



Because São Paulo reveals itself a little at a time, it isn't always easy to discover the nicest pleasures and sensations it has to offer. Using this guide, you will quickly find the richest and most intense experiences this city has to offer. Try the flavors of all the continents and discover the city's aromas. See São Paulo from the best angles and listen to music from around the world. There is no lack, in São Paulo, of pleasant sensory stimulation.



São Paulo
turismo
www.spturis.com



PREFEITURA DE
SÃO PAULO

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Sight, taste, touch, hearing and smell:
a city for all the senses



WORKS OF ART, CONCERTS AND SHOWS, INTERACTIVE
MUSEUMS, CUISINE, FLOWER MARKET

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LETTER TO THE READER

Experience. This is the word that sums up São Paulo; a metropolis that is superlative in every way, including in its diversity. It is a melting pot of styles and cultures in which people of over 70 nationalities live together. It is a global capital. It is also the most digital city in South America, according to Motorola and Convergencia Research. It is the host to the only Formula 1 Grand Prix in the Americas, Fashion Week, the biennials and large exhibitions, and is a stage for international shows.

But it is also a city that unites and offers a unique taste of Brazil in the bohemia of Vila Madalena, in the rhythm of the samba schools that practice year-round, in the exotic fruits of the Municipal Market, in the soccer played at the stadiums and remembered in the museum, and in the natural resources one can enjoy in the more than 50 parks and nature reserves in the city.

São Paulo is also a cultural capital – with many movie theater chains, more than 100 theaters, 110 museums and 40 cultural centers – and a gastronomical capital, with the greatest diversity in the world at its 12,500 restaurants and 52 types of cuisine. And it has great shopping opportunities, with dozens of shopping centers and Main Street style shopping ranging from the affordable to the luxurious. São Paulo is now a city of the senses. Whatever the experience, the city has a lot to offer. Experiment, sharpen your senses and surprise yourself.

A publication of São Paulo Turismo S/A. The official tourism company of the city of São Paulo has as its mission to position and promote the city of São Paulo as the Latin American capital for business, knowledge and entertainment, emphasizing its leading edge and cultural nature, seeking to consolidate it as a tourist destination, aiming to broaden activity in various economic sectors and to improve citizens' quality of life.



São Paulo City Hall: Mayor: Gilberto Kassab – www.prefeitura.sp.gov.br



São Paulo Turismo S/A: President: Marcelo Rehder

Vice President: Tasso Gadzanis

Tourism and Entertainment Division: Luciane Leite

Promotion Office: Marisa Marrocos

Coordinator: Marisa Marrocos and Juliana Carrasco

Content assistants: Aline Delmanto, Andréia Piason, Bernardo Ignarra, Carolina Negri, Fernanda Ascar, Lúcia Regina, Luciana Canto Proofreading: Lilian Natal e Beatriz Le Senechal

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Address for correspondence: Avenida Olavo Fontoura, 1209 – Anhembi Parque – Santana – SP – CEP 02012-021 – cidadedesapaulo@spturis.com

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The following people helped with this publication: Carolina Tarrio/Sílaba Comunicação (coordination), Vicente Vilardaga (editing), Douglas Braga and Maila Blöss (art editing), Tati Bernardi (text), Fernanda Catalão (image research), Troy Giles and Dominic Minett (translation)

Marketing and Publicity: Carolina Ubrig, Fabio Luis, Paulo Zappa, Robson Monte e Virgínia Any

São Paulo of the five Senses

TO ENJOY THE BEST

São Paulo is a festival for the senses. There are pleasures for the eyes, for the ears and for the mouth. The flavors and aromas of the world coexist in this city. And, modesty apart, sometimes they are even improved upon, as is the case with pizza. All types of music and dance are available here, to any hour of the morning. And there is no lack of opportunity to have new (and good) experiences.

The purpose of this guidebook is to help you find the shortest path to the richest experiences. In the immensity of the metropolis, it's not always easy to separate the run-of-the-mill from that which is really worth trying. Sight, sound, touch, smell and taste: we followed the senses to organize our suggestions in this book. But often the senses mix together, amplifying their effect on you. Wake up to São Paulo. Experience what it has to offer. We are certain you will enjoy your time here intensely.



Sight

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A nighttime view of the city skyline from the pool at Skye, on the roof of the Unique hotel

