SãoPaulo
experience
it all!

Make the most of **São Paulo**!

To enjoy São Paulo is to experience infinite possibilities, to live the moment intensely, to breathe **culture**, to fit into whatever is more modern, to get to acquainted with people from all over the world, to be creative, innovative and global **in a special way: with Brazilian spice.**

São Paulo is connected, is in a hurry and thirsts for novelty. It is at the tip of world trends and its blends – from what is contemporary with that of vintage, from what is traditional to that which is new, from what is underground to that which is mainstream, from culture to business, from art to the street, from what is Brazilian to that which is international – make it a fertile land for creativity. This is the major vocation of São Paulo, to be a city of everything and everyone.

São Paulo. Experience it all.

Galeria do Rock © Jefferson Pancieri / Catedral da Sé © Jefferson Pancieri / Carnaval © Caio Pimenta / Ponte Estaiada © Caio Pimenta

SãoPaulo
experience
it all!

Everything that São Paulo **offers you.**

And that is just the beginning !

CULTURE

Latin America's cultural center, when passing through São Paulo, do not miss the opportunity of checking out the effervescence that shakes hundreds of museums, art galleries, cultural centers, movie houses, playhouses, stage show theaters, aside from a lot of other entertainment options that permeate the metropolis. Old and modern, Brazilian and foreign, from underground to mainstream. Here, contrasts interact harmoniously. An experience that warrants a lot of culture.

GASTRONOMY

Gastronomical hub. That is how São Paulo is known. With over 15.000 restaurants with 51 different types of cuisine, São Paulo gastronomy presents the Brazilian culinary and that of several countries of the world. There are German, Arabian, Chinese, Spanish, Greek, Indian, Japanese, Jewish, Moroccan and Thai restaurants, even typically Brazilian culinary , with feijoada (dish of beans and pork), churrasco (barbeque), comida mineira (dishes from Minas Gerais), comida baiana (dishes from Bahia) and the traditional pizza. São Paulo even has the seventh best restaurant in the world, D.O.M. and some establishments with the "Brazilian spice", like the Mercado Municipal (City Market), where it is possible to taste a delicious Mortadella (bologna) sandwich or a pastel de bacalhau (fried pastry generously filled with codfish).

NIGHT LIFE

Night life in São Paulo is a faithful portrait of the city: frenetic, creative and democratic. São Paulo, by the way, is famous for its jerking night scene. There is a daily and varied offering of venues for all tastes and styles. There are thousands of places, which go from bars for a simple beer, to dance clubs with the latest visual and technological resources.

SHOPPING

São Paulo is the main destination for shopping tourism in the country. There are from luxurious options up to extremely affordable shopping malls. Rua (Street) Oscar Freire, one of most charming locations of São Paulo, bears the title of the eighth most luxurious streets in the world. There are almost 900 meters and over 200 exclusive national and imported signature stores. If the intention is to ensure good bargains, Rua 25 de Março is right there, the largest popular open air commercial conglomerate of Latin America, with over three thousand stores.
Shopping malls are a separate chapter. There are over 50 of them in the city, attending to all preferences and pockets. To whomever prefers the charm of craft, design and antique fairs, São Paulo has dozens, like the Paça Benedito Calixto fair, in Pinheiros, or those of the regions of Liberdade, República and others.

© Jefferson Pancieri

Anhangabaú Valley / Altino Arantes Building

SPORTS

The world's major sports events pass through São Paulo. In car racing, it is the only Latin American city to host a Formula 1 Grand Prix. It also hosts, for 82 years now, the Corrida de São Silvestre (Saint Sylvester Marathon), one of the most traditional trials of South American track and field calendar with the participation of 30 countries and 15,000 runners, always held on December 31st. Moreover, is the stage of the country's main soccer championships.

STUDIES

The capital of São Paulo has, currently, 200 institutions of high learning and about 250 technical schools. The prestigious universities of São Paulo have attracted more and more students interested in expanding their knowledge in undergraduate, graduate, master and doctorate courses. Cultural centers and free schools are also a differential of the city for whoever wants to study and to specialize, with fast and extension courses.

HEALTH

São Paulo is the city with the largest number of private hospitals with international accreditation in Brazil. There are 23 accredited by national and international organizations at the São Paulo capital, aside from about 160 private hospitals with the highest reference standards, over 9,000 clinics of 50 different specialties and hundreds of laboratories and spas. Aside from this, the city is the seat of the best schools of medicine in the country and many of the hospitals have their own research and training institutes for their functional body, to ensure that the quality is always on the upswing. São Paulo is also the center of the most renowned aesthetic and well being clinics and spas.

LGBT

The capital of São Paulo gathers together everything that the LGBT public seeks: cultural richness, broad offering of entertainment and shopping, vast and award-winning gastronomy, provision of quality services and an extremely on-the-move night life. For this reason, it has one of the planet's largest LGBT Pride Parades. For this reason, it was chosen the fourth best gay destination in the world by the international site GayCities.com. And for this reason it holds about 80 gay friendly establishments (destined to the LGBT public or much visited by it) present in the metropolis.

LGBT Parade

BUSINESS

São Paulo is the country's economic and financial capital and right destination for whomever wants to make business in Brazil. The city has the largest market of South America, the largest Gross Domestic Product (GDP) of the country and a population with elevated acquisitive power, aside from being the seat of some of the largest global corporations and offering the whole service, technology and telecommunication infrastructure. For this reason, it is the right destination for businessmen and women from all over the globe.

