



ARTECHOUSE

736 Collins Avenue
Miami Beach, Florida 33139

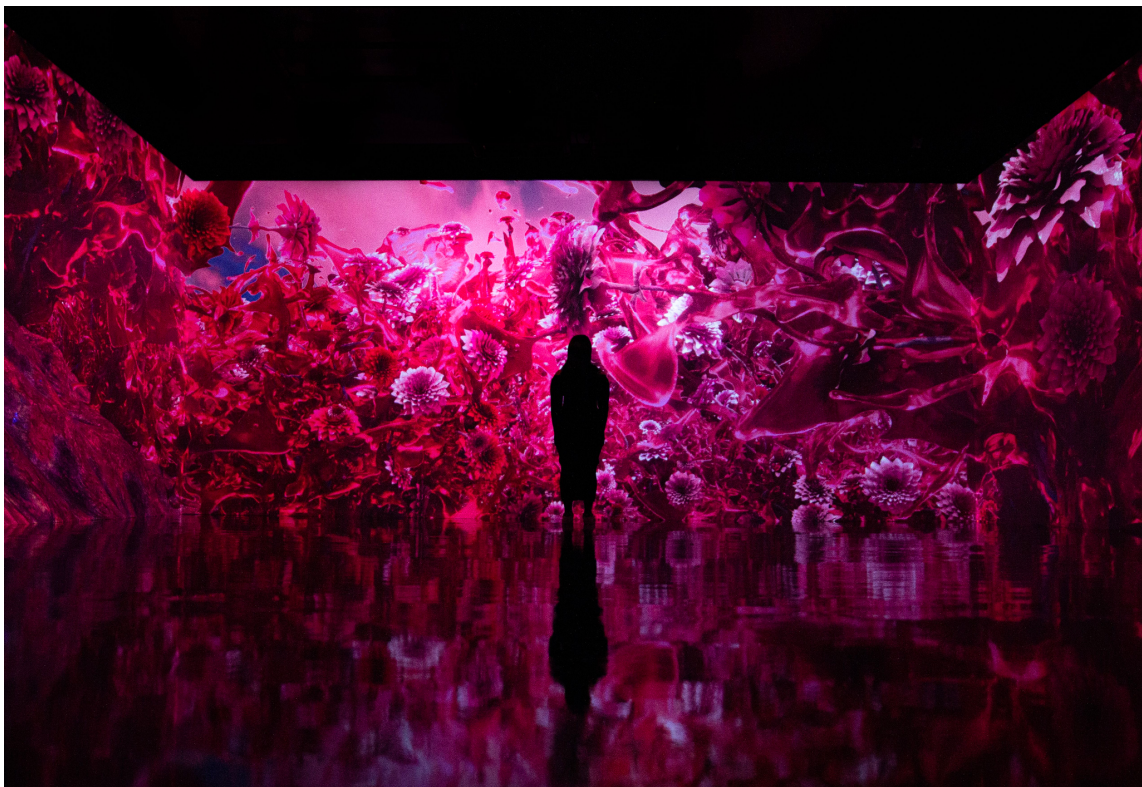
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[High-Resolution Images](#)

MAGENTAVERSE — the Pantone Color of the Year 2023 Experience — is now on view in Miami

Created for the launch of Pantone's 2023 Color of the Year, MAGENTAVERSE, an experiential exhibit by ARTECHOUSE Studio, draws inspiration and materials from nature and NASA and the James Webb Space Telescope footage of outer space, immersing visitors into sounds and feelings of the new color.



MIAMI, FL – [ARTECHOUSE](#), the leader in innovative, technology-driven experiential art, is pleased to announce its latest collaboration with [Pantone](#), the global color authority and provider of professional color language standards and digital solutions for the design community, on an immersive experience that launched Pantone Color of the Year 2023 in Miami during Art Week —

MAGENTAVERSE. The multi-sensory exhibit, that debuted in Miami, now invites visitors to fully submerge themselves in the Pantone Color of the Year 2023 and marks the fourth consecutive year of ARTECHOUSE's collaboration with Pantone to bring the color of the year to life through immersive technologies. Exclusively on view at Submerge by ARTECHOUSE location at 736 Collins Ave, Miami Beach the exhibit is open to the public now and until Spring 2023.

