



## Stay another day

Where to stay, eat and  
have fun: save some time  
to know the best  
of São Paulo



**INCLUDES**

CULTURE, SHOPPING, PARKS, BUDGET ACTIVITIES,  
COURSES, NIGHT LIFE, FREE TIME WITH CHILDREN

# experience it all

To experience São Paulo is to enjoy every moment of your trip.

Finding out the diversity of city's many restaurants, stores, theaters, museums and shows and, at the end of the day, knowing that it's just the beginning.

**Consult your travel agent.**

[cidadesaopaulo.com](http://cidadesaopaulo.com)

[f](#) TurismoemSP [t](#) turismosaopaulo



*São Paulo*  
**turismo.**  
[www.spluris.com](http://www.spluris.com)

  
**PREFEITURA DE SÃO PAULO**  
TURISMO



# Experience it all

São Paulo is an emblematic and surprising city. As a business hub, it is a leader in South America, either due to its large market, its infrastructure and its service network or for boasting some of the best research centers and qualified professionals, all of which make the metropolis a commercial and trendsetter hub, where subsidiaries of the world's largest companies are located.

These are the major features that attract a large share of the tourists arriving in São Paulo's capital every year: no less than 45% of its visitors are businessmen, entrepreneurs, senior executives or companies' employees who come to the city to attend a meeting, an event or close a good deal.

But there is another side to the town that visitors have started to discover - and have eventually fallen in love with. It's that side of São Paulo that pulsates with culture, creativity, innovation, haute cuisine, entertainment, and diversity, captivating people from all over the country and the world. The São Paulo that blends cutting-edge international trends to the peculiarities of Brazilian culture, creating unique and innovative products, tours, places and experiences.

That's why this guide invites you, the visitor, to extend your stay for at least another day to experience what the city can offer, thus getting in contact with the new, the unique, and whatever is hip.

And to make your search easier, you only need to select one of the suggested one-day tours on the following pages, according to your preferences and style or according to where you are staying, so you do not have to cross long distances.

Do not miss the chance of enjoying this metropolis. Since you are in São Paulo, make the most of it, extending your stay for at least one day; prepare yourself a nice itinerary and experience it all.

São Paulo Turismo  
São Paulo City Hall





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# Design your itinerary

If you have an extra day in São Paulo you may decide what to do considering a theme or a region of the city

## CUSTOM TOURS

Nine amazing routes, according to different profiles and interests, are suggested. Each one has a list of activities that last all day long, from breakfast till the wee hours.



Museu da Língua Portuguesa



Rua João Cachoeira

## COURSES

São Paulo is also a place for teaching and learning, the pillars that support the movement of creative cities around the world (read more on page 12). To incorporate new experiences into your trip, the routes include some suggestions of short-length duration courses.

Featured suggestions

## MUST-SEE NEIGHBORHOODS

Attractions in this section are organized according to the neighborhoods and regions that gather most hotels and tourist sights, so you can have fun and enjoy the city any time you wish. Indications fall into categories: Attractions, Accommodation, Food, and Nightlife.

**FEELING PROJECT**  
It shelters one of the most important collections in Latin America by artists like Monet, Picasso and Van Gogh. This museum holds 6,000 pieces, housed in themed exhibitions. The ground area of the museum holds a exhibition area, plus an amphitheater, and a restaurant.

**COURSES**  
Visiting so many museums and art galleries in São Paulo may raise the desire to deepen your knowledge on the subject. MASP (Av. Paulista, 1578, 02223-004), Insurgente offers an introductory course on art history with lectures taught within the premises of the museum, providing an overview of the visual arts. On the other hand, the Course on Art History at M5 (Av. Europa, 158, Jardim Europa, 2112-4777, m5.org.br) emphasizes contemporary art and its relationship with technology and digital media, covering from the Renaissance to present days.

**FEELING YOUR CITY**  
If you have an extra day in São Paulo you may decide what to do considering a theme or a region of the city

**SERVICES** All the attractions and establishments are followed by their addresses and phone numbers (the area code for São Paulo is 11). Before setting out, check times, prices, and schedules – or book a table, for restaurants. Shops are usually open from Monday to Saturday, from 9am to 6pm; shopping malls are open from 10am to 10pm and, on Sundays, from 2pm to 8pm.

# Understand São Paulo



Mário Pimenta Camargo Park (Parque do Povo): the green area brings color to the city's skyline

São Paulo is such a multiple city that it cannot be described in a few words. But it is exactly this diversity what makes it so unique, a city laden with museums, theaters, cinemas, parks, stadiums, hotels, bars, restaurants, and many other entertainment options. To make the most of your stay in the metropolis, follow these indications and tips on how to arrive, get around and visit the main attractions of São Paulo's capital.

## City routes

You can contact one of the inbound travel agencies and hire guided tours, which also offer special packages – one example is the Formula 1, which may be taken by fans on the days of the race. The city hall also indicates themed itineraries you may follow on your own (*learn more at [cidadedesapaulo.com](http://cidadedesapaulo.com)*):

**ARCHITECTURE IN THE HISTORICAL CENTER** Visit one-hundred-year-old buildings such as the Tribunal de Justiça (Court Room) and the Martinelli Building.

**AFRICAN CULTURE** Casa Mestre Ananias, a house founded by the pioneer capoeira player in the city, is among the sights of this tour.

**STREET ART** Interventions by artists are scattered on walls in the four corners of the city.

**CREATIVE CITY** A tour to see the attractions and activities that confirm the expressiveness and the vocations of the metropolis.

**RURAL ECOTOURISM** Trails, waterfalls, and indigenous communities can be visited in the environmental protection areas of the city.

**INDEPENDENCE OF BRAZIL** A historical overview, from the site where independence was proclaimed to the museum within Independência Park.

**COFFEE** The grain is part of the city's history, bolstering the construction of railways, up to the place where the coffee was negotiated.

**FOOTBALL** Praça Charles Miller is the starting point for visitors who want to learn more about the sport that landed first in São Paulo before taking over Brazil.

**VIEWING POINTS** The vastness of the city can be seen from above, from vantage points like the top of Copan Building and Pico do Jaraguá.

## Cultural programs

Listings supplements featuring the cultural activities of the city are brought out by major newspapers on Fridays. Veja São Paulo is a listings magazine enclosed published on Saturdays. On the internet, check these websites: [cidadedesapaulo.com](http://cidadedesapaulo.com), [guiadasemana.com.br](http://guiadasemana.com.br), [guia.folha.com.br](http://guia.folha.com.br), [vejinha.com.br](http://vejinha.com.br) and [visitesaopaulo.com](http://visitesaopaulo.com). You may also purchase tickets for movies and shows in these websites: [ingresso.com](http://ingresso.com), [ingressoofacil.com.br](http://ingressoofacil.com.br), [ingressoofacil.com.br](http://ingressoofacil.com.br), [ticketsforfun.com.br](http://ticketsforfun.com.br), and [cinemark.com.br](http://cinemark.com.br).



Pinacoteca: a vast collection of sculptures

Photo credits: 1 © Ricardo Rollo, 2 © Jair Magri

## Useful telephone numbers

### AREA CODE 11

(São Paulo City and metropolitan area)

### FIRE BRIGADE 193

### EMERGENCY MEDICAL SERVICE 192

### MILITARY POLICE 190

### CIVIL POLICE 197

### TRAFFIC EMERGENCY 1188

### DEATUR (Tourist Police Station)

3257-4475

### CONSUMERS' DEFENSE 151

### DIRECTORY ASSISTANCE 102

### SÃO PAULO CONVENTION & VISITORS

BUREAU 3736-0600

### SÃO PAULO TURISMO 2226-0400

### INTERNATIONAL CALLS

Embratel 00 + 21 + country code + area code + telephone number

Vlvo 00 + 15 + country code + area code + telephone number

## Arriving

### AIRPORTS

The airports of Congonhas and Guarulhos are the entrance doors to those flying in to São Paulo. Special air-conditioned coaches (**Airport Bus Service**; 0800 770 7995, Mon to Fri, 7am to 7pm; [airportbuservice.com.br](http://airportbuservice.com.br)), connect both airports and stop at major sites in the city, like some hotels on Paulista Avenue, Augusta Street, Praça da República and bus terminals. A metropolitan bus line also links the Tatuapé subway station to the Guarulhos terminal. The city is also home to a runway for executive aviation and air taxi, called Campo de Marte; it is 99km from the Aeroporto Internacional de Viracopos, in Campinas.

Most Brazilian airlines sell tickets online, but foreigners must head to the companies' counters or agencies.

**AEROPORTODECONGONHAS** *Av. Washington Luís, s/n, Campo Belo; 5090-9000;*

**AEROPORTO INTERNACIONAL DE SÃO PAULO** *Rod. Hélio Smidt, s/n, Guarulhos; 2445-2945;*

**AEROPORTO INTERNACIONAL DE VIRACOPOS** *Rod. Santos Dumont, Km 66, Campinas; (19) 3725-5000;*

**CAMPO DE MARTE** *Av. Santos Dumont, 1979, Santana; 2223-3700.*

### INTERCITY BUSTERMINALS

There are three bus terminals in São Paulo (Tietê, Barra Funda and Jabaquara), all of which are operated by Socicam (3866-1110; [socicam.com.br](http://socicam.com.br)).

**TERMINAL RODOVIÁRIO GOVERNADOR CARVALHO PINTO (TIETÊ)** The largest bus terminal is next to the Tietê subway station. Buses service 1 033 cities of 21 states in Brazil and also in Uruguay, Paraguay, Argentina, Chile, and Peru. *Av. Cruzeiro do Sul, 1800.*

**TERMINAL RODOVIÁRIO BARRA FUNDA** This terminal interconnects the subway system, metropolitan trains, buses and interstate buses. 446 destinations are serviced. *R. Auro Soares de Moura Andrade, 664.*

**TERMINAL RODOVIÁRIO JABAQUARA** Attached to the Jabaquara subway station. Buses service ten cities of the southern coast of São Paulo. *R. Jequitibás, s/n.*

## Getting Around

### CAR OR TAXI

The sheer number of vehicles in the city, above 7 million, usually causes slowdown in traffic, especially in the early morning, late afternoon and on rainy days. If you rent a car, beware of vehicle restrictions based on plate numbers enforced during the week in a large area around the city center. If you'd rather take a taxi, select from the categories: common, special, and radio taxi. The two last ones are more expensive, but reachable by phone (**Guarucoop** 2440-7070; **Rádio-Táxi Vermelho e Branco** 3146-4000; **Táxi Comum Aeroporto de Congonhas** 5533-6631; **Táxi Comum Rodoviária Tietê** 2221-3779).

### BUS

There are 1 349 bus lines operating in the city. All of them take the so-called Bilhete Único, a card which allows users to get on up to four buses in a period of three hours, paying for just one trip. This card is sold on SPTrans booths, newsstands and lottery kiosks. For itineraries, call 156 or access the website [www.sptrans.com.br](http://www.sptrans.com.br).

### SUBWAY

The Yellow, Blue, Green, and Red lines are open from Sunday to Friday from 4:40am to midnight, and to 1am on Saturdays. The Lilac line also operates daily, but always closes at midnight. Further information on [www.metro.sp.gov.br](http://www.metro.sp.gov.br) and [www.viaquatro.com.br](http://www.viaquatro.com.br).

## CITs

The CITs are the official Tourist Information Centers of the city of São Paulo. Bilingual professionals are available to help and provide information about events, attractions, facilities and essentials of the metropolis. Visitors will also find guides, maps, and leaflets with suggestions of activities and tips. Updated information about the CITs can be obtained on the website [www.cidadedesaopaulo.com](http://www.cidadedesaopaulo.com).

### CIT ANHEMBI

*Open during events at the Anhembi Park.*

### CIT CONGONHAS

*Av. Washington Luís, s/nº, arrivals area.*

### CIT MERCADO

*R. da Cantareira, 306, inside Mercado Municipal de São Paulo*

### CIT OLIDO

*Av. São João, 473, inside Galeria Olido.*

### CIT PAULISTA

*Av. Paulista, 1853, inside Mário Covas Park*

### CIT REPÚBLICA

*Pça. da República, Centro.*

### CIT TIETÊ

*Terminal Rodoviário Tietê (Intercity Bus Terminal), arrivals area.*

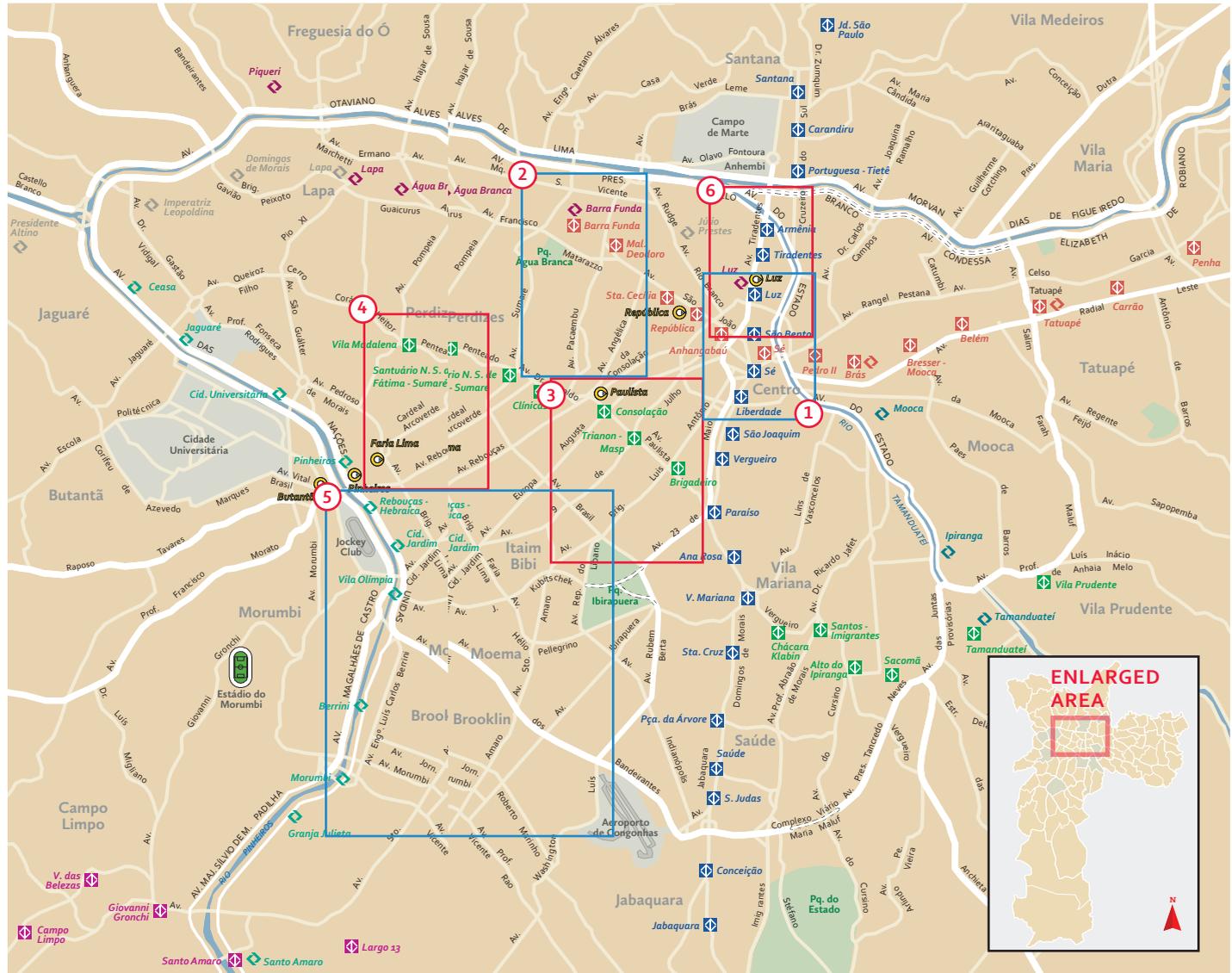
## Electronic guide

If you have in your hands a smartphone or a tablet with internet access you may obtain information about services, establishments and tourist sights with the app **SP Mobile**, available at Google Play ([play.google.com](http://play.google.com)).

# Check the map

São Paulo has an area of 1.5 million sq km. Most attractions and tourist sights are located in Centro (Downtown) and in South Zone or West Zone. This guide has prepared six tours, which are detailed in the chapter Must-see Neighborhoods. You will find suggestions of accommodation, restaurants, shops, bars, and night clubs in the following districts:

- ① **CENTRO, LIBERDADE AND BELA VISTA** This region tells the history of São Paulo.
- ② **PACAEMBU, HIGIENÓPOLIS AND BARRA FUNDA** Gastronomy, soccer and nightlife meet in these multicultural neighborhoods.
- ③ **PAULISTA AVENUE, CONSO LAÇÃO, JARDINS AND IBIRAPUERA** This route allows for an intense cultural life and boasts the most popular green area in the city.
- ④ **PINHEIROS AND VILA MADALENA** Day and night activities in this bohemian region, laden with bars and workshops.
- ⑤ **MOEMA, BROOKLIN, ITAIM BIBI AND MORUMBI** Lined along this axis are sophisticated establishments, from hotels to restaurants.
- ⑥ **LUZ, BOM RETIRO AND BRÁS** This region keeps records of the city's tradition, in museums and commercial streets.



# São Paulo creative city

The diversity of cultures and ethnicities that shaped the state capital works as a driving force in the search for knowledge, inventivity and quality of life within urban areas

Nearly five centuries after its foundation, São Paulo moves ahead in its cutting edge path, strongly influenced by diversity. The melting pot of nationalities, cultures and ideals transformed a small village into the modern and vibrating metropolis we know.

São Paulo is superlative. It holds fairs and business events, sporting events, film festivals and internationally acclaimed music festivals. It houses museums with precious art collections, while its stages receive numerous talents of the dramatic arts. São Paulo boasts the largest number of hotel rooms in Latin America. Its territory is home to major companies and prestigious universities. It is one of the gastronomic and bohemian capitals of the world.