EVENTS

With almost 90,000 events per year, São Paulo bears the title of capital of events of Latin America. There are attractions for all publics, from important fairs, like the Motor Show, up to artistic manifestations, like the Carnival and New Year's Eve celebration at Paulista. Here 75% of the Brazilian market of business fairs and exhibitions are centered, representing almost BRL 16 billion. To receive all these events, the city relies on 270,000 square meters of exhibition area for leasing and with an infinite number of service providers for organization of conventions. Good part of this offering can be checked at the site: **www.cidadedesaopaulo.com/mice**

Urban Art Open Air Museum

Main **annual events**

- City's Anniversary
- Carnival - *Parade of the Samba Schools of São Paulo*
- São Paulo Fashion Week
- *Cultural Marathon*
- Casa Cor
- LGBT Parade
- *Biennial Book Fair (even years)*
- *Sports Marathon*
- *Biennial Art Fair (even years)*
- *Biennial Architecture Fair (odd years)*
- International Motor Show *(even years)*
- Formula 1 Grand Prix
- *Christmas in Lights*
- New Year's Eve at Paulista

And there's more:

- Music festivals, international shows, street carnival blocks, business fairs, congresses & conventions, musicals and many others.

And in forthcoming years:

- Rotary Congress in 2015
- Olympic soccer games in 2016

Facts and **data**

Source: Observatório do Turismo

Brazil's **largest tourist destination**
over 13 million tourists a year

33 000 taxi cabs

world's **10th largest** GDP

2nd largest
stock exchange in the world

90 000
annual events

75% of the
business fair market

11 million
inhabitants in the city,
or **20 million** in the
metropolitan region

4th largest
metropolis in the world

14th most globalized
city in the world

3 airports

Largest Japanese, Lebanese, Spanish, Portuguese and third largest Italian city outside of their countries of origin.

42 000 rooms in **410** hotels

70 hostels

53 large shopping malls

12 000 stores at the main shopping centers

world's best **female chef** (Helena Rizzo, Mani) *

7th best restaurant in the world (D.O.M.) *

15 000 restaurants of **51** types of cuisines

* 2014 Awards by the Restaurant magazine

2 areas of environmental protection (Capivari-Monos and Bororé-Colônia), with waterfalls and indigenous villages

39 cultural centers

20 000 bars and night clubs

125 museums

164 theaters

103 parks and green areas

4 large show theaters

282 movie theaters

10 soccer stadiums

Top 10: tourist spots

© Caio Pimenta

Paulista Avenue

Paulista Avenue/MASP

Paulista Avenue is one of the capital's main financial and cultural centers. The city's emblematic icon, through there thousands of people pass daily. Aside from having diverse options of stores and restaurants, it is the stage of large events and it also holds various cultural centers, theaters and movie theaters.

São Paulo Art Museum (MASP) *(São Paulo Art Museum)* stands out. It is one of the most important museums of the southern hemisphere. Its building is an architectural reference, since its covering is suspended by red beams, under a 74-meter free span. The museum has one of the most relevant art collections of Latin America, which has a collection of eight thousand pieces, with works of renowned artists like Monet, Raphael, Renoir, Picasso and Van Gogh. On Sundays, the place holds an antique fair with diverse articles with guarantee of authenticity.

In front of the Masp, **Parque Trianon** *(Trianon Park)* is located, which holds remaining vegetation of the Atlantic Forest, composing a calm scenario. **Casa das Rosas** is a cultural center destined to poetry, literature and art. The old mansion was built in 1935 and designed by the architect, Ramos de Azevedo.

On the other end of the Avenue is the **Conjunto Nacional**, with diverse stores, movie house, mega bookstore, exhibition center and restaurants. Along Av. Paulista, still you have **Itaú Cultural**, **FIESP** cultural center, **Reserva Cultural** movie house, **Teatro Gazeta** and many others.

MASP

© José Cordeiro

Municipal Market

It is famous for having a large diversity of fruits, some quite exotic, aside from other types of goods like cheeses, seasonings, seafood and others. The building, with stain-glass windows and an architectural style that enchants, is an excellent place for a snack or lunch. On the mezzanine, there is a large agglomeration of restaurants with delicious canapés, where the Mortadella (bologna) sandwich and the codfish fried pastry (pastel de bacalhau) are the most famous ones.

Municipal Market

Municipal Market

Ibirapuera Park

The city's most visited park has diverse options for leisure. It holds areas for physical activities, bicycle routes, courts and playgrounds, lakes, space for picnics, place for bicycle rental and diverse important cultural centers: **Museu de Arte Moderna (MAM)** *(Museum of Modern Art)*, the **Pavilhão da Bienal** *(Biennial Fair Pavilion)*, the **Oca**, the **Japanese Pavilion** and the **Museu Afro-Brasil** *(African Museum)*.

Ibirapuera Park

Downtown

The city's Downtown has diverse historical places that cannot be missed, like **Catedral da Sé** *(Sé Cathedral)*. Considered as one of the five largest neogothic temples in the world. In front of the Cathedral, **Marco Zero** *(Zero Point)* is found, a marble monument that bears the indication of highways that start from São Paulo with destination to other states.

Also at the downtown is **Pateo do Collegio**, considered as the cradle of São Paulo, since it was there that the city's foundation mass was celebrated. Today it holds courses and workshops, the **Anchieta Museum**, a church and the **Biblioteca Padre Antonio Vieira** *(Father Antonio Vieira Library)*.

