

Historically-Significant Hispanic Heritage Month Artist to Know: Soraida Martinez, Creator of the Verdadism Art Style.

Since 1992, Soraida Martinez has been promoting tolerance, empathy and social justice. Soraida Martinez is an award-winning artist who has been recognized as one of the 15 most prominent Hispanic-Americans shaping the U.S. cultural scene.



Lindenwold, Oct 12, 2020 ([Issuewire.com](https://www.issuewire.com)) - Artist, Soraida's message to Latinos: You need to vote in November; it's the most important thing you can do in America today!

The artist, Soraida Martinez, has been addressing systemic racism for over 25 years now. According to Soraida — and as depicted in her 1996 painting *Latinos have the power, but most of us don't know it* — “Latinos need to organize and vote in numbers in November. It's the most important thing they can do for America today.”

Based in New Jersey, the artist was born in Harlem, New York City, during the social upheavals of the late 1960s to early 1970s, when American society was coming to terms with its deeply rooted problems of racism and sexism. The artist has created many paintings about the struggles of Latinos in America, including her own struggle as a Puerto Rican woman who educated herself, is a first-generation graduate with a fine arts degree, and, in 1986, started her own art and design studio.

Through Verdadism, Soraida depicts how to get in touch with your inner feelings and open your mind up to accepting other human beings. The Verdadism art style is a great tool for teaching diversity and inclusion in the classroom and boardroom. Soraida's paintings are often published in academic textbooks analyzing the same social issues that the artist has been addressing for many years. Ahead of her time in knowing that racism is not a sustainable concept in the United States and worldwide, Soraida continues to raise awareness and teach tolerance through art talks and exhibitions at colleges and universities, corporations and organizations.

For a virtual tour of the Verdadism Art Gallery, contact the artist at verdadism@aol.com or call the studio/gallery at 856-346-3131. For more information, please visit soraida.com.

Photos:

©2020 Artist, Soraida Martinez.

©2019 *The Toxic Mind of The Latino Trump Supporter...an artist's psychological perspective.* Acrylic on Canvas. 48" x 36".

©2019 *Experiencing the Brown Syndrome in America...the brown people's dilemma.* Acrylic on Canvas. 48" x 36".

©1996 *Latinos Have Power and Most of Us Don't Know It.* Acrylic on Canvas. 48" x 36".



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