It is in this context of multiple vocations that São Paulo takes on its role as a creative city. This term, which stemmed from the concept of creative economy, was first elaborat-

ed by scholars in the 1980s. It arose from the need to open up new paths for sustainable urban development, as a result of the decline of the industrial age and the constant adoption of new technologies.

Following the lead of London and Australia, many cities and countries have already adopted creativity as a watchword in order to reinvent their means of production and of society's participation. These are places in which socioeconomic conditions were designed to attract and retain talented citizens. It is through the appreciation of the intellectual capacity of people that new management or business models may be created.

São Paulo also has plenty of reasons and tools to partake in this movement. The metropolis has long proved to be a democratic space, hosting an array of activities related to the cultural and entertainment markets. Recent studies show that



Musicals, museums, and cultural activities feed the creativity of the metropolis

São Paulo concentrates 9% of Brazilian companies linked to the creative economy, as well as 15% of all professionals in this segment.

Thus the city expresses its creative potential all year long and all over its territory. In the bustle of Rua Augusta and Vila Madalena, in the cultural hubs of art and design, in its parks and sports centers, in its educational institutions, at the São Paulo Fashion Week, at the International Film Festival, at the Campus Party, at the LGBT Pride Parade, at the Book, Arts, and

Architecture biennials. These experiences convey knowledge to its citizens, expanding job opportunities and encouraging the search for improved quality of life in urban environments.

To continue as the creative city we expect it to be, São Paulo's metamorphosis must be based on imagination, collaboration and the effective participation of its inhabitants and visitors alike. Enjoy the many cities of São Paulo. Frenzied, savvy, green, cozy, unique, unfathomable. Come discover all of them and be a part of this story.

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1©

2©



3©

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# Custom itineraries

Sao Paulo is a superlative city, with attractions for all walks of life. Do not miss the chance of delving into the charms of the metropolis: discover which suggested itinerary suits your style and enjoy it.

# A day in nature



Ibirapuera Park, the green area is one of the most complete leisure facilities in the São Paulo

It is easy to see São Paulo as a “stone jungle”, always with a row of skyscrapers against the skyline. But a closer look shows more green space. There are over 90 parks; some of which are oases within the urban area, while some, farther from the center, are natural reserves – totaling 300,000 sq km of vegetation, a 21% of the city’s territory. And to keep in touch with nature at mealtimes, several restaurants offer tables outdoors in tree-lined areas.

## MORNING

Wear light clothes for your ride outdoors. Then, it is worth sampling a hearty and healthy breakfast. A large variety of fruit juices and other natural suggestions, such as mashed açaí, compose the menu of **Bolados Sucos** (R. Joaquim Floriano, 373, Itaim Bibi; 3168-5723). On weekends, head to the nearby **Pé no Parque** (R. Inhambu, 240, Moema; 5051-3376).

Thus you have started your day near the green area which is at the heart of São Paulo and its inhabitants, **Ibirapuera Park** (Av. Pedro Álvares Cabral, s/n; parqueibirapuera.org). Open for almost six decades, it is one of the most comprehensive leisure facilities in the city. The park stretches well over 1600 sq km, with hiking trails, jogging tracks, a bike lane, sports courts, playground and areas and equipment for gymnastics and fitness activities. Encompassing four lakes, a forest of eucalyptus trees, lawns and native and exotic specimens of trees such as ironwood and Brazil wood, the park also shelters a plant nursery, the **Viveiro Manequinho Lopes** (Av. IV Centenário, Gate 7A; 3887-6761), the origin of many seedlings that are planted along city streets. Still inside the Ibirapuera, you can see another side of nature at the **Planetário** (temporarily closed. 5575-5206; prefeitura.sp.gov.br/astronomia). Thanks to a modern projector, visitors may observe the skies of different parts of the universe.

It is worth mentioning that there are more reasons to deem the Ibirapuera, designed by architect Oscar Niemeyer, a multifaceted portrait of the metropolis: it also hosts the buildings of Bienal, Oca, Auditório Ibirapuera, the headquarters of the museums of Modern Art (MAM) and AfroBrasil, as well as monuments and works of art installed on the lawns.

Photo credits: 1© Carmen Fukunari, 2© Renato Nascimento



Cantareira Park: a native forest in the city

## AFTERNOON

For a more intense contact with nature, head to Serra da Cantareira and spend the afternoon there. If you want to quench your hunger before beginning the adventure, visit the restaurant **O Velhão/As Vêia** (Estr. Santa Inês, 3000, Mairiporã; 11 4485-4195). Ask for a table on the terrace facing the woods, help yourself at the buffet with regional food and take your time savoring the dishes and enjoying the scenery.

Next, visit the **Cantareira Park** (R. do Horto, 1799, Horto Florestal; 2203-0115) and see one of the largest urban native forests in the world. Among the tracks, take the one leading to the Mirante da Pedra Grande (Belvedere), which offers a beautiful panorama of the city from the top of a rock, at 1010 m height. An-



Horto Florestal: in addition to leisure facilities, some areas promote the contemplation of nature

other major green area in the region is **Horto Florestal** (R. do Horto, 931, Horto Florestal; 2232-3117; [iflorestal.sp.gov.br/hortoflorestal](http://iflorestal.sp.gov.br/hortoflorestal)), inaugurated over a century ago. With sports courts, playground and good facilities, it is a nice setting for picnics. Still today it is home to capuchin monkeys, capybaras, toucans and other animals. Another pleasant site is the **Pico do Jaraguá** (access by Rod. Anhanguera, km 18, Jaraguá), the highest peak in the capital, with a height of 1135 m. You can go by car or hike along one of the trails leading to the top, from where you see the vastness of São Paulo.

A suggestion for your lunch is **Capim Santo** (Al. Min Rocha Azevedo, 471, Jardins; 3089-9500), which serves traditional Brazilian

dishes on a patio surrounded by greenery.

To contemplate the exuberant flora right inside the metropolis, take a stroll along the tree-lined alleys of **Burle Marx Park** (Av. Dona Helena Pereira de Moraes, 200, Vila Andrade; 3746-7631; [parqueburlemarx.com.br](http://parqueburlemarx.com.br)). What fascinates visitors here is the garden designed by landscape architect Roberto Burle Marx, with imperial palms around a water mirror and a set of sculptures on the lawn, resembling a checkerboard. Not far away is another lovely garden, at the **Fundação Maria Luisa and Oscar Americano** (Av. Morumbi, 4077, Morumbi, 3742-0077; [fundacaooscaramericano.org.br](http://fundacaooscaramericano.org.br)). You can see the sunset from the museum tea room, which is in a house designed by Oswaldo Arthur Bratke.

## ■ EVENING

If you still have some energy after sunset, you may head to **Mário Pimenta Camargo Park**, also known as **Parque do Povo** (Av. Henrique Chamma, 490, Itaim Bibi; 3073-1217), which closes at 10pm. It is a great place for physical activity, for it holds several sports courts – including some specially designed for Paralympic sports – a grass soccer field, a bike lane and a jogging track.

If you'd rather take it a little bit easy, use the low impact fitness equipment or take a walk through the gardens, among fruit trees, hardwoods and a seedbed with herbs. Bear in mind that **Ibirapuera Park** is also sought by those willing to walk, jog or exercise after their working hours, for gates 5 (Av. IV Centenário), 2, 3 and 10 (Av. Pedro Álvares Cabral) only close at midnight.

Later on, choose the restaurant **Praça São Lourenço** (R. Casa do Ator, 608, Vila Olímpia; 3053-9300) to keep with the open air feel during your dinner. The glazed halls surround a square – that's the meaning of praça in Portuguese – where tables lie amidst fruit trees and a koi pond. On the menu, Italian dishes and specialties made in a wood oven.

If you are up for a drink and want to cap off your evening under the stars, **Cânter** (Av. Lineu de Paula Machado, 1263, Cidade Jardim; 3037-7426), inside the Jockey Club de São Paulo, has tables on the lawn and a beautiful night scenery. If you prefer something more laid-back, make for **Pé de Manga** (R. Arapiraca, 152, Vila Madalena; 3032-6068), where a leafy mango tree in the open area welcomes lively customers.



## COURSES

An alternative to learn about sustainability and socio-environmental education are the courses given by the Universidade Aberta do Meio Ambiente e Cultura da Paz (UMAPAZ; 5572-1004; [prefeitura.sp.gov.br/umapaz](http://prefeitura.sp.gov.br/umapaz)). The headquarters is in Ibirapuera Park, but classes are taught in different locations within the city. Another way to get engaged is through the free course of environmental communication at Senac – Jabaquara branch (Av. do Café, 298, 2146-9150; [sp.senac.br](http://sp.senac.br)), in which students learn to disseminate information about nature, besides discussing the importance of green for society.

# A cultural day



MASP: the museum shelters one of the largest art collections in Latin America

São Paulo can proudly boast the title of capital of cultural diversity. Since the 1922 Modern Art Week, the city opened up to old and new art movements, whether national or international. Impressionist and cubist works live side by side under the modern design of MASP, while urban art invades galleries and cultural centers. That is not to mention theaters, cinemas and other venues, set on conquering the public.

## ■ MORNING

Joining culture and history is a good reason to start the day in Centro (Downtown). Thus the first step is to have your breakfast at the oldest bakery in town, **Santa Tereza** (Pça. João Mendes, 150, Centro; 3101-5667), established in 1872. When in doubt, order a *média*, a typical local combination of buttered bread toasted on the griddle and a *pingado*, coffee served in a glass with some drops of milk.

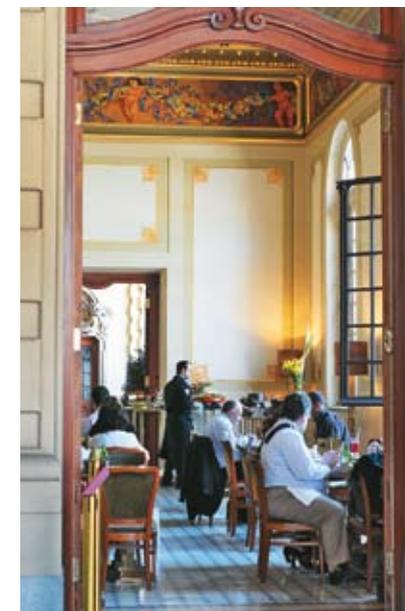
Not far, on Praça do Patriarca, one can see an excellent example of how the new and the old coexist in the metropolis. Buildings from the beginning of last century, like **Matarazzo Building** (Viaduto do Chá, 15, Centro), which houses the town hall, fit harmoniously with a huge portico of 40 m supporting a metal roof – a creation of award-winning architect Paulo Mendes da Rocha. Inaugurated in 2002, it sits atop the entrance to Galeria Prestes Maia.

Walk across Viaduto do Chá, over Vale do Anhangabaú, and admire the splendor of the **Municipal Theater** (Pça Ramos de Azevedo, s/n, Centro, 3397-0300; teatromunicipal.sp.gov.br). Thoroughly restored and reopened in 2011, in its 100th anniversary, the theater has guided tours, but you can simply enter the marble lobby and visit the cafe on the ground floor, which was redesigned by the Campana brothers. Head to the box office and check if there are tickets available for any performances scheduled for the evening. Nearby is the **Biblioteca Mário de Andrade** (R. da Consolação, 94, Centro; 3775-0002). Its collection, that has occupied the building for 70 years, is only surpassed, in Brazil, by that of Biblioteca Nacional (RJ). It shelters important works for research, such as a letter by Manuel da Nóbrega and manuscripts by Ruy Barbosa.

Photo credits: Jair Magri

The ground floor houses the circulating library, with 43,000 books for loan to readers.

A cultural morning may be spent at the concrete side of Ibirapuera Park, checking its museums, pavilions and outdoor exhibits. The **Museu de Arte Moderna – MAM** (Ibirapuera Park, Gate 3, 5085-1300; mam.org.br) usually holds temporary exhibitions; contemporary artists such as Cildo Meirelles enhance the collection of more than 5,000 works. Around the building, some pieces are displayed outdoors in the Sculpture Garden. The **Museu Afro Brasil** (Ibirapuera Park, Gate 10, 3320-8900; museuafrobrasil.com.br), also in one of the pavilions in the park, is dedicated to works of art, photographs, documents and other ethnological items, some dating from the XV



Municipal Theater: a renewed cafe

century, thus composing a comprehensive profile of the black culture in the construction of Brazilian society.

## ■ AFTERNOON

Just by crossing a footbridge over 23 de Maio Avenue you will find another piece of the architectural complex of Ibirapuera: the new headquarters of the **Museu de Arte Contemporânea da Universidade de São Paulo – MAC USP** (Av. Pedro Álvares Cabral, 1301, Ibirapuera, 2648-0254; mac.usp.br). Also designed by Oscar Niemeyer, the building housed a government office up to 2009; it was reopened in January 2012 with an exhibition of 18 sculptures on the ground floor. The institution celebrated its 50th anniversary in 2013.

If you get hungry before you leave the park,

take a chance at the restaurant **Prêt no MAM** (5574-1250), which is inside the museum and always has creative recipes. For dessert, peer through the shop window of **Pâtisserie Douce France** (Al. Jaú, 554, Jardins, 3262-3542). The puff pastry pie will be the fuel you need to move toward Paulista Avenue.

Your next stop is at the **Museu de Arte de São Paulo – MASP** (Av. Paulista, 1578, 3251-5644; masp.art.br). As relevant as its collection, the building is a concrete box suspended by red beams, towering over the span of 74 m, a result of a daring project by Lina Bo Bardi. Inside, it shelters one of the most important art collections in Latin America, with works by artists like Monet, Raphael, Renoir, Picasso and Van Gogh. This collection, which totals 8,000 pieces, is usually displayed in themed exhibi-

tions. The underground area of the museum holds a large exhibition area, plus an amphitheater, a shop and a restaurant.

## ■ EVENING

If you manage to walk along the 2.8 km of Paulista Avenue, you will stumble upon other cultural attractions. Closer to Praça Osvaldo Cruz lie the **Casa das Rosas** (Av. Paulista, 37, 3258-6986), whose activities are focused on poetry and literature, and **Itaú Cultural** (Av. Paulista, 149, 2168-1777), with exhibitions of video art and multimedia languages. At the opposite end of the avenue, **Conjunto Nacional** (Av. Paulista, 2073) holds regular exhibitions in its corridors, which are covered in Portuguese mosaic. The gallery also shelters a unit of **Livraria Cultura** (3170-4033), a mega bookstore with cultural activities.

If you decide to see a play to wrap up your night, the city usually has on display dramas, comedies and musicals. Bela Vista is home to several theaters like **Sergio Cardoso** (R. Rui Barbosa, 153; 3288-0136), **Ruth Escobar** (R. dos Ingleses, 209; 3289-2358) and **Renault Theater** (Av. Brig. Luis Antonio, 411; 2846-6060).

After the spectacle, the right choice for dinner are the Italian cantinas. **Roperto** (R. 13 de Maio, 634, Bela Vista; 3288-2573) has four lounges and many tables; the highlight on the menu is the tasty polpettone, their specialty. Another haven for hungry stomachs in the downtown area is Avandava Street. A former meeting point of artists, it was revitalized in 2007 and became a boulevard with flower beds and a special pavement. Take your time to sample the antipasti and the pasta served at **Famiglia Mancini** (R. Avandava, 81, Centro, 3256-4320).



## COURSES

Visiting so many museums and art galleries in São Paulo may raise the desire to deepen your knowledge on the subject. MASP (Av. Paulista, 1578, 3251-5644, masp.art.br) offers an introductory course on art history with lessons taught within the premises of the museum, providing an overview of the visual arts. On the other hand, the Course on Art History at MIS (Av. Europa, 158, Jardim Europa; 2117-4777, mis-sp.org.br) emphasizes contemporary art and its relationship with technology and digital media, covering from the Renaissance to present days.



Museu de Arte Contemporânea – USP: more exhibition space in the new headquarters

Photo credits: Jair Magri

# A day for wellness



Spa Elements, inside Hotel Tivoli: have a massage in a zen and relaxing environment

Those who say that São Paulo never stops are those who still don't know where and how to relax here. It is worth seeking a quiet moment in aesthetic medical clinics or even in cosmetic stores. You can also find a little corner of peace within a park or a Japanese restaurant. By day or by night, you may be carried away by the harmony of classical music, which spreads its notes around many corners of the city.

## MORNING

It doesn't matter what your beliefs are. Try to start the day attending a Mass celebrated with Gregorian chants at the **Basílica de Nossa Senhora da Assunção**, in **Mosteiro de São Bento** (Lgo. de São Bento, s/n, Centro; 3328-8799). This sung Mass is held daily at 7 am on weekdays, an hour earlier on Saturdays and every Sunday at 10am. Remember to arrive early if you don't want to stand in the aisles. When it is over, your body and mind will certainly feel fresh and lighter.

A good alternative to have breakfast right there, opposite the monastery, is **Café Girondino** (R. Boa Vista, 365, Centro; 3229-4574). The atmosphere is sober and the decor is inspired in the São Paulo of the beginning of the XX century; the menu features a variety of hot drinks for breakfast, including special coffee blends, as well as juices, fruit salad, bread, snacks and sandwiches. You can also shop at the **Padaria do Mosteiro**, which sells bread, cakes, biscuits and jams. Among the delicacies made by the monks themselves are gingerbreads filled with strawberry jam and loaves of whole grain bread that take brown sugar, oat and olive oil. Just don't commit the sin of gluttony. Take everything to the park of your choice and have a delicious picnic. After eating, check if there is any physical activity or meditation scheduled for the day.

Ibirapuera Park offers a place to contemplate and relax the mind: the **Pavilhão Japonês** (5081-7296). This wooden building, designed in Japan, has a hall for tea ceremonies, and also handicraft workshops. A koi pond and a traditional Japanese garden complete the atmosphere of tranquility.

