São Paulo

The many attractions of a world-class city on the move around the clock”

:: Culture, Shopping, Fine Dining, Nightlife and so much more
You and the City of São Paulo, Partners in Tourism

São Paulo is a global metropolis. Here, you can find some of the best of what Brazil has to offer: the best restaurants, boutique hotels, Brazilian and international brand names, a wide range of cultural activities and nightlife that never stops.

The city hosts 70,000 events a year. Every 12 minutes an event takes place here. We are a consolidated business destination. Of the 170 large-scale fairs that take place in Brazil every year, 140 are in São Paulo. But we are not only the business capital of Latin America. We are also a major center for leisure and entertainment.

After all, what other Brazilian city can offer 280 cinemas, 120 theaters and music halls, dozens of cultural centers and 71 museums, besides an seemingly endless array of nightclubs as nightlife here is considered one of the most upbeat anywhere in the world.

We are very excited about spearheading a promotional campaign for the most important city in Latin America, which has been gaining ground not only as an economic powerhouse but for its vanguard vision and power to attract distinguished events, promote understanding between cultures and generate new trends.

Making São Paulo more attractive for business or leisure tourism is a fascinating challenge. And we are organized to reach this objective by implementing an integrated plan which benefits both the city and its tourism professionals. Creative and innovative products are being packaged for a range of tourism niches and segments.

This is why the City of São Paulo wants to invite you to be our partner, so that together we can consolidate a creative and qualified incoming tourism sector that will seduce and pique the interest of visitors from Brazil and the rest of the world. Let São Paulo surprise you.

Tourism in São Paulo is big business!

Caio Luiz de Carvalho - President of SP Turis - the São Paulo Municipal Tourism Board

www.spturismo.com
### Table of Contents

1. **A Land of Giants**
   - 4 and 5
2. **Our History**
   - 6 and 7
3. **Culture Year Round**
   - 8 and 9
4. **A Consumer Paradise**
   - 10 and 11
5. **Nightlife**
   - 12
6. **Events**
   - 13
7. **Why São Paulo?**
   - 14 and 15
8. **Downtown**
   - 16 and 17
9. **Avenida Paulista and Jardins**
   - 18 and 19
10. **The West Side and Vila Madalena**
    - 20 and 21
11. **The Happening South Side**
    - 22 and 23
12. **The North and East Sides**
    - 24
13. **Just Outside São Paulo**
    - 25
14. **Theme Itineraries**
    - 26 and 27
15. **Target Groups**
    - 28
16. **Overcoming Misconceptions**
    - 29
17. **São Paulo on Foot**
    - 30 and 31
São Paulo, a land of giants

First of all, São Paulo wishes you a warm welcome. The city inhabitants open their arms to visitors with the undisguisable pride of those who believe in what their city has to offer. Just look around. The city considered the economic, cultural and vanguard center of Latin America has some astonishing statistics. Want to take a look?

Aerial view of the city

Thousands of restaurants

To feed our people, the numbers are almost unimaginable: 7,200 rolls, 720 pizzas and 278 pieces of sushi are made in São Paulo in one minute. 10,000 metric tons of food – 60% of which is fresh fruit – is sold every day at CEAGESP, the largest food warehouse in Brazil. It’s no coincidence that the city has 12,500 restaurants and 15,000 bars of all kinds – from the most sophisticated pubs to simple neighborhood watering holes. On the menus of the city’s restaurants one can find 46 different cuisines: Italian, German, Japanese, Chinese, Korean, Greek, Jewish, Thai, Arab, French, Spanish, Portuguese and let’s not overlook sumptuous regional cuisines from other Brazilian states such as Minas Gerais, Maranhão, Bahia, Ceará, Paraná and Rio Grande do Sul, among many others.

Astonishing

São Paulo is home to 10.2 million people. It covers an area of 1,530 square kilometers, crisscrossed from end to end by 91,000 streets and avenues with 5,000 traffic lights and nearly 400,000 traffic signs. We recognize that it’s not always easy: the fleet of vehicles in São Paulo consists of 5.2 million cars – with 28,000 taxis and 10,000 city busses. To and fro every day, 500,000 people ride the subway while 1.2 million passengers take the bus, rushing from home to work and from work to school.

Steeped in culture

Besides feeding the body, typical Paulistanos – as city residents are known, whether native-born or not – love to nourish the spirit with cultural calories. There are 280 cinemas, 120 theaters, 71 museums and 11 cultural centers, among other options. Just at the São Paulo Art Museum, the collection totals 7,000 items, including masterworks signed by Renoir, Van Gogh and Rembrandt. And here, we’re only talking about permanent collections. Temporary events also fatten up the list of options for Paulistanos and put the city on the map of cultural producers from around the world: São Paulo Fashion Week, twice a year; International Film Festival in October, Formula One Grand Prix, Architecture and Art Biennials and many more.

DID YOU KNOW?

THAT THE TIFFANY’S SHOPS IN SÃO PAULO ARE THE ONLY ONES IN THE WORLD WITH TABLES AND CHAIRS FOR CUSTOMER SERVICE INSTEAD OF COUNTERS? AND THAT THEY ARE THE ONLY ONES THAT ALLOW BRAZILIAN CREDIT CARD HOLDERS TO PAY IN UP TO THREE MONTHLY INSTALLMENTS?
Great open-air events

The city is also remembered by its visitors for two great open-air events: the GLBT Pride Parade in June with nearly 2 million people on the streets for a gathering that is considered the largest in the world of its kind. And, the 15-kilometer São Silvestre Run, held on the last day of the year, which brings to our streets 15,000 athletes from the world over — more specifically from 20 countries. It goes without saying that the local population takes to the streets, literally overrunning the city in an ambience of celebration, reminiscent of anything but an impersonal megalopolis. And New Year’s comes just a little bit later; and then, just around the corner, is Carnival.

50,000 rooms

All events, fairs and festivals attract visitors. More than 4 million people per year arrive at our bus stations and airports — flying in on 39 different airlines. To accommodate so many people, besides staying at a friend’s house, there are 543 hotels and inns offering nearly 50,000 rooms. But don’t tuck yourself into bed just yet, because the city’s nightlife is very upbeat, from Monday to Monday, with no time for a breather. Private clubs, nightclubs and show halls invite revelers to dance and sing until the sun comes up.

Ten credit cards per second

For those who prefer the light of day, São Paulo is equally tempting. There are more than 240,000 stores, not including the 72 shopping centers located throughout the city. Some are temples of luxury, such as Iguatemi, the first of its kind, opened in 1966. Others are enormous, such as Aricanduva and its 500 shops. Still others are practically filled to the brim — as is the case of Center Norte, which receives nearly 150,000 visitors per day. And there are those who prefer open-air venues: every day 500,000 people take advantage of the unbelievable bargains on Rua 25 de Março. Others jostle for the 9 million pieces of women’s apparel, produced at factories in Bom Retiro and sold all over Brazil. São Paulo never stops — especially when shopping is concerned: every day 864,000 credit and debit cards are swiped in commercial transactions in São Paulo, an average of 10 credit cards per second.

Human warmth

Far from intimidating, these numbers show that gigantic is not synonymous with frigid. It is a proven fact that Paulistanos love to chat — in bars, in queues at the cinema, at the supermarket… And when they sense an affinity, they don’t hesitate to get together for a round of draught beer, a barbeque with friends or even a pizza on Sunday afternoon. Yes, you can believe it; this is the way we are. And if you’re invited to one of these get-togethers, accept with a smile. It’s a sign that the city has adopted yet another visitor. Welcome to São Paulo. Kick off your shoes, because the house is yours...

“I CARRY YOU IN MY HEART. SÃO, SÃO PAULO. MY LOVE”
TOM ZÉ, IN SÃO, SÃO PAULO
THAT THE LARGEST JAPANESE COMMUNITY OUTSIDE JAPAN IS IN THE STATE OF SÃO PAULO? THAT
ITALIANS IN SÃO PAULO ARE ONLY OUTNUMBERED BY THOSE IN NEW YORK AND BUENOS AIRES? AND
THAT THERE ARE MORE ITALIANS AND ITALIAN DESCENDANTS IN THE STATE OF SÃO PAULO THAN IN ROME?

DID YOU KNOW?

Definitely, the first three hundred years of the City of São Paulo gave no indication of what the future was to hold. The settlement founded on January 25, 1554 by the Jesuits Manuel da Nóbrega and José de Anchieta was almost wiped off the map at the beginning of the 17th century due to a scarcity of inhabitants. It was an uphill battle, but the city did its best to resist the many adversities such as attacks by natives, geographic isolation and an extreme climate. In 1711, King Dom João V elevated the status of the village to a city. Even so, no one would have guessed that this bucolic collection of streets so far from the sea would become, centuries later, the largest city in South America and the second largest in the world.

The right place

The luck of the draw was on São Paulo’s side as the city happened to be in the right place at the right time. When sugar and gold exports from the Northeast and the State of Minas Gerais, respectively, began to lose steam, coffee cultivation was what saved the Brazilian economy, especially in the region that extended from Rio de Janeiro, at that time the federal capital, to the outskirts of São Paulo, following the course of the Paraíba River. Coffee growing spread throughout the province and with so much production it became necessary to invest in railways – since the train would be the quickest and cheapest way to transport the coffee beans to the port at Santos, and from there to markets around the world. The place where the different train lines crossed coming from the interior down the Serra do Mar mountain range was precisely in the area where São Paulo stands today. This was when the English built the famous Estação da Luz train station.

150 years of character

In the second half of the 19th century, São Paulo began to acquire the character it has today. It was then a transit point for coffee on its way to port and the same railroad that carried the beans to Santos brought back European workers. Once in São Paulo, the immigrants moved on to the plantations in the interior: this is what happened to the Italians, who began to arrive in 1888 – the same year slavery was abolished – following in the footsteps of the Germans who began to cross the Atlantic in 1822. One group of people attracted another, and in this way São Paulo became the gateway for many nationalities, including Turkish, Jewish, Spanish and Japanese immigrants.

Immigrants

Many of those who were on their way to the interior decided not to work in the fields and ended up staying on in the capital. Generous, comfortable, spacious, São Paulo was a home for all. And each group set up house in a different neighborhood, making it a “city” of their own. First, the Italians took up residence close to the neighborhood of Bixiga, near downtown, and also in the neighborhood of Brás. The Germans congregated on the south side of the city and the Japanese in the neighborhood of Liberdade. Jewish immigrants opted for the area around Bom Retiro, while the Syrians and Lebanese went to Ipiranga, where they developed the city’s textile industry. Many of these fascinating tales are told at the Immigration Museum in the neighborhood of Mooca.
Boomtown

As the 20th century dawned, São Paulo was moving full-steam ahead. The streetcar, which was originally pulled by donkeys, was electrified to the amazement of the city’s elderly residents – who, as a matter of fact, were already flabbergasted by the machine driven in 1893 by the intrepid brother of Brazil’s famous aviator, Henrique Santos Dumont. It was a steam-powered vehicle that could carry only two passengers, on a very bumpy ride down the busy Rua Direita. Who could have imagined that that old jalopy would eventually give rise to the 5.2 million cars that drive on São Paulo’s 91,000 streets and avenues? Coffee-based development continued strong until the New York stock market crashed in 1929. But by the 1930s, São Paulo’s industrial development was taking hold in the neighborhoods of Brás, Ipiranga, Barra Funda and Lapa. The city was growing in all directions, moving beyond the rivers into outlying areas. The factories in Lapa were the birthplace of the Brazilian labor movement, with the first workers’ strikes being led by Italian anarchists. At the end of the 1920s, on the eastern side of the city, the neighborhood of São Miguel began to grow with the arrival of migrants from the Brazilian Northeast who were fleeing from a terrible drought. There they found a place to live and work – and gave the neighborhood the character it maintains until today.

Everything works

Starting in the 1950s, industries began to look for space outside the capital – but the city’s early industrial development had already left its mark in the quality services São Paulo provides until today. And this made all the difference. Despite its size, São Paulo is a city where the many services it provides are of a quality that is rarely surpassed. Everything works here, see for yourself. Cultural development followed in the footsteps of economic progress. In 1922, São Paulo was still a provincial capital – even so, more than 100 years ago it was home to the most prestigious law school in Brazil, the Faculdade do Largo de São Francisco. It was in this provincial city, albeit economically well endowed, that young intellectuals launched the movement known as Modern Art Week at the Municipal Theater. Brazilian arts were never the same again.

And the city was never the same

It was a phenomenon similar to that which occurred in 1948, when a group of students – led by Italian actors and directors – set up the Brazilian Comedy Theater, or TBC. And the Brazilian theater scene was never the same again. It was also in São Paulo, at the end of the 1960s, that Brazilian music witnessed the rise of composers such as Chico Buarque, Caetano Veloso and Gilberto Gil, at festivals sponsored by Record. And Brazilian music was never the same again. In the 1990s, Brazilian fashion took a great leap forward onto the international stage – and it all began here, on the hip catwalks of São Paulo Fashion Week. Until now – and more so every day – São Paulo is marked by its audacity and great size. 10.2 million people live here, awaiting with open arms to greet the 4.2 million tourists who visit every year, whether for business or pleasure. They come to see hit musical productions or simply to do some shopping on Rua José Paulino, in Bom Retiro...

