



# Soraida Martinez Featured in New York City Inaugural Launch of The Business Journal for Hispanic Research

Artist, Soraida, June 21, 2007

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*Soraida Martinez, the Latina artist that in 1992 created a unique art style called Verdadism, where every painting is accompanied with a written social commentary addressing issues of racism and sexism, featured in the inaugural launch of The Business Journal for Hispanic Research in New York City.*

PR9.NET June 21, 2007 - New York – Soraida Martinez, the artist known for advocating hope, tolerance and understanding, has been creating Verdadism abstract paintings accompanied by written socially conscious messages against racism, sexism and stereotyping since 1992. Now, the artist has been chosen as one of five nationally recognized artists to be highlighted in the inaugural edition of The Business Journal for Hispanic Research, which launches late June in New York City.

The Journal for Hispanic Research is a scholarly publication generated by The National Society of Hispanic MBAs (NSHMBA), a non-profit organization that fosters Hispanic leadership through higher education and professional development. The inaugural issue of the journal will reach approximately 10,000 corporations and universities, as well as Hispanic MBAs and professionals, in New York City.

For the inaugural edition, Soraida's painting, "The Terror Demasking Oneself" will provide visual context to a featured article "A Shift in Hispanic Identity Post 9-11" by Kristie Boudwin of the Anderson Schools of Management, University of New Mexico. Another of Soraida's Verdadism paintings, "Speaking to the Labeled Kids" will embellish an article entitled "Work Family Conflict Within Hispanic-American Families" by Robert G. DelCampo, PhD, also of the Anderson Schools of Management, University of New Mexico.

For more information on the mission of The National Society of Hispanic MBAs, visit [www.nshmba.org](http://www.nshmba.org). For information on the socially conscious art of Verdadism, contact the artist at [ArtSoraida@aol.com](mailto:ArtSoraida@aol.com) or visit [www.soraida.com](http://www.soraida.com).

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## About Artist, Soraida

Artist, Soraida is a contemporary painter known since 1992 as the creator of Verdadism, a form of hard-edge abstraction in which paintings are juxtaposed with written social commentaries based on personal life experiences. Soraida has gained recognition and received many awards for her unique, thought-provoking and visually-stimulating art style, which addresses issues of sexism, racism and stereotyping while seeking to promote a deeper understanding of the human soul and tolerance.

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