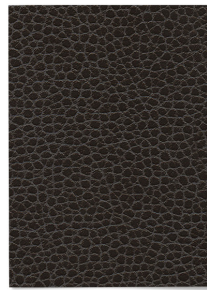
Montage
744-00513
White Marble



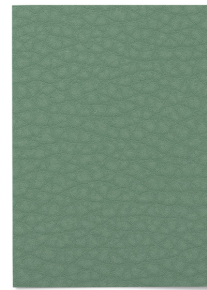
Lino
740-65783
Wigwam



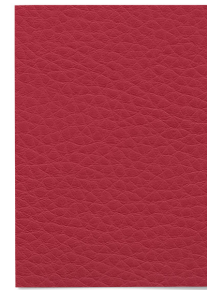
Brisa®
533-3914
Bark



Promessa®
363-3037
Horsehair



Volar Bio
630-4329
Matcha



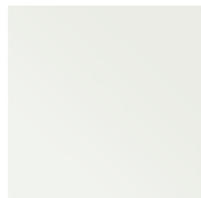
Montage
744-14453
Vivid Punch



Ultraleather®
291-4454
Sonora



Brisa®
533-2696
Skyway



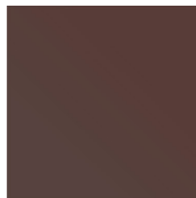
PANTONE®
16-1104 TCX
Bright White



PANTONE®
16-1104 TCX
Crockery



PANTONE®
17-1314 TCX
Sepia Tint



PANTONE®
19-1012 TCX
French Roast



PANTONE®
16-6216 TCX
Basil



PANTONE®
18-1750 TCX
Viva Magenta



PANTONE®
18-0525 TCX
Iguana



PANTONE®
17-4028 TCX
Riverside



Image: jformento | Styling: Olly Mason

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Throughout 2023 we will release new palettes, limited-edition shades and interactive events, together with Pantone, that offer a fresh take on color application and demonstrate how you can connect timeliness with timeless design.

Visit ultrafabricsinc.com/pantone for the most up-to-date resources and scan the QR code to request your sample set of Awakening to energize your next project.



Touch the Future®