“LOOK AT THE PEOPLE COMING DOWN, DOWN, DOWN MEMORY HILL TO THE VALLEY OF ANHANGABAÚ. SO MANY PEOPLE.”
ZÉCARLOS RIBEIRO, IN “LADEIRA DA MEMÓRIA”
Culture: It’s happening all year round

Known as the cultural capital of Latin America, São Paulo has one of the richest art collections in Brazil. Its cultural diversity is manifested in a number of ways, in museums, art galleries, theaters, cinemas, cultural centers and even in the architecture of its temples, buildings and monuments, located throughout the city. And let’s not forget so-called “popular art,” which can be enjoyed in art fairs and galleries all over the city.

**Stained glass**

São Paulo is a bubbling cauldron of art and cutting edge trends. It’s the musicals brought from Broadway or produced here. It’s Sala São Paulo with its classical music performances in one of the capital’s most beautiful venues. It’s Modern Art Week. It’s traditional festivals. São Paulo is the daring architecture of MASP and its columnless roof, the “S” of the Copan Building by the famed Brazilian architect Oscar Niemeyer and the Mercado Municipal with its 55 stained glass windows.

**Highlights**

Ibirapuera Park, is home to the MAM (Modern Art Museum), the Arts Biennial, the Oca Exhibit Center, and the Planetarium. On Avenida Paulista, the Itaú Cultural Center offers free and varied options to the public and MASP has a rich collection of national and international works. Downtown, near Estação da Luz, is the State Pinacoteca Museum, featuring 5,000 works highlighting Brazilian art. The Municipal Theater, where Modern Art Week was first held in 1922, and Sala São Paulo are both in the same neighborhood. And let’s not overlook the Ipiranga Museum, the Brazilian Sculpture Museum – Mube, the Image and Sound Museum – MIS, the Immigration Museum, the Sacred Art Museum, and the list goes on and on….

**Events**

Besides all this, the calendar of events that take place in São Paulo year round is chock full. These events directly affect what goes on around the city, in its bars, restaurants, nightclubs, theaters and even in hotel rates. Tune in and get ready to enjoy the best the city has to offer.

**January**

The first big event of the year in the city brings together the hottest names in Brazilian fashion and attracts a veritable constellation of models: it’s São Paulo Fashion Week, which takes place twice a year, in January (winter fashions) and July (summer fashions). It’s a good idea to keep your ears perked for insider information on which bar, restaurant or nightclub is each evening’s venue of choice – fashion people mob these places after the shows.

**Carnival and electronic music**

São Paulo’s carnival is growing every year, with well organized and sophisticated parades. Beginning either in February or March, (the exact dates depend on when Easter is celebrated) the floats take to the streets for a spectacle of awesome beauty. If your visit to the city doesn’t coincide with these dates, check out the local samba school rehearsals, which take place on different days of the week. In April, it’s time for techno music at the largest electronic music festival in Latin America, Skol Beats, an event that is becoming increasingly popular with the hip crowd.

**DID YOU KNOW?**

That the codfish pastry served by Hocca Bar at the Mercado Municipal in Cantareira has 150 grams of filling? That’s why the lines are so long that the wait has even become a part of the ritual for those who come to enjoy this local delicacy.
Mid-year events and vacations

June is the month for the GLBT Pride Parade, which attracts millions of people to a fantastic open-air celebration. It’s considered the largest in the world and can last for hours, always accompanied by great music and entertainment. Some hotels and restaurants put together special packages for parade participants. Two important fairs showcase the most important advances in Information Technology. The first is Fenasoft, which takes place in either June or July. The second is the largest information technology and communications congress in Latin America - IT Brazil - the Technology and Electronics Fair, formerly known as Comdex, which usually takes place in August. In July, it’s good to keep an eye on the schedule of local events because the city offers an incredible range of options for those on vacation, mainly for children, teenagers and families.

Parks are where it’s at

Of the many cultural events in the city, one of the most important is the International Film Festival, in October or November, where hundreds of films are presented in addition to seminars, conferences and debates. Ibirapuera Park hosts 2 important biennials, one every other year: art on the even years, and architecture on the odd ones. Renowned on the international circuit, they always attract important and sometimes controversial exhibits. For a good way to wind up the year, there’s nothing better than to watch the São Silvestre Run live and in person on December 31. The most important South American track-and-field event has a 15-kilometer course. It begins in front of MASP on Avenida Paulista and, after winding through several important venues in the city, ends right in front of the Gazeta Building back on the Paulista. It’s a veritable open-air celebration.

Crazy about cars

Good sense now reigns, and today the Brazilian Formula 1 Grand Prix at the Interlagos Speedway takes place in September. The rains of the austral summer used to cause frequent accidents. The hotels fill up and the glamour of Formula 1 permeates the city. Many bars offer special promotions for the event. But the people of São Paulo’s passion for automobiles goes beyond Formula 1. The International Automobile Salon, which generally takes place in October, attracts many aficionados and onlookers to see what’s new in the automobile industry.

Schedule – Main Cultural Events

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<thead>
<tr>
<th>January</th>
<th>May</th>
<th>Independence Day Parade on the 7th Showcasing São Paulo – Festival of Traditional Paulista Culture</th>
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<td>São Paulo Fashion Week Anniversary of the City on the 25th São Paulo Turf Grand Prix Festival of the Divine - Freguesia do Ó São Paulo Casa Cor Interior Design Show Gay Pride March or GLBT Parade Pizza Day on the 10th San Vito Festival Anima Mundi Festival of Our Lady of Achiropita Brazil Formula 1 Grand Prix Festival of Traditional Paulista Culture</td>
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<td>February</td>
<td>June</td>
<td>International Architecture Biennial (odd years) International Arts Biennial (even years) International Film Festival Brooklyn Fest (German Beer Festival)</td>
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<td>São Paulo Liquidation Sales Carnival Pizza Day on the 10th San Vito Festival Anima Mundi</td>
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<td>March</td>
<td>July</td>
<td>November São Paulo 24 Hours of Culture December Christmas in São Paulo São Silvestre Run New Year’s Eve Celebrations</td>
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<td>São Paulo International Book Biennial</td>
<td>August Festival of Our Lady of Achiropita</td>
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<td>April</td>
<td>September</td>
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<tr>
<td>Skol Beats</td>
<td>Brazil Formula 1 Grand Prix</td>
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“SÃO PAULO, I LOVE YOU, I LOVE SÃO PAULO. ON SUCH A COLD AFTERNOON, I FOUND YOUR WARMTH”

TOM JOBIM, IN “TE AMO SÃO PAULO”
Shopping anyone?

São Paulo is a paradise for shoppers – from those who simply need to pick something up to chronic consumers who can’t take five steps without whipping out their credit cards. Products of all kinds are available – from a stickpin to a Ferrari. But it may be hard to explain to your credit card company that everything has a limit – even your credit line.

Luxury

A haven for consumers, São Paulo has 70 shopping centers located throughout the city. All told, they receive 30 million visitors a month. The Center Norte complex alone, with its two neighboring shopping centers, located on the city’s north side, opens its arms to 6 million visitors a month. In other words, it’s as if the entire population of the City of Rio de Janeiro went shopping at the busiest mall in São Paulo every 30 days. This multitude of consumers has everything at its fingertips: apparel, accessories, furniture, construction materials, restaurants, gyms, cinemas, theaters, dentists, laundromats, etc. This passion for shopping centers can be easily explained, for it was here, in 1966, that the first mall in Brazil was built – Iguatemi, in the neighborhood of Itaim. After nearly 10 years in the red, the people of São Paulo got used to this new way of shopping, and today Iguatemi is without a doubt the most luxurious shopping center in Brazil, home to top of the line brands in its 338 stores.

Bargain Hunting

A shopping tip: if you’re not looking for a specific store and decide to visit a mall, choose the one nearest to your home base. Some metro stations, such as Santa Cruz and Tatuapé, exit directly into adjoining malls. Shopping for clothes is one of the people of São Paulo’s favorite pastimes. You can invest a fortune on a sophisticated brand name Italian T-shirt or head to the outlets in neighborhoods such as Bom Retiro, Brás and Itaim. Bom Retiro is known for women’s wear. Brás is famous for jeans and bridal accessories. And in Itaim, especially on Rua João Cachoeira, and in Moema, on Rua Bem-te-vi, there are some excellent outlets. Wholesalers in São Paulo prefer Rua 25 de Março and its side streets. This area is so popular among shoppers that nearly 500,000 people visit every day. And you can find anything – from T-shirts to dishes, from stationary to luggage. During the two weeks before Christmas, it gets even busier and can push city traffic into gridlock. But is it worth it? The prices there are considerably lower than the even some of the best bargains around.

A Paradise of Luxury Brands

From outlet to luxury boutique in a taxi, this is only possible in São Paulo, the only city in South America that has two shops of the legendary American jewelers, Tiffany’s & Co. In São Paulo, you can find Giorgio Armani’s full collection, Bulgari watches, Louis Vuitton luggage, Baccarat chandeliers or Ermenegildo Zegna suits, without having to walk too far. All these shops are concentrated around Rua Oscar Freire, in the Jardins neighborhood, or at Shopping Iguatemi. Another option is Daslu, a store that is worth a thousand boutiques. The advantage of being able to splurge in Brazil is that Brazilian credit card holders can make their purchases in installments – and you can even sign the bill with an authentic German Montblanc pen, of course.

DID YOU KNOW? THAT RUA OSCAR FREIRE, IN JARDINS, WAS RANKED AMONG THE EIGHT MOST LUXURIOUS STREETS IN THE WORLD BY MYSTERY SHOPPING INTERNATIONAL?
**Furniture and Cars**

The world of decoration and interior design also leaves nothing to be desired. There are shopping centers catering exclusively to items for the home — Lar Center and D&D — and an impeccable street with only the best names in decoration, kind of like a year-round open-air home and gardens exhibit. It’s Rua Gabriel Monteiro da Silva in Jardins. Cars? Imports? Exclusive dealerships such as Porsche, Mercedes, Maserati and Ferrari are located on Avenida Europa. Factory outlets selling furniture, from the most rustic to contemporary modern, can be found on Rua Teodoro Sampaio, between Pinheiros Square and Rua Henrique Schaumann. Shops selling used furniture are located on the parallel street, Cardeal Arcoverde. And mega-stores, selling construction materials and an incredible array of items, line two of the city’s main expressways, Tietê and Pinheiros. After all, it’s practically impossible to leave São Paulo without a little bag full of goodies. And what about the antiques and crafts fairs? The most famous are on Benedicto Calixto Square, in Pinheiros, on Bixiga Square, in that same neighborhood, or at MASP on Sundays, in the museum’s main lobby.

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**Specialized Business Streets**

- **Antiques**
  - R. Cardeal Arcoverde – Pinheiros
  - R. Santa Ifigênia – Downtown
  - F. Florêncio de Abreu – Downtown

- **Bridal wear**
  - R. São Caetano, the perfect place for bridal wear
  - R. Teodoro Sampaio and you can purchase a top-of-the-line kitchen on Rua Santa Ifigênia, or pick up the coolest tools on Rua Florêncio de Abreu

- **Gold and silver jewelry, plated and costume jewelry, accessories and tools for jewelers**
  - R. Barão de Limeira and Largo General Osório – Downtown

- **Hats, berets, visors**
  - R. do Seminário

- **Sewing needs**
  - Ladeira Porto Geral – Downtown
  - Av. Princesa Isabel – Jardins

- **Uniforms, bulletproof vests and insignias**
  - R. José Bonifácio and Praça Município Deodoro – Downtown

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**Streets with a Theme**

More pragmatic souls with not-so-deep pockets prefer the theme streets in São Paulo and their many fantastic options. The advantage is that everything costs less and the sales staff really understands what their customers are looking for. You can buy the parts to build your own mega-computer on Rua Santa Ifigênia, or pick up the coolest tools on Rua Florêncio de Abreu. Five rock bands can be equipped in half an hour on Rua Teodoro Sampaio and you can purchase a top-of-the-line kitchen on Rua Paula Souza. Uniforms, military or otherwise? They’re on Avenida Tiradentes. Hats, berets, visors? Rua do Seminário. Getting married and need to choose gowns for the bridesmaids? Rua São Caetano.