Pateo do Collegio

Altino Arantes Building

Sé Cathedral

The **Mosteiro São Bento** *(Saint Benedict's Monastery)* is also an excellent option in the region. With over 400 years of history, the basilica has an architecture that dates back in the 17th century and decoration with fresh and mural paintings, aside from a German external clock. The masses are celebrated with Gregorian chant. At the end, do not leave without passing through the Monastery's store, with cakes and breads produced by the monks.

Another attraction is the **Edifício Altino Arantes** *(Altino Arantes Building)*, known as Banespão. It was inspired in the famous Empire State Building. Among its height of 161.22 meters and 35 floors, the most visited spot is the tower, which provides a 360 degree view.

Still at Downtown, the **Theatro Municipal** is one of the city's largest postcards. It started to be built in 1903, projected by Cláudio Rossi and designed by Domiziano Rossi. It receives, mainly, classical music concerts and dance presentations.

Municipal Theater

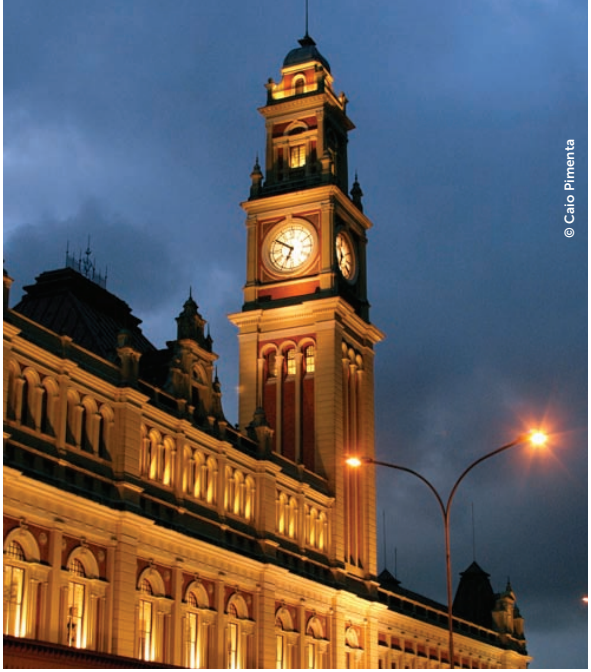
Luz

The **Estação da Luz** *(Luz Station)* was opened on March 1st, 1901. Its structure, which was brought from England, was inspired on Big Ben and on the Westminster abbey.

The Station also holds the **Museu da Língua Portuguesa** *(Portuguese Language Museum)* which, with interactive and technological resources, tells the language's history and the origin of the most diverse words.

In front of the Museum lies the **Pinacoteca do Estado** *(State Pinacotheque)*, designed by the architect, Ramos de Azevedo, in 1895. The first donations to the museum were pieces from renowned artists Benedito Calixto, Pedro Alexandrino and José Ferraz Almeida Júnior. In the collection, there are almost one hundred thousand works, including pieces from artists like Tarsila do Amaral, Portinari and Rodin. The area offers a delicious coffee outside, with view toward the Luz Station.

Close to the station still lies the **Mosteiro da Luz** *(Luz Monastery),* which has a church and a Memorial in homage to Saint Antônio de Sant'anna Galvão, Fray Galvão, first Brazilian saint. It also holds the **Museu de Arte Sacra** *(Museum of Sacred Art),* with a collection composed of altars, sacred images, rare books, paintings, objects and liturgical clothes.


© Caio Pimenta

Luz Station

© Jefferson Pancieri

Luz Station

© Yugo Tanaka

Portuguese Language Museum

Luz Park

© Jefferson Pancieri

© José Cordeiro

Soccer Museum

Soccer Museum

Located at the **Pacaembu Stadium**, it has a multimedia collection that preserves the main and most important soccer moments related to some historical moments of the country. It is possible to listen to some narrations of classic goals, to play electronic and manual games, to watch videos, to listen to stories and many more.

Liberdade District

Liberdade is a redoubt of oriental culture. It has thematic decorations on the streets with traditional Japanese lanterns, aside from characteristic architecture that can be seen in diverse points of the district. Good part of the residents in the district speaks the mother tongue. It even has a large number of stores with typical products and foods, aside from a craft fair that takes place on weekends. The **Busshinji Temple** is located along São Joaquim Street.

Vila Madalena

Redoubt of bohemians on duty, along the streets of Vila Madalena bars and night clubs for all tastes operate. Another interesting spot of the district is **Beco do Batman** *(Batman's Alley),* an open air gallery, located along Rua Gonçalo Afonso. The path walls are covered with graffiti of national and foreign artists. It is also an excellent place to tour through the art studios.