Still inside the Ibirapuera, those who feel



Aclimação Park: a place to rest outdoors

like moving their bodies to achieve a sense of well-being may head to the Espaço da Antiga Serraria. There, adepts of Chinese gymnastics (information on 3266-5829) meet from Monday to Saturday at 10:30am. The oriental technique, known as lian gong, stimulates blood circulation, increases stamina and helps to correct the posture. Also in Ibirapuera, but only on Sundays, at the same place, from 8 to 9:45 am, it is time for yoga exercises. Other green areas of the city offer yoga lessons: **Aclimação Park** (R. Muniz de Souza, 1119, Aclimação; 3208-4042), **Severo Gomes Park** (R. Pires de Oliveira, 356, Santo Amaro; 5687-4994), **Guarapiranga Park** (Estr. de Guarapiranga, 575, M'Boi Mirim, 5514-6332) and **Praça Victor Civita** (R. Sumidouro, 580,



Pavilhão Japonês, in Ibirapuera Park: an ornamental garden, a tea room and workshops

Pinheiros, 3031-3689). Do not forget to call to check times, for schedules are different at each location.

## ■ AFTERNOON

After spending the morning relaxing your mind, it's time to focus on your body. Right beside Trianon Park is the natural restaurant **Cheiro Verde** (R. Peixoto Gomide, 1078, Jardins, 3262-2640), which offers tasty a la carte dishes, such as an amazing vegetarian polpettone. If you take a table upstairs near the windows, your sight will be cheered as you will manage to see the tops of the trees. For a lighter dessert, go to **Shopping Pátio Paulista** (R. 13 de Maio, 1947, Bela Vista; 3191-1100) and delight yourself with a frozen yogurt at

**Tutti Frutti Frozen Yogurt** (3251-5394).

Save some time in your afternoon to undergo a health or beauty treatment at a specialized clinic in São Paulo. **Buddha Spa** (R. Manuel da Nóbrega, 1944, Ibirapuera; 3052-1756; buddhaspa.com.br) offers Ayurvedic massage and body scrubs, in addition to immersion baths in ofuros.

At **Espaço Girassol** (R. Fradique Coutinho, 1190, Vila Madalena; 2925-9000; espacogirassol.com.br), the day spa includes aromatherapy, color therapy and anti-stress massage with essential oils, among other options. At **Kabanah Spa** (Av. Brig. Luís Antônio, 4442, Ibirapuera, 3885-8278; kabanahspa.com.br), treatments are grouped into themed packages such as the traditional

Bride's Day and Spa Day.

Those looking for more exclusive services can choose a spa at one of the five star hotels in town. At the Hilton Morumbi, the **Amazonian Spa** (Av. das Nações Unidas, 12901, Brooklin, 5102-4784) accepts guests and non-guests, offering a range of massages, facial hydration and skin cleansing, in which products are made with raw material from the Amazon rainforest. Inside the Tivoli Mofarrej, you can relax with massages, special hydration and baths with aromatic oils at the **Elements Spa** (Al. Santos, 1437, Jardins; 3146-6420). An alternative for a relaxation session outside the clinics is a visit to **L'Occitane** (R. Oscar Freire, 731, Jardins; 3061-5848), where you may purchase some of their excellent cosmetic products that use raw materials directly from Provence, in France.

Now that your body is feeling great, stop at the **Villa-Lobos Park** (Av. Prof. Fonseca Rodrigues, 2001, Alto de Pinheiros, 2683-6302). In an outdoor area called Espaço Ouvillas, you can sit and listen to the repertoire of Brazilian composer Heitor Villa-Lobos. The site has gained new lounge chairs, five displays and was reopened to the public in March 2012, when the conductor would become 125 years old.

## ■ EVENING

The zen atmosphere of Japanese restaurants in the metropolis has all it takes to provide a cozy place for you. In **Kinoshita** (R. Jaques Felix, 405, Vila Nova Conceição; 3849-6940), the ambiance is modern and chef Tsuyoshi Murakami prepares not only sushi, but also refined dishes from the cuisine of his country. **Jun Sakamoto** (R. Lisboa, 55, Pinheiros;

3088-6019), the sushi chef after whom the restaurant is named, serves only eight people at the counter, while another team remains in the kitchen preparing the dishes for customers at the tables. Another renowned Japanese restaurant is **Aizomê** (Al. Fernão Cardim, 39, Jardins; 3251-5157), where the menu is faithful to traditions, while accepting some peculiarities of the international cuisine.

After dinner, you may wish for a more intimate suggestion. If you like concerts, check the program of the Symphony Orchestra of the State of São Paulo, aka Osesp, whose primary concert venue is **Sala São Paulo** (Pça Júlio Prestes, 16, Luz, 3367-9500). Even if another group is performing, this temple of classical music deserves a visit for its beauty and flawless acoustics.

## COURSES

The bustle of the city calls for relaxing activities for both body and soul; therefore, take some time to have lessons on yoga therapy at Espaço Prema Yoga (R. Maria Figueiredo, 189, Paraíso, 3283-0884), located in a charming townhouse just two blocks from Paulista Avenue. If beauty is what makes you feel good, visit the Payot aesthetic center (Al. dos Nhambiquaras, 502, Moema, 5081-7790), which offers self make-up lessons and cosmetic procedures such as lymphatic drainage, waxing and eyebrow design.

# A day for good deals



1 ©

Museu da Língua Portuguesa, in the Luz district: free admission on Saturdays

Who said it is not possible to spend little or almost nothing when it comes to have fun and enjoy the best of São Paulo? The city has great cultural centers that propose free activities, as well as cheap tickets for the theater, cinemas and museums (or free admission on certain days). Not to mention the variety of restaurants and bars, from Downtown to other neighborhoods, offering fine and plentiful food at affordable prices.

## ■ MORNING

The money-saving way to get around São Paulo is by using a *Bilhete Único* to pay for the subway or bus (see how to get one on page 9). Indeed the public transport is the most practical means to get to Centro (Downtown), where you can start the day frugally. To start off, get into any bakery or coffee shop and order a typical São Paulo breakfast that will be right within your budget: bread toasted on the griddle and *pingado* – or simply coffee and milk. A good choice would be **Bar Estação** (Viaduto 9 de Julho, 193, Consolação; 3257-7121), open 24 hours a day, practically every day of the year. If you prefer something more homey, you may sit at a colonial table and pick one of the cakes of the day at **Café do Pateo** (Pça. Pátio do Colégio, 2, Centro, 3105-6899), housed in the building where the Jesuits founded São Paulo.

Nearby, a great place to see free exhibitions is the **Banco do Brasil Cultural Center** (R. Álvares Penteado, 112, Centro, 3113-3651). Built in 1901, it was the head office of a major bank in São Paulo. Today, it shelters exhibits of important names of the fine arts and photography; its amphitheater receives plays, film festivals and other events. Another construction linked to the financial past of the city is the **Altino Arantes Building** (R. João Brícola, 24, Centro, 2196-3730), former headquarters of a bank, and one of the postcards of the metropolis. On weekdays, you have free access to the top to admire a beautiful view of São Paulo.

Several museums also have free entry on certain days (check the addresses in Must-See Neighborhoods, p. 53). That's the case of Tuesdays at **MASP**, on Av. Paulista, and Thursdays at the **Museu do Futebol**, in Pacaembu. On Saturdays, entrance is free at **Museu da**

**Língua Portuguesa, Pinacoteca, and Museu de Arte Sacra**, all of which lie in the Luz district. On Sunday, you can keep your wallet untouched if you go to **MAM**, in Ibirapuera, or the **Museu da Casa Brasileira** (Av. Brig. Faria Lima, 2705, Jardim Paulistano, 3032-3727).

## ■ AFTERNOON

Concrete, iron frames and the promise of a cultural program as varied as that of the Centre Georges Pompidou in Paris. These were the ingredients that gave rise to the **São Paulo Cultural Center** (R. Vergueiro, 1000, Paraíso, 3397-4002, [centrocultural.sp.gov.br](http://centrocultural.sp.gov.br)), opened in 1982. Encrusted on a hillside beside the Vergueiro subway station, the complex is one of the most popular of the



Cantina do Magrão: just a subway-ride away

Photo credit: 1 © Jair Magni, 2 © Andréa D'Amato

capital, thanks to a series of free events and activities, as well as plays and concerts at popular prices.

The four libraries it houses are attractions on their own, especially for researchers and students. The **Sérgio Milliet** library holds a collection of theater plays and several books on Latin American literature, philosophy, religion, social sciences, and history. The target public of the **Louis Braille** are the visually-impaired, who may find adapted computers, audio books, textbooks, technical journals and literature, all in Braille. Inside the **Gibiteca Henfil** are stored more than 8000 titles of comics, fanzines and related books, while the **Discoteca Oneyda Alvarenga**, created in 1935 by Mario de Andrade, preserves music

scores, records and other items in a collection dedicated to classical, popular, national and international music.

When hunger strikes you, walk or take the subway to some restaurant that offers good value for money. A few blocks from the Paraíso station is the **Tenda do Nilo** (R. Cel. Oscar Porto, 638, Paraíso; 3885-0460), where the sisters Olinda and Xmunne serve a hearty vegetable sfiha (Arabic minced meat pies). On the way to the Consolação station, the suggestion to spend little is to have a traditional dinner fare for lunchtime, at **O Pedaço da Pizza** (R. Augusta, 1463, Consolação; 2619-8408). Still on the Green line of the subway, but in the opposite direction, take a chance at the **Bar e Cantina do Magrão**

(R. Agostinho Gomes, 2988, Ipiranga, 2061-6649), only 600m from the Sacomã station. This very popular bar has reinforced its culinary and is now preparing pasta and meats to satisfy any hunger and taste.

In this neighborhood, the attraction is the **Museu Paulista** (temporarily closed), also known as Museu do Ipiranga, which occupies an imposing palace within **Independência Park** (Av. Nazareth, s/n, Ipiranga; 2273-7250). It shelters a collection of objects and documents from the time Brazil was an empire – even the mortal remains of Dom Pedro I are there, in the Capela Imperial, inside the Monumento à Independência. If you need to snack something to line your stomach late in the afternoon, stop by **Bar do Nico** (R. Moreira e Costa, 538, Ipiranga; 2273-4811) and enjoy the appetizers.

## ■ EVENING

The varied attractions at the **SESI Theater** (Av. Paulista, 1313, 3146-7405 and 3146-7406) are good choices for the evening entertainment, since the theatrical and musical performances usually have popular prices or are simply free. In this case, tickets are distributed one hour before the beginning of the presentations. But it's good to arrive a little earlier, so as not to run the risk of lining up just to see the tickets gone before your turn.

The units of **SESC** (sescsp.org.br), scattered around the city, also provide several activities, including exhibitions, lectures, workshops, sports activities and many shows on the stages of their theaters. Keep an eye on the units **Vila Mariana** (R. Pelotas, 141; 5080-3000) and **Pompéia** (R. Clélia, 93, 3871-7700), which usually have lots going on.

On the surroundings of **SESC Vila Mariana**,

## COURSES

In addition to free concerts and popular shopping streets, São Paulo also offers courses that cost little – or nothing. São Paulo Cultural Center (R. Vergueiro, 1000, 3397-4002) offers a course with live models, which consists of drawing and painting lessons based on the observation of the human figure. The space also offers comics and fanzines workshops, with drawing, writing and sequential art classes. The participation results in the production of a commemorative fanzine, related to the 30th anniversary of the complex.



Independência Park has French-inspired gardens and shelters the Museu Paulista

Photo credit: Andréa D'Amato

a nice place to have dinner with no surprises in the bill is **Sobaria** (R. Áurea, 343, Vila Mariana; 5084-8014), where you can discover the delights of the cuisine from Mato Grosso do Sul. Meats and sausages come in hearty servings, always accompanied by cassava; the curiosity on the menu is the sobá, a dish of Japanese origin, common in the state due to the influence of Eastern immigrants who went there to work in local agriculture.

Another option in the region is **Innominato Osteria** (R. Joinville, 561, Vila Mariana; 5571-9839). Plates of stuffed pasta are enough for two, as in most typical Italian cantinas. If you prefer, sit in the lounge of **Baalbeck** (Al. Lorena, 1330, Jardins, 3088-4820) and you'll find good-quality Arabic dishes like chich barak (cooked ravioli with curd) and desserts such as atayef (cream sweet and nuts).

# A sophisticated day



Major international luxury brands have stores in Shopping Cidade Jardim

In a city like São Paulo, where some of the wealthiest people in the world live, no portrait would be complete without a list of luxury services and establishments. From the area of Oscar Freire Street to the new temples of international brands, the city's sophistication is present in renowned restaurants and trendy night spots. No matter if you are not within the axis Itaim-Jardins-Higienópolis, get ready to enjoy the more refined side of the metropolis.

## ■ MORNING

Even if you are not staying at a five star hotel, do not miss the opportunity to have an impeccable breakfast to start a luxurious day. **Hotel Emiliano** (R. Oscar Freire, 384, Jardins; 3069-4369) serves what is considered one of the best in town. Quite complete, it includes caramelized banana made to order, among other delicacies created by chef José Baratino. If you're near the **Hilton Morumbi** (Av. das Nações Unidas, 12901, Brooklin, 2845-0000), be sure to check the breakfast at the restaurant Sol & Sombra, inside the hotel. Options range from energetic and fiber-rich foods to low fat items, amongst the 400 suggestions available. Another idea for a different early meal are the tea houses. A wide range of herbs and infusions is found both at **Tea Connection** (Al. Lorena, 1271, Jardins, 3063-4018) and **The Gourmet Tea** (R. Mateus Grou, 89, Pinheiros; 2691-2755).

After breakfast, if you are willing to have a go with luxury brands or simply go window-shopping, pay a visit to **Shopping Cidade Jardim** (Av. Magalhães de Castro, 12000, Cidade Jardim; 3552-1000). With airy corridors, the mall houses international boutiques such as Hermès, Jimmy Choo and Giorgio Armani. Across Marginal Pinheiros, a strong competitor begins to acquire its final form: **JK Iguatemi** (Av. Juscelino Kubitschek, 2041/2235, Vila Olímpia, 3152-6800). This new mall that brings together more than 200 shops, among which a host of luxury stores; opened in 2012.

## ■ AFTERNOON

In order to carry forward the atmosphere of international buzz at lunchtime, move from the fashion world to that of gastronomy.



A chic atmosphere at Itaim Bibi

A good option, now in Itaim Bibi, are the creations of the Italian chef Giampiero Giuliani. In the restaurant **Due Cuochi Cucina** (R. Manuel Guedes, 93, Itaim Bibi; 3078-8092), in a lounge overlooking the glazed kitchen, the suggestion is to taste the rabbit roasted in its own sauce, garnished with buttered tagliatelle al dente and sage.

After eating, you may well take some time to visit the major jewelry stores in town. Right at the entrance of **Shopping Iguatemi** (Av. Brig. Faria Lima, 2232, Jardim Paulistano; 3816-6116), the oldest mall in the city, which caters for an upscale clientele, you come across the legendary **Tiffany & Co.** (Ground Floor, 3815 -7000). Immortalized by actress Audrey Hepburn in the movie Breakfast at



Shopping Iguatemi was the first in the city to focus on top notch stores

Tiffany's (1961), the jewelers nest their pieces in the famous blue boxes, thus seducing any woman.

On **Oscar Freire Street**, you can admire the creations that ornament the windows of **H. Stern** (R. Oscar Freire, 652, Jardins; 3068-8082) while **Boutique Montblanc** (R. Oscar Freire, 740, Jardins, 3068-8811) showcases gold and diamond jewelry and limited editions of their famous pens. Take this chance and parade as if you were in New York's Fifth Avenue, for Oscar Freire and the surrounding

streets (like Bela Cintra and Haddock Lobo) shelter exclusive stores and luxury brands from the international fashion scene.

If you want to take a break for coffee, go into **Santo Grão** (R. Oscar Freire, 413, Jardins; 3062-9294), a trendy cafe where you can have a cup of coffee or tea, and snacks. If the day is chilly, try the "Irish coffee", which takes whisky.

If the weather is good by late afternoon, get an aerial view of the city. At the **Aeroclube de São Paulo** (Av. Olavo Fontoura, 650, Campo

de Marte, 2221-9100), you may arrange exclusive scenic flights above the metropolis.

## ■ EVENING

Having a sophisticated dinner in São Paulo will require some patience, as you will have many renowned restaurants to choose from. To make things easy, do your best to know at least one of the two establishments that received three stars at the Guia Brasil 2012: **D.O.M** and **Fasano**. Run by Brazilian chef Alex Atala, **D.O.M** (R. Br. de Capanema, 549, Jardins; 3088-0761) was elected in 2014 the seventh best restaurant in the world by British magazine *Restaurant*. Trust Atala's vast experience and order the dish that has been on the menu since 1994: sole with passion fruit *farofa* (flavored crumb-like flour), vinaigrette and red rice.

Within the namesake hotel, **Fasano** (R. Vittorio Fasano 88, Jardins, 3896-4000) specializes in Italian haute cuisine. In the black-marble hall, choose the tuna medallion with Sicilian lemon sauce, potato and asparagus croquettes and admire their flawless service. **Gero** (R. Haddock Lobo 1629, Jardins; 3064-0005) is known as the bistro version of Fasano.

If you care for less traditional options, try **Epice** (R. Haddock Lobo 1002, Jardins; 3062-0866). Opened in 2011, it delights customers with dishes like octopus with Sherry vinaigrette, tomato confit and pine nuts, designed by the talent of chef Alberto Landgraf, who has worked with British chef Gordon Ramsay. Another alternative is to pick one of the chic restaurants on Amauri Street in Itaim Bibi. In **Dressing** (R. Amauri, 337, 3167-5347), fish and seafood prevail on the menu. **Ecco** (R. Amauri, 244, 3079-2299) stands out for its casual

chic dishes and atmosphere.