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**“WHEN I DIE I WANT TO BE BURIED, DON’T TELL MY FRIENDS, IN MY SWEET CITY. HOW I’LL MISS IT. MY FEET ECHOING DOWN AURORA STREET (…) AND FOR THE CITY MY PAULISTANO HEART SHALL FOREVER BEAT…”**

MÁRIO DE ANDRADE, IN “POEMS FROM A FRIEND”
Tips for an evening out: enjoy a delicious meal and a cocktail to top it off

In São Paulo you can always find a restaurant, bar or evening hotspot to match your taste. Everything depends on the ratio between your money and your desires. With options for all pocketbooks, you certainly won’t be left out in the cold. If in doubt, ask the first Paulistano that passes you by: we can always recommend a great place to eat, from the simplest to the most sophisticated.

From the best gourmet chefs to fast-food joints

São Paulo is home to some of the best restaurants in Brazil — some even say that ours are some of the best in the world. Many chefs of international renown have expanded into São Paulo or made our city their exclusive home. The concentration of top-starred restaurants is higher in the neighborhoods of Jardins, Itaim and Higienópolis.

Ever practical, São Paulo also has an almost infinite number of fast food outlets, especially delis and hamburger restaurants, some from famous international chains, and others that are quite sophisticated.

The latest fad in São Paulo is to go out for “gourmet” hamburgers seasoned by top-name chefs in restaurants found mainly in the neighborhood of Itaim, or in shopping centers such as Iguatemi.

The best pizza in the world

A veritable institution in São Paulo, pizza is practically the most important dish in the city. Among friends, before a movie, after the theater — it’s always a good time for pizza. But be advised: the best pizza places only open at night, even on weekends. Just don’t ask a group of Paulistanos who’s got the best pizza because everyone has his or her own favorite and the argument could go on until the pizza gets cold.

One thing that can be said is that cuisines from around the world are served in São Paulo. And if, in the past, some restaurants were limited to certain neighborhoods, today everything has changed. Japanese restaurants are, for example, no longer located only in Liberdade — it’s possible to get great sushi in Jardins, Pinheiros or in Morumbi. Kibbes and esfihas are available in Vila Mariana, Paraíso and Higienópolis. French restaurants can now be found in Consolação or Vila Madalena. All you have to do is decide what kind of food you want, and head on out. In São Paulo, you can always find what you’re looking for.

Great nightlife, no matter what you’re into

Another delicious dispute in São Paulo is about where the best draught beer is served. There are so many finalists that the best way to decide is to sample as many taps as you can. There are plenty of candidates in Vila Madalena, Pinheiros, Vila Mariana and downtown. What distinguishes these bars are their side dishes, from a cup of bean stew to barbequed chicken.

Home to the largest gay pride parade in the world, with more than 2 million participants, São Paulo is no doubt the gay capital of South America. There are dozens of establishments targeting the GLS (gays, lesbians and sympathizers) community throughout the region around Rua da Consolação, downtown and in the neighborhoods of Barra Funda and Itaim.

If you want to dance until you drop, you have an amazing array of options — from ballroom dancing to the newest techno beats. Most of the time, regardless of your musical taste, the best neighborhood to begin in is Vila Olímpia. Crowds of upbeat, good-looking young people will show you where the action is. You just need to be patient with the Saturday night rush hour. But for sure, you won’t complain. Take a deep breath, smile, and enjoy. You’re in São Paulo! Here, anything can happen.

DID YOU KNOW? THAT IT’S POSSIBLE TO TAKE A DIP IN THE WATERFALL AT NÚCLEO DO ENGORDADOR, IN CANTAREIRA PARK, ON THE CITY’S NORTH SIDE?
Sleeping well and doing good business

São Paulo is the South American events capital, hosting nearly 70,000 per year with 15 million participants. Of the 170 large-scale fairs held in Brazil, 140 take place here. The city’s business infrastructure can handle events of all sizes, from small meetings to large congresses and fairs with tens of thousands of visitors. These events keep the city hotels busy during the week. Although there are 50,000 available rooms (deluxe, superior, economy and discounted), it’s not always easy to find one. But weekends are another story. The city slows down and special hotel rates can make for a fun Saturday or Sunday. Check the location of your hotel (it’s easier to stay near points of interest) and their specials that, besides promotional daily rates, sometimes include dinner and tickets to popular shows.

Exhibition centers

Events and fairs take place in unique venues in São Paulo. Anhembi Park, on the north side, is the largest events center in Latin America with ample, versatile and totally renovated spaces. It houses, in its more than 400,000 square meters, an Exhibit Pavilion where more than 20 large fairs are held every year, the Conventions Palace with five halls, four rooms and five auditoriums of a variety of sizes, the Cultural Center (Sambadrome) with 93,000 square meters of space for open-air events, and the Skol Anhembi Arena, a fixed-structure for mega-events. And don’t forget the Elis Regina Auditorium with a capacity for 800 people.

Another modular center for exhibits is the Expo Center Norte, also on the north side next to an enormous shopping center. Strategically located hotels and inns in the region make life easier for those who spend their days doing business and meeting clients and who, at night, don’t want to travel too far to have dinner or enjoy a cocktail. In the area around Avenida Paulista, the Shopping Frei Caneca Convention Center is well located, nestled between the city center and several large office buildings. Besides rooms for meetings and congresses, it has a 600-seat auditorium. Heading towards Avenida Paulista, you have the São Luís Events Center.

A little further out, Villa Noah Embratel is located in one of the fastest growing areas of the city on the south side, near Hotel Transamérica. It covers an area of 7,000 square meters and has two meeting rooms for nearly 300 people, a restaurant and an auditorium that can seat up to 900.

Hotels

Many hotels also have their own convention centers. Among the most well-known, Hotel Transamérica, on the south side, features the Transamérica Expo Center, 23 modular rooms that can handle up to 3,000 participants and a space for fairs. The hotel is also a good place to stay for those who don’t mind being far from downtown. Nearby, there is an excellent theater for opera and ballet – Teatro Alfa – and two important venues for shows: Tom Brasil Nações Unidas and Credicard Hall. In the same part of town, but a little closer to the city center, there are other luxury hotels such as the Hilton, Grand Hyatt (which has an events area with one of the highest ceilings of all hotels in São Paulo), Gran Estanplaza and Gran Meliá WTC, all associated with famous international chains.

Only a block from Avenida Paulista, the luxurious Hotel Renaissance, Intercontinental and Gran Meliá Mofarrej also have good convention centers. The recently opened Caesar Park Faria Lima is located at the Continental Square complex, in an area covering 110,000 square meters in Vila Olímpia, on the south side. The complex has a convention center with a capacity for 700, besides three private meeting rooms for up to 16 people and two additional events spaces that can handle 70 people each.

Smaller, pricier, but full of charm, boutique hotels such as Fasano, Emiliano and Unique must also be considered when getting ready for an event. Their meeting rooms, restaurants and bars have a unique ambiance and interior design, which really set them apart.

Main Convention Centers:

- **Anhembi Park:**
  - Website: www.anhembi.terra.com.br
  - Phone: (55 11) 6226-0400

- **American Chamber of Commerce (AMCHAM):**
  - Website: www.amcham.com.br
  - Phone: (55 11) 5180-3730

- **Shopping Frei Caneca Convention Center:**
  - Website: www.freicanecashopping.com.br
  - Phone: (55 11) 3427-2000

- **Rebouças Convention Center:**
  - Website: www.convencoesrebolucas.com.br
  - Phone: (55 11) 3898-7850

- **São Luís Events Center:**
  - Website: www.eventossaulous.com.br
  - Phone: (55 11) 3120-5346

- **Imigrantes Exhibition Center:**
  - Website: www.centroimigrantes.com.br
  - Phone: (55 11) 5073-7799

- **Expo Center Norte:**
  - Website: www.expocnorte.com.br
  - Phone: (55 11) 6224-5900

- **Expo Mart Fairs and Events:**
  - Website: www.expomart.com.br
  - Phone: (55 11) 6902-2905

- **ITM Expo:**
  - Website: www.itmexpo.com.br
  - Phone: (55 11) 2117-7000

- **Villa Noah Embratel:**
  - Website: www.villanoah.com.br
  - Phone: (55 11) 2179-3400

- **Rosa Rosarum:**
  - Website: www.rosarosarum.com.br
  - Phone: (55 11) 3897-4900

- **Transamérica Expo Center:**
  - Website: www.transamericaexpo.com.br
  - Phone: (55 11) 5643-3000

- **World Trade Center:**
  - Website: www.wtc.org.br
  - Phone: (55 11) 3043-7770

“IF YOU’VE NEVER SEEN SAMBA DANCED TILL THE SUN COMES OUT, GO TO BIXIGA TO CHECK IT OUT. GO TO BIXIGA TO CHECK IT OUT,” GERALDO FILME IN “TRADIÇÃO”

www.spturismo.com
Why recommend São Paulo as a destination?

São Paulo is one of the world capitals of luxury, entertainment and gastronomy. Visiting the city is to immerse yourself in a universe of cultures, religions and flavors. It is without a doubt a quality tourism product for your clients. The city has it all, glamour, sophistication, excitement and an infinity of attractions that will satisfy even the most demanding of visitors. São Paulo is city-style tourism. Culture and ground-breaking new trends are our sun and sand. To keep up on what’s going on, check out www.spturismo.com and www.cidadedesaopaulo.com

Why visit São Paulo?

There is no one reason to go to São Paulo; there are many. The city has unlimited attractions to suit the most varied of tastes. Find out more about all the advantages the capital of the State of São Paulo has to offer, so you can better present them to your clients. The city will certainly meet their expectations. Few cities in the world are as attractive to so many different people at the same time.

:: São Paulo is on the cutting edge; that certainly cannot be denied. It was where the pioneering 1922 Modern Art Week took place, the beginning of the modernist art movement in Brazil. And coincidentally the first literary work of this new movement was dedicated to São Paulo. “Hallucinated City, Paulicéia Desvairada,” by the Paulistano author, Mário de Andrade, challenged convention with great irony and daring. And daring is the epitome of the city. This characteristic is especially evident in the architectural works that dot the skyline. Whether it’s the São Paulo Art Museum designed by the Italian Lina Bo Bardi, the famous Copan building by the renowned architect Oscar Niemeyer, or the super-modern Hotel Unique by Paulistano Ruy Ohtake.

:: São Paulo is a trend setter. An example of this is that São Paulo designs can be found on the world fashion scene. Brazil is on the calendar of international fashion shows, alongside Paris, New York, London and Milan, thanks to São Paulo Fashion Week. The initiative, which began in 1996, originally known as Morumbi Fashion, has set the dates for launching new collections, not only for São Paulo designers, but for those from all over Brazil.

:: São Paulo is sophisticated. Few places in the world are home to so many top Brazilian and international brand names. The luxury market moves over USD$ 1.7 billion a year, just in the state capital. From jewelry to imported cars, from brand name apparel to cosmetics, from beverages to refined culinary ingredients – the best Brazil has to offer can be found in São Paulo, the best of the world, too.

:: São Paulo is a leader in many areas such as business, technology, education and health care. And it’s impossible to talk about São Paulo without mentioning the quality of services on offer. The city breathes speed and efficiency, especially when it comes to service.

:: São Paulo is a consumer paradise. Paulistanos have good buying power, and this is why so many business and entertainment events are held here. The great variety of specialty shopping streets, shopping malls and international luxury brands has no equal in any other city in Brazil.

Information for professionals

Information is one of the most powerful tools of persuasion that travel agents have at their disposal. So don’t forget to tell your clients about all these advantages to increase your sales to São Paulo. And this will also boost your levels of client satisfaction. For two reasons: firstly, because when clients know what a destination has to offer, they can make better-informed choices in their itineraries, and secondly, because clients will certainly notice that the agent making the sale has the competence to help them make the right decision. Take advantage of the moment and don’t forget to recommend, that, with so much to offer, your clients bring a guest or the family to enjoy the city and all its attractions.

DID YOU KNOW?

“THAT SÃO PAULO HAS NEARLY 50,000 ROOMS IN 543 HOTELS, INCLUDING DISCOUNT, ECONOMY, SUPERIOR AND DELUXE ACCOMMODATIONS? AND THAT THIS NUMBER HAS PRACTICALLY DOUBLED IN THE LAST DECADE? TODAY, THERE ARE MORE THAN 10 BIG-NAME INTERNATIONAL HOTEL CHAINS IN SÃO PAULO?”
A wide range of cultural activities
The cultural scene in São Paulo is well-rounded. The city offers a wealth of activities. The best art and entertainment in the world can be found in the state capital: shows by top-name Brazilian and international artists, a variety of plays and acclaimed films. It’s hard not to take advantage of so many options in a city where everything happens.

Professional training
Short courses, lectures, seminars and literary discussions. In places such as the Casa do Saber or Casa das Rosas, or even in the busy SESCS and SENACS training centers, you can find the right course to round out your education. During the week, on a weekend, or maybe several, São Paulo offers a wide range of universities and cultural centers for fields as diverse as handicrafts and technology.

Excellent doctors and hospitals
São Paulo’s hospital complexes meet demanding international quality standards. Its health care centers have state-of-the-art equipment and qualified professionals that are among the best in Brazil. A wide range of treatments and specialists from the most diverse fields of medicine are sure to provide what your clients are looking for.

