



Sofía Urbina



Sofía Urbina cuenta con más de 20 años de experiencia en el sector del arte contemporáneo. En 2008 fundó ART ADVISORY SERVICES, firma desde la que asesora a coleccionistas internacionales en la adquisición de obras de arte, integrando el análisis del mercado y el componente de inversión como parte fundamental de sus recomendaciones.

Ha vivido durante diez años en New York City y cinco años en London, manteniendo una presencia constante en el circuito artístico internacional mediante la asistencia a las principales ferias de arte del mundo.

Paralelamente a su actividad como asesora, ha colaborado con diversas publicaciones especializadas en arte y mercado, imparte desde 2019 el curso Art as a Form of Investment en IE University y, desde 2025, organiza tours de arte exclusivos para coleccionistas y profesionales del sector.

Sofía Urbina has over 20 years of experience in the contemporary art sector. In 2008, she founded ART ADVISORY SERVICES, a firm through which she advises international collectors on the acquisition of artworks, integrating market analysis and the investment component as a fundamental part of her recommendations.

She lived for ten years in New York City and five years in London, maintaining a constant presence in the international art circuit through attendance at the world's leading art fairs.

In parallel with her advisory work, she has collaborated with various publications specializing in art and the art market. Since 2019, she has taught the course Art as a Form of Investment at IE University, and since 2025 she has been organizing exclusive art tours for collectors and professionals in the sector.