Vila Madalena

© Caio Pimenta

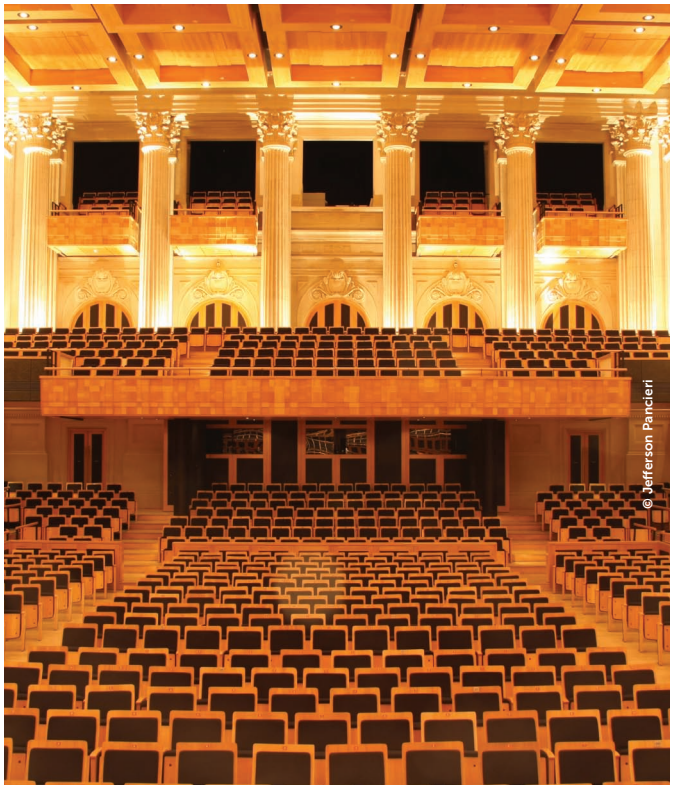
© Caio Pimenta

Liberdade

Ipiranga Museum

The **Museu Paulista** *(São Paulo Museum)*, known as **Museu do Ipiranga**, lies on the banks of the Ipiranga brook, where Brazil's independence was proclaimed. It has an eclectic architectural style and it is surrounded by a beautiful garden. Despite the fact that the building, which houses a collection of 125,000 pieces, is under renovation, the historic character of the site and a relaxing stroll through Independence Park make it worth a visit.

São Paulo Museum



Sala São Paulo

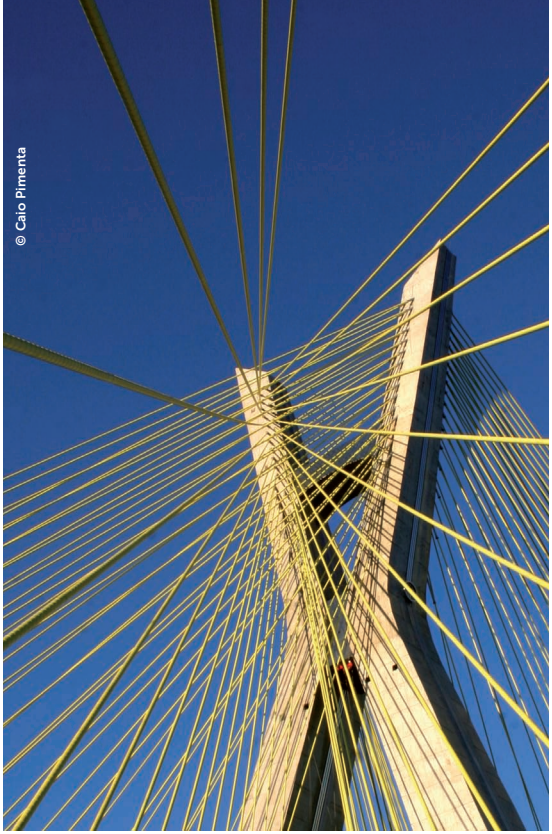
Estação Júlio Prestes *(Julio Prestes Station)* would be the starting station of the Estrada de Ferro Sorocabana (Sorocaba Railroad), the main coffee transportation vein in São Paulo. Its architectural project was awarded at the 3rd Pan-American Congress of Architects, of 1927, but its definite inauguration took place in 1934. In 1990 the proposal of reforming the station and transforming part of its lovely building into the seat of the São Paulo State Symphonic Orchestra (Osesp – Orquestra Sinfônica do Estado de São Paulo) emerged, giving rise to **Sala São Paulo** *(São Paulo Hall),* today considered as the best concert hall of Latin America. The place has proportions of renowned spaces of world concerts, like the Boston Symphony Hall in the United States, and that of Musikreinsaal in Vienna.

São Paulo Hall

Other city icons

Octávio Frias de Oliveira Bridge
Inaugurated in 2008, its modern and bold architecture is the symbol of a city raised by man and where the country's most thriving economy is.

Corner of Ipiranga and São João Avenue
Eternalized by Caetano Veloso in the song "Sampa", is where Bar Brahma, its live music shows and Esquina da MPB, 24 hours are.


© Caio Pimenta

Octávio Frias de Oliveira Bridge

Copan Building

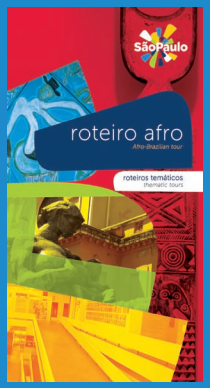
© José Cordeiro

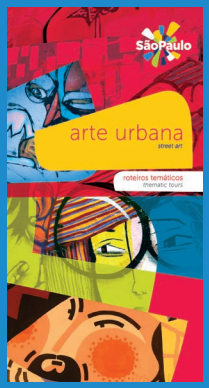
Rua Augusta
Street that crosses Avenida Paulista, has movie houses, theaters and tens of bars of night clubs for all styles.

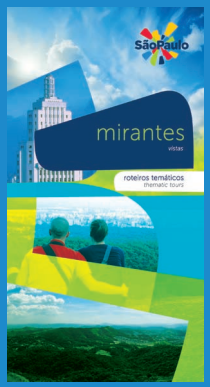
Copan Building
Project of Oscar Niemeyer, its "S" shape still holds hundreds of dwellers.