Upbeat nightlife
No matter what you’re into, São Paulo has it. There’s always something for everyone to have a good time and enjoy. This is more apparent in the evenings, when the city’s getting ready for the night’s action. Nightclubs playing all kinds of rhythms, Latin, electronic, rock, pop, Brazilian… whether it’s live shows or impromptu DJ parties, a classical concert at Sala São Paulo or dancing to the beat of the latest world hits, São Paulo can provide your clients’ favorite style of music. The city is synonymous with nighttime fun.

Main Fairs in São Paulo

<table>
<thead>
<tr>
<th>Month</th>
<th>Fair Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>January</td>
<td>Couromoda (Footwear, Sports Accessories and Leather Goods)</td>
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<tr>
<td>February</td>
<td>Fenatec (Weaving)</td>
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<td></td>
<td>Feimaco (Industrial Sewing Machines)</td>
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<tr>
<td>March</td>
<td>Farmaexpo (Products for Pharmacies and Drugstores)</td>
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<td>Feicon (Construction Industry)</td>
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<td>Telexpo (Telecommunications and Technology)</td>
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<td>April</td>
<td>Brasilplast (Plastics Industry)</td>
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<td></td>
<td>Hair Brasil (Beauty, Hair and Esthetics)</td>
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<td>May</td>
<td>Exposeg (International Security Fair)</td>
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<td></td>
<td>Fispal Tecnologia (Industrial Processes)</td>
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<td>June</td>
<td>ABF Franchising Expo (Franchises)</td>
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<td>Fenit (Textile Industry)</td>
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<td>Fispal (Food Products)</td>
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<td>Lacime (Incentive and Events Tourism)</td>
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<tr>
<td>July</td>
<td>Automec (Auto Parts and Equipment)</td>
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<td></td>
<td>FRANCAL (Footwear and Fashion Accessories)</td>
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<tr>
<td>August</td>
<td>FNAVEM (Furniture Sales and Exports)</td>
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<td></td>
<td>IT Brasil (Computers and Telecommunications)</td>
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<tr>
<td>September</td>
<td>COSMOPROF COSMÉTICA (Cosmetics)</td>
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<td></td>
<td>EQUIPOTEI (Equipment for Hotels, Restaurants, etc.)</td>
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<tr>
<td>October</td>
<td>BRASILTEC (Technological Innovation)</td>
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<td></td>
<td>PET SOUTH AMERICA (Pet products)</td>
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<tr>
<td>November</td>
<td>FEISUCRO (Alternative Fuels)</td>
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Please note: The months shown above are those in which these events are normally held. However, this schedule is subject to change without notice. For more up-to-date information, please go to www.ubrafecom.br.

Visit www.spturismo.com or www.cidadesaopaulo.com to find out what’s going on in the most happening city in Brazil during your client’s stay.
Downtown: it all began here

The most cosmopolitan city in Brazil could only have a downtown area that is equally cosmopolitan. The world moves through the center of São Paulo; there are businesspeople rushing to get to the stock market or groups of punks in search of the latest music. Tourists from the four corners of the world mix with locals of all backgrounds. Put on comfortable walking shoes, sunglasses, and discover secrets that many Paulistanos don’t even know…

Places to visit

Within the walls of Pátio do Colégio, São Paulo was founded on January 25, 1554. Besides the Casa de Anchieta Museum, the Marquesa de Santos Manor Home is also worth a visit. For it was there that Domitila de Castro lived after her affair with Dom Pedro I. Praça da Sé is also in the Old City Center, with its famous 14-tower cathedral, built in a gothic and renaissance style. Continuing along the Anhangabaú Valley, one comes upon perhaps the city’s tallest building, Altino Arantes, also known as Banespão. It is 35 stories tall, and you don’t have to pay to go up and enjoy the breathtaking view. Near historic “Memory Hill,” overlooking São Bento Square, sits the 17th century monastery, where mass is still held against a backdrop of Gregorian chants. The monks’ bakery is a temptation. Give in, it’s no sin. The Viaduto do Chá, or Tea Overpass, marks the transition to the New City Center. All around Praça da República, there are buildings that bear witness to many different architectural styles: the 1935 Esther Building, considered the first with a modern architectural design; the S-shaped Copan building designed by Oscar Niemeyer; and Edificio Itália dating from 1965, with its 44 floors, and on top, a bar, restaurant and view to take your breath away. Edificio Itália is on Avenida Ipiranga whose intersection with Rua São Jose inspired the composer Caetano Veloso when he wrote the song “Sampa.”

Eating and Drinking

Contrast is our middle name. You can eat well both in traditional local eateries or elegant restaurants. The famous bauru ham, mozzarella and tomato sandwich was invented at Ponto Chic. After shopping on Rua 25 de Março, pop over to the Mercado Municipal to sample the most beloved pastries and sandwiches in the city. A truly traditional outing in São Paulo, the Mercadão, as it also known, is a mosaic of color and flavor that showcases a little something from all the different nationalities that settled in the capital. And don’t forget to pick up some other local delicacies, spices, fruits, crafts…

DID YOU KNOW?

THAT THE MOST FAMOUS LAW SCHOOL IN BRAZIL, LOCATED DOWNTOWN ON SÃO FRANCISCO SQUARE, IS TRADITIONALLY KNOWN FOR IT CELEBRITY GRADUATES? MANY FAMOUS BRAZILIANS STUDIED THERE, FOR EXAMPLE THE POET CASTRO ALVES, THE WRITER LYGIA FAGUNDES TELLES AND THE ACTOR PAULO AUTRAN.
**Exhibits and Performing Arts**

For classical music fans, there are two traditional addresses downtown. The first is the Municipal Theater, where the historic Modern Art Week took place in 1922. The building itself, designed by Ramos de Azevedo in 1911, is reason enough to justify a visit. Almost directly across the street, the building now called Shopping Light, another of Azevedo’s designs, was the headquarters of an English company that first electrified the city and built the now nostalgic city streetcars. Heading towards the neighborhood of Luz, don’t miss the breathtaking Sala São Paulo, located in the one-time Júlio Prestes Train Station. Considered the most outstanding in Brazil, the São Paulo State Symphony Orchestra (OSES) plays its concerts there. It’s possible to pre-arrange guided visits of the theater and main hall. While you’re there, check out Abril Theater (the old Paramount) that hosts the most popular Broadway-style musicals south of the equator. The theater is no stranger to famous international productions, the Beauty and the Beast, Chicago, and now the Phantom of the Opera.

Near the neighborhood of Luz, Avenida Tiradentes is home to excellent attractions. One is the Museum of Sacred Art, with its wealth of religious images (the Nativity Museum is housed there, where Carmelite Nuns prepare Frei Galvão pills, which many consider to be miraculous). Another is the Pinacoteca, where high quality temporary exhibits share the stage with the museum’s fantastic painting and sculpture collection. If the weather is nice, take a stroll through Luz Gardens. In the Old City Center, the Banco do Brasil Cultural Center – once the bank’s first headquarters in São Paulo – offers an excellent program of arts, movies, theater and music at accessible prices. In the neighborhood of Consolação, the Mário de Andrade library, the largest in the city, has 3.8 million titles.

**Shopping**

A little bit of everything is available downtown. Rock, samba and guitar enthusiasts and fans of all types of music coexist peacefully in the corridors of the Rock Music Gallery, a prime example of pre-mall architecture. There, you can unearth from T-shirts sporting underground Japanese bands, to hard-to-find CDs. The Old City Center, especially around the Law School on São Francisco Square, is the place to go if you’re looking for rare, discounted or out-of-print books. There are several good used bookstores in the area, some – such as the Messias – are traditional São Paulo favorites.

If you’re looking for bargains on anything related to electronics, from microchips to ultra-modern monitors, you have to go to Rua Santa Ifigênia. For costume jewelry, accessories, domestic utensils and other knick-knacks, don’t hesitate to go to Rua 25 de Março, the most famous collection of warehouses in Brazil. Several specialty business streets are also in this area (see page 11).

Just outside downtown, in the neighborhood of Lúberade, the famous Japanese, Chinese and Korean restaurants are only a few of the many attractions. The little shops along Rua Galvão Bueno, illuminated by beautiful oriental-style white streetlamps, are a great option for a stroll. On Sundays, Praça da Lúberade hosts an enjoyable fair selling crafts and typical local cuisine. While you’re there, take advantage and visit the Japanese Immigration Museum.

**Addresses:**

**Places to visit**

- Mário de Andrade Library: Rua da Consolação, 94; tel.: (55 11) 3256-5270
- Sé Cathedral: Praça da Sé, S/N; tel.: (55 11) 3107-6832
- Altino Arantes (Banespão) Building: Rua João Brícola, 32; tel.: (55 11) 3249-7466
- Copan Building: Avenida Ipiranga, 200
- Esther Building: Praça da República, 80
- Edifício Itália: Avenida Ipiranga, 344; tel.: (55 11) 3257-5977
- Estação da Luz Train Station: Praça da Luz, 1
- Luz Gardens: Rua Ribeiro de Lima, 99
- São Francisco Square: Largo do São Francisco, 133; tel.: (55 11) 3106-0081
- São Bento Monastery: Largo do São Bento, S/N; tel.: (55 11) 3328-8799
- Pátio do Colégio: Rua Pátio do Colégio, 2; tel.: (55 11) 3239-5722
- Marquesa de Santos Manor Home: Rua Roberto Simonsen, 136; tel.: (55 11) 3105-0991
- Shopping Light: Rua Xavier de Toledo and Viaduto do Chá; tel.: (55 11) 3257-2299
- Japanese Immigration Museum: Rua São Joaquim, 381 – 7/A; tel.: (55 11) 3209-5465
- Municipal Theater: Praça Ramos de Azevedo, S/N; tel.: (55 11) 3222-8698
- Abril Theater: Avenida Brigadeiro Luís Antônio, 41; tel.: (55 11) 6846-6060

**Shopping**

- Rock Music Gallery: Rua 24 de Maio, 64
- Mercado Municipal: Rua da Cantareira, 306 and 390; tel.: (55 11) 228-0673
- Banco do Brasil Cultural Center: Rua Álvares Penteado, 112; tel.: (55 11) 3113-3651
- Sacred Art Museum: Avenida Tiradentes, 676; tel.: (55 11) 3326-1373
- Pinacoteca Museum: Praça da Luz, 2; tel.: (55 11) 3229-9844
- Praça da Luz: Praça do Júlio Prestes, S/N; tel.: (55 11) 3337-5414
- Municipal Theater: Praça Ramos de Azevedo, S/N; tel.: (55 11) 3222-8698
- Abril Theater: Avenida Brigadeiro Luís Antônio, 41; tel.: (55 11) 6846-6060

**Shopping Light**

- Messias Used Book Mart: Praça Dr. João Mendes, 166; tel.: (55 11) 3104-7111
- Art & Entertainment:
  - Banco do Brasil Cultural Center: Rua Álvares Penteado, 112; tel.: (55 11) 3113-3651
  - Sacred Art Museum: Avenida Tiradentes, 676; tel.: (55 11) 3326-1373
  - Pinacoteca Museum: Praça da Luz, 2; tel.: (55 11) 3229-9844
  - Praça da Luz: Praça do Júlio Prestes, S/N; tel.: (55 11) 3337-5414
  - Municipal Theater: Praça Ramos de Azevedo, S/N; tel.: (55 11) 3222-8698

**“SOMETHING HAPPENS TO MY HEART, WHEN PAST THE CORNER OF IPIRANGA AND SÃO JOÃO AVENUES DO I DART. “SAMPA”, CAETANO VELOSO.”**
Avenida Paulista and Jardins: only the finest

The backbone of the city is 2.8 kilometers long and was named in honor of the city through which it runs: Avenida Paulista. Located on the top of a ridge, Paulista Avenue is flat, wide and full of life. It connects the neighborhoods of Paraíso and Consolação, while separating the upscale Jardins neighborhood from the more relaxed Bela Vista. Its city blocks bring together the wealth of FIESP (the São Paulo Industries Federation), the art of MASP, orthodox religious faith and the hustle and bustle of those who are late for the movies. Everything happens on or around the Paulista.

Places to visit

One of the most beautiful areas in the city is nestled between residential and office buildings. Lieutenant Siqueira Campos Park, more popularly known as Trianon, which was inaugurated in 1892 as a meeting point for the wealthy residents of the mansions built on the avenue designed by the Uruguayan engineer, Joaquim Eugênio de Lima. Across from the park, the imposing São Paulo Art Museum building reigns supreme, with its 79-meter ceiling. The museum houses a brilliant collection of more than 7,000 works, among them “Pink and Blue,” by Renoir, “The Schoolboy,” by Van Gogh and several Portinaris. The area around Avenida Paulista is a favorite for moviegoers. With nearly 40 theaters located nearby, there are enough venues for both big blockbusters, which play at movie houses such as the Bristol, and independent features, shown at Espaço Unibanco and Reserva Cultural. Check out the schedule of shows, plays, exhibits and lectures — many free of charge — at the FIESP Cultural Center and Itaú Cultural. Located nearby, the Casa das Rosas building was designed in the 1930s by the architect Ramos de Azevedo for his daughter. Yes, he’s the same guy who designed the Municipal Theater, Shopping Light and the Mercado Municipal. He certainly must have kept busy. While you’re there, pop into the SESC Paulista.