If you are considering a drink at the bar **Número** (R. da Consolação, 3585, Jardins; 3061-3995), remember to book in advance, and that the bar sets a minimum charge, ranging from R\$ 100 to R\$ 200. Try the mojito made with rum, mint, strawberry and sparkling Perrier water, prepared by bartender Derivan Ferreira de Souza. To wrap up your day "up above", go to **Arola Vintres** (Al. Santos, 1437, Jardins; 3146-5923), located on the top floor of Hotel Tivoli. Get a drink to wash down the tapas created by Catalan Sergi Arola.

## COURSES

In the largest hub of sophistication in the country, wine-lovers may look for the Brazilian Association of Sommeliers (R. Gomes de Carvalho, 1327, Vila Olimpia, 3814-7853, abs-sp.com.br), which provides amateur classes and professional training. To find out what was eaten in the largest feasts in history, and to learn how to choose the best eating options in the city, the tip is the course The Art of Eating Well, at the Casa do Saber (R. Dr. Mário Ferraz, 414, Itaim Bibi, 3707-8900; casadosaber.com.br).

# A cool day



Beco do Batman: graffiti has taken urban art to galleries, but remains on the streets

São is more and more the hub that sets trends, behaviors and styles within Brazil. This appreciation of creativity as a tool for development has contributed to lead the city and the country to a prominent position in the world. From Vila Madalena to the region known as Baixo Augusta, there are bustling areas giving rise to new customs and tribes. To be in the know, follow this itinerary and lose yourself in the city as if in any other major international metropolis.

## ■ MORNING

How about starting the day having breakfast in a pleasant open area with tables? Head to **Julice Boulangère** (R. Dep. Lacerda Campos, 536, Pinheiros, 3097-9162) and order any of a number of inventive types of bread created by boulangère Julice Vaz, such as the one with sausage and Beaujolais wine. From there, walk down to Vila Madalena and take a stroll along its streets, like Harmonia, Aspicuelta, Fidalga, and Wisard. You'll find dozens of clothing, accessories and crafts stores, young artists' workshops, and independent designers' showrooms.

Take time to observe the urban art scattered along the streets of this neighborhood. At the **Beco do Batman** (an alley between Ruas Gonçalo Afonso and Medeiros Albuquerque), the walls have started to come alive in the '80s, when the first batman was drawn. The colorful walls of the **Beco do Aprendiz** (between Ruas Belmiro Braga and Padre João Gonçalves), are the result of a movement to bring the place back to life in 2002. From the streets, graffiti ended up in galleries. A place that showcases this underground art is **Choque Cultural** (R. Medeiros de Albuquerque, 250, Pinheiros; 3061-4051).

Not far away is **Coffee Lab** (R. Fradique Coutinho, 1340, Vila Madalena; 3375-7400), a kind of coffee laboratory run by barista Isabela Raposeiras. In a lounge with little tables, a roasting room and a nice balcony, you can sample a cup of coffee filtered to order, in front of you, after placing the order in the kitchen. Go ahead as far as **Instituto Tomie Ohtake** (Av. Brig. Faria Lima, 201, Pinheiros; 2245-1900), where visual arts exhibitions occupy a quite unique building, with bold shapes

and mirrored glasses in black and pink. You can have a snack or even lunch at **Santinho**, the restaurant at the Instituto. Whether for a quick bite or to stave off hunger, ask for the special *coxinhas*, made from cassava dough and filled with brie and honey. It is worth mentioning that the cultural center has recently earned a large concert hall (R. Coropés, 88, Pinheiros; 3728-4925).

## ■ AFTERNOON

Another area of town that is undergoing a creative wave is the region known as Baixo Augusta. The street is lined with bars, night clubs, theaters, restaurants, bistros, art galleries and new designers' studios, congregating modern people night and day.



Santinho: a meal at a cultural center

Photo credit: 1© Elaine Iancicelli, 2© Madalena Leles

To understand more about the ingredients that make up the melting pot of São Paulo's culture, pop up at the **Matilha Cultural** (R. Rêgo Freitas, 542, Centro, 3256-2636). A plural venue combining art gallery, cafe and cultural space, it is also "dog friendly", for dogs are welcome even inside the movie theater. All attractions are free, while exhibitions and events are early enough for you to catch some public transport on your way back. While admiring the architecture of the central region, you reach **Galeria do Rock** (R. 24 de Maio, 62, Centro). The place gathers some 450 stores, selling all kinds of items related to rock'n'roll. The windows display from t-shirts of punk and heavy metal bands

to statues of stars like Michael Jackson, Elvis Presley and even Raul Seixas.

If you fancy lunch on the tidier side of R. Augusta, the **Ritz** (Al. Franca, 1088, Jardins, 3062-5830) can be a great idea. Looking somewhat like a diner, it receives a savvy public that stops by to eat sandwiches or one of the dishes of the day, posted on a blackboard on the wall. Also in Jardins is **Galeria Ouro Fino** (R. Augusta, 2690, Jardins; 3082-7860), a mandatory stop for anyone willing to catch up with the fashion world and electronic music. There are 110 stores, including good vintage clothes shops and workshops from major names of the Brazilian fashion avant-garde.



Clubs on Augusta Street receive names of the independent music scene

For a break, sit at a table of **Suplicy Cafés Especiais** (Al. Lorena, 1430, Jardins; 3061-0195). The service follows the standard of Starbucks: clients place orders at the cashier, then pick up their trays and take a seat at a table. Try an iced frappe with caramel sauce and plenty of whipped cream. You can also sweeten your afternoon experiencing the flavors of the creamy homemade Italian ice creams of **Bacio di Latte** (R. Oscar Freire, 136, Jardins; 3062-0819).

Those who intend to see a movie, but would rather escape the blockbusters, check out the alternative film screenings of some theaters near Av. Paulista. You can see films that were acclaimed at international festivals at **CineSesc** (R. Augusta, 2075, Jardins; 3087-0500), **Espaço Itaú de Cinema** (R. Augusta, 1475 and 1470, Consolação), or Reserva Cultural (Av. Paulista, 900, 3287-3529).

## ■ EVENING

When the film session is over, you can have dinner at a place to see and to be seen among celebrities and models: **Spot** (Al. Ministro Rocha Azevedo, 72, Bela Vista; 3283-0946), with glass walls and refined cuisine.

Modern types end the night dancing in clubs in the district of Barra Funda or on Baixo Augusta. **Neu Club** (R. Germaine Burcard, 421, no phone) cater for a young public, boasting well-known DJ names. Among the options on R. Augusta are **LAB Club** (R. Augusta, 523, Consolação; 3159-1745) and **Inferno Club** (R. Augusta, 501, Consolação; 3120-4140). Both clubs occupy large sheds and have everyone dancing to the sound of rock and electronic music.

Photo credit: Jair Magri

## COURSES

Get into the groove of the lively São Paulo night by signing up for an open DJ course at Senac Lapa (R. Scipião, 67, 3475-2200; sp.senac.br). The timetable has practical lessons, addressing mixing techniques and repertoire definition to liven up the crowd. To find out more about trends in fashion and behavior, it is worth looking for Escola São Paulo (R. Augusta, 2239, Jardins, 3060-3636; escolaSaoPaulo.org). Among other courses, there is a workshop on Cool Hunting, which teaches students to identify changes in the style of the inhabitants of the metropolis; it includes a field research on the streets and shops of the neighborhood.

# A day for the family



Children are enthralled with the chance of feeding the animals at the Zoo Safari

São Paulo may be the perfect destination for a day off with the children, no matter the age. Younger children, who delight in animals, can see monkeys, lions and giraffes in the largest zoo in Latin America. Teenagers, on the other hand, will have a good time in the city, whether they are fans of entertainment, books or sports. For you, spending a day with your family may be the most pleasant souvenir of your trip.

## ■ MORNING

Having a free day to spend with the family might become a real marathon. Therefore, nothing could be more appropriate than a hearty breakfast. **Panneteria ZN** (Av. Eng. Caetano Álvares, 4740, Mandaqui; 2236-6000) is a godsend place to boost not only the children's supply of energy, but that of whoever is taking care of them. In their own pace, parents can help themselves with bread, cold cuts, fruit and cakes at the buffet, for there is a kids area with toys, video games, tv and coloring pages.

Then, to stay outdoors, visit the **Juventude Park** (Av. Zaki Narchi, 1309, Santana, 2089-8600; juvenude.sp.gov.br). The former site of the Carandiru penitentiary now shelters a cultural and recreational complex with 240000 sq m; it is frequented by people from North Zone and beyond. Woods, alleys, gardens and fruit trees compose the green area, which represents nearly 40% of the extension of the park – perfect for hiking and even for picnics. The area devoted to sports has eight pitches, for volleyball, basketball, handball, futsal, and two others for tennis practice. A skateboard park is available for those who enjoy radical sports.

If your kids are calmer and enjoy reading, do not miss the chance to take them to visit **Biblioteca de São Paulo**, right there within the park. The library offers Internet access, equipment to listen to music and watch movies, as well as more than 30,000 books, including best-sellers of juvenile literature, such as copies of the adventures of Harry Potter and the Twilight saga.

If you feel a bit hungry early on, keep the family atmosphere and go to **Casa Garabed** (R. José Margarido, 216, Santana; 2976-2750), an Arabic restaurant that has a collection of



Bacalhoeiro: monitors supervise the children

good original recipes. From a large oven fed by eucalyptus logs, come out delicious items such as sesame bread and typical sfihás, useful to prevent your little ones from getting irritated over empty stomachs.

## ■ AFTERNOON

If you long for a place with structure to receive children for lunch, the tip is the Portuguese **Bacalhoeiro** (R. Azevedo Soares, 1580, Tatuapé, 2293-1010). In addition to a slide and a ball pool, the restaurant has a separate video game room, but under the sight of parents. And the good news is that there are monitors overseeing all the games.

After eating, take the kids to **Catavento Cultural** (Pça. Cívica Ulysses Guimarães, s/n,



Museu do Futebol tells the history of Brazil's greatest passion and its stars

Pq. D. Pedro II, 3315-0051; [cataventocultural.org.br](http://cataventocultural.org.br)), where you can learn about science and have fun at the same time. The facilities occupy the Palácio das Indústrias, the former city hall. Divided into four themes – Universe, Life, Skills, and Society, it offers extensive audiovisual contents to visitors, who may learn curious facts about the planet, history and the sciences: You can even touch a real meteorite.

For children who love animals, the most exciting attractions are located in South Zone. One of the most anticipated tours is the **Zoológico** (Av. Miguel Stefano, 4241, Água Funda, 5073-0811), which gathers 3,500 species of mammals, birds, reptiles, amphibians and invertebrates. Check the dates for the

night visits, scheduled once a month, for they allow kids to observe the habits of animals that usually hide themselves during the day. This visit must be booked in advance. Next to the Zoo lies the **Zoo Safári** (Av. do Cursino, 6338, Água Funda; 2336-2131), where you drive your car (or a jeep you may rent there) amongst free animals – but take it easy: felines, bears and hippos, for example, are kept in confined spaces.

If you're willing to have even more contact with the animal kingdom, visit the **Fazenda Estação Natureza** (Av. Washington Luis, 4221, Brooklin, 5034-2728), an area of 6000 sq m with typical farm animals such as goats, pigs, chickens and ducks. It is the right place for your kids to ride a horse, milk a cow

or even get their hands dirty with earth while tending the vegetable garden.

But if boys outnumber the girls, the best is saved at **Museu do Futebol** (Pça. Charles Miller, s/n, Pacaembu; 3664-3848). Under the bleachers of the Estádio do Pacaembu, thematic rooms, photo exhibitions, videos and interactive displays provide a full account of the history of the sport which is a national passion, from the victories of the Brazilian team to the remarkable facts of major teams. The museum also promotes special events such as meetings of collectors and workshops. Don't forget to check the opening hours before the visit, since museum times change on match days.

Need to take a break for a snack? Have a go at something that usually pleases everyone. **Maria Brigadeiro** (R. Capote Valente, 68, Pinheiros; 3085-3687), run by chef patissiere Juliana Motter, sells a typical Brazilian sweet made of chocolate, the highlight in most children's parties. At **Wondercakes** (R. Augusta, 2542, Jardins; 3063-1209), the difficult part is to choose from 50 toppings that complement the flavor of the cakes, all of them made with Belgian chocolate and vanilla.

## ■ EVENING

The evening begins and it's time to calm down! If your bunch is still quite energetic, pop into a bookstore with a playroom. Thus, while the little ones are entertained, adults can take a look at books, movies and CDs. **Fnac** (Av. Paulista, 901, 2123-2000), holds a colorful kids space, where several copies of educational books are available and children are allowed to read the books. At the **Livraria Cultura** inside Conjunto Nacional (Av. Pau-

lista, 2073, 3170-4033), there are involving activities for children, from book launches to workshops and storytelling.

At dinnertime, it is worth looking for restaurants with a special menu for children. At **Chácara Santa Cecília** (R. Ferreira de Araújo, 601, Pinheiros; 3034-6251), in addition to dishes made more attractive to a child's palate, there is a large outdoor area with trees, a pond and space for the kids to burn their last energies before bedtime. For a casual meal, **Applebee's** (Av. Roque Petroni Jr., 1089, Shopping Morumbi; 5181-1565) has a menu that appeals to parents and children, plus a recreation room with educational and electronic games in all the restaurants of the chain.

## COURSES

If kids frown when it's time to eat, why not show them the importance of a balanced and nutritious meal?

This is the proposal of the school **Minichefs** (R. Fiandeiras, 828, Vila Olímpia, 3582-5088; [minichefs.com.br](http://minichefs.com.br)), which has cooking classes for children aged 4 to 12, with an appropriate structure. If the idea is to foster family interaction through recreational activities, a suggestion is the course **Topics of Astronomy**, at the **Escola Municipal de Astrofísica** (Av. Pedro Álvares Cabral, s/n, gate 10, 5575-5206; [prefeitura.sp.gov.br/astrofisia](http://prefeitura.sp.gov.br/astrofisia)), located at the Planetário, within Ibirapuera Park.

# A day for shopping



Shopping opportunities: stores such as Mackenna line up along the streets of Itaim Bibi

Prepare your legs if you want to take advantage of the commercial vocation of São Paulo. More than 50 malls are scattered across all regions of the city, totaling nearly 10,000 stores. Thousands of other businesses, including dozens of outlets, seek clients on streets such as R. 25 de Março or any of the 59 specialized commercial streets. Now, just make a list of what you need and good shopping!

## ■ MORNING

To begin your shopping spree, start off at the largest open air shopping conglomerate in Latin America: the region of **R. 25 de Março**, in Centro (Downtown). Before beginning your marathon, have a hearty breakfast somewhere nearby. Want a tip? Head to **Mercado Municipal** (R. da Cantareira, 306, 3313-3365) and grab the opportunity to taste some of the fruits sold at the stalls. If you are really hungry, then go for the generous bologna sandwich, served in bars and eateries located in the food court.

Back on your track, focus on what you want to make your task easier; after all, there are more than 3000 stores on 25 de Março and its surroundings. If the idea is to buy some items for your home, be sure to visit one of the branches of **M. Camicado** (R. Barão de Duprat, 133/145, 3326-4774). The region holds five of them, specializing in party items, gifts, houseware, toys, and stationery. If you intend to purchase somewhat more refined items, **Doural** (R. 25 de Março, 595, 3328-6228) has countless pieces of crystal, porcelain and stainless steel, as well as electronic appliances and houseware by famous brands.

To buy bed and bath items, go straight to **Niazi Chohfi** (R. 25 de Março, 607, 3322-6886), a chain with four stores in the district, specializing in textiles as well as carpets, curtains, blinds and lingerie. Another chain, **Armarinhos Fernando** (R. 25 de Março, 864/872, 3325-0400), with five branches, is a paradise for toys and haberdashery. Ethnic products may be found at **Kathmandu** (R. 25 de Março, 509, 3322-1900), a shop selling Asian decor, especially from Thailand, Indonesia and India; the items range from large furniture such as chests and couches, to small items such as

Photo credit: 1©, 2© Jair Magri

jewel cases. Speaking of jewels and custom jewelry, be sure to visit the shops at **Ladeira Porto Geral** and the gallery located on building number 14 (3101-1162).

## ■ AFTERNOON

Far from the crowds of Downtown, you find that many of the stores in malls have outlets distributed along the streets of South Zone. The region of Santo Amaro is home to a permanent outlet of the underwear brand **Any Any** (R. da Paz, 1855, 5181-2177). The racks are divided among the current collection and items from past seasons, with price reductions ranging from 30% to 60%. In Moema, conveniences such as valet parking at the door help to ensure that consumers will still



Mercado Municipal: to quench your hunger

come for high street shopping. At **Shoe Stock** (Av. Bem-Te-Vi, 221, 5044-4513), the attraction are the quality shoes with marked down prices. **Jogê** (R. Gaivota, 1262, 5533-8737) has a permanent outlet selling panties and bras, prices are up to 70% off.

In Itaim Bibi, João Cachoeira Street is ideal to dig for clothes, shoes and fashion accessories. In **Mackenna** (R. João Cachoeira, 803, 3071-4462), you find the basic wardrobe for women. To boost your looks with some accessories, visit the outlet of **Accessorize** (R. João Cachoeira, 1385, 3842-0145), a London brand. In the same neighborhood, **Domitila** (R. Clodomiro Amazonas, 99, 3078-7434), led by chef Larissa Aguiar, offers a choice of tasty dishes.

The district of Pinheiros does not lag behind when it comes to shopping. It's easy to find clothes from international luxury brands such as Versace and Armani at **Mhum**, **Mdois** and **Mtrês** (R. Cristiano Viana, 78, 3064-2991). If you want to have lunch somewhere near, take a chance with the variety of the buffet of Brazilian food at **Sinhá** (R. dos Pinheiros, 1022, 3083-6849).