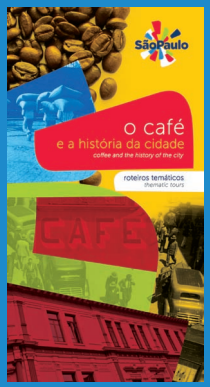
Itineraries for **all tastes**

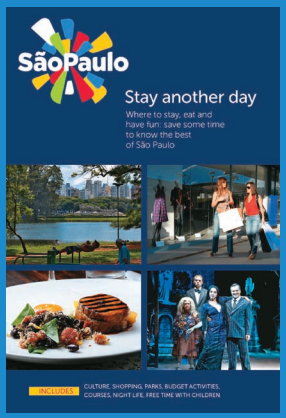
Nine thematic routes for discovering the city:
Creative City, Coffee and the History of the City of São Paulo, Urban Art, Soccer, Architecture through Historical Downtown Afro Culture, Independence, Vistas and Eco-Rural.
Find out more at: www.cidadedesaopaulo.com











One-day **tours**

For whoever will stay for a few days in the city, the capital of São Paulo has available the guide **Fique Mais Um Dia** *(Stay Another Day)*, with 20 choices of one-day thematic tours, with themes like Culture, Through Downtown, In Open Air, Performing Arts, Cool, Economical, Sophisticated, With Kids, among others.
Find out more at: www.fiquemaisumdia.com.br

São Paulo resident's **lifestyle**

Whether for the native São Paulo resident or those who came from the outskirts, to be a São Paulo resident is a multifaceted mood, which mixes the rush so as not to arrive late with the tranquility of a draft beer during happy hour after a day's work.

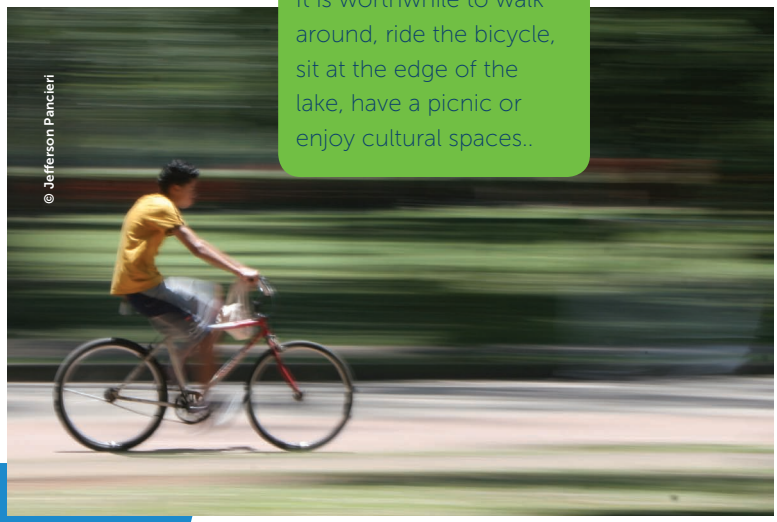
What can, then, be considered a São Paulo experience? Waling at the Ibirapuera Park on a weekend, going to the mall "solely to buy a knick-knack", eating pizza on a Sunday night, enjoying a "pastel" (pastry) at the street fair, coffee espresso and bakery, gigantic bookstores and everything that is open 24 hours a day. On weekends, savoring a feijoada to the music of the samba and watching a soccer game. To be a São Paulo resident is to be, at the same time, extremely Brazilian and global.

© Jefferson Pancieri

ENJOY SUNDAY AT THE IBIRAPUERA PARK
It is the São Paulo dweller's cup of tea. It is worthwhile to walk around, ride the bicycle, sit at the edge of the lake, have a picnic or enjoy cultural spaces..

© Marina Shemesh

MAKE THE BAKERY A LIFESTYLE
São Paulo has gigantic bakeries, boutique bakeries, 24-hour bakeries... Aside from diverse breads, the choices of sweets and salty snacks are almost infinite. For a "quick ooze" at anytime or for having lunch, dinner, to eat after the night out...


© Jefferson Pancieri

GET INTO THE SAMBA

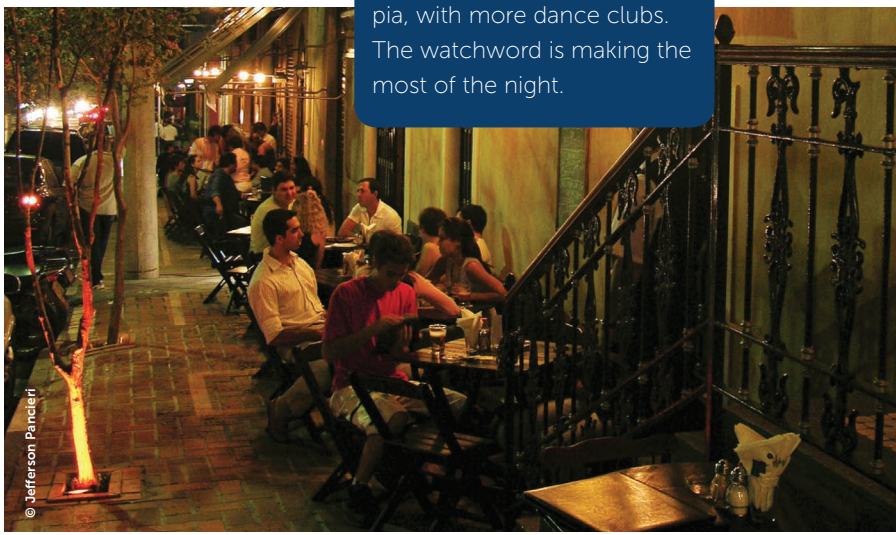
Warm-up for the Carnival starts at the courts of the samba schools, which carry out, all year round, rehearsals open to the public at their seats to settle details and to motivate the merrymakers. They are huge parties. And there is also the street Carnival. Every region has its block where it goes through the city streets with marches and typical beats, with a crowd behind singing, dancing the samba and having fun.