DID YOU KNOW? THAT WOMEN LEAVE CANDLES AND FLOWERS AT THE TOMB OF THE MARQUESA DE SANTOS, IN CONSOLAÇÃO CEMETERY, TO ASK FOR HELP WITH THEIR RELATIONSHIPS WITH MARRIED MEN?
Shopping

A trip to São Paulo is not complete without an afternoon of shopping on Rua Oscar Freire. Between one luxury shop and another, a quick stop for an espresso at one of the neighborhood's coffee boutiques is worth your while. Another chic option is a visit to the spectacularly beautiful — only for those with deep pockets — Shopping Pátio Higienópolis in the traditional neighborhood of the same name that still safeguards beautiful mansions, celebrity residents and hideaways such as Praça Buenos Aires or the fashionable Praça Villaboi. The latter is located near the Armando Álvares Penteado Foundation — FAAP, whose theater was sold out for months on end with the show Madeleine Chanel, starring the famed Brazilian actress Marília Pêra.

Now back to Avenida Paulista. For a change, go shopping at the trendy Galeria Ouro Fino, on Rua Augusta where designers who shine today on the Brazilian fashion scene once sewed their first stitches. Also, some of the best bookshops in the city are located there. Martins Fontes is a great place for imported titles. FNAC has a little bit of everything, from children’s books to DVDs and electronics. And Livraria Cultura, located in Conjunto Nacional, always has a tempting title on its shelves. Open-air markets are always a good option on Sundays. Both the ones in Bixiga, on Praça Dom Orione, and at MASP, held under the museum’s vaulted ceiling, specialize in antiques.

Addresses

Places to visit

Bristol Theater: Avenida Paulista, 2064 / (55 11) 3289-0509
Casa das Rosas: Avenida Paulista, 37
Orthodox Cathedral: Rua Vergueiro, 1515 / (55 11) 5579-3835
Consolação Cemetery: Rua da Consolação, 1660 / 3256-5919
FIESP Cultural Center: Avenida Paulista, 1313 / (55 11) 3549-4499
Espaço Unibanco de Cinema: Rua Augusta, 1470 e 1475 / (55 11) 3288-6780
Our Lady of Consolação Church: Rua da Consolação, 585 / (55 11) 3256-5356
Our Lady of Brazil Church: Praça Treze de Maio, 1004 / (55 11) 3288-8502
Itaú Cultural: Avenida Paulista, 149 / (55 11) 2168-1700 / www.itaucultural.org.br
MASP: Avenida Paulista, 1578 / (55 11) 3251-5644 / www.masp.art.br
MIS: Avenida Europa, 158 / (55 11) 3062-9197 / www.mis.sp.gov.br
MuBE: Avenida Europa, 218 / (55 11) 3081-8611 / www.mube.art.br
Reserva Cultural: Avenida Paulista, 900 / (55 11) 3287-3529
SESC Paulista: Avenida Paulista, 119 / (55 11) 3179-3700
Trianon: Avenida Paulista, near number 1500 (across from MASP)

Food & drink

D.O.M: Rua Barão de Capanema, 549 / (55 11) 3088-0761
Fasano: Rua Vittorio Fasano, 88 / (55 11) 3062-4000
Figueira Rubayat: Rua Haddock Lobo, 1738 / (55 11) 3063-3888
Galeria dos Pães: Rua Estados Unidos, 1645 / (55 11) 3064-5900
Mássimo: Alameda Santos, 1826 / (55 11) 3284-0311
Speranza: Rua Treze de Maio, 1004 / (55 11) 3288-8502

Shopping

FNAC: Avenida Paulista, 901 / (55 11) 2123-2000
Livraria Cultura: Avenida Paulista, 2073 (Conjunto Nacional) / (55 11) 3179-3700
Livraria Martins Fontes: Rua Conselheiro Ramalho, 330 / (55 11) 3241-3677
Galeria Ouro Fino: Rua Augusta, 1690

“TODAY IS THE DAY TO VISIT THE CITY OF SAO PAULO”

From Jardins to Consolação

Some of the city’s best restaurants are on the Paulista: the top-starred and very pricey Figueira Rubayat, the Fasano — located at the family’s luxury hotel, D.O.M. serving contemporary cuisine by the famed Brazilian chef Alex Atala, and the traditional Mássimo, owned by Mássimo Ferrari. For those looking for a bite to eat in the early morning the Galeria dos Pães, or bread gallery, serves sandwiches and a delicious soup buffet. The region is also home to GLS hotspots.

For those who value tradition, one side of the Paulista takes you to the region of Bixiga, or Bela Vista. Rua Treze de Maio and its side streets are known for their old-time cantinas serving generous portions. Speranza, one of the most famous pizzerias in the city, is located there and is credited with having introduced the marguerita pizza to Brazil. The other side of Avenida Paulista heads into Jardins, where, before visiting the Brazilian Sculpture Museum (MuBE) and the Image and Sound Museum (MIS), you should take a look at the most traditional church in the city, Our Lady of Brazil, on Avenida Brasil.

Heading downtown from Avenida Paulista, lies another beautiful Catholic house of worship, the Church of Our Lady of Consolação, built in a gothic style with towers that soar 75 meters into the sky. Pay attention to the beauty of the paintings, murals and stained-glass windows. Home to the tombs of Count Matarazzo, Tarsila do Amaral, Mário and Oswald de Andrade and the Marquesa de Santos, Consolação Cemetery is another interesting option for a visit. Brecheret sculpted “the Sepulture” at the tomb of Olívia Guedes Penteado, a well-known patron of the arts. On the topic of temples, the Orthodox Cathedral in the neighborhood of Paraíso, inspired by the Santa Sofia Cathedral in Istanbul, is also worth a visit. From the inside, the stained-glass windows are breathtaking.
The West Side: Vila Madalena and other artsy neighborhoods

The West Side – with the neighborhoods of Vila Madalena, Pinheiros and Lapa – has become a traditional gathering place for artists, writers, journalists, movie directors, intellectuals in general and, of course, wannabes in all these categories. It’s not uncommon to run into someone famous – or nearly so – going into a bar, leaving the supermarket or having an espresso. Keep your eyes peeled.

Eating & Drinking

Die-hard Bohemians unite! Vila Madalena – Vila Madá, for those in the know – is THE place for you. Its bizarrely named streets, such as Aspicuelta (who was a 16th century Spanish priest), Girassol (the sunflower) and Purpurina (glitter), are home to bars with something for everyone: there are “classic” pubs with Portuguese tiles on the walls serving super-chilled draught beer and bean soup, such as the Filial; some are homes away from home for journalists and soccer aficionados, such as São Cristóvão; and for the GLS (Gays, Lesbians and Sympathizers) crowds, Farol da Vila is a good bet.

Those who are fond of live music have several options, from samba to shows by future stars of Brazilian Popular Music – MPB. Even Father Aspicueltta used to have a little glass of wine after mass in some of the bars on “his” street, such as Posto 6 (in honor of Rio de Janeiro), Zé Menino (in honor of the port city of Santos) or Salve Jorge, that gives discounts to clients named Jorge. The search for the perfectly-chilled draught beer might take you to the nearby neighborhood of Lapa, where a happening nightlife scene is beginning to take hold.

DID YOU KNOW? THAT 100 PLAYS AND MUSICALS ARE PERFORMED EVERY WEEK IN SÃO PAULO?
Shopping

Remember the region is a refuge for intellectuals. That’s why there are always good options for buying books, such as Livraria Lima Barreto, that also serves excellent crepes. Livraria da Vila, which is worth a long visit, is nestled in between two bars. Pick up a few titles and enjoy a delicious coffee at the back of the store. You won’t even notice time flying by.

The neighborhood streets are dotted with excellent thrift shops, full of preciosities. In Pinheiros, Rua Teodoro Sampaio, on the section between Avenida Henrique Schaumann and Hospital das Clínicas, is the place to sell or trade musical instruments. From Henrique Schaumann Avenue down, the street is a magnet for shops selling new furniture, much of which is made to order. If you prefer to invest in items with a certain age, go to the parallel street, Cardeal Arcoverde, and antique away.

Another important address for shoppers is Praça Benedito Calixto. On Saturday, this square is home to one of the most famous and charming fairs in São Paulo, the “Benedito Flea Market.” Everything is on offer: antiques, rarities, collections, etc. It’s also a great place to have lunch or a snack, as there are many bars and restaurants – such as the excellent Consulado Mineiro, where the long wait is softened by a delicious lime and cane liquor caipirinha cocktail. In the middle of the square, musicians playing traditional choro music on Brazilian ukuleles keep the crowds entertained.

Pure Culture

Two important performance halls are located in the neighborhood of Lapa. The enormous Olympia Theater hosts big Brazilian and international attractions. Right nearby, the SESC Pompeia offers a varied selection of shows focusing mainly on samba and rock. And if you want to witness firsthand a veritable Brazilian spectacle, a football match, called a soccer game by some, is just the ticket. Paulo Machado de Carvalho Stadium is located on Avenida Pacaembu, which is probably why it is simply known as Pacaembu.

Famed for its intellectual prowess, the São Paulo University Campus (USP) could only be on São Paulo’s West Side. USP has a regional municipal office building, cinema, theater, green spaces and areas for sports. It is also home to the Contemporary Art Museum (MAC) and the super-interesting Crime Museum. The Butantan Institute, located nearby, was founded in 1901, and has become one of the city’s main attractions with its five wings, which are open to visitation: the Biology Museum, History Museum, Serpentarium, Primatarium, and the Microbiology Museum. The main topics are, as one would expect, snakes and poisonous animals. In Lapa, people have the opportunity to improve their knowledge at the Science Station with its exhibits on astronomy, physics, meteorology and biology, among others.

In Pinheiros, the highlight is the audacious architecture of the Tomie Ohtake Institute, a cultural center with exhibit halls, theaters and workshops. And if you’re interested in size, a visit to the Latin America Memorial, in Barra Funda, designed by Oscar Niemeyer, is definitely worthwhile. Across from USP, Brazilian culture comes to the fore at CEAGESP, the largest supply center in Latin America, an open-air mega-market with a Flower Fair and Evening Wholesale Bazaar.

Addresses:
Places to visit
São Paulo University Campus—USP: Avenida Afrânio Peixoto, S/N; tel.: (55 11) 3091-3121; tel.: www.usp.br
Science Station: Rua Guacuru, 1394; tel.: (55 11) 3673-7022
Pacaembu Stadium: Praça Charles Miller, S/N; tel.: (55 11) 3661-9111
Butantan Institute: Avenida Vital Brazil, 1500; tel.: (55 11) 3726-7222
Tomie Ohtake Institute: Avenida Brigadeiro Faria Lima, 201; tel.: (55 11) 6844-1900
Latin America Memorial: Avenida Auro Soares de Moura Andrade, 664; tel.: (55 11) 3823-4600
Contemporary Art Museum: Rua da Reitoria, 160; tel.: 3091-3039; tel.: www.mac.usp.br
Crime Museum: Praça Professor Reynaldo Pochat, 219 – 2/A – Ala 4; tel.: (55 11) 3813-2233

Food & drink
Bars: focus mainly on the area around the following streets: Mourato Coelho, Frederico Coutinho, Aspicuelta, Waisard, Harmonia, Fidalga, Defina and Girassol
CEAGESP: Avenida Dr. Gastão Vidigal, 1946; tel.: (55 11) 3643-3700

Shopping
Benedito Calixto Flea Market: between Rua Cardeal Arcoverde and Teodor Sampaio, near Avenida Henrique Schaumann
Livraria da Vila: Rua Frederico Coutinho, 915; tel.: (55 11) 3814-5811
Livraria Lima Barroto: Rua Inácio P. Rocha, 414; tel.: (55 11) 3819-5090

Art & Entertainment:
Olympia Theater: Rua Clélia, 1517; tel.: (55 11) 3866-3000
SESC Pompeia: Rua Clélia, 93; tel.: (55 11) 3871-7700
The South Side: shopping, dining and entertainment

The south side of the city is so full of delicious yet simple attractions you might forget you’re in one of the largest metropolises in the world. Here, you can ride a bicycle in the park, go shopping at the mall, or at several, eat whatever you want – and still enjoy a wide range of the highest quality services.

