

# **Soraida, Since 1992 Teaching Tolerance Through Her Verdadism Art with Written Social Commentaries, at Cumberland County College.**



Released on: September 29, 2007, 5:50 pm

Press Release Author: Artist, [Soraida](#)

Industry: [Education](#)

**Press Release Summary: For over 15 years now, artist and activist, Soraida Martinez, has been raising awareness of racism, sexism, stereotyping and other social issues that until recently have been considered too taboo to be discussed in mainstream American society.**



Press Release Body: **Soraida Martinez, Artist Teaching Tolerance Through Her Verdadism Art with Social Commentaries Since 1992, Opens Art Show at Cumberland County College.**

According to **Soraida**, *"When I first exhibited my paintings with social commentaries in the early 1990's, many people thought that there wasn't a tolerance problem in America anymore. But, it was behind closed doors...a big glass ceiling was placed there. Here we are in 2007, 15 years later, and intolerance is all we hear about on the news every day. I saw it coming in the 80's because we, as a society, stopped talking about social issues in the 80's and 90's. My **Verdadism art** is about my personal life experience. As a Puerto Rican woman and owner of an art and design studio started in 1986, I saw and experienced this inequality in mainstream America. In 1992 when most people were not speaking about racism, sexism and stereotyping, I knew we were going to face hard times in addressing our differences and promoting tolerance."*

For over 15 years now, artist and activist, **Soraida Martinez**, has been raising awareness of the social issues that until recently have been considered too taboo to be discussed in mainstream American society. Sexism, racism, stereotyping, health care and family relationships are some of the subjects that Soraida addresses in her mixed media hardedge abstract paintings with written social commentaries--which she calls **Verdadism**.

**Soraida's Verdadism Art Show will be on exhibit at Cumberland County College, Vineland, New Jersey, until October 24, 2007. An opening reception will take place on October 3rd, from 2PM-3PM at the Frank Guaracini, Jr. Fine & Performing Arts Center.**

**For more information call Sarah Shapiro, Professor of Fine Arts, at 856-691-8600 ext. 314. To learn more about Soraida and Verdadism, visit [www.soraida.com](http://www.soraida.com).**

**Web Site: <http://www.soraida.com>**

**Contact Details: 220 South Berlin Road, Lindenwold, NJ 08021  
Phone: 856-346-3131 Fax: 856-346-3251  
E-mail: ArtSoraida@aol.com Web: [www.soraida.com](http://www.soraida.com)**