MAKE THE MOST OF THE NIGHT

It can be at Vila Madalena, with its various bars, at Rua Augusta, with the most eclectic night outs, or at Vila Olimpia, with more dance clubs. The watchword is making the most of the night.

EAT PIZZA AT ANY TIME

There are over five thousand pizza parlors throughout the city. City dwellers say that the Italians invented the pizza, but the São Paulo dweller improved and diversified the flavors.

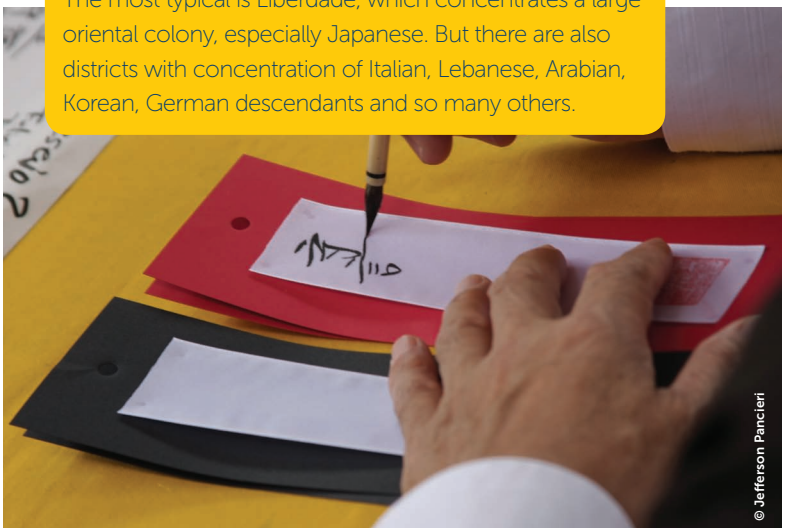


DO YOUR SHOPPING ON POPULAR TRADE STREETS

Rua 25 de Março is the largest popular open-air shopping mall of Latin America and offers decoration items, trinkets, household utensils and others. Rua José Paulino, at Bom Retiro, is famous for hundreds of garment stores at more modest prices. And Rua Santa Efigênia is the electronics and informatics paradise. Both attract a lot of buyers from all over Brazil. And every São Paulo dweller goes to these places from time to time to check out novelties.

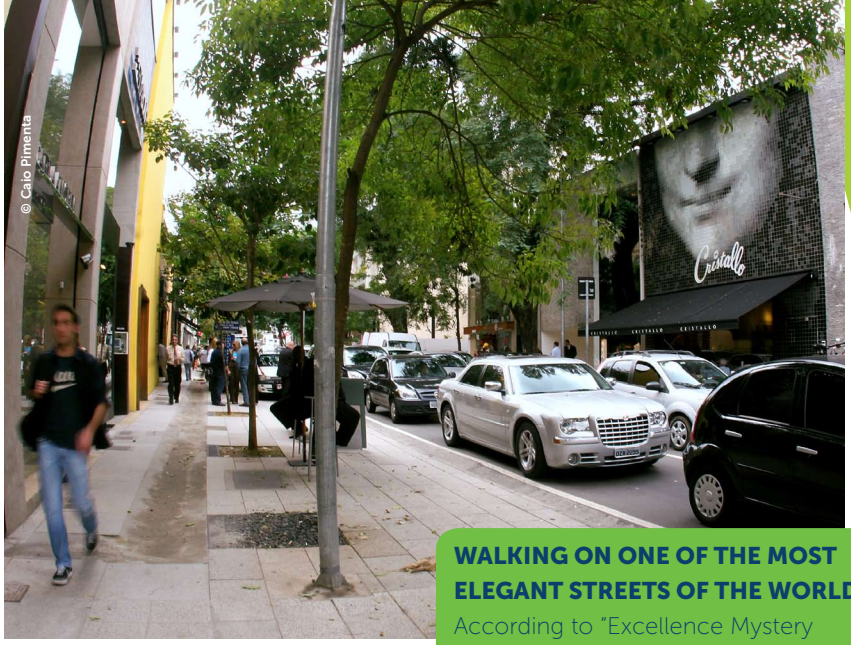
TAKE A WALK THROUGH DISTRICTS THAT SEEM LIKE A COUNTRY

The most typical is Liberdade, which concentrates a large oriental colony, especially Japanese. But there are also districts with concentration of Italian, Lebanese, Arabian, Korean, German descendants and so many others.



OBSERVE SÃO PAULO FROM ON HIGH

At least once in a lifetime, it is necessary to go up to the top of Edificio Italia, one of the highest spots of the city, which holds a traditional restaurant of Italian cuisine – stage for many marriage proposals – and a marvelous 360 degree view of the capital of São Paulo.