### ■ EVENING

After all this walking during the day, it's worth exchanging the streets for the corridors of shopping malls in São Paulo. For one, they are quite practical as you'll have several eateries just some steps away. If you are in **Center Norte** (Trav. Casalbuono, 120,

Santana, 2224-5959), you will find a branch of **Outback Steakhouse**, with its traditional grilled options, right in the parking lot (shop 24, 2221-7373). Athletes from any sport willing to enhance their looks may head to the **Decathlon** megastore (phone 2903-2300), located in the parking area of **Lar Center** (Av. Otto Baumgart, 500, 2224-5959).

In South Zone, one of the most complete and modern malls in the city is **Morumbi Shopping** (Av. Roque Petroni Jr., 1089, Morumbi; 4003-4132). It shelters from department stores and magazines – like the first Brazilian branch of the Spanish chain **Zara** (2101-1950) – to fashion brands such as **Osklen** (5181-6879). Another highlight in this mall is its food court, home to 30 fast-food options and 22 gourmet restaurants. From these, try the snacks and casual food of **América** (5180-6843) and the atmospheric and cozy lounge of the bistro **Chef Rouge** (5181-8749).

Another area studded with shopping malls is West Zone. **Shopping Eldorado** (Av. Rebouças, 3970, Pinheiros; 2197-7815) has multiple attractions, with several shops, a theater, a gym, a supermarket and kiosks offering a range of services. **Shopping Villa-Lobos** (Av. das Nações Unidas, 4777, Alto de Pinheiros; 3024-3738), on the other hand, preserves an exclusivity atmosphere, thanks to brands such as **Lacoste** (3024-4140), which shares the corridors with stores of famous national brands, bookstores and cinemas. Among the suggestions for dinner there, taste the Italian **Andiamo** (3024-4211), whose menu includes fresh salads and balanced pasta.

**East Zone** is home to three major shopping destinations. One is the Tatuapé subway station, which is flanked by two malls, which are

## COURSES

In a city with so many shopping options, it is worth knowing the basic commandments of a fine wardrobe, such as which pieces one cannot live without or how to match colors correctly. With schools in Italy and Spain, the Instituto Europeo di Design (R. Maranhão, 617, Higienópolis; 3660-8000) offers a personal shopper course that promises to teach you how and where to spend. The Bolsa de Valores de São Paulo (São Paulo Stock Exchange, on R. XV de Novembro, 275, Centro; 2565-4000; bmfbovespa.com.br) has daily and free classes on financial education for those who must learn not to lose control of the family budget.

always crowded as they are within walking distance. The second is the **Mooca Plaza Shopping** (R. Cap. Pacheco e Chaves, 313, Mooca; 3548-4501), opened in 2011, with more than 230 stores. The last one is a complex called **Shopping Leste Aricanduva** (Av. Aricanduva, 5555, Aricanduva; 3444-2000), known for totaling more than 500 stores, from furniture to cars, in an area of 365,000 m<sup>2</sup>.



João Cachoeira Street offers plenty of options for those looking for clothes, and accessories

Photo credit: Andréa D'Amato

# A perfect weekend



A Tal da Pizza: São Paulo's culinary piece de résistance is the pizza

Why stay just another day in São Paulo if you can make it two? And the best ones: Saturday and Sunday. Since it's the weekend, slacken your pace and enjoy the quiet of the city. You can have breakfast later or even go straight to lunch, just to spend the whole afternoon at a crafts market or in a dark cinema room. And nothing more typical than saying goodbye to the city over cultural activities and a classic pizza on Sunday.

## ■ SATURDAY

To give a good start to the weekend, leave the hustle and bustle of weekdays aside and have a lie-in on Saturday. You can even join breakfast and lunch, going straight to brunch. **P.J Clarke's** (R. Dr. Mário Ferraz, 568, Itaim Bibi; 3078-2965) displays on its counter fresh juices, delicious brownies, waffles, pancakes, eggs, bacon and different types of bread from 9 am to midday, giving a good idea of what a true American breakfast is like. The same scene takes place, also on weekends, at **Rothko** (R. Wisard, 88, Vila Madalena; 3032-4295), the restaurant run by chef and artist Diego Belda. A rock'n'roll atmosphere sets the background for a quite complete and varied breakfast, held in special hours, from 1 to 5 pm.

Spend the rest of your afternoon wandering around **Praça Benedito Calixto**, in Pinheiros. At a flea market-like antiques market – which on Sunday moves to **Praça Dom Ori- one**, in Bela Vista –, more than 300 exhibitors sell vinyl records, vintage items and home furnishings as well as crystal and silverware. To ward off hunger, try the regional snacks from the stalls located in the middle of the square, amongst which you can find delicious Portuguese desserts such as *ambrosia* and *papo de anjo* (Portuguese desserts).

For a heartier and livelier meal, the trick is to find a restaurant offering the mix feijoada and *pagode* (informal samba presentations). At **Bar Camará** (R. Luís Murat, 308, Vila Madalena; 3816-6765), you can have feijoada while listening to traditional samba from 3pm on.

At dawn, make up a happy hour even if you didn't work. At **Bar Balcão** (Dr. R. Melo Alves, 150; 3063-6091), tulip glasses with cold



Handicraft at Praça Benedito Calixto

draught beer line up atop the long wooden counter that meanders through the room. This inebriating ceremony can also be held in a bar specializing in homemade or imported beers, such as **Melograno** (R. Aspicuelta, 436, Vila Madalena; 3031-2921), which boast some of the most complete beer lists in the city.

If you enjoy pub crawling, don't miss on **Sub Astor** (R. Delfina, 163, Vila Madalena; 3815-1364). Here the suggestion is to exchange the lager for more sophisticated drinks. Later, if you are still in the mood, go check the buzz at **Caos** (R. Augusta, 584, Consolação; 2365-1260), a shop meets bar and antique shop. The decor is composed of car hubcaps, antique toys, pin-up photos, and many other unusual objects. If after all that

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From breakfast to dinner: St. Etienne is among the 24/7 bakeries in São Paulo

you feel hungry, some blocks away lies the bakery **Bella Paulista** (R. Haddock Lobo, 354, Consolação; 3214-3347). Open 24/7, it serves a la carte meals anytime of day or night.

## ■ SUNDAY

After a busy Saturday, the most important meal of Sunday calls for another visit to one of the bakeries in town. **St. Etienne** (Av. Diógenes Ribeiro de Lima, 2555, Alto de Pinheiros; 3021-1200), an example of the huge bakeries that have come up recently, occupies an area of 1,700 sq m in which you can find bread baskets, stationery, flowers,

a drugstore, a wine cellar, a sushi bar and a restaurant. If you prefer a more intimate place, check out the breakfast buffet at **Pão de Ló** (R. São Carlos do Pinhal, 451, Bela Vista; 3288-2949). In addition to croissants, potato rolls and attractive sandwiches, this bakery has an attractive location, since it is one block from Av. Paulista and in front of the hotel Maksoud Plaza.

As the morning is not finished yet, get ready for a bike ride along Ciclofaixa de Lazer (a bike lane). A route with special pavement markings, stretching along 45km, can be used on Sundays and public holidays

from 7am to 4pm. You can rent a bicycle at Ibirapuera Park or Villa-Lobos Park, and then go from one to the other, riding through People's Park. At lunchtime, a suggestion of a place with a homely atmosphere and a balcony is **Beco do Bartô** (R. Sampaio Viana, 216, Paraíso; 3884-0119), where Franco-Brazilian dishes present a good cost-benefit relation and the service is friendly.

If you missed the crafts market on Benedito Calixto on Sunday, you may make up for it by going to **Praça Dom Orione**, in the district of Bela Vista. Stroll among the stalls to loiter before heading to the movies, the typical program on Sunday afternoons. If you're keeping an eye on Hollywood releases, check the listings of **Cinemark** (cinemark.com.br), which has theaters within major shopping malls. It is possible to buy tickets and select seats on the internet. If you prefer a cinema on the street, pick **Cine Sabesp** (R. Fradique Coutinho, 361, Pinheiros; 5096-0585).

To close out your weekend just like paulistanos do it, nothing better than tasting a pizza. Right there in Itaim Bibi is the best pizzeria in São Paulo, according to Guia Brasil 2012: **A Tal da Pizza** (R. Dr. Mário Ferraz, 351, Itaim Bibi; 3079-3599). It is a spin-off of a restaurant located in Cotia; it strictly follows the formula that ensures that the crust will be crisp and firm, so you can hold it in your hands.

If you are in Pinheiros, try **I Vitelloni** (R. Conde Silvio Álvares Penteado, 31, Pinheiros; 3816-3071). It lies on a hidden backstreet, but patrons were seduced by their creative and tasty toppings, such as quattro funghi, with four types of mushrooms.

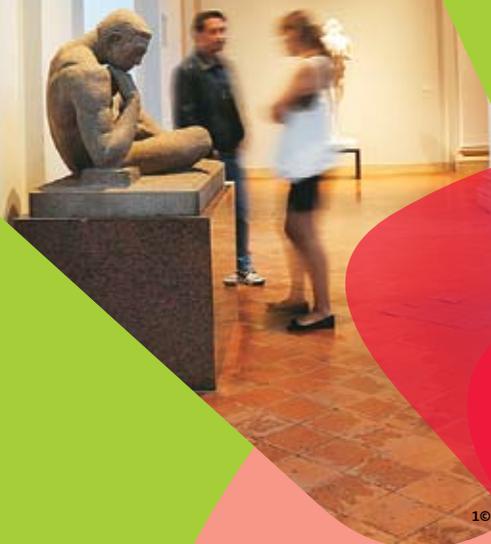
Photo credit: Elaine Iarcellii

Another nice venue is **Quintal do Bráz** (R. Gandavo, 447, Vila Mariana; 5082-3800). This pizzeria occupies a house with a backyard (in Portuguese, *quintal*) and is a spin-off of **Bráz** (R. Graúna, 125, Moema, 5561-1736), which owns other units around the city. If your Sunday must have a bohemian feel, then head to **Genial** (R. Girassol, 374, Vila Madalena; 3812-7442), where waiters serve endless rounds of creamy beer. If you still have to line your stomach at the end of the night, your bet should be the mashed polenta (side dish made from ground corn meal).



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Genial Bar: sought-after tables



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# Must-see Neighborhoods

Each region of the metropolis has a unique identity, allowing for a wide range of tours and activities. To make the most of this diversity, simply choose a direction, follow our suggestions and get ready to know your favorite part of town

# Centro, Liberdade, and Bela Vista



Imposing buildings, squares and monuments dot the streets of Centro (Downtown), forming the historical background against which millions of people go about every day. Whatever your rhythm, almost all the sights on the surroundings of the Marco Zero (a monument marking the center of the city) can be visited on foot, by bus or by subway. Right in front of the Catedral da Sé, this monument is vivid in the memories of those who helped build the metropolis. Bela Vista, a former Italian settlement, maintains traditions like the tarantella in its cantinas, as well as the Festa de Nossa Senhora da Achirópita, held in August. Liberdade, the cradle of the Japanese colonization in the last century, is home to flea markets, restaurants and new Far Eastern immigrants, which help to bring to light different aspects of the Asian culture.

## ATTRACTIONS

**CAIXA CULTURAL** This 1939 art deco building, the former headquarters of a major bank in São Paulo, hosts state-of-the-art temporary exhibitions and a museum that keeps a record of the institution's history since 1861, the year of its foundation. *Pça da Sé, 111, Centro; 3321-4400; caixacultural.com.br.*

**CATEDRAL METROPOLITANA DE SÃO PAULO** The cathedral, one of the largest churches in neo-gothic style in the world, shelters in its crypt (visits allowed) the remains of some of São Paulo's historical characters. *Pça da Sé, s/n, Centro; 3107-6832.*

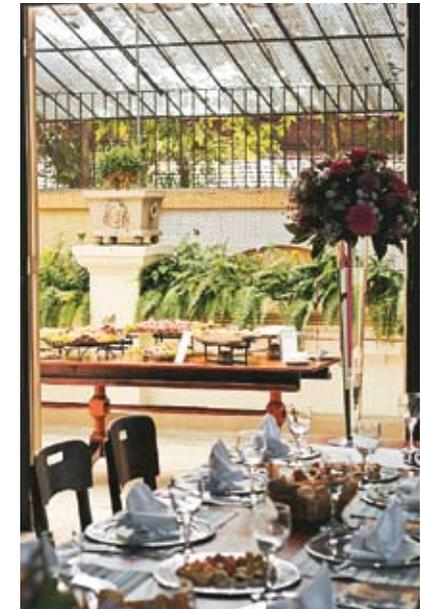
Photo credit: Jair Magri

**BANCO DO BRASIL CULTURAL CENTER** Neo-classic meets art nouveau style in this 1901 building, which houses a theater and has three floors for exhibitions. *R. Álvares Penteado, 112, Centro; 3113-3651.*

**ALTINO ARANTES BUILDING** The top of this 161-meter-high building, inaugurated in 1947, offers a privileged view of the city. *R. João Bricola, 24, Centro; 2196-3730. Monday through Friday, 10am to 3pm.*

**CRAFTS MARKET AT PRAÇA DA REPÚBLICA** Paintings and sculptures, many of which done during the day by artists, draw visitors' attention amidst clothes, costume jewellery and handicrafts. *Saturdays and Sundays.*

**FLEA MARKETS** On Sundays, antiques, from pottery to toys, are sold at the stalls of Praça



Mosteiro de São Bento: a brunch spot



Municipal Theater: still more beautiful and resplendent after a thorough restoration

Dom Orione. On weekends, at Praça da Liberdade, the highlights are the handicraft and the typical Eastern food.

**LARGO SÃO FRANCISCO** Site of the baroque church of Saint Francis of Assisi and the rococo-style church of Chagas do Seraphico Pai Francisco, as well as USP's Law School.

**MUNICIPAL MARKET** Fruit stalls, emporiums and butcher shops divide attentions with the snack bars at the food court, which serve the traditional bologna sandwich and cod-filled *pastel*. R. da Cantareira, 306, Centro; 3313-3365; [oportaldomercadao.com.br](http://oportaldomercadao.com.br).

**MOSTEIRO DE SÃO BENTO** Famous for the masses with Gregorian chants, it also has a shop beside the sacristy where monk-made bread and cakes are sold. Lg. de São Bento,

s/n, Centro; 3328-8799; [mosteiro.org.br](http://mosteiro.org.br).

**PATEO DO COLLEGIO** Site of the city's foundation, it houses the Museu do Padre Anchieta, a church and a cafe. Pça. Pátio do Colégio, 2, Centro; 3105-6899.

**MUNICIPAL THEATER** Inspired by the Opera de Paris, it celebrated its 100th anniversary in 2011, when it reopened after a thorough restoration. Its stage, totally revamped, hosts concerts, operas and dance spectacles. Pça. Ramos de Azevedo, s/n, Centro; 3397-0300.

**ACCOMMODATION**

**HOTEL PERGAMON** This design hotel has 120 comfortable suites, free internet and facilities for events. R. Frei Caneca, 80, Centro; 3123-2021; [pergamon.com.br](http://pergamon.com.br).

**MARABÁ HOTEL** A classic hotel in downtown, recommended by Guia Brasil 2012 as the best option in the region. Av. Ipiranga, 757, Centro; 2137-9500; [hotelmara.com.br](http://hotelmara.com.br).

**NOVOTEL JARAGUÁ** Comfortable, it has 415 apartments in the heart of the city. R. Martins Fontes, 71, Centro; 2802-7000; [novotel.com](http://novotel.com).

**BRASTON SÃO PAULO** The large and serious hotel lobby is home to a bar, a coffeehouse and a piano. R. Martins Fontes, 330, Centro; 3156-2400; [braston.com](http://braston.com).

**FOOD**

**FAMIGLIA MANCINI** Before the tasty pasta, it is worth sampling the rich buffet of *antipasti*. R. Avanhadava, 81, Centro; 3256-4320.

**PONTO CHIC** The snack bar is known for the

invention of *bauru*, a sandwich with roast beef, tomatoes, pickles and melted cheese. Lgo. do Paçandu, 27, Centro; 3222-6528.

**RONG HE** Though the glass wall, one can see the Chinese technique to make pasta. After all the stretching and pulling, it reaches the right thickness for dishes such as pork stew. R. da Glória, 622-A, Liberdade; 3207-1206.

**SUSHI YASSU** The restaurant has been open for almost 40 years; its menu preserves the traditions of Japanese cuisine, with no room for innovations. R. Tomás Gonzaga, 98, Liberdade; 3209-6622.

**TERRAÇO ITÁLIA** Enjoy the sophisticated Italian cuisine and the amazing view from the top of Itália Building. Av. Ipiranga, 344, 41<sup>st</sup> and 42<sup>nd</sup> floors, Centro; 2189-2929.

**SHOPPING**

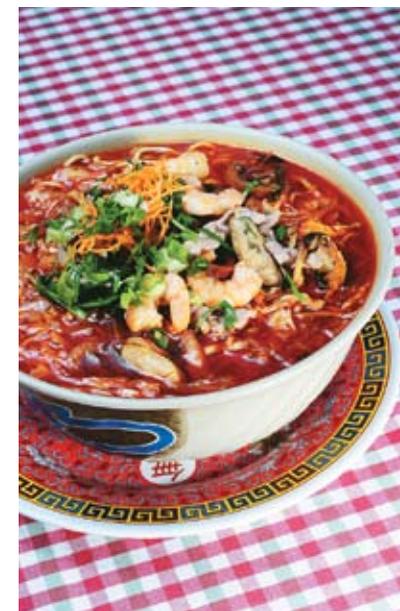
**GALERIA DO ROCK** Almost half a century old, the building gathers shops selling vinyls and clothes dedicated to rock. Av. São João, 439, or R. 24 de Maio, 62, Centro.

**RUA 25 DE MARÇO AND SURROUNDINGS** Popular shopping area, selling haberdashery, household appliances, decoration, costume jewellery, and fabrics. The streets are always crowded on weekends and holidays.