Ibirapuera Park

You can spend an entire day there and not even notice the hours fly by. Sports enthusiasts can take advantage of well-maintained courts and soccer fields, jogging paths with distance indicators, and several places to rent bicycles. It’s a healthy way to enjoy the 1.7 million square meters of green space in the park, inaugurated in 1954, during the celebration of the city’s 400th anniversary. The park was designed by Roberto Burle Marx and among its many attractions is the Flag Monument, by Vitor Brecheret. Inside the park, a traditional Japanese dwelling and a botanical nursery share space with two excellent museums. The Museum of Modern Art (MAM), with excellent exhibits, a varied schedule of independent movies and a boutique restaurant; and the Afro-Brazilian Museum, that tell the story of Africans in Brazil and their influence on our culture. The collection includes emotionally moving objects and documents. Ibirapuera is also home to the Oca Exhibit Hall, with outstanding temporary shows, such as Picasso, Painted Bodies, and Warriors from China – and to the Biennial Pavilion, where the art and architecture biennials are held.

Shopping

In this region – home to the temple of luxury consumers, Daslu – there’s no shortage of shopping centers. After all, the first Brazilian shopping center was born in Itaim in 1966: Iguatemi. A money loser in its first years of operation, today it boasts the most famous international brands in the world, from A for Armani to Z for Zegna, passing through Tiffany’s, Dolce & Gabbana, Fendi and other big names. The gigantic Ibirapuera Mall, with its 500 shops, and another center for international brand names – Morumbi are also located on the south side. The Marketplace is right next door, and in addition to the shopping mall, it’s the perfect place for amusement featuring six Cinemark movie theaters, three Play-art spaces, and one Playland park that even has a roller-coaster. Outlets are the highlight on Rua João Cachoeira, in Itaim, and also on Bem-Te-Vi street, in Moema.

DID YOU KNOW? THAT THERE IS A REPAIR SHOP SPECIALIZING IN FERRARIS? IT’S IN THE NEIGHBORHOOD OF ITAIM.
**Eating and Drinking**

In Moema, focus on Avenida Lavandisca and its surroundings: there are several bars, both modern and traditional, as well as Italian cantinas. On the other side of the neighborhood go to Avenida dos Anapurus. Good options are beer on tap at Bar do Giba on Avenida Moaci, or at Original, on Grauina street, and pizza served at the nearby restaurant. The German presence is strong at the restaurants in Moema. If you go up to Vila Mariana, check out where the best esfiha or empada pastries are served, or visit some of the good local bars on Rua Joaquim Távora. The neighborhood of Itaim is home to the so-called “hamburger row” on Rua Joaquim Floriano, where the burgers are served with style, and if you prefer, with a hearty milkshake and to trendy little bars, such as those on Prof. Atílio Inocenti, Jesuíno Arruda, Amaury streets and Avenida Juscelino Kubitschek. For dancing, Vila Olímpia is the place, especially in the area around Rua Gomes de Carvalho. The options are many and ever-changing. You can tell how well a place is doing by the length of the line – and the clientele. This region is also home to good Brazilian barbecue restaurants, known as churrascarias, such as Fogo de Chão and Baby Beef Rubayat. The intimate Bourbon Street bar, with its repertoire of jazz and blues, is also worth a visit.

**City Icons**

The Paulista Museum-Ipiranga Garden is the most visited attraction in the city. More popularly known as the Ipiranga Museum, it was built in 1890 as a monument to Brazilian independence from Portugal. Today, its collection bears witness to the history of both 19th and 20th century societies. The gardens, done in a French style, are an attraction in and of themselves. Back at Vila Mariana, visit the Lasar Segall Museum with works by this famous painter. On the 28th of every month, the nearby São Judas Church is visited by thousands of worshipers.

One of the fastest-growing regions in São Paulo is on the south side, in the corridor formed by Luiz Carlos Berrini and Jornalista Roberto Marinho Avenues and the Pinheiros Expressway. Theaters such as Credicard Hall and Tom Brasil are located there. Crossing the bridge towards Morumbi, stop by the stadium that bears the neighborhood’s name and the Maria Luiza and Oscar Americano Foundation (with an art collection, park and tea house). While you’re there, enjoy some fresh air at the Capivari-Monos Environmental Protection Area in Parelheiros; the famous Billings and Guarapiranga reservoirs are located in this region as well. City icons such as the Jockey Club (with its bars and restaurants) and the Interlagos Speedway are also on the south side, in addition to the Zoo and the Zoo Safari.

**Addresses:**

**Places to visit:**

- Congonhas Airport: Avenida Washington Luis, S/N; tel.: (55 11) 5090-9000
- Interlagos Speedway: Avenida Senador Teotônio Vilela, 261 / (55 11) 5666-8822
- Morumbi Stadium (Cícero Pompeu de Toledo): Praça Roberto Gomes Barbosa, 1 / (55 11) 3749-8000
- Biennial Foundation: Avenida Pedro Álvares Cabral, S/N / Portão 3
- Maria Luiza and Oscar Americano Foundation: Avenida Morumbi, 4077 / (55 11) 3742-0077
- São Judas Church: Avenida Jabaquara, 2682 / (55 11) 5072-9928
- Jockey Club: Avenida Lineu de Paula Machado, 1263 / (55 11) 3816-4011
- MAM: Avenida Pedro Álvares Cabral, S/N / Portão 3
- Afro-Brazilian Museum: Avenida Pedro Álvares Cabral, S/N / Portão 3
- Ipiranga Museum: Parque da Independência, S/N / (55 11) 6165-8026
- Lasar Segall Museum: Rua Berta, 111 / (55 11) 5574-7322
- Oca Exhibit Hall: Pavilhão Governador Lucas Nogueira Garcez / Portão 3
- Ibirapuera Park: Avenida Pedro Álvares Cabral, S/N / Portão 10 / (55 11) 5574-5177 / www.prodam.sp.gov.br/ibira
- “Xuxa World” Park: Avenida das Nações Unidas, 22540 / (55 11) 5547-1212
- Manequinho Lopes Nursery: Avenida Morumbi, 4077 / Portão 7
- São Judas Church: Avenida Miguel Estêfano, 4241 / (55 11) 5073-0811
- Zoo: Avenida do Cursino, 6338 / (55 11) 5643-2500
- Bourbon Street: Rua dos Chanés, 127 / (55 11) 5095-6100
- Tom Brasil: Avenida Ibirapuera, 3103 / (55 11) 5574-5177
- Shopping Eldorado: Avenida Brigadeiro Faria Lima, 2232 / (55 11) 3816-6116
- Shopping Iguatemi: Avenida Dr. Chucri Zaidan, 902 / (55 11) 5041-7244
- Shopping Morumbi: Avenida Roque Petrone Júnior, 1089 / (55 11) 5189-4500
- Shopping Daslu: Avenida Chedid Jafet, 131 / (55 11) 3841-4000
- Shopping Ibirapuera: Avenida Ibirapuera, 1303 / (55 11) 5095-2300
- Shopping Guarapiranga: Avenida Brigadeiro Faria Lima, 2232 / (55 11) 3816-6116
- Shopping Shopping: Avenida Dr. Chucri Zaidan, 902 / (55 11) 5041-7244
- Shopping Morumbi: Avenida Roque Petrone Júnior, 1089 / (55 11) 5189-4500
The North and East Sides: business opportunities and green space

Some of the most traditional attractions in the capital are on the north and east sides, such as Anhembi Park, Expo Center Norte, the Cantareira Hills, several samba schools and the Mooca neighbourhood, where the Immigration Museum is located, with its strong Italian influence and sing-songy accent to match.

Green Space

If you’re looking for calmer, more relaxing environments, the options are also good. The Cantareira Hills and State Park is one of the largest and most beautiful green spaces in the capital, which preserves tracts of first-growth coastal rainforest vegetation. Its lookout is the main attraction, with a panoramic view of the city, of Jaraguá peak and the Serra do Mar mountain range. Cantareira is also perfect for a romantic evening, with several bars and restaurants catering to couples in love. Alberto Loefgren State Park is another option on the north side. Better known as the Horto Florestal, it has an area for events, exercise, and picnics as well as a playground and jogging path. Carmo Park, whose Planetarium will soon be reopened with a state-of-the-art projector and cutting edge technology, is one of the most important green space leisure areas on the east side. It has bike and jogging paths, a soccer field, playgrounds, barbeques and areas for picnics and aerobic exercise.

Culture & Shopping

Popular nightspots and good dining options are also a forte on the east side. The most happening places and upbeat nightlife are in the neighborhoods of Tatuapé and Jardim Anália Franco, while Italian cantinas are traditional in neighborhoods such as Mooca, which is home to the Immigration Museum. Located in a building that during the height of immigration served as a boarding house to receive new arrivals, it honors, with its permanent and temporary exhibits, the many immigrant groups that helped make São Paulo the city it is today. The exhibits are divided into themes such as Hospitality Hall, Navigation Room, São Paulo Railways, Old São Paulo, Black Gold (coffee), among others.

Some of the capital’s consumer Meccas are on the north side, such as Shopping Center Norte, the busiest in São Paulo with an average of 6 million visitors per month, Lar Center specializing in furniture and interior design, and Shopping D, known for its bargains. Shopping Metrô Tatuapé, Arcanduva Mall, one of the largest in the city, and the sophisticated Shopping Anália Franco, are also on the east side.

Addresses:
Places to Visit:
Frangó: Largo da Matriz de Nossa Senhora do Ó, 168 / (55 11) 3932-4818 – North Side
Horto Florestal: Rua do Horto, 931 / (55 11) 6231-8555 – North Side
Immigration Museum: Rua Visconde de Parnaíba, 1316 / (55 11) 6693-0917 – North Side
Cantareira Park: Rua do Horto, 1799 / (55 11) 6232-5049 – North Side
Carmo Park: Avenida Afonso de Sampaio e Souza, 951 / (5511) 6748-0010 –

North Side Independent League of São Paulo Samba Schools: Avenida Santos Dumont, 614 / (55 11) 3227-2326 – North Side
Shopping Centers
Shopping Center Norte: Travessa Casalbuono, 120 / (55 11) 6224-5900 – North Side
Shopping D: Avenida Cruzeiro do Sul, 1100 / (55 11) 3311-9333 – North Side
Shopping Jardim Anália Franco: Avenida Regente Feijó, 1739 – East Side
Shopping Metrô Tatuapé: Avenida Radial Leste (corner of Rua Túdor) / (55 11) 6192-9444 – East Side

DID YOU KNOW?

THAT SÃO PAULO IS ONE OF THE CITIES IN THE WORLD THAT SELLS MORE LOUIS VUITTON ITEMS PER SQUARE METER OF FLOOR SPACE?
SÃO PAULO IS NOT CALLED THE BEST LATIN AMERICAN CITY IN ALMOST EVERYTHING FOR NO REASON. ONLY IN SÃO PAULO, THE LAND OF THOSE IN A HURRY, COULD THE SÃO SILVESTRE RUN TAKE PLACE.” BILLY BLANCO, IN “SINFONIA PAULISTANA”

One of the advantages of São Paulo is to have, within a few kilometers of the city limits, a wide range of itineraries. Radical sports such as rafting, zip wire and canopy walking are good options at Sítio Canoar, 74 kilometers from the capital on the Régis Bittencourt Highway. It’s also possible to buy antiques, decorate the house with rustic furnishings or, simply sample the delicious and nourishing country cuisine. Or do everything at the same time. And don’t forget the most modern theme park in Brazil, Hopi Hari, and the neighboring international water park Wet’n Wild, which are only 40 minutes by car from the capital. Spas are also a good alternative, as they too are located nearby. The Shishindo, at The Royal Palm Plaza, in Campinas, and Villa Rossa, at the hotel of the same name in the city of São Roque are a few highlights. Both are also within a 40-minute drive from São Paulo.

Surrounding areas: right nearby

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Eating & Drinking

For many people it’s no problem to drive the 21 kilometers on the Anchieta Expressway to São Bernardo do Campo to sample the dishes served at the restaurants on Avenida Maria Servidei Demarchi. Besides the good food, the restaurants are an attraction in themselves. Florestal is one of the oldest, with a gigantic kitchen that can (and deserves to) be visited. The waiters are very entertaining, balancing several serving trays full of chicken, polenta and other dishes all at once. Santana de Parnaiba is only 41 kilometers away on the Castelo Branco Highway. Founded in 1580, the city played a key role in the early colonization of the state’s interior. Most of the old architecture is well preserved, with more than 220 officially protected buildings, one of which is home to the famed São Paulo Antigo restaurant. Housed in an 18th century mansion, its specialty is cuisine from the state of Minas Gerais – which many experts prefer to call country cuisine. The highlight is pururuca-style roast pig, cooked over red-hot coals. It’s a journey to the tables of the past.

Around Mairiporã, (59 kilometers on the Fernão Dias Highway) stop and eat typical Brazilian cuisine at As Vêia, a combination restaurant, antiques and demolition shop. It fills up on the weekends, but with a little patience you can find your place in the sun. Following the Raposo Tavares Highway towards Cotia, get off the exit at kilometer 26 and count your lucky stars, for the pies at Tal da Pizza are truly heavenly. Calabresa, covered with homemade sausage, is the number one pizza. There are no waiters or silverware: you order the pizza at the counter and eat it with your hands. The desserts are proof positive that sweet pizza is no sin.