© Caio Pimenta

WALKING ON ONE OF THE MOST ELEGANT STREETS OF THE WORLD
According to "Excellence Mystery Shopping International", Oscar Freire street, Jardins, is among the ten most luxurious streets of the world. All of the world's renowned signature clothes are gathered there.

BOLOGNA SANDWICH
Go to Municipal Market and enjoy it at the mezzanine. Try also the cod fish fried turnover ("pastel").

EATING "PASTEL" AT THE STREET FAIR
One of the preferred fairs is in front of the Pacaembu stadium, on Thursdays, but there are excellent options throughout the city.

© Caio Pimenta

© Divulgação Koi

THE AFTER PARTIES ORIENTAL FLAVOR
Specialized establishments fill up during the early hours of the morning. Temakis are the most ordered delicacies, since they are well served and with diverse flavors. Consumption grew so much that it is possible to find restaurants of the kind in all districts of the city.

Surroundings: one state, multiple destinations

If the magnitude of the city of São Paulo provides multiple options to the visitor, to get to know its surroundings is to have even much more at your disposal. The activities that complement the experience in the global metropolis are countless.

The natural sceneries of the State countryside are summed up to frequented beaches and to almost deserted beaches. There are perfect places for the practice of radical sports and the possibility of experiencing the rural daily life when lodging in century-old farms – part of the immense historical wealth of the region. The destinations of religious pilgrimage and thematic parks, the right entertainment for kids are also much visited. Still close to the city, it is possible to find souvenirs for a certainly unforgettable trip.

Chapada Guarani

Ecotourism

Nature

The State of São Paulo preserves ecological sanctuaries with dazzling landscapes and great diversity of animal and plant species. The sustainable tourism model implemented in these localities is an assurance that the ecosystem balance will not be disrupted. Visits to ecological stations and aquatic activities are among the main activities.

Outstanding cities: Ilha do Cardoso, Iguape, Paranapiacaba, Parque Estadual Intervales, Parque Estadual Turístico do Alto Ribeira (PETAR), Parque Estadual Carlos Botelho.

Fruit Circuit
The focus is the fruit producing cities, like grape, strawberry and fig, with rural properties open to visitors.
www.circuitodasfrutas.com.br

Mantiqueira Circuit
It covers seven tourist cities of the region, good for resting and enjoying nature.
www.circuitomantiqueira.blogspot.com

Historical Valley Circuit
Gastronomy and culture, aside from rivers and caves, at the Mantiqueira and Bocaina ranges.
www.circuitovalehistorico.com.br

Coastal Tourist Circuit of the Atlantic Forest
Its itineraries explore the history, culture, ecology and the rural area of this coastal region.
www.roteirosdacosta.com.br

Sports and Adventure

Whoever likes adrenalin in communion with nature is going to find good options in the air, water and land – hang gliding, skydiving, rafting, rappel, mountain climbing, waterfall rappelling, adventure park (rope courses) and caving or cave exploring are some of the activities awaiting the visitor. For those who prefer milder activities, there are places for fishing, swimming, boat rides and balloon rides.

Outstanding cities: Brotas, Boituva, Socorro, Juquitiba, Capão Bonito, Atibaia, Iporanga, Eldorado, São Miguel Arcanjo, Analândia, São Carlos.

Campos do Jordão

© Miguel Schincariol / Banco de Imagens do Estado de São Paulo

Rural

Rural properties receive visitors interested in getting acquainted closely with the daily life of the field and farms, in a quite peculiar lifestyle. The production of flowers and fruits is the activity of many cities close to São Paulo. In some localities, there are visits to rural properties and historical constructions, therapeutic treatments in communion with nature, visits to vineyards and tasting of wines and cheeses.

Outstanding cities: Atibaia, Jundiai, Indaiatuba , Itatiba, Valinhos, Vinhedo, Holambra and São Roque.

Range and Mountain

To enjoy pure air in a climate that reminds of European estates is a privilege of whoever visits the mountain range cities of the State. The main attractions of these cities, aside from their cold climate and architecture, are also their gastronomy, music, landscapes and practice of sports in contact with nature.

Outstanding cities: Campos do Jordão, Santo Antônio do Pinhal, São Bento do Sapucaí, São Francisco Xavier, Cunha.

Walk of Faith
Tips to those who wish to make a pilgrimage up to the National Sanctuary of Aparecida.
www.caminhodafe.com.br

São Paulo Water Circuit
It brings together eight thermal resorts at the Serra da Mantiqueira.
www.circuitodasaguaspaulista.com.br

Cuesta Hub
It brings together ten tourist cities in the region of the Cuest rock formation.
www.polocuesta.com.br

Historical São Paulo Farms
Rural properties of the 18th and 19th centuries.
www.fazendaspaulistas.com.br

Sun and Beach

The coast of São Paulo flaunts with a surprising variety of beaches – and the proximity with the Atlantic Forest enchants the visitors. From the most urbanized to those that are maintained exactly as they were for centuries, from those preferred by bathers to those visited by lovers of nautical sports, the common vestige of all these beaches is, always, beauty.

Ilhabela

Northern Coast

Composed of four cities, the visit to the region is a program that can be extended for several days. In their wide avenues at the seashore it is possible to take a walk and ride bicycles. There are beaches of different styles (from beaches appropriate for surfing and with waggling night life and others with 19th century buildings, natural beauties and ideal for bathing), aside from waterfalls, mountains and practice of sports like yachting.
Outstanding cities: Caraguatatuba, São Sebastião, Ilhabela, Ubatuba.