Sight

SEDUCING THE EYE

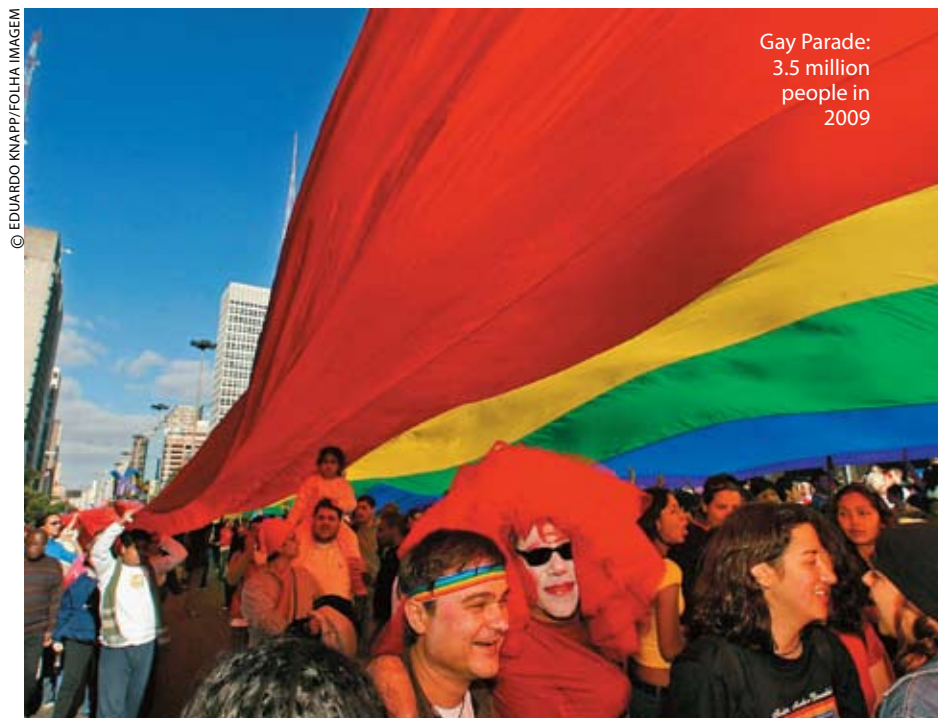
São Paulo wins over observers slowly. At first it is the hardness of the city that strikes the eyes. But gradually details and forms are revealed and you see diversity and find little, unexpected places that win you over. São Paulo is pretty when seen as a broad landscape, but it also has smaller, unexpected corners of beauty. Sometimes you feel like you are in a small city or are reminded of Europe or Asia. Visual pollution has decreased in recent years and the city has become less chaotic, revealing beauty that had lain hidden. Billboards and signs have been taken down, revealing the previously hidden façades of historic buildings, as well as streets and gardens. The landscape has broadened and the view has become more agreeable. There are more trees along the river banks and São Paulo has gained new green spaces, with a total of over 40 state and city parks.

▼ **LGBT PARADE**

The São Paulo LGBT Parade is one of the liveliest and largest in the world - in the last edition 4 million people participated, 39% of those were tourists (national and international). The parade begins on Avenida Paulista at noon, in front of the Museu de Arte de São Paulo (Masp), and then goes down Rua Consolação toward downtown. Gays and their friends follow the multitude to see (and dance with) famous artists and listen to a

lineup performing the best music the world has to offer at places that attract the same kind of public. Before, during and after the parade, São Paulo hotels, bars, nightclubs and cultural spaces fill up with those anticipating or enjoying the afterglow of this event. It reminds you of Carnival, but with no Ash Wednesday – everything is colorful. The soundtrack includes electronic music, Madonna and Chaka Khan.

PARADA LGBT
www.paradasp.org.br



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► **IBIRAPUERA: THE CITY'S FAVORITE LEISURE SPACE**

Even those who don't know anything about São Paulo or are feeling too lazy to go on a more adventurous excursion know Ibirapuera Park is the best. And they're right. You could spend the whole day there and still have to come back many more times to be able to see and do everything. It is the best-loved leisure and cultural space in the city. Over 100 species of birds live in the park among fig and ipê trees, gardens designed by Burle Marx, restaurants and two things that can't be missed: the Oca building, the biennial building, MAM (Modern Art Museum), Museu Afro-Brasil and Pavilhão das Culturas Brasileiras. At Praça da Paz there are free concerts on Sunday mornings for anyone who wants to go. On the weekends, the planetarium thrills children and adults. On sunny days, the grass around the pond becomes a beach for city residents.

IBIRAPUERA PARK Av. Pedro Álvares Cabral, s/n.
Tel.: 5574-5505,
www.parquedoibirapuera.com.br

© FREDERIC JEAN



Ibirapuera Park from the air, with the city in the background

BERRINI: NEW SYMBOL OF DEVELOPMENT

In the 1990s futuristic looking buildings, full of metallic structures, began to appear in the area around Avenida Engenheiro Luis Carlos Berrini. One of the most visible is the Plaza Centenario building, nicknamed "Robocop." Another building that stands out is the World Trade Center, which houses Shopping D&D, which specializes in furniture and design. The Estaiada Bridge, which crosses the Pinheiros River, is suspended by cables and is now a Berrini landmark.

WTC Avenida das Nações Unidas, 12551, tel. 3043-9000,
www.worldtradecentersp.com.br

► **SÃO PAULO 360°: TERRAÇO ITÁLIA, COPAN AND BANESPA**

Above the main dining room is a space for dinner dances and a piano bar with floor-to-ceiling windows that give a special view from 165 meters up. Going to the Terraço Itália is one of the most beautiful and romantic things to do at night in São Paulo: in the background, the city is completely lit up, giving the feeling that, even though this is called a lonely city, you are never alone here. The undulating façade of the Copan Building, which was built in the 1950s and designed by Oscar Niemeyer (he loves curves – the Oca is another good example), symbolizes the time in which São Paulo was growing and industrializing. The Altino Arantes Building, gives such a full view of the city that you can even see the Cantareira Mountains and Jaraguá Peak from it.