MAGENTAVERSE features a series of installations designed and curated by ARTECHOUSE Studio — an interdisciplinary team of designers, architects, producers, and storytellers — that put visitors first, transforming them into the protagonists of their own experience. The exhibit not only allows visitors to experience the color, but *feel* it all around them, as well as interact with the many components of the exhibition and revel in how the technical and natural experience comes together.

"We had to ask ourselves, how does a person experience this color?" said Tati Pastukhova, ARTECHOUSE's Co-Founder and Executive Director. "MAGENTAVERSE not only celebrates the bold, unabashed use of color with a permeating sense of joy — fitting in perfectly on Miami Beach — but it provides a chance for visitors to see, hear, touch, and discover everything that is possible using interdisciplinary approach to creation at the intersection of art, science and technology."

Vibrant and fun, every space visitors walk into offers a new way to explore PANTONE 18-1750 Viva Magenta; In the installation $C_{22}H_{20}O_{13}$, visitors interact with digital visuals projected onto the CNC-milled blooms of a larger-than-life flower, triggering the digital world to activate with organic life; in *Vis Viva*, visitors introduce gravity into a galaxy or magenta planets, impacting their orbits in real time; in *Vibrant Strings*, visitors get to play an LED instrument made of magenta strings.

"To embody the spirit of Viva Magenta, we embarked on a new approach of collective creative collaboration with our partners, technology, and Pantone's expertise in color theory to curate a new interpretation of the Pantone Color of the Year, which led to the creation of the Viva Magentaverse, an unexpected and exciting color universe we look forward to sharing with the world to experience as well," said Laurie Pressman, Vice President of the Pantone Color Institute.

The Pantone Color of the Year 2023 exhibition is the latest in a series of projects between ARTECHOUSE and Pantone. In 2021, ARTECHOUSE presented an immersive art experience revolving around the Pantone Color of the Year 2022 in NYC, using the shade PANTONE 17-3938 Very Peri—a dynamic periwinkle blue hue with a vivifying violet red undertone—for a brilliant and unparalleled experience. That project came on the heels of immersive experiences dedicated to Pantone's

Colors of the Year in 2021, PANTONE 17-5104 Ultimate Gray and PANTONE 13-0647 Illuminating, and PANTONE 19-4052 Classic Blue in 2020. However, for the first time the exhibit will stay on for the public to experience following the launch.

TIMES & HOURS:

MAGENTAVERSE is on view to the public in Miami now through Spring 2023

Daily Admissions: Monday – Sunday, 1 pm – 8 pm

TICKETS:

- **Adults (16+):** \$25 advance
- **Children (Ages 4–15):** starting at \$17
- **FREE for children under the age of 4**
- **Students, Seniors, Military & First Responders:** starting at \$20 (valid ID required)
- **Miami Residents:** \$19 (valid ID required)
- **Weekday Family Bundle:** Starting at \$68 (2 adults, 2 children)
- **Anytime Admission:** \$30 advance

Single and group tickets can be reserved in advance at

<https://www.artechouse.com/location/miami/>

LOCATION:

Submerge by ARTECHOUSE

736 Collins Ave, Miami Beach, FL 33139. We recommend the 7th St. Garage for vehicle parking and bike parking along Collins Ave.

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ABOUT ARTECHOUSE

An innovative leader in the field of digital and experiential art, ARTECHOUSE expands the possibilities of art and how we experience it through cutting-edge technology-driven exhibitions and experiences. ARTECHOUSE connects progressive ideas, artists and audiences to stimulate innovation and creativity at the intersection of art, science and technology. What started as the nation's first digital art space is now a home, online and off, for technology-driven art innovation, with a mission to empower and fund the creation of new, experiential and exploratory art forms that make an impact.

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ABOUT PANTONE:

Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced color science and technology from our sister company, X-Rite, to achieve color consistency across various materials and finishes for graphics, fashion, digital and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more.

Learn more and connect with Pantone on [Instagram](#), [Facebook](#), [Pinterest](#), and [LinkedIn](#).