**NIGHTLIFE**

**BAR BRAHMA** The bar offers a varied program of live music; it is located on the famous corner celebrated in the song "Sampa". Av. São João, 677, Centro; 3367-3601; [barbrahmasp.com](http://barbrahmasp.com).

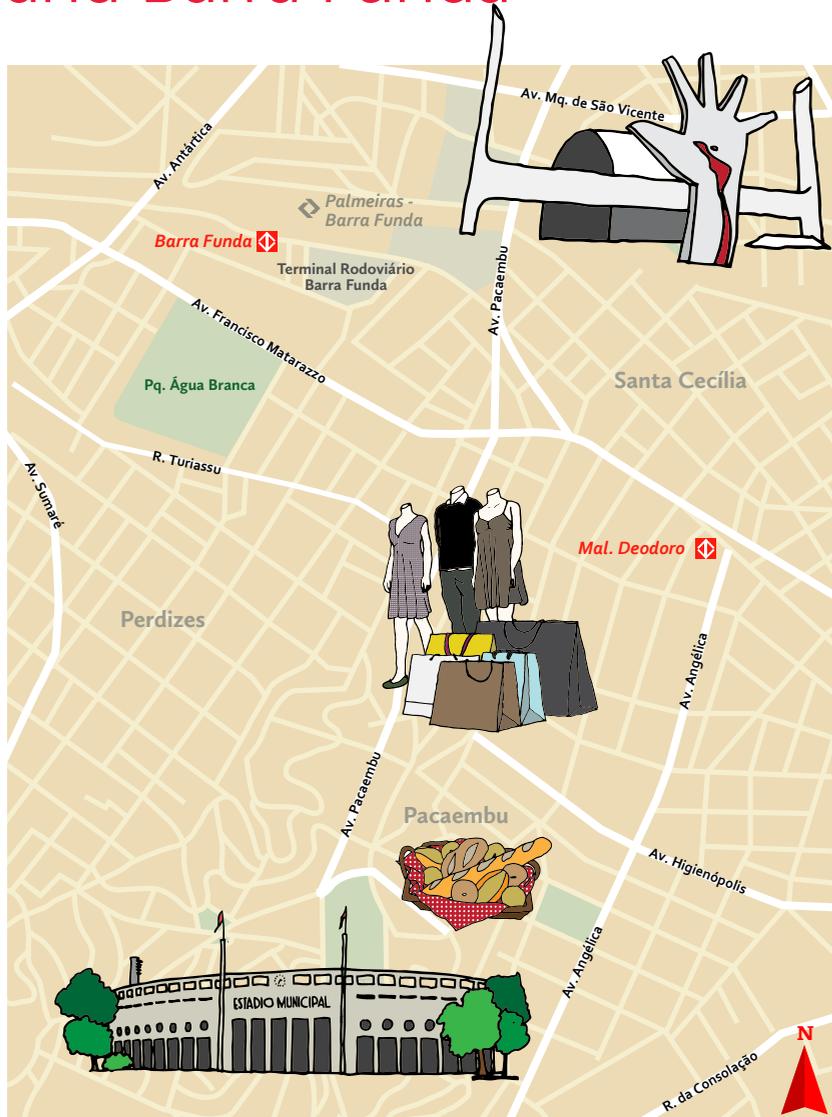
**BAR DA DONA ONÇA** Specializing in unsophisticated but extremely tasty appetizers, as well as drinks such as the *amigo da onça*, made with cashews. Av. Ipiranga, 200, Copan Building, Centro; 3257-2016.



Rong He: Chinese taste and tradition

Photo credits: Jair Magri

# Pacaembu, Higienópolis, and Barra Funda



Restaurants in Higienópolis offer international menus, living up to São Paulo's reputation as a gastronomic capital. From Brazilian flavors to Argentine barbecue, there is room for Italian, French, and even North American food. Nearby, it is worth trying a well-known national snack: the pastel, usually sold at open-air markets, which is the attraction on a stall right in front of the Estádio do Pacaembu. Popular passion has turned this venue into a true soccer temple; it also houses a museum dedicated to the beautiful game. Barra Funda, a neighborhood that has had a remarkable development in the last years, boasts options such as the Memorial da América Latina and an intense nightlife.



Água Branca Park: the atmosphere of a farm and the green areas please the public

## ATTRACTIONS

**CASA GUILHERME DE ALMEIDA** The last dwelling of the modernist poet houses his publications, the original furniture and an art collection. *R. Macapá, 187, Pacaembu; 3673-1883; casaguilhermedealmeida.org.br.*

**MEMORIAL DA AMÉRICA LATINA** The architectural complex designed by Oscar Niemeyer hosts exhibitions, shows, and festivals; it is also the site of a center for Latin American arts and sciences studies. *Av. Auro Soares de Moura Andrade, 664, Barra Funda, 3823-4600; memorial.org.br.*

**MUSEU DE ARTE BRASILEIRA (FAAP)** Renowned for its fine temporary exhibitions, the museum also shelters a collection of 2,500 pieces, whose highlights are works from

the Brazilian modernism. *R. Alagoas, 903, Higienópolis; 3662-7198; faap.br/museu.*

**MUSEU DO FUTEBOL AND ESTÁDIO DO PACAEMBU** Audiovisual projections on screens, tv monitors and displays deliver a thorough account of the history of Brazilian soccer. The museum is located underneath the stadium bleachers. *Pça. Charles Miller, s/n, Pacaembu; 3664-3848; museudofutebol.org.br.*

**ÁGUA BRANCA PARK** Reminiscent of a farm, with poultry wandering freely, the park houses an animal exhibition center and an aquarium, as well as a playground for children and a range of cultural activities. *Av. Prof. Francisco Matarazzo, 455, Barra Funda; 3803-4200; parqueaguabranca.sp.gov.br.*

Photo credit: Madalena Leles



348 Parrilla Porteña: Argentine meat

**BUENOS AIRES PARK** Its gardens and alleys are adorned with sculptures. One of them lies at the so-called “Mothers’ Square”, where children are taken for walks and some sun-bathing. *Av. Angélica, s/n (near the 1500 on Av. Higienópolis), Higienópolis; 3666-8032.*

**ACCOMMODATION**

**HOLIDAY INN EXPRESS** A compact but complete structure, with ample rooms. Located near the Barra Funda bus and subway terminal. *R. Dr. Homem de Melo, 1206, Higienópolis; 3674-7777; hinnbrasil.com.br.*

**TRYP HIGIENÓPOLIS** A hotel with 252 apartments and a conference center, within easy reach to Estádio do Pacaembu. *R. Maranhão, 371; 3665-8200; solmelia.com.br.*

**FOOD**

**210 DINER** The venue from award-winner chef Benny Novak is dedicated to varied presentations of tender hamburgers and other specialties from the North American cuisine. *R. Pará, 210, Higienópolis; 3661-1219.*

**348 PARRILLA PORTEÑA** Their specialty are Argentine beef cuts grilled on a barbecue, such as *ojo de bife* and *asado de tira*. This is a spin-off of a restaurant in Itaim Bibi. *R. Bahia, 364, Higienópolis; 4306-0348.*

**BENJAMIN ABRAHÃO MUNDO DOS PÃES** Crackling bread and a ring-shaped bun with chocolate and walnuts are the famous recipes in this bakery. *R. Maranhão, 220, Higienópolis; 3258-1855.*

**BARCELONA** Another traditional bakery in Higienópolis, renowned for its ciabattas and stuffed baguettes. *R. Armando Penteado, 33, Higienópolis; 3826-4689.*

**CARLOTA** International influences, combined with Brazilian ingredients and seasonings bring life to what chef Carla Pernambuco calls “multicultural cuisine”. *R. Sergipe, 753, Higienópolis; 3661-8670.*

**DULCA** The highlight on the counters of this bakery is the *sonho*, smooth dough balls filled with vanilla pastry cream. Other suggestions include pies, *éclairs* and snacks. *R. Itacolomi, 639, Higienópolis; 3129-5561.*

**JARDIM DE NAPOLI** The *polpettone alla parmigiana* (meatball with mozzarella and tomato sauce) is one of the most popular dishes in this traditional Italian cantina, which also serves delicious pizzas for dinner. *R. Martinico Prado, 463, Higienópolis; 3666-3022.*

**PASTEL DA BARRACA DO ZÉ** Try this snack made of deep-fried pastry and filled with minced meat, cheese, or a number of assorted



Jardim de Napoli: the restaurant is famed for the juicy *polpettone alla parmigiana*

fillings. *Pça. Charles Miller, Pacaembu. Thursdays and Saturdays, from 7:30 am to 1:30 pm.*

**SHOPPING**

**SHOPPING PÁTIO HIGIENÓPOLIS** More than 300 shops gathered in an eclectic building. A skylight sheds natural light onto the food court. The mall also houses a 300-seat theater and cinemas. *Av. Higienópolis, 618, Higienópolis; 3823-2300.*

**NIGHTLIFE**

**CLASH CLUB** A shed with 6-meter-high walls receives up to 500 people in nights full of rock,

house and electro. *R. Barra Funda, 969, Barra Funda; 3661-1500; clashclub.com.br.*

**D-EDGE** This venue is usually listed among the best electronic music venues in the world. *Av. Auro Soares de Moura Andrade, 141, Barra Funda; 3665-9500; d-edge.com.br.*

**VILLA COUNTRY** Dedicated to country music, the venue is 12,000 sq m wide and has several rooms. *Av. Francisco Matarazzo, 774, Barra Funda; 3868-5858; villacountry.com.br.*

Photo credits: 1© Jair Magri, 2© Priscila Boffo

# Paulista Avenue, Consolação, Jardins and Ibirapuera



Along 120 years, Paulista Avenue has become a portrait of São Paulo's history. On one side of the avenue, mementos of the coffee barons remain in the design of Casa das Rosas, by Ramos de Azevedo. On the other side, the imposing Conjunto Nacional is a symbol of the concrete wall that was erected towards Consolação Street from the 1960s onwards. The construction of MASP also dates from this period, when the avenue had begun to share attentions with other metropolitan landmarks, such as the Ibirapuera Park. But Paulista Avenue has always embodied the transformations of the city. Today, together with the bustling adjacent area called Jardins, it remains as an open promenade for all walks of life, inhabitants and tourists alike.

## ATTRACTIONS

**CASA DAS ROSAS** Dedicated to poetry, this cultural space occupies a 1930s mansion, which holds some 30,000 volumes at the Biblioteca Haroldo de Campos (1929-2003). It offers arts and writing workshops, as well as soirées. *Av. Paulista, 37; 3285-6986; casa-dasrosas-sp.org.br.*

**FIESP CULTURAL CENTER** It houses the Teatro Popular do Sesi, a lending library, a comics collection and a wide area for exhibitions of contemporary art and multimedia. Free entry for most activities. *Av. Paulista, 1313; 3146-7406; sesisp.org.br/Cultura*

**CONJUNTO NACIONAL** The tower holds several offices and apartments. Among the

several shops on the ground floor, which occupies an entire block, there is a huge bookshop, Livraria Cultura (3170-4033), which also manages the local theater and cinema (3285-3696). *Av. Paulista, 2073; ccn.com.br.*

**ITAÚ CULTURAL** A multicultural space with theater, dance, courses, themed exhibitions and a large media resource center. *Av. Paulista, 149; 2168-1777; itaucultural.org.br.*

**MUSEU DE ARTE DE SÃO PAULO (MASP)** The large collection encompasses paintings by artists such as the impressionists Monet, Renoir, and cubist Pablo Picasso. The free span below the museum, a symbol of the metropolis, holds an antiques fair on Sundays. *Av. Paulista, 1578, 3251-5644; masp.art.br.*



Casa das Rosas: a relic on Paulista Avenue

Photo credit: Andréa D'Amato



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Hotel Emiliano: the luxury accommodation includes exclusive services, such as a pillow menu

**ACCOMMODATION**

**EMILIANO** Guests, very often celebrities from the artistic world and international models, are pampered with massages, butler services and a pillow menu. *R. Oscar Freire, 384, Jardins; 3069-4369; emiliano.com.br.*

**FASANO** Within the hotel are the traditional namesake restaurant and the Baretto bar. The rooms are extremely comfortable and elegant. *R. Vitório Fasano, 88, Jardins; 3896-4000; fasano.com.br.*

**INTERCONTINENTAL** Situated at one block from Paulista Avenue, the hotel offers large rooms and efficient services. *Al. Santos, 1123, Jardins; 3179-2600; ihg.com.*

**PULLMAN IBIRAPUERA** The first unit of this hotel chain in Brazil, it displays good taste in

its decoration, as well as modern and well-equipped rooms. *R. Joinville, 515, Ibirapuera; 5088-4000; pullmanhotels.com.*

**RENAISSANCE** Rooms are equipped to cater for every need of a businessman. Three restaurants are located in the hotel. *Al. Santos, 2233, Jardins; 3069-2233; marriottbrasil.com.*

**GRAND MERCURE SÃO PAULO IBIRAPUERA** Luxury accommodation with a hallmark: some suites overlook the Ibirapuera Park. *R. Sena Madureira, 1355, Ibirapuera; 3201-0800; accorhotels.com.*

**TIVOLI MOFARREJ** Right beside Trianon Park, it offers super comfortable rooms, a starred Spanish restaurant and the most complete hotel spa in town. *Al. Santos, 1437; Jardins; 3146-5900, tivolihotels.com.*

Photo credits: 1© Jair Magri, 2© Fernanda Frazão

**HOTEL UNIQUE** The half-moon design of the building was created by Ruy Ohtake, while João Armentano was in charge of the decoration of rooms, some of which have curved walls. *Av. Brigadeiro Luís Antônio, 4700, Jardins; 3055-4710; hotelunique.com.br.*

**FOOD**

**DALVA E DITO** Chef Alex Atala's second establishment, dedicated to flawlessly executed trivial dishes such as *galinhada* (rice stew with chicken) and pork in the can with mashed potatoes and pequi. *R. Padre João Manuel, 1115, Jardins; 3068-4444.*

**GALERIA DOS PÃES** Not just a simple bakery, it's more like a snackbar meets wine-house and emporium, together with a wide range of different breads, cold cuts and dainties from the patisserie. *R. Estados Unidos, 1645, Jardins; 3064-5900.*

**RITZ** In a modern and bustling atmosphere, young waiters serve casual meals and well-grilled hamburgers. *Al. Franca, 1088, Jardins; 3062-5830.*

**Z DELI** For 30 years, it has been offering traditional Jewish recipes, prepared by the owner, Polish Lonka Lucki. *Al. Gabriel Monteiro da Silva, 1350, Jardins; 3064-3058.*

**SHOPPING**

**GALERIA OURO FINO** Vintage shops, unconventional accessories, daring hairdressers, and even an office for collaborative work are among the findings in this four-floored gallery. *R. Augusta, 2690, Jardins; 3082-7860.*

**NIGHTLIFE**

**CASA DE FRANCISCA** This centennial town-house receives intimist gigs that join different generations of Brazilian artists, from Jorge Mautner to Marina de La Riva. *R. José Maria Lisboa, 190, Jardins; 3052-0547.*

**BALLROOM** A glamorous night club with electronic music, boasting a lounge, a dance-floor and VIP boxes. *R. Augusta, 3000, Jardins; 4328-3001; ballroom.com.br.*



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Dalva e Dito: contemporary Brazilian dishes

# Pinheiros and Vila Madalena



In the 1970s, Vila Madalena was the place of choice for artists and students, since it was within easy access to the Universidade de São Paulo and rents were low. From this point on the district acquired a reputation for bohemian life in São Paulo. Many workers' houses were replaced by countless bars and restaurants, which attract locals and tourists till the wee hours. But the steep streets of the area are not less busy during the day. Besides the nightlife, several townhouses shelter workshops, galleries, bookshops, cafes and other nooks and crannies for cool shopping.

