

Artist, Soraida Martinez



Soraida was born in New York City and is known as the creator of Verdadism.

The Verdadism painting style is a form of hard-edge abstraction consisting of two distinct, yet integral parts: the visual component and the written commentary. Soraida created the word Verdadism by combining the Spanish word for truth (Verdad) and the English suffix for theory (ism). In brief, the philosophy behind Verdadism is to empower yourself with your own truth and go for it. This art style, which was created in 1992, has influenced the work of many contemporary artists and writers; it is also being used by educators nationwide to teach diversity and tolerance.