Hopi Hari is one of the most modern theme parks in Brazil and usually fills up on the weekends, although it is also well attended during the week, especially when the weather is nice. Hopi Hari is a fictitious country covering an area of 760,000 square meters, with 1,300 inhabitants, 40 rides and a capacity to receive up to 25,000 visitors a day. It even has its own language, hopês, to make sure everyone gets into the spirit. Among the park highlights, which is approximately 40 minutes by car from the city of São Paulo near the city of Campinas, are the wooden roller-coaster, whose speed makes visitors feel as if they were going to fall out of the car; the giant Ferris wheel, which provides a beautiful view of the park and can be seen anywhere in Hopi Hari; and rafting, which gives the impression of running real rapids. (www.hopihari.com.br). Wet’n Wild is literally next door; you even take the same exit off Bandeirantes Highway. This American water park, covering 116,000 square meters with a capacity for 7,000 people, has new options to offer, besides its many attractions, whether radical or not (www.wetnwild.com.br).

“SÃO PAULO IS NOT CALLED THE BEST LATIN AMERICAN CITY IN ALMOST EVERYTHING FOR NO REASON. ONLY IN SÃO PAULO, THE LAND OF THOSE IN A HURRY, COULD THE SÃO SILVESTRE RUN TAKE PLACE.” BILLY BLANCO, IN “SINFONIA PAULISTANA”
Theme Itineraries: choose “your own” São Paulo

São Paulo Green Space
Contrary to what many people believe, São Paulo is not just endless buildings and a lot of concrete. The city has more than 40 parks in all, covering an area of 11.2 million square meters or 13 square meters for each and every inhabitant. Perhaps the most outstanding are the Serra da Cantareira, the largest pristine urban forest in Brazil, and the Capivari Monos Environmental Protection Area, with its tracts of first-growth coastal rainforest vegetation, two indigenous villages and rich fauna, perfect for ecotourism. There will always be a park near the hotel where you’re staying: Ibirapuera, Morumbi, Adimação, Luz, Carmo, Trianon... and if you don’t have time to go to the parks, you can take advantage of the city’s many squares.

A “green” tip
Start with a walk through Água Branca Park, and after enjoy some delicious organic coffee.

São Paulo Glamour
Like few other world capitals, São Paulo boasts a long list of shops representing the most famous international brands, from Chanel to Montblanc, from Louis Vuitton to Dolce & Gabbana, from Diesel to Hugo Boss, and great names in the automobile industry, such as Jaguar or Ferrari. The epicenter of shopping with a lot of zeroes on the price tags is Shopping Iguatemi or Rua Oscar Freire in Jardins. Spending the afternoon surrounded by beautiful window displays, espresso boutiques and tempting gourmet ice cream parlors is an outing worth at least 20 sessions of therapy. Give it a try. There are also top-notch restaurants and impeccable luxury hotels.

A luxury tip
Hire a limousine for the day, and top it all off by dining and spending the night at one of the city’s most famous boutique hotels: Fasano, Unique or Emiliano.

São Paulo Romance
São Paulo is ideal for those in love and for some tête-à-tête fun. Create your own private world in inspiring places perfect for a memorable dinner, such as renowned international restaurants with unforgettable views of the city, spots preferred by celebrities or immortalized in Brazilian soap operas and films. You may be pleasantly surprised, for example, by arriving at a restaurant and listening to the waiters sing romantic songs from Broadway, Frank Sinatra or Cole Porter, not to mention the many hotels with Jacuzzis on the verandas, aromatic baths, pillow menus and romantic dinners in the room.

A Romantic Tip
On the 45th floor of Edifício Itália, have a glass of champagne with an incredible view, or enjoy a candlelit dinner to the sound of piano music on the terraces of Skye or The View in Jardins. Buy some flowers at the 24-hour stands on Dr. Amaldor or Arouche streets.

São Paulo Art
Boredom is a word that does not exist in Paulistano vocabulary, especially when the subject is art. And it’s no excuse to say you are on a tight budget: like any great metropolis, São Paulo offers an endless array of free activities, including theater, concerts and movies. Of course, there are also those super-expensive events with tickets that are worth their weight in gold. After all, besides being hospitable and appreciating a delicious meal, Paulistanos hate to miss out on artistic events. The cultural capital of Latin America, São Paulo is home to one of the richest art collections in Brazil in its many museums and galleries. The city’s cultural diversity is also borne out by the architecture of its temples, buildings and great open-air monuments, and let’s not forget so-called “pop art,” which can be enjoyed throughout the city in art fairs and galleries that are open to the public.

Artistic Tip
Visit the Pinacoteca Museum, in the neighborhood of Luz, with its more than 5,000 works. Of these, the highlights would be examples of 19th and 20th century Brazilian art, besides sculptures by geniuses such as Rodin.

DID YOU KNOW? THAT THE VIADUTO DO CHÃ IS NAMED THE “TEA OVERPASS” BECAUSE IT WAS BUILT OVER A VALLEY WHERE, IN THE 19TH CENTURY, THERE WAS A GREAT PLANTATION... OF TEA, NO DOUBT.
São Paulo and Its Many Faces

In São Paulo, the word discrimination is simply not used. The city’s Gay Pride Parade is the largest in the world with over 2 million participants. São Paulo is also the capital of diversity. Today, it is home to people representing more than 70 different nationalities, who have brought their traditions and culture and incorporated them into everyday city life. Every Brazilian or foreigner who decides to live here contributes to the city’s human wealth helping to shape this great metropolis, which offers many activities and places to visit that showcase the city’s many faces — reflected in architecture, art, cuisine, etc.

A Diversity Tip

Visit the Immigration Museum, which was a boarding house between 1887 and 1978, and today tells the story of the people who make up São Paulo.

São Paulo of all Religions

A city that thrives on diversity, that is hospitable, that offers everyone, regardless of race, religion or country of origin, opportunities to live well, grow roots or simply enjoy themselves with its many entertainment options, São Paulo is a land of many cultures. It has an almost infinite array of houses of worship that deserve to be appreciated for their art and for the faith their followers demonstrate. A good example for the rest of the world, Christians, Buddhists, Muslims and Jews all live here together in perfect harmony.

An Ecumenical Tip

Head over to the neighborhood of Liberdade and visit a Buddhist temple, and then continue on to Aclimação to see a Christian Orthodox Cathedral. On Avenida Paulista, near Haddock Lobo and Bela Cintra streets, you will find one of the largest Jewish communities in Brazil. Downtown, Sé Cathedral is not to be missed. Visit a house of worship practicing Candomblé, an animist religion with roots in West Africa.

São Paulo for the Paulistanos

Made up basically of people from other places, São Paulo has learned to treat as its own all those who love the city. To be a Paulistano, therefore, is more than being born within the city limits. It is an absolutely multi-faceted state of being that mixes the hustle and bustle to get to work on time with the relaxation of an ice-cold beer after work. Being a Paulistano is to stroll through Ibirapuera on the weekend, stop by the mall “just to pick something up,” to leave home on Sunday evening to have a pizza, to wait on line at the movies, have a late-night hamburger or to enjoy some delicious pasta as the sun rises. Being a Paulistano is to like espresso coffee, pastries and fresh baked bread. It’s to look at a visitor and say: “Welcome. The house is yours.”

A Paulistano Tip

Have a delicious homemade pastry, go to the Mercado Municipal, a mosaic of the many people who make up São Paulo, and visit the Benedetto Calixto antiques fair. Round up the evening at Vila Madalena.

São Paulo Well-Being

Known for its frenetic work schedule, São Paulo is also a place to balance your energy, health, mind and body. There are many places and activities for those in search of a better quality of life, well-being and relaxation. The great variety of spas and places specializing in massage, alternative treatments, and physical activities is practically endless. The city is also one of the most highly-regarded and best-equipped centers for traditional medicine in the world, allowing visitors to take care of their health needs while enjoying the city’s many attractions.

A Health Tip

Spa L’Occitane, on Rua Bela Cintra, is excellent, and so are the spas at Emiliano, Grand Hyatt, Hilton Morumbi and Renaissance.

São Paulo Family

São Paulo has leisure options for all ages, from children’s amusement parks to spaces for seniors and, more importantly, places and attractions that allow family members to spend meaningful time together, to experience as a family moments of leisure, fun and culture. And many of these options have a strong educational component as well, since visits to most of the city’s theme parks, cultural centers or even zoos are great learning experiences.

A family tip

If the kids like animals and enjoy contact with the nature’s theme, several options are available: the São Paulo Zoo or Simba Safari. Another good alternative is the Betinho Carrero Country Theme Park. Additionally, amusement parks dedicated to the Brazilian TV icons Mônica and Xuxa are definitely worth a visit.

To find out more about these and other itineraries, consult your incoming tour operator, travel agent or visit www.spturismo.com or www.cidadedesaojulio.com.
Target groups

São Paulo can meet the expectations of any type of client. But first it's important to identify which segment your client fits into so as to offer the best options for itineraries. Here are some travel niches that can be developed.

Adults

The city's vast array of cultural options is a big plus for this target group. And if your clients are looking for personal or professional training, a wide range of courses is on offer, lasting a few days or longer, on topics as diverse as enology to circus arts, as well as expert seminars and vacation courses for all professions. There's nothing better than to improve your education in the capital of knowledge. If entertainment and upbeat nightlife, with a lot of good-looking people, is what they're after, the variety of options makes it easy to choose the ideal nightclub to satisfy any taste. The Bohemian neighborhoods, such as the chic Itaim and the hip Vila Madalena, or Vila Olímpia with its nightclubs, also have a wide range of bars to choose from. For lunch on the weekends, the sheer volume of customers makes these same restaurants perfect meeting points.

Couples

Suggest an exclusive itinerary with quality options that prioritize intimacy. You can rent limousines or even helicopters, and some hotels have hot tubs in their rooms. A romantic dinner in a top-starred restaurant with a bottle or two of champagne, is the perfect itinerary for those in love. The glamorous ambiance, top-notch service, and spectacular cuisine make for a dream evening come true. A boutique hotel, spa or shopping in Jardins, with a Paulistano-style espresso coffee, or delicious gourmet ice cream, are good options for those in search of romance.

With Children

Traveling with family is the perfect chance to offer the kids novelty and culture. Take advantage of the almost limitless list of quality children's theater, whether educational or just for fun. The city's parks, such as Ibirapuera or the largest zoo in Latin America, and of course Simba Safari, all offer leisure activities in a family environment. And let's not forget the amusement parks, such as Mônica and Xuxa, Playland in the shopping centers, and Casa dos Sonhos Estrela. If your clients are traveling with teenagers, the big galleries downtown offer the most up-to-date clothing fashions and CDs from their favorite bands. The Galeria Ouro Fino, in Jardins, is a magnet for clubbers who are looking for the “hottest tips” for the evening. There's something fun to do for everyone, from matinees to electronic music festivals, shows by famous artists, and places to dance, not to mention the Playcenter, Hopi Hari and Wet'n Wild – these last two are only 40 minutes outside the city.

Seniors

These travelers want to enjoy themselves in a comfortable and safe environment. A favorite itinerary could be dinner and a show with VIP transportation. Incoming operators usually have vans to take these groups out for a pleasant cultural evening on the town, without worrying about transportation. First, choose the performance, show or play, then a good restaurant. Educational courses targeting this group are another option. It's a good idea to sell a trip together with a course on crafts, cooking, etc.

Health

Some clients need to travel for health reasons or simply to take care of their appearance. An endless array of specialists and hospital complexes make São Paulo a center of excellence in both of these areas. Regardless of the need, São Paulo has renowned doctors and state of the art equipment that are among the best in the world.

GLS/GLBT

The travel segment targeting gays, lesbians and sympathizers is one of the fastest-growing in the world. And São Paulo is definitely a gay-friendly city, which is proud of its diversity and is certainly not lacking in options for the GLS community. Specialized shops, restaurants catering to the GLS crowd and plays focusing on gay themes are just a few of the options. There are bars in Jardins, clubs for 5,000 people in Barra Funda, nightclubs downtown, and even theme restaurants and other gay-friendly establishments favored by the GLS group.

DID YOU KNOW? THAT SÃO PAULO UNIVERSITY OFFERS AN EXERCISE CLASS SPECIALLY DESIGNED FOR OBESE PARTICIPANTS AND A SOCCER COURSE ESPECIALLY FOR ASTHMATICS?
There are some popular myths about São Paulo that your clients may mention as reasons for not visiting the city. Obviously, as any metropolis, São Paulo has problems. But none of them is reason enough to stop your clients from enjoying the best the city has to offer. Let’s take a look at a few and learn which arguments to use to overcome any of these misconceptions your clients may have.