## ATTRACTIONS

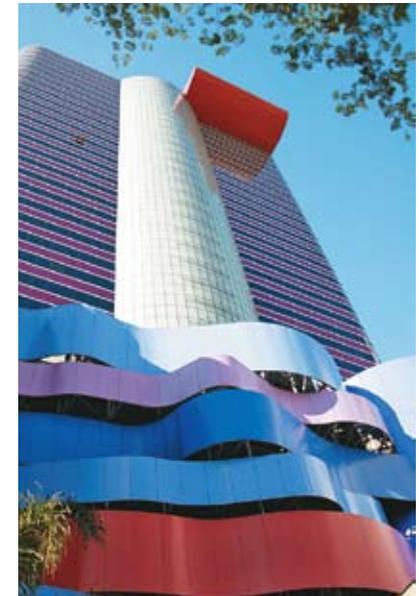
**ÍMÃ FOTO GALERIA** Major names of Brazilian photography are gathered in this gallery's collection. *R. Fradique Coutinho, 1239, Vila Madalena; 3816-1290; imafotogaleria.com.br.*

**TOMIE OHTAKE INSTITUTE** Five rooms receive arts, architecture and design exhibitions in this cultural center. *Av. Brig. Faria Lima, 201, entrance on R. Coropés, Pinheiros; 2245-1900; institutotomieohtake.org.br*

**PRAÇA DO PÔR DO SOL** The sunset behind the city skyline is the setting for pictures of families, youngsters and couples. *Pça. Cel. Custódio Fernandes Pinheiro, s/n, Pinheiros.*

## ACCOMMODATION

**GEORGE V** Wide apartments and suites, both with kitchen, make up the 67 units of this building designed by architect Ruy Ohtake. *R. Roquete Pinto, 9, Pinheiros; 3030-0700 and 0800-7734663; george-v.com.br.*



Tomie Ohtake Institute: art and architecture

**GOLDENTOWER** All 96 suites have bathtubs. The hotel also holds a nice Mediterranean restaurant and a business center, available 24 hours a day. *R. Dep. Lacerda Franco, 148, Pinheiros; 3094-2200; goldentowerhotel.com.br.*

**HOWARD JOHNSON FARIA LIMA** Three of the hotel floors are exclusive for women; these rooms have hairdryers, chocolates and flowers. Located 400m from a subway station. *R. Tavares Cabral, 61, Pinheiros; 0800-555598; astron.com.br.*

**QUALITY FARIA LIMA** The hotel offers free internet connection in the apartments, meeting rooms, events area, swimming pool, sauna and a sun deck. *R. Diogo Moreira, 247, Pinheiros; 2197-7050 and 0800-555855, atlantichotels.com.br.*

Photo credit: Elaine Iancicelli

**FOOD**

**ADEGA SANTIAGO** Tapas and tostadas, the Spanish version of Italian bruschettas, come as appetizers. The wine list encompasses more than 150 labels. *R. Sampaio Vidal, 1072, Pinheiros; 3081-5211.*

**AK VILA** Chef Andrea Kaufmann suggests a short and constantly renewed menu, with Jewish influences. *R. Fradique Coutinho, 1240, Vila Madalena; 3231-4496.*

**BUTTINA** It occupies a 1940s mansion with a garden in the backyard. Homemade pasta and tomato sauce bring flavor to the dishes on the menu, such as papardelle al ragu. *R. João Moura, 976, Pinheiros; 3083-5991.*

**CONSULADO MINEIRO** More than 80 labels of cachaça will whet your appetite and wash

down the fried rice balls and dishes such as *feijão tropeiro*. *Pça. Benedito Calixto, 74, Pinheiros; 3064-3882.*

**DON CURRO** Rice, saffron, shrimps, squids, and chicken are the ingredients for the authentic Spanish paella prepared at the restaurant. *R. Alves Guimarães, 230, Pinheiros; 3062-4712.*

**LAS CHICAS** A partnership between chefs Carla Pernambuco and Carolina Brandão, this small restaurant serves salads and hot dishes; it is also a delicatessen. *R. Oscar Freire, 1607, Pinheiros, 3083-0533.*

**MANÍ** European cuisine with Asian touches and Brazilian secrets. In 2012, it ranked 51st among the best restaurants on British magazine *Restaurant*. The vegetarian origin of the recipes results in light meals that delight the female public. *R. Joaquim Antunes, 210, Pinheiros; 3085-4148.*

**MERCEARIA DO CONDE** The balanced and varied menu suggests dishes such as the pumpkin risotto and the Tunisian salad. *R. Joaquim Antunes, 217, Pinheiros; 3081-7204.*

**VECCHIO TORINO** Original works by Volpi, Lasar Segall and Gustav Klimt ornament the venue's rooms, where state-of-the-art recipes of pastas and risottos compose an Italian menu with no room for innovation. *R. Tavares Cabral, 119, Pinheiros; 3816-0592.*

**SHOPPING**

**ALAMEDA GABRIEL MONTEIRO DA SILVA** The street is a benchmark when it comes to decoration and design, gathering more than 150 stores between Faria Lima Avenue and Brasil Avenue, in Pinheiros.

**LÁ DA VENDA** Ripened cheese from Serra da Canastra (MG) is the ingredient giving a special taste to chef Helena Bacellar's cheese



Maní: a pleasant eating atmosphere



Store at Vila Madalena

rolls. The shop is a grocery meets snack bar. *R. Harmonia, 161, Vila Madalena; 3037-7702.*

**LIVRARIA DA VILA** A cozy ambiance, savvy salespeople, an outdoor cafe and more than 150,000 books attract readers. The bookstore has five other branches in the city. *R. Fradique Coutinho, 915, Pinheiros; 3814-5811.*

**RUASTEODORO SAMPAIO AND CARDEAL ARCOVERDE** The former is famous for its several shops selling furniture for any home. The latter houses many workshops and antiques shops whose vocation is the restoration of used furniture.

**NIGHTLIFE**

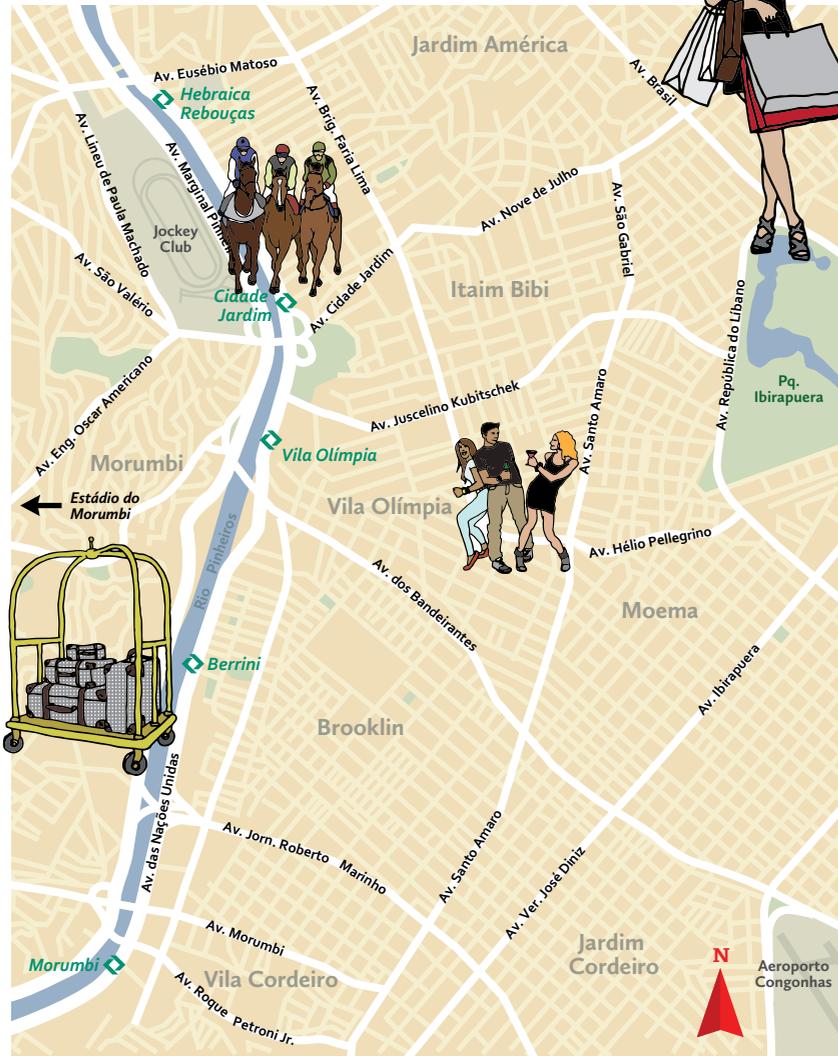
**ASTOR** One of the best barmen in São Paulo works here. Use the drinks to wash down simple but flavorful appetizers and dishes. *R. Delfina, 163, Vila Madalena; 3815-1364.*

**BAR SECRETO** Madonna's visit in 2008 and the mystery of the bar's name has brought the House music club to the forefront. *R. Álvaro Anes, 97, Pinheiros; 3061-1888.*

**FILIAL** Paulistanos and tourists congregate in this traditional spot, crowded from the happy hour to the wee hours. *R. Fidalga, 254, Vila Madalena; 3813-9226; barfilial.com.br.*

Photo credits: 1© Carmen Fukunari, 2© Madalena Lelis

# Vila Olímpia, Moema, Itaim Bibi and Morumbi



The initial strong industrial vocation of the area gradually gave way to residential buildings, thus turning Moema into one of the more complete districts in the city, near shopping malls, varied stores, hotels, restaurants and also close to Congonhas Airport. From then on, an axis of attractions and facilities has come up along the southern area of São Paulo towards Morumbi, through Itaim Bibi and crossing Brooklin via Luís Carlos Berrini Avenue. Lined up along this corridor are some of the best and more renowned hotels, restaurants, night clubs and shopping areas in São Paulo.

112,000 sq m area. *Av. Henrique Chamma, 420, Itaim Bibi; 3073-1217.*

## ACCOMMODATION

**GRAND HYATT SÃO PAULO** On top of all the comfort available in the apartments, guest can count on 24-hour butler services. *Av. das Nações Unidas, 13301, Brooklin; 2838-1234; saopaulo.grand.hyatt.com.*

**HILTON MORUMBI** The impeccable quality of the structure and services make it one of the favorite hotels of international authorities and businessmen when visiting São Paulo. The view from the gym on the rooftop is an attraction of its own. *Av. das Nações Unidas, 12901, Brooklin; 2845-0000; hilton.com.*

## ATTRACTIONS

**MEMORIAL DO SÃO PAULO FUTEBOL CLUBE** A tour takes visitors to the field, changing rooms and bleachers of the Estádio Cícero Pompeu de Toledo, also known as Morumbi. A trophy room is also visited. *Pça. Roberto Gomes Pedrosa, 1, gate 17, Morumbi; 3739-5222.*

**PALÁCIO DOS BANDEIRANTES** The seat of the government of the State of São Paulo holds an art collection with pieces such as Portinari paintings, which ornament its entrance hall. *Av. Morumbi, 4500, Morumbi; 2193-8282; acervo.sp.gov.br.*

**ALFREDO VOLPI PARK** A spring feeds three lakes amidst the 142,000 sq m woods, a natural reserve with hiking trails. *R. Eng. Oscar Americano, 480, Morumbi; 3031-7052.*

**MÁRIO PIMENTA CAMARGO PARK (Parque do Povo)** Sports courts, hiking, jogging and cycle tracks attract users to this tree-lined



Grand Hyatt: comfort and several facilities

Photo credit: Ricardo Rollo



Hilton Hotel: the swimming pool on the penthouse is one of the luxury facilities

**SHERATON SÃO PAULO WTC** Located inside a complex which also gathers a convention center, offices and a mall specializing in design and decoration. *Av. das Nações Unidas, 12559, Brooklin; 3055-8000; sheraton-saopaulowtc.com.br.*

**TRANSAMÉRICA SÃO PAULO** Right beside the Transamérica Expo, the highlight among its facilities is a green area with a golf course, a swimming pool and a health club. *Av. das Nações Unidas, 18591, Brooklin; 5693-4050 and 0800-0126060; transamerica.com.br.*

**FOOD**

**FARBABUD** The Farah and Abbud families' connection with Arabic cuisine is the basis of this traditional restaurant, opened in 2002.

*Al. dos Anapurus, 1253, Moema; 5054-1648.*

**FOGO DE CHÃO** The heat of volcanic rocks from the typical *gaúcho* barbecue cooks prime meat cuts to the point of perfection. The chain has spin-offs in Brazil and in the United States. *Av. Moreira Guimarães, 964, Moema; 5056-1795.*

**FREDDO** The second Brazilian spin-off of this famous Argentine chain of homemade ice cream. The one made of milk caramel with caramel sauce is nicknamed "temptation". *R. Normandia, 22, Moema; 3562-1654.*

**LA MAR** Four versions of ceviche, a Peruvian dish of raw fish cubes and sliced onion marinated in lemon, head the menu of this chain run by chef Gastón Acurio. *R. Tabapuã, 1410, Itaim Bibi; 3073-1213.*

**LE MARAIS BISTROT** Chef Wagner Rezende, a disciple of Erick Jacquin, preserves classic recipes amidst a Parisian atmosphere. *R. Jerônimo da Veiga, 30, Itaim Bibi; 3071-4635.*

**PJ CLARKE'S** North-American style hamburgers and brunches are the highlights of the restaurant, a spin-off of a New York chain. *R. Dr. Mário Ferraz, 568, Itaim Bibi; 3078-2965.*

**VIPITENO GELATO & CAFFÉ** Italian techniques and ingredients are used to produce this light and creamy ice cream. *R. Manoel Guedes, 85, Itaim Bibi; 3476-1881.*

**SHOPPING**

**RUA NORMANDIA** Two cobblestoned blocks where 36 shops selling gifts, fashion and household articles line up. In the Christmas season, the decoration of the townhouses attracts a large crowd.

**MORUMBI SHOPPING** A wide variety of shops, featuring magazines, department stores, famous brands, as well as a complete gourmet wing. *Av. Roque Petroni Jr., 1089, Brooklin; 4003-4132.*

**RUA JOÃO CACHOEIRA** A traditional shopping area in Itaim Bibi, this and other adjacent streets gather several outlets selling clothes and accessories from famous brands.

**NIGHTLIFE**

**B4 LOUNGE** Located on the top floor of restaurant Ecco. Comfortable couches and a snooker table attract customers willing to have a drink to start the night. *R. Peruíbe, 140, Itaim Bibi; 3071-2910; b4bar.com.br.*

**BOTTEGA BOTTAGALLO** It is a hit, serving Italian dishes and appetizers; the balanced house wine is sold by the glass. *R. Jesuíno Ardua, 520, Itaim Bibi; 3078-2858.*

**NA MATA CAFE** The well-dressed public enjoys its varied musical attractions dedicated to Brazilian rhythms and jazz. *R. da Mata, 70, Itaim Bibi; 3079-0300; namata.com.br.*

**ROYAL CLUB** The intimate pub atmosphere draws a modern public. Renowned DJs take turns at the pickups. *R. Quatá, 460, Vila Olímpia; 3044-5969; royalclub.com.br.*

**VERMONT ITAIM** A cafe meets restaurant and night club, the venue is frequented by an eclectic and neat GLS public. *R. Pedroso Alvarenga, 1192, Itaim Bibi; 3071 1320.*



Rua Normandia: a shopping experience

Photo credits: 1 © Ricardo Rollo, 2 © Andréa D'Amato

# Luz, Bom Retiro and Brás



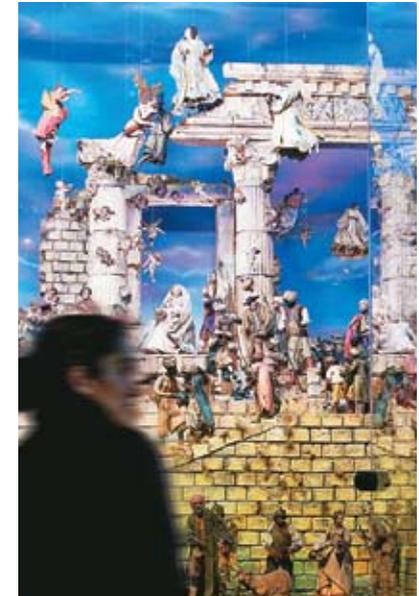
The site of a former bus terminal and of important train stations, the area encompassing the neighborhoods of Luz, Bom Retiro and Brás worked as the gateway to Jewish, Italian, Korean, and other immigrants, from Asia to Europe. Their fine business acumen has spread their reputation around town. Still today, the streets of this region hold typical restaurants and are studded with popular shops, selling from clothing to tools. But Luz, Bom Retiro and Brás are not only famous for its consumer goods. To make sure the city history was preserved, many buildings were transformed into major cultural spaces.

## ATTRACTIONS

**ESTAÇÃO PINACOTECA** It works as an extension of Pinacoteca (in fact, the ticket is valid for both institutions). It houses the Nemirovsky Collection, which includes the painting *Antropofagia*, by Tarsila do Amaral, among its treasures. The former headquarters of a repressive organism during the Brazilian dictatorship, it preserves the cells where political prisoners were locked. *Lgo. General Osório, 66, Luz; 3335-4990.*

**EXPRESSO TURÍSTICO** The Luz station is the background for departures and arrivals of 1950s trains that take passengers to Vila de Paranapiacaba and other cities nearby. Reservations are recommended, as this tour is usually much sought-after. *0800-055-0121, [cptm.sp.gov.br/expressoturistico](http://cptm.sp.gov.br/expressoturistico).*

**JARDIM DA LUZ** Created during the colonial period, this garden was opened to the public



Museu de Arte Sacra: more than one thousand of religious and sacred pieces

in 1825 as the first leisure area for the city's inhabitants. Native trees, works of art and a lake occupy a 113,000 sq meter area. *Pça. da Luz, s/n, Luz; 3227-3545.*

**MUSEU DA LÍNGUA PORTUGUESA** Learning becomes pure entertainment in the first museum in the world dedicated exclusively to one language. The building, inaugurated in 1901, also houses the Luz train and subway station. *Pça. da Luz, s/n, 3322-0080, Luz; [museulinguaportuguesa.org.br](http://museulinguaportuguesa.org.br).*

**MUSEU DE ARTE SACRA** Along its corridors, more than a thousand pieces tell the history of Brazilian sacred art; on top of that, its church shelters the remains of Frei Galvão, the first Brazilian saint. *Av. Tiradentes, 676, Luz; 3326-5393; [museuartesacra.org.br](http://museuartesacra.org.br).*

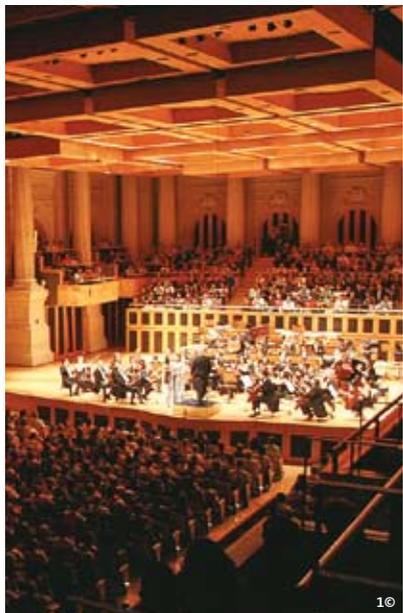
Photo credit: Andréa D'Amato

**PINACOTECA DO ESTADO** Good temporary exhibitions share the space of this red-brick building projected by Ramos de Azevedo in 1895. The collection houses works by Tarsila do Amaral, Portinari, and sculptures by Rodin. *Pça. da Luz, 2, Luz; 3324-1000; pinacoteca.org.br.*

**SALA SÃO PAULO** This former train station has become one of the best concert rooms in the world. *Pça. Júlio Prestes, 16, Luz; 3367-9500; salasao paulo.art.br.*

**ACCOMMODATION**

**LUZ PLAZA** Recommended by Guia Brasil 2012, it offers the most comfortable rooms in the area. *R. Prates, 145, Luz; 2627-3400; luzplaza.com.br.*



Sala São Paulo: the stage for the orchestra

**FOOD**

**ACRÓPOLES** Layers of eggplant, potatoes, minced meat and bechamel sauce make the mussaka the most famous dish in this traditional Greek restaurant in São Paulo. *R. da Graça, 364, Bom Retiro; 3223-4386.*

**BISTRÔ DA SARA** Fresh and tasty food on a buffet with several options of meat and salads, installed in a pleasant basement. *R. da Graça, 32; 3362-1725.*

**CASTELÕES** This pizzeria believes in tradition. The crust is slightly thicker and the toppings are restricted to twelve, such as anchovies, with no room for innovations. *R. Jairo Gois, 126, Brás; 3229-0542.*

**DARE** Bom Retiro has now become a Korean area, and therefore restaurants specialized in food from this Asian country have appeared. Here, anchovies and bulgogi, made with meat slices, are recommended. *R. Correia de Melo, 117, Bom Retiro; 3337-2533.*

**GIGIO** Homemade pasta in plentiful servings maintains the fame of this Italian cantina, always accompanied by sardella and crackling bread. *R. do Gasômetro, 254, Brás; 3228-2045.*

**PRESIDENTE** Cod is the main ingredient of six bountiful options of Portuguese dishes. *R. Visc. de Parnaíba, 2438, Brás; 2292-8683.*

**SEOK JOUNG** For lunch, a combination of Korean dishes includes a stew, rice, raw and fried fish, with servings of pickled vegetables. *R. Correia de Melo, 135, Bom Retiro; 3338-0737.*

**SHOPPING**

**AVENIDA RANGEL PESTANA** This avenue starts on Praça da Sé, but after crossing the Tamanduateí River and D. Pedro II Park, it becomes the right place for those searching for



Thrasivoulos Petrakis, aka Seu Trasso, owner of Greek restaurant Acrópolis

woodwork and upholstery supplies.

