

UU Market: VIVA MAGENTA

Exhibition at The Finnish Glass Museum, from September 9th to December 31st, 2023



Photo Hannakaisa Pekkala

The theme of the exhibition is Pantone's color of the year, 'Viva Magenta'. The seven participating artists have each approached the theme from their own perspective and through different materials: how can the glow of magenta be captured in glass, ceramics, or wood? The magenta-filled space invites us to think about how we perceive colours and their mutations in different materials, and how everyone's perception of colour is a unique experience.

Pantone is a standardized international color system, whose color choice of the year is a significant signal of current phenomena. Developed in the 19th century, 'Magenta' is one of the first synthetic colors and named after the Italian city. Before the artificial version was invented, red-blue purple was one of the most expensive and rarest colors in the world. Today, magenta is best known as one of the CMYK printing colors, whose tone is significantly brighter than the original. Artificial or natural, magenta is the ever-shimmering eye-catcher of the color charts.

“In this age of technology, we look to draw inspiration from nature and what is real. PANTONE 18-1750 Viva Magenta descends from the red family, and is inspired by the red of cochineal, one of the most precious dyes belonging to the natural dye family as well as one of the strongest and brightest the world has known.” (Leatrice Eiseman, Executive Director, Pantone Color Institute)

ARTISTS

Laura Itkonen, Dylan Katz, Janne Rahunen, Roosa Ryhänen, Paula Pääkkönen, Penna Tornberg, Milla Vaahtera

ORGANIZERS

UU Market & The Finnish Glass Museum