**Misconception 1: The city is very polluted**
This really is a serious problem for inhabitants of large cities, but not for visitors. Did anyone ever decide not to go to New York, Cairo or Santiago because they are among the most polluted cities in the world, because of their air quality? Besides, if your client is concerned about health, São Paulo is the perfect place. It’s the largest medical-hospital center in Latin America.

**Misconception 2: It’s only for business**
Do people really live just to work? Of course not. Why is it that the best places for entertainment, dining, culture and leisure are often in the world’s big financial centers? The economic potential of big cities is also reflected in investments in places to reduce stress, such as restaurants, theaters, movie houses, shopping centers and urban spas. The inhabitants’ ample buying power fosters the development of new attractions. If something novel appears anywhere in the world, it arrives soon thereafter in São Paulo. The best example of this are hit musicals and shows that previously could only be seen in New York or London.

**Misconception 3: The traffic is bad**
Heavy traffic is an inherent characteristic of great metropolises. But São Paulo has the best metro system in Brazil, which is also one of the safest and cleanest in the world. By riding the metro, it’s easy to avoid bad traffic, and the network serves many of the most popular attractions. The city’s numerous hotels, with 50,000 rooms in more than 500 establishments, allow visitors to stay near their places of interest.

**Misconception 4: The city is dangerous**
A lack of security is currently one of Brazilians’ main concerns. In São Paulo, statistics on violence are higher in outlying areas. According to the State Data Analysis System – SEADE – the area around Consolação, for example, had only 1 homicide in 2004. The region encompasses neighborhoods such as Higienópolis, that has one of the most sophisticated shopping centers in the city, and Pacaembu. The statistics show that on average there are 1.96 homicides per 100,000 inhabitants, numbers similar to those in Paris. In other regions with potential for tourism, such as Moema, Pinheiros and Jardins, the figures are from between 3 to 4 deaths per 100,000.

**Misconception 5: São Paulo is too big**
São Paulo’s 1,530 square kilometers is almost a world unto itself. But this doesn’t mean that visitors necessarily have to explore the whole city. On each trip, it’s possible to stay in a hotel near your clients’ places of interest. Taking the metro helps to “shrink” the city. Maps of São Paulo show the attractions that are located near to each other, so that visitors don’t get lost.

**Misconception 6: The people of São Paulo are unfriendly**
A city made up of waves of immigrants, including Italians, Portuguese, Spanish, Arabs and Japanese besides migrants from Brazil’s many regions, couldn’t be ill-tempered. São Paulo is open to new inhabitants and visitors. The city hosts several ethnic groups’ traditional festivals and has bars that can satisfy all tastes, as well as all manner of shops.

“SÃO PAULO THAT WAKES UP WORKING, SÃO PAULO, THAT NEVER SLEEPS”
BILLY BLANCO, SINFONIA PAULISTANA
São Paulo can be enjoyed on foot

On foot, downtown
The best way to get to know a city is on foot. Although covering an area of 1,530 square kilometers, São Paulo is no different – but obviously some places are better for walking than others. Most guides specializing in urban itineraries organize tours of the city center. Besides being a smaller area with fewer hills, it’s also one of the places where parking is more difficult – and the parking spaces that do exist are quite pricey. The best thing to do is to go by taxi or metro. And you can always enjoy the feeling of being on vacation while surrounded by those hustling to and from work…

The region around Anhangabaú Valley is another good option. Two overpasses connect the Old City Center with the new downtown area: the Viaduto do Chá, a mere two steps from the Municipal Theater, and the Santa Ifigênia Overpass on Praça do Correio, whose praises have been sung in samba tunes by the composer Adoniran Barbosa. Several landmarks from the 1930s located in this region bear witness to the time when São Paulo began to grow in step with its economic might. Also on the square, Matarazzo Palace, once the headquarters of Francisco Matarazzo Industries, today houses the mayor’s office.

A bit of history
On São Bento Square, it’s possible to do a first class architectural tour. Besides the monastery, after which the square is named, the Marinelli and Sampaio Vidal buildings speak of an era when the city began to grow, vertically that is. The imposing buildings on Rua 15 de Novembro are reminders of the city’s economic development and are proof positive that money from the entire state of São Paulo once circulated exactly there in the Old City Center (today financial decision-making has migrated to other regions such as Paulista, Faria Lima and Luiz Carlos Berrini Avenues).

A walking tour drenched in history? Focus on Pátio do Colégio, where the city was founded. Besides the Casa de Anchieta Museum, it’s worthwhile to visit the Marquesa de Santos Manor Home, where Domitila de Castro (1797-1867) lived after her affair with the Emperor Pedro I. Also of note is the Caixa Econômica Federal Cultural Center where excellent art exhibits are held. Another interesting walk is around the Sé Cathedral region. Besides the church most beloved by Catholics in São Paulo, there are magnificent buildings such as the Palace of Justice and the Stock Market (BOVESPA). Nearby, lies the Rua do Camo, where you can buy aromatic essences and Praça João Mendes, where medicinal herbs are sold. A journey up to the terrace of the imposing Banespão building, free of charge, should not be missed. From there, it’s only a few minutes to Praça da Liberdade where the little shops selling oriental goods will easily provide for a pleasant afternoon.
Sampa

Heading back downtown, take a stroll along Avenida São Luís. Some of the most beautiful residential buildings in the city are located there. At the intersection with Ipiranga Avenue, look up to admire the “S” of the Copan Building and pay a small fee to go up to the terrace of Edificio Itália. The view is fabulous. Go along Avenida Ipiranga to the corner of Avenida São João. Yes, this is the most famous corner in São Paulo thanks to the composer Caetano Veloso, whose song, “Sampa,” pays homage to this intersection. The nickname took hold and today, it’s quite common to hear Paulistanos say “Sampa” instead of São Paulo. As a curiosity, the famous singers and composers, Caetano Veloso and Gilberto Gil, lived nearby on Avenida São Luís, at the end of 1960s, when they launched their artistic careers. On the famous “Sampa” corner sits one of the city’s most traditional bars, Brahma, which opened almost 60 years ago. During the week, the bar features a variety of crowd-pleasing shows by traditional singers of Brazilian music. Also downtown are the Sala São Paulo, Municipal Theater, Pinacoteca, Estação da Luz and the shopping havens on Rua 25 de Março and in Bom Retiro.

On foot, along Avenida Paulista

Start your tour at the Consolação metro station. At the corner of Rua Augusta lies the Conjunto Nacional, inaugurated at the end of the 1950s by Queen Elizabeth II, and today a rich cultural space. On the next block, from number 1919 you can see a mansion built in 1905, the only remaining example of the avenue’s original architectural style. The next stop is Trianon Park, designed by the Italian architect Lina Bo Bardi, with its collection of works by Renior, Van Gogh, Portinari and Di Cavalcanti. The FIESP Cultural Center is located at the mysterious number 1313. This pyramid-like building is one of the avenue’s main landmarks. Its unique shape gave rise to its nickname, “the cheese grater,” as it is affectionately called by city inhabitants. The Cásper Libero Foundation and the TV Gazeta building, where the traditional São Silvestre Run ends, are on the other side. Further along, other sites not to be missed are the Itaú Cultural Center and the Casa das Rosas Museum.

On foot, in Vila Madalena

Famous for its art galleries and workshops, handicrafts, nightlife and for its community-oriented projects, Vila Madalena is synonymous with art and is the favorite hangout for artists and Bohemians. The region is intimately associated with art, culture, beauty and interior design. Start your tour on Rua Aspicuelta and then continue on to Rua Harmonia. On this stretch, you might be surprised by the walls covered with graffiti art, which is a show in and of itself, besides the many quaint home décor shops. Parallel to Rua Harmonia, you have Rua Girassol, where several artist workshops, interior design stores and thrift shops are located. Fradique Coutinho is one of the side streets of Rua Aspicuelta; there you can find more interior design shops, with one specializing in colorful, scented candles all with perfect hand-crafted details. You can also enjoy a good book in the neighborhood’s charming bookstores, or go to the Vila Madalena Culture Center on Rua Felipe de Alcâncova. While you’re there, learn how you can make a difference in your community by going over to Belmiro Braga, between Inácio Pereira da Rocha and Cardenal Arcoverde streets, to visit the community education Apprentice Project-School, an NGO set up in 1997 by the journalist Gilberto Dimenstein. Several successful projects bear witness to the success of the school, which is an extension of the community and vice-versa. This is the case, for example, with the graffiti art that decorates the neighborhood’s streets, or the website development workshop, the business startup project, and the Apprentice radio-school, to name just a few.

“ON AVENIDA PAULISTA, THE TRAFFIC LIGHTS WILL SOON TURN GREEN AND A MILLION STARS WILL BE READY TO ENTER THE GARDENS WHERE WE WARMED, WITH OUR PASSION, THOSE COLD APRIL MORNINGS,” EDUARDO GUDIN AND COSTA NETO, IN “PAULISTA”
Useful Information

City: São Paulo
- **Surface area**: 1,530 square kilometers
- **Altitude**: 750 meters above sea level
- **Climate**: Semi-tropical or temperate with temperatures between 5°-35° C (41° F – 95° F)
- **Time Zone**: GMT –3 hours
- **Language**: Portuguese
- **Currency**: Real
- **Electricity**: 110 volts
- **Religion**: Catholic majority
- **Telephone**: Brazil country code: 55
  São Paulo area code: 11
- **Population**: 10.2 million

Useful telephone numbers:
- Congonhas Airport: (55 11) 5090-9000
- São Paulo International Airport (Guarulhos): (55 11) 6445-2945
- **Atende (Free Transportation for Handicapped Passengers)**: 0800-155234
- Fire Department: 193
- Police Department: 190
- **International phone calls**:
  - Embratel: 00 + 21 + country code + local area code + telephone number
  - Intelig: 00 + 23 + country code + local area code + telephone number
  - Telefônica: 00 + 15 + country code + local area code + telephone number

Directory information:
- **102**: São Paulo Mayor’s Office
- **192**: First Aid
- **3286-0111**: Metro
- **3289-7588**: São Paulo Convention & Visitors Bureau
- **3286-0400**: São Paulo Tourism Board
- **3146-4000**: Vermelho and Branco Radio Taxi
- **3533-6631**: Congonhas Airport Regular Taxi
- **6223-0176**: Tietê Bus Station Regular Taxi
- **3540-7070**: Guarulhos Airport Taxi Cooperative

Metro:
São Paulo has one of the most modern urban transportation networks in the world with 57.6 kilometers of track, on four lines, and 52 stations.
- **Line 1-Blue (Jabaquara - Tucuruvi)**
- **Line 2-Green (Ana Rosa - Vila Madalena)**
- **Line 3-Red (Corinthians - Itaquera/Barra Funda)**
- **Line 5-Purple (Capão Redondo - Largo Treze)** open from Monday to Friday, except holidays, from 4h40 to midnight.
- **Guarucoop (Guarulhos Airport Taxi Cooperative)**: (55 11) 6440-7070
- **Vermelho and Branco Radio Taxi**: (55 11) 3464-4000
- **Congonhas Airport Regular Taxi**: (55 11) 5533-6631
- **Tietê Bus Station Regular Taxi**: (55 11) 6223-0176

Tourist Information Offices – TIOs
Strategically located throughout the city, the TIOs have all the information you need on tourism, entertainment, leisure, and other useful information about São Paulo, serving both Brazilian and overseas visitors.

**GUARULHOS AIRPORT TIO** Terminals 1 and 2 (arrivals). Open daily from 6 to 22h.

**REPUBLICA TIO**: Praça da República. Across from Rua 7 de Abril. Open daily from 9 to 18h.

**PAULISTA TIO**: Avenida Paulista. Across from Triângulo Park. Open daily from 9 to 18h.

**IGUATEMI TIO**: Avenida Brigadeiro Faria Lima. Across from Shopping Iguatemi. Open from Monday to Friday from 9 to 18h.

**LUZ TIO**: Avenida Ribeite de Lima, 99 – Inside Luz Park. Open from Tuesday to Friday, from 10 to 18h.
- Saturdays and Sundays from 10h to 16h.

**TIETÊ TIO**: Tietê Bus Station, arrivals area. Open daily from 6 to 22h.

**IBIRAPUERA TIO**: Ibirapuera Park, gate 10. Open daily from 9 to 18h.

**ANHEMI TIO**: Anhembi Convention and Exhibit Center. Open only during events.

**OLIDO TIO**: Avenida São João, 473 (Downtown). Open from Monday to Friday, from 9 to 20h. Saturday, from 9h to 12h.

**MOBILE TIO**: Available upon request.

Those interested in mobile tourist information offices should send their requests with detailed information about their event to turismosp@spturis.com.

To keep up with events and what’s happening in the City of São Paulo, sign up for our weekly electronic newsletter. All you have to do is send us an email at turismosp@spturis.com and a world of emotion will be available at the click of a mouse. Stay up-to-date by visiting us regularly at www.spturismo.com or www.cidadedesaoaulo.com. And let São Paulo surprise you!