**RUA FLORÊNCIO DE ABREU** The place to find industrial equipment and tools. Among the establishments, the Casa da Boia (“buoy house”), founded in 1898, keeps alive the tradition of one of the oldest specialized commercial streets in São Paulo.

**RUA DO GASÔMETRO** Here, shops are specialized in woodwork. One may find different kinds and sizes of wood, planks, ironmongery and other accessories.

**RUA JOSÉ PAULINO AND RUA DA GRAÇA** Both streets are well-known for having more than 400 stores showcasing clothes and accessories following current fashion trends, with more attractive prices than in a shopping mall. Rua da Graça also hosts shops spe-

cialized in baby layettes.

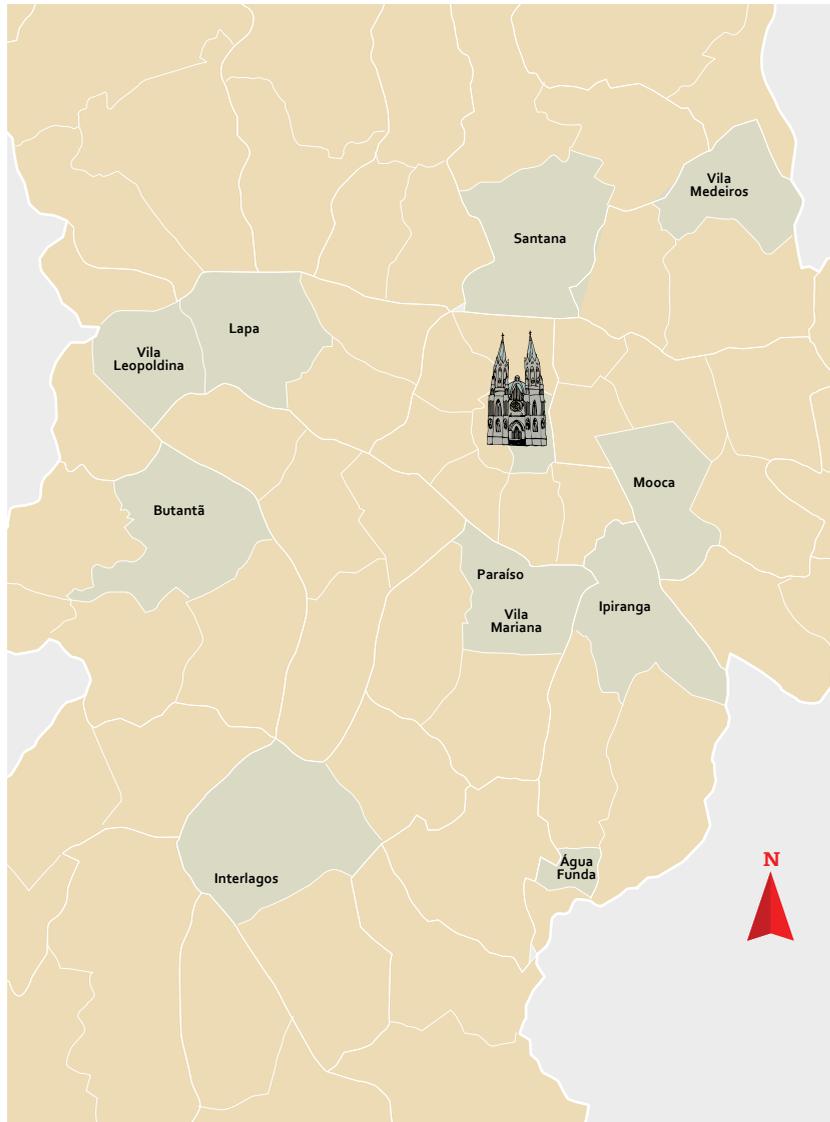
**SURROUNDINGS OF LARGO DA CONCORDIA** The area holds several knitting and clothing manufacturers. On ruas Oriente and Xavantes, go for T-shirts, jeans, and other basic pieces of clothing. On Rua Maria Marcolina, several shops offer table linen, bed and bath articles. Prices are even better for those buying wholesale.

**RUA SANTA IFIGÊNIA** A concentration of shops specializing in electronic products, parts and sound and video appliances, as well as articles for IT, computers and cell phones.

**RUA SÃO CAETANO** A paradise for brides searching for wedding dresses, as well as other complements for the party, at quite attractive prices.

Photo credits: 1 © Publicity, 2 © Andréa D'Amato

# Other neighborhoods



To leave the most central area of the metropolis towards other neighborhoods brings compensations. An unforgettable urban experience is to plunge into São Paulo's plentiful offer of typical snacks and decide by yourself which is the best coxinha (shredded chicken enclosed in batter and deep fried) in town. Embarking into less known regions of São Paulo will allow tourists to taste the best of the Northeastern cuisine, or to get to know other peoples' cultures and traditions. Farther still, in the extreme end of South Zone and North Zone, buildings give way to ample green areas, where original patches of the Atlantic rainforest are still preserved.

## ÁGUA FUNDA

**JARDIM BOTÂNICO** Located inside the Fontes do Ipiranga State Park. Its tracks run amidst a forest with closed vegetation, with specimens of brazilwood. The greenhouses shelter native and exotic plants. *Av. Miguel Stéfano, 3031; 5067-6000; ibot.sp.gov.br.*

**ZOO SAFÁRI** Monkeys, zebras and girafas wander among the vehicles taking visitors around. Felines and bears can be observed in restricted areas. *Av. do Cursino, 6338; 2336-2131; zoologico.sp.gov.br/zoosafari.*

## BUTANTÃ

**INSTITUTO BUTANTAN** Snakes and other venomous animals draw children's attention and are studied in this study center, responsible for the research and the production of

different types of vaccines. *Av. Vital Brasil, 1500; 3726-7222; butantan.gov.br.*

## INTERLAGOS

**AUTÓDROMO DE INTERLAGOS** The Autódromo Municipal José Carlos Pace is the venue for several car races that take place in São Paulo. *Av. Sen. Teotônio Vilela, 261, gate 7; 5666-8822; autodromointerlagos.com.*

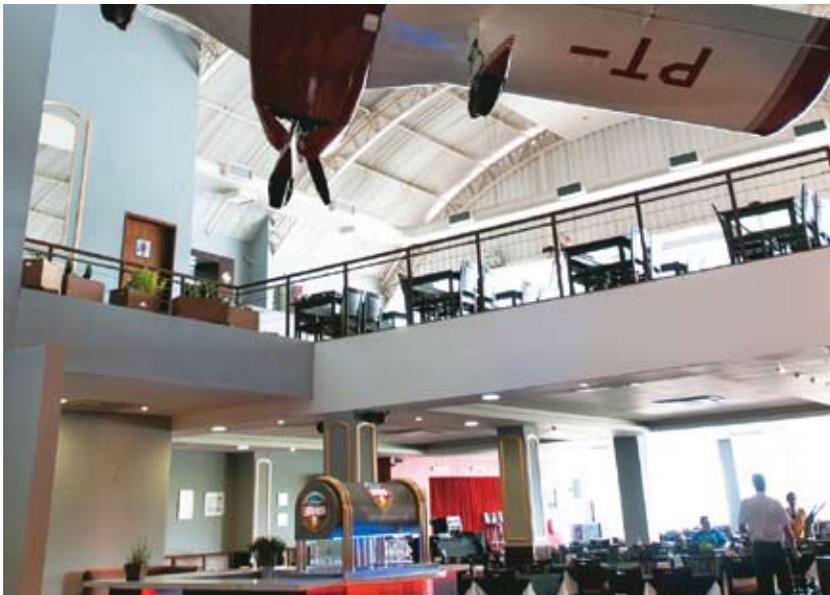
**GUARAPIRANGA PARK** Near a dam, the park offers kiosks, small sided soccer fields, a jogging track, trails, playgrounds and barbecue areas. *Estr. Guarapiranga, 575; 5541-6332.*

## IPIRANGA

**INDEPENDÊNCIA PARK** The site where the independence of Brazil was proclaimed, it



Snakes are the highlight at Instituto Butantan



A spin-off of Bar Brahma at the Aeroclub de São Paulo: a happy hour in North Zone

houses the Museu Paulista (also called “Museu do Ipiranga”), in which paintings and other objects depict Brazil’s history (**closed due to renovation**). Alleys and water fountains resemble the gardens of the Palace of Versailles. *Av. Nazaré, s/n; 2273-7250 (park) and 2065-8000 (museum).*

**LAPA**

**DONA FELICIDADE** Among heavier dishes, the salt cod ball, crisp and creamy, is a perfect company for the different options of beer. *R. Tito, 21; 3804-0775.*

**VALADARES** The cold beer washes down exotic appetizers such as bull testicles, breaded frogs and gilo with vinaigrette. *R. Faustolo, 463; 3862-6167.*

**THE WEEK** With two dancefloors and an swimming pool, the venue has conquered the GLS public with electronic music. *R. Guaicurus, 324; 3868-9944; theweek.com.br.*

**MOOCA**

**DI CUNTO** Different shapes of pasta and Italian sweets are manufactured in the kitchen of this traditional rotisserie and patisserie. *R. Borges de Figueiredo, 61; 2081-7100.*

**ELÍDIO BAR** Tradition and soccer get together along a counter with 120 options of appetizers. *R. Isabel Dias, 57; 2966-5805.*

**MUSEU DA IMIGRAÇÃO** Formerly an inn, the museum holds photos and relics from the immigrants who arrived in São Paulo in the end of the XIX century and the beginning of the XX

century. *R. Visc. de Parnaíba, 1316; 3311-7700 and 2692-1866; museudaimigracao.org.br.*

**FESTA DE SAN GENNARO** For almost 40 years, this feast combines stalls selling typical Italian food and the excitement of the local community. Held on the streets around the Paróquia San Gennaro, in Mooca, it receives a large public on weekends in September.

**PARAÍSO**

**SHIN ZUSHI** Recommended by Guia Brasil 2012, the restaurant remains faithful to its origins in Japanese cuisine, in hot or cold recipes. *R. Afonso de Freitas, 169; 3889-8700.*

**SANTANA**

**AERoclUBE DE SÃO PAULO** This school for pilots is inside Campo de Marte, next to Anhembi, and is home to a spin-off of the traditional Bar Brahma. *Av. Olavo Fontoura, 650; 2221-9477; aeroclubesp.com.br.*

**ANHEMBI PARK** The main venue for fairs and exhibitions in São Paulo, with more than 400,000 sq m. It houses an exhibition hall, the convention center and an open air walkway known as Sambodromo. *Av. Olavo Fontoura, 1209; 2226-0400; anhembi.com.br*

**HOLIDAY INN PARQUE ANHEMBI** Halfway between the Sambodromo and the Anhembi convention center, the hotel has 780 apartments and an auditorium for up to 1,000 people. *R. Prof. Milton Rodrigues, 100; 2107-8844; holidayanhembi.com.br.*

**VILA MARIANA**

**INNOMINATO OSTERIA** Simple ambiance, attentive service and a good range of homemade pasta. *R. Joinville, 561; 5571-9839.*

**MUSEU LASAR SEGALL** The museum shel-

ters about 3,000 pieces by Lithuanian artist Lasar Segall (1891-1957), among paintings, sculptures, engravings and other works. (**closed due to renovation**) *R. Berta, 111; 5574-7322; museusegall.org.br.*

**VILA MEDEIROS**

**MOCOTÓ** Sarapatel and diced tapioca are among the northeastern dishes created by chef Rodrigo Oliveira. If you come across long lines on weekends, relax and enjoy the caipirinhas. *Av. N. S. do Loreto, 1100; 2951-3056.*

**VILA LEOPOLDINA**

**WHEAT ORGANICS** This bakery produces everything with organic raw materials. *R. Carlos Weber, 1622; 3628-8209; wheat.com.br.*



Mocotó’s cuisine: flavors from the Northeast

Photo credits: 1 © Andréa D’Amato, 2 © Jair Magri



# Stay (much) longer than a day

With dozens of thousands of events, fairs, and festivals, the city of São Paulo always offers good reasons for a visit. Organize your trip based on the major attractions of São Paulo's calendar:

## JANUARY

**ANNIVERSARY OF SÃO PAULO:** the outdoor celebration brings together gays, lesbians and sympathisers.

**COUROMODA:** leather is the king in this shoes and accessories fair.

## FEBRUARY

**BRASIL OPEN:** the Brazilian event of the international tennis circuit.

**CARNAVAL:** samba schools put the Sambodromo to dance.

**CAMPUS PARTY:** young geeks get together to discuss internet and technology.

## MARCH

**IT'S ALL TRUE:** international documentary film festival.

**SÃO PAULO HALF MARATHON:** international race on the streets and avenues of the city.

## APRIL

**SÃO PAULO RESTAURANT WEEK:** restaurants offer special menus at special prices.

**SÃO PAULO FASHION WEEK:** The event takes the Summer/Spring fashion to the catwalks.

## MAY

**CASA COR SÃO PAULO:** the largest exhibition of decoration and landscape design in Latin America.

**SP ARTE:** international fair of galleries and works of art.

**VIRADA CULTURAL:** concerts and other performances take place all through the night.

## JUNE

**LGBT PRIDE PARADE:** the outdoor celebration brings together gays, lesbians and sympathisers.

## JULY

**ANIMA MUNDI:** animation festival with films from around the globe.

**FESTA DE SÃO VITO:** one of the largest events of the Italian community in São Paulo.

## AUGUST

**BIENNIAL BOOK FAIR:** held in even years, offering lectures, book launches and huge exhibitions.

**DESIGN WEEKEND:** simultaneous events congregate design, decoration, architecture, and urbanism exhibitions and events.

**FESTA DE NOSSA SENHORA ACHIROPITA:** the district of Bela Vista is taken by a Italian celebration.

**SP ARTE/FOTO:** the largest event of the photography market.

## SEPTEMBER

**CIVIC PARADE:** the Armed Forces commemorate the Independence of Brazil.

**VIRADA ESPORTIVA:** for 24 hours, sports activities take place around the city.

**FESTA DE SAN GENNARO:** stalls selling Italian food line up on the street behind the Parish of San Gennaro, in Mooca.

**REVELANDO SÃO PAULO:** a festival to celebrate the culture of the state of São Paulo, with dance, music, and handicraft.

**SÃO PAULO RESTAURANT WEEK:** the second annual edition features new dishes.

## OCTOBER

**SÃO PAULO INTERNATIONAL FILM FESTIVAL:** debates and projection of Brazilian and international films.

**ART BIENNIAL:** held in even years, it brings controversial works.

**AUTOMOBILE TRADE SHOW:** the new automotive releases are exhibited in even years.

## NOVEMBER

**FORMULA 1 GRAND PRIX:** the Brazilian round of the championship takes place at the Autódromo de Interlagos.

**ARCHITECTURE BIENNIAL:** it gathers national and international attractions in odd years.

**SÃO PAULO FASHION WEEK:** The Autumn/Winter edition.

## DECEMBER

**CHRISTMAS LIGHTS:** the city receives special decorations, whose highlight is the traditional Christmas tree in the Parque Ibirapuera.

**SÃO SILVESTRE RACE:** the city streets are invaded by this international race on the New Year's Eve.

**NEW YEAR'S EVE:** fireworks and concerts with famous artists bring a large crowd to Paulista Avenue.

**ATTENTION:** the months indicated are those in which the events are usually held. To learn more details, times, and occasional alterations, visit: [cidadedesao Paulo.com](http://cidadedesao Paulo.com), [visite-sao Paulo.com](http://visite-sao Paulo.com) and [ubrafe.com.br](http://ubrafe.com.br).

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[www.prefeitura.sp.gov.br](http://www.prefeitura.sp.gov.br)

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Some information may be subject to changes without prior notice.  
Avoid any inconvenience by calling ahead before you set out.





# São Paulo stay another day

One of the most pulsating metropolis in the world, São Paulo is much more than a great place for doing business. Taking a day off is the first step to find out the multiple attractions of the capital. This guide provides two suggestions for you to make the most of your stay: visiting the best sites in one neighborhood, or engaging in one-day themed tours, custom-made for travelers of different walks of life.