Southern Coast

More urbanized, the beaches of the southern coast of the capital tend to be more visited, both for their historical centers, their strong culture and the different tours that they offer (the Santos Aquarium, for example) and for their sophistication and movement. They are also much recommended for diving, ecological hiking and fishing.
Outstanding cities: Santos, Guarujá, São Vicente.

Santos

Embu das Artes

Craft and Shopping

Some cities are excellent for the choice of typical souvenirs. It is the case of Embu das Artes, stage of a traditional and visited art and craft fair open on Sundays. For other shopping sprees, there are cities that stand out in the garment sector specialized in leather, others in antiques, others even, in china and porcelain, however, most invests in craft and in artworks.
Outstanding cities: Embu das Artes, Serra Negra, Itu, Jaú, Franca, Ibitinga, Limeira, Pedreira, Taubaté.

Culture

Religious

Religiosity is a remarkable characteristic of the Brazilian people. São Paulo gathers together some of the main spots of manifestation of this faith, for example Aparecida, city that lives around the devotion to Our Lady of Aparecida, patroness of Brazil and Cotia, which holds the largest Buddhist temple of Latin America.
Outstanding cities: Aparecida, Guaratinguetá, Cotia.

Historical and Cultural

Some cities are symbols of the trajectory of State full of remarkable episodes, like the expeditions of the bandeirantes (starting from the 17th century), the gold cycle (in the 18th century) and coffee cycle (in the 19th century. The wealth of these cities, present all year round, blooms in popular and religious feasts, which follow traditions and rituals. Aside from masses and processions, the feasts include secular musical shows and theatrical presentations, like the "cavalhada", where horsemen simulate a battle between Christians and Moors during the era of the Crusades.
Architectural assemblies preserved for centuries and uncountable historical heritages also stand out.
Outstanding cities: Santana de Parnaíba, São Luís do Paraitinga, Cabreúva, Itu, Pirapora do Bom Jesus, Região da Serra da Mantiqueira, Região do Vale do Paraíba, Bananal, São Carlos, Campinas, Limeira.

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www.turismoemsaopaulo.com

Tourist Information Centers *(CITs)*

In the CITs you can find cultural guides, in addition to city maps and sightseeing brochures.

CIT PAULISTA
Mário Covas Park
Avenida Paulista, 1,853.
Daily from 9 a.m. to 6 p.m.

CIT TIETÊ
Tietê Bus Terminal (Arrival platform).
Daily from 6 a.m. to 10 p.m.

CIT MERCADO
Municipal Market. Rua da Cantareira, 306. Rua E, Gate 04.
Monday to Saturday, from 8 a.m. to 5 p.m. and Sunday from 7 a.m. to 4 p.m.

CIT OLIDO
Galeria Olido (Olido Gallery)
Avenida São João, 473 – Central Area.
Daily from 9 a.m. to 6 p.m.

CIT REPÚBLICA
Praça da República - Central Area.
Daily from 9 a.m. to 6 p.m.

CIT CONGONHAS
Congonhas Airport. Av. Washington Luis, s/n - arrivals, ground floor.
Open daily from 6 a.m. to 11 p.m.

© José Cordeiro

CIT Paulista

KNOW MORE ABOUT THE CITY OF SÃO PAULO

The city's tourist portal for more information
São Paulo Turismo (SPTuris) makes available the portal www.cidadedesaopaulo.com to those interested in getting a little more acquainted with the attractions that are on the billboard in São Paulo. There are, for example, tips on how to enjoy the city free of charge (www.catracalivre.com.br), aside from Travel Guide, Culture and Leisure, Business and Events, Multimedia, News, Press and registration for whomever wishes to receive the latest news by e-mail. There are even SP 24h, thematic itineraries, transportations, city tours, maps, shopping guide, what to visit, tours that cannot be missed, schedule of business and cultural events, photos, videos, data, researches and download options of all promotional materials.

More at
www.cidadedesaopaulo.com

Cover Images

1 **SESC Pompéia** *© Caio Pimenta*
The differential of this great cultural and sporting center is in Lina Bo Bardi's modernist architecture. In addition to a democratic and versatile space with options for all ages, SESC Pompéia can be considered a true work of art where the public relies on physical, educational, cultural and leisure activities – from theater plays to computer courses, for example, and all at affordable prices!

2 **Auditório do Ibirapuera** *© Caio Pimenta*
Icon of São Paulo architecture, this incredible building is located in Ibirapuera Park and shelters one of the most important music learning centers for children and adolescents from public schools. In addition to being stage for major concerts, as for instance the recent Rock in Rio Festival, was worth receiving the It was worthy receiving the much disputed international Latin Grammy Awards. Opened in 2005, it has the signature of Oscar Niemeyer in the set design, and of Tomie Ohtake in the huge wave located behind the auditorium. Highlights also include the huge red structure protruded out of the set, resembling a tongue!

3 **Edifício Copan** *© José Cordeiro*
One of the icons of Niemeyer's architecture, the building in "S" shape houses more than 2,000 residents and 70 shops in the country's largest structure. Daily, it receives visitors curious by the movement of its 20 elevators and for its magnificence.

For more information go to www.cidadedesaopaulo.com

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SÃO PAULO TURISMO

São Paulo Turismo (SPTuris) is the tourism and events municipal company of the city. It also manages the Anhembi Park and Interlagos Car Racetrack, aside from running some of the major events of the capital.

Visit:

www.cidadedesaopaulo.com
www.spturis.com
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