

SORAIDA MARTINEZ

BIRTHPLACE

July 30, 1956, Harlem, NYC

CONTACT INFORMATION

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SUMMARY

Known since 1992 for creating hard-edge, figurative-abstract paintings with written social commentaries, called "Verdadism." Born in the Harlem section of New York City; currently lives in New Jersey, near Philadelphia. Self-employed, since 1986, as the owner of Persona, a boutique art and design studio. For three consecutive years (2008, 2009, 2010), chosen by the Department of State as one of the 15 most prominent Hispanic-Americans shaping the U.S. cultural scene. In a Huffington Post Latino Voices' 2013 article, named among "10 of the best Latino Artists in U.S." Recognized for creating paintings that address issues of sexism, racism, stereotyping and universal social themes in an effort to promote tolerance and social justice. Has been featured in magazines and newspapers, radio and television; Verdadism paintings have been used on the covers and pages of academic and scholarly books. In 1999 wrote book on the Art of Verdadism, "Soraida's Verdadism: The Voice of a Puerto Rican Woman on Canvas; Unique Controversial Images and Style. From 1996 to 1999, served as a member of the New Jersey State Council on The Arts; also participated in a think tank for modernizing the Trenton State Museum in New Jersey. Social advocate who visits young children in schools to encourage and inspire them to strive to achieve their fullest potential; conducts Verdadism Art talks and Exhibitions at colleges and universities. In 2008, opened the Verdadism Art Gallery.

ACHIEVEMENTS

1981-1986.....Product illustrator for J.G. Durand International, French Crystal Company
1982-1985.....Freelance/in-house Art Director and Graphic Designer for Corporations
1986-Present.....Formed Persona Advertising, Art & Design Studio
1992-Present.....Created Verdadism, Paintings with A Humanistic Philosophy and Written Social Commentaries
1999.....Wrote Book on The Art of Verdadism
2008.....Selected as one of 15 most prominent Hispanic-Americans in the arts shaping the U.S. cultural scene
2009.....Selected as one of 15 most prominent Hispanic-Americans in the arts shaping the U.S. cultural scene
2010.....Selected as one of 15 most prominent Hispanic-Americans in the arts shaping the U.S. cultural scene
2013.....Chosen by Huffington Post as one of the 10 best Latino artists in the U.S.

AWARDS

1995....."Inspiration and Commitment" award, Latino Chamber of Commerce, Mercer County-NJ
1996.....Appointed by the Governor of New Jersey to the New Jersey State Council on the Arts
1996....."Distinguished Woman of 1996" award, La Tribuna Newspaper of New Jersey /New York
1999.....Inducted into the twenty-first edition (1999-2000) of Who's Who of American Women
2000.....Soraida Martinez Proclamation Day, Mayor's Office, Atlantic City-NJ
2001.....Distinguished Alumni, Cumberland County College, Vineland-NJ

EDUCATION

B.A. in Fine Arts, 1981

Rowan University, 201 Mullica Hill Road, Glassboro, NJ
Specialization in general design, concentration in fine art

A.A. in Liberal Arts, 1978

Cumberland County College, College Drive, Vineland, NJ
Associates degree, focusing on psychology

SOLO EXHIBITIONS

- 1994.....Walt Whitman Cultural Arts Center (Andrew Vitagliano Art Gallery), Camden-NJ
 1994.....Camden Community Credit Union, Camden-NJ
 1994.....Borders Books & Music, Marlton-NJ
 1994.....Passaic County Community College (Broadway Gallery), Paterson-NJ
 1995.....Markeim Art Center, Haddonfield-NJ
 1995.....New Jersey Department of Community Affairs, Trenton-NJ
 1995.....SASCA (Spanish-American Social & Cultural Association), Willingboro-NJ
 1995.....Serengeti Jazz Cafe, Pennsauken-NJ
 1996.....Trenton State College, Trenton-NJ
 1996.....Omni Cultural Center, West Chester-PA
 1996.....University of Dentistry & Medicine/School of Osteopathic Medicine, Stratford-NJ
 1996.....Cumberland County College (Frank Guaracini Fine Art Center), Vineland-NJ
 1997.....West Chester University "Women Of Color Conference," West Chester-PA
 1997.....Department of Veterans Affairs Medical Center, Orange-NJ
 1997.....Department of Veterans Affairs Medical Center, New York-NY
 1998.....Atlantic City Art Center, Atlantic City-NJ
 1998.....University of the Arts, Philadelphia-PA
 1998.....Columbia University, New York-NY
 1998.....John Jay College of Criminal Justice, New York-NY
 1998.....Balch Institute for Ethnic Studies, Philadelphia-PA
 2000.....Barnes & Noble, Moorestown-NJ/Exhibition and book Signing
 2000.....Barnes & Noble, New York-New York/Exhibition and book Signing
 2000.....Barnes & Noble, Wilmington-DE/Exhibition and book Signing
 2000.....Barnes & Noble, Marlton-NJ/Exhibition and book Signing
 2000.....Barnes & Noble, New Brunswick-NJ/Exhibition and book Signing
 2001.....University of the Sciences, Philadelphia-PA
 2001.....Trinity College, Hartford-CT
 2002.....Veterans Administration Regional Offices, Philadelphia-PA
 2004.....New York City Small Press Book Fair, New York-NY/Exhibition and book Signing
 2004.....Barnard College, New York-NY
 2006.....Harlem 3rd Annual Arts & Cultural Celebration, New York-NY
 2006.....National Conference on Latinos and AIDS, Miami-FL
 2007.....Cumberland County College, Vineland-NJ
 2007.....Cecil Community College, Elkton-MD
 2007.....National Conference on Latinos and AIDS, Miami-FL
 2010.....Messiah College, Grantham-PA
 2010.....Naugatuck Valley Community College, Waterbury, CT
 2011.....Johns Hopkins University, Baltimore, MD
 2013.....George Mason University, Fairfax, VA
 2014.....North Carolina State University, Raleigh, NC

