



**Noyes**  
Museum of Art  
STOCKTON UNIVERSITY



Education Guide

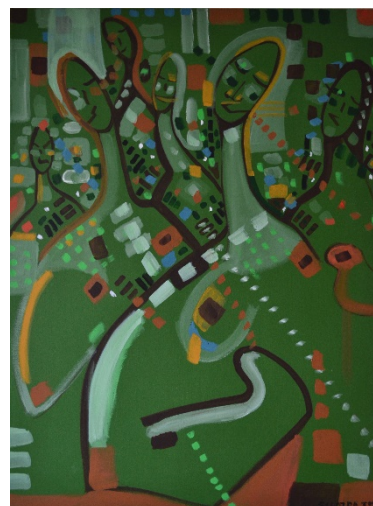
December 4, 2019 – January 2, 2020

## **VERDADISM**

**Soraida Martinez**

**Opening Reception: Friday December 13th, 6pm - 8pm**

Soraida Martinez is a painter, a graphic designer, and the creator of Verdadism. Martinez uses her personal connection to Puerto Rican heritage as an influence for her artwork. Martinez created Verdadism in 1992. By fusing the Spanish word *verdad*, which means truth, and the English suffix “ism,” associated with visual theory, Martinez created the word Verdadism. “Verdadism is a distinct form of Hard-Edge Abstract Expressionism wherein paintings are juxtaposed with written social commentaries.” The focus of Verdadism is to bring about social change by developing a comprehension and appreciation of all people, while also maintaining an appreciation for oneself. One does not simply view a work of Verdadism but must engage in the message of the artist to gain an understanding and connection to humanity. Two main aspects that make up Verdadism are the visual element and the written element. Each work done by Martinez includes a written piece regarding a social issue personally connected to her or reflections of American culture. Sexism and racism are two issues that Martinez challenges in her works. “Verdadism means to empower yourself with your own truth and to go for it.” Martinez served on the New Jersey State Council on The Arts from 1996 to 2000. In 2013, the Huffington Post named Martinez as one the top ten Latin artists in the United States. Soraida attended Rowan University, majoring in fine art and having a concentration in design. She graduated in 1981 and she also previously obtained a degree in Liberal Arts with a concentration in Psychology from Cumberland County College in 1978.



Soraida Martinez, *A Tribute to African-American Women*, 2005, acrylic on canvas

For more information about Soraida Martinez visit: [soraida.com](http://soraida.com)

The Noyes Arts Garage of Stockton University // [www.artsgarageac.com](http://www.artsgarageac.com) // (609) 626-3805  
The Noyes Museum of Art of Stockton University // [www.noyesmuseum.org](http://www.noyesmuseum.org) // (609) 626-3420  
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