GROUP ART SHOWS

- 1996.....Summit BanCorp, "Latin-American Artists Group Show," Princeton-NJ
 1996.....Camden County Library "South Jersey Museum Group Show," Voorhees-NJ
 1996.....Latin American Economic Development Assoc., "Distinguished Regional Artists' Group Show," Camden-NJ
 1997.....Paterson Museum, "The Diversity of The Art of The Latina Woman," Paterson-NJ
 2000.....Delaware Art Museum, "A World of Latin Artists," Wilmington-DE
 2004.....Nemacolin Woodlands Resort & Spa. Farmington-PA
 2006.....JP Morgan Chase, Wilmington-DE

VERDADISM GALLERY EXHIBITIONS

- 2008.....*Drawings for Peace and Tolerance*
 2009.....*17 years of Cultivating Social Change...From an Artist, Not From Politicians*
 2009.....*The Many Faces of Stereotypes*
 2009.....*Coming of Age: Hope Drawings from Original Verdadism Paintings*
 2010.....*Tolerance in America – A Retrospective of Paintings Created Since 1992*

- 2011.....Hispanic Heritage Month Exhibition. What does it mean to be Latino in America?
 2012.....Verdadism: Twenty Years of Speaking out against Racism, Sexism and Injustice. Still Relevant Today.

APPEARANCES/FEATURED ARTICLES

Public Television: NJN Images and Imágenes, NJN The Steven Aduabato Show, NJN Another View, WYBE Philly live,

Radio: WRTI Jazz Radio, NJN Syndicated Radio

Magazines: Latina, Latina Style, Jersey Style, Que Linda, Moderna, The Business Journal for Hispanic Research, Rowan Magazine, Limon portido,
Newspapers/Periodicals: Philadelphia Inquirer, Philadelphia Tribune, South Jersey Courier Post, Philadelphia Daily News, Burlington County Times, Bergen County Times, Daily News, Atlantic City Press, Evesham Trend, Cumberland News, Bridgeton Evening News, Trenton Times, City Paper, El Diario/La Prensa, La Tribuna, El Hispano, La Revista, El Veterano, Vision-Hispana, La Actualidad, Al Dia

Internet: Oprah's "Oxygen," about.com, dejanews.com, Huffington Post: Latino Voices

PUBLISHING CREDITS FOR VERDADISM ART

Books

Dos Mundos Spanish Textbook. By Tracy D. Terrell/Magdalena Andrade/Jeanne Egasse/Elias Miguel Munoz, McGraw-Hill Higher Education.

De una vez! A College Course for Spanish Speakers. By Fabian Samaniego/Francisco Rodriguez/Nelson Rojas, Houghton Mifflin Company.

The Prentice Hall Anthology of Latino Literature. By Eduardo del Rio.

Leading ladies: mujeres en la literatura hispana y en las artes. By Yvonne Fuentes/Margaret Parker, Louisiana State University.

Social work with Latinos: a cultural assets paradigm. By Melvin Delgado, Oxford University Press.

Puerto Ricans in the United States: a contemporary portrait. By Edna Acosta-Belén/Carlos Enrique Santiago.

Los usos de la imaginación. Poesía de los latinos en EE.UU. By Lisa Rose Bradford/Fabián Osvaldo Iriarte.

Adiós, Borinquen querida: the Puerto Rican diaspora, it's history, and contributions. By Edna Acosta Belen.

Harlem Travel Guide. By Carolyn Johnson.

Soraida Martinez: Abstract Expressionism, Verdadism. By Lambert M. Surhone, Mariam T. Tennoe, Susan F. Henssonow.

Magazines

Conscience: News Journal of Pro-choice Catholic Opinion

Signs: Journal for Women

Journal for Minority Medical Students