TERRAÇO ITÁLIA Avenida Ipiranga, 344, tel. 2189-2929, www.terraçoitalia.com.br
COPAN Avenida Ipiranga, 200, www.copansp.com.br
ALTINO ARANTES Rua João Bricola, 24, tel. 3249-7180, www.banespa.com.br



The view from Terraço Itália: the Copan building, with Rua da Consolação in the background

▼ AVENIDA PAULISTA AND THE MASP

If you walk on Avenida Paulista during the day, you'll know what they mean when they say São Paulo never stops. At the heart of the avenue is the MASP Art Museum (Museu de Arte de São Paulo), built on four red stilts with a vast span, providing privileged views of Av 9 de Julho. Masp was designed by the architect Lina Bo Bardi and has one of the most important collections in Latin America: there are 8,000 pieces displayed in rotation. Works by artists such as Rembrandt, Picasso and Van Gogh are always on display. The Masp is home to one of only three complete collections of ballerinas by Degas.

MASP Avenida Paulista, 157, tel. 3251-5644, www.masp.art.br



"Four Dancers in Scene" by Edgar Degas

© BIA PEREIRAS



Street art: graffiti dominates "Beco do Batman"

▲ GRAFITTI IN VILA MADALENA

The Vila Madalena neighborhood is known for its shops, cafés, lively bars, delicious restaurants and charming bookstores. It is also known for being a place chosen as home and workspace by artists, whose work is displayed in galleries in the neighborhood. You can find some incredible graffiti in public places, such as on Rua Gonçalo Afonso, or the "Beco do Batman", a narrow, very

colorful alley at the beginning of Rua Harmonia that is completely covered in graffiti. If you want to go to a more refined gallery in the same neighborhood, try Galeria Fortes Vilaça, where you will see works by artists such as Adriana Varejão, os gêmeos and Vik Muniz.

FORTES VILAÇA Rua Fradique Coutinho, 1.500, tel. 3032-7066, www.fortesvilaca.com.br



© MILTON SHIRATA

Panoramic view of São Paulo from Jaraguá Peak

▲ SÃO PAULO SEEN FROM AFAR

From Jaraguá Peak (1,135 meters), you can see the enormity and beauty of São Paulo. The high point of the city shows a great part of the western zone of the São Paulo metropolitan area. Another scenic outing is to go to Capivari-Monos Environmental Protection Area, which is 55 km from downtown São Paulo. There you can see waterfalls and two Guarani Indian villages. Next to the environmental protection area is the Serra do Mar State Park, where you can see the ocean from Itanhaém.

PARQUE ESTADUAL DO JARAGUÁ
Rua Antonio C. Nogueira, 539,
acesso pela Rodovia Anhanguera,
Km 18, tel. 3941-2162

PARQUE ESTADUAL DA SERRA DO MAR
Estrada da Bela Vista, 7090,
Embura do Alto, tel. 5975-2000

► FROM THE TOP OF UNIQUE

If a foreign visitor were blindfolded on arrival at the airport and the blindfold were removed only when he reached the Skye Restaurant at the Hotel Unique, he would be impressed. Transferred to a chic and exclusive world. The wooden deck is rustic, the pool's red tile and underwater loudspeakers are incredible and the restaurant's service is impeccable. But the scene stealer is the photogenic review of São Paulo: the concrete and glass skyline along Avenida Paulista is perfectly framed by the greenery of the Jardins neighborhood.

HOTEL UNIQUE Avenida Brigadeiro
Luís Antônio, 4700, tel. 3055-4710,
www.hotelunique.com.br

A PRIVILEGED VIEW

Even though they are usually associated with businessmen whose schedules are booked through 2020, taking a helicopter ride is a good experience for anyone. The ride starts at Campo de Marte.

CAMPO DE MARTE Avenida Santos
Dumont, 1979, Santana, tel.
2221-2699, www.infraero.gov.br



Helicopter ride: a good experience for anyone

© FERNANDO MORAES



▼ PINACOTECA: THE TEMPLE OF BRAZILIAN ART

Designed by Ramos de Azevedo, the Pinacoteca was built to be São Paulo's first art museum. After undergoing a restoration directed by the architect Paulo Mendes da Rocha, it has become one of the most enjoyable spaces in the city. The works in its collection that shouldn't be missed include *Antropofagia*, by Tarsila do Amaral, *Mulheres na Janela*, by Di Cavalcanti, and *Mestiço*, by Portinari. There is also a special area there for the visually impaired called the 'touching gallery,' with 12 sculptures from the collection, an audio guide, a special floor and labels and catalogs in braille.

PINACOTECA Praça da Luz, 2,
Bairro da Luz, tel. 3324-1000,
www.pinacoteca.com.br

▲ SOCCER MUSEUM

The Museu do Futebol is under the grandstands at Pacaembu Stadium, which has seen numerous championships won on its turf and a lot of soccer history, such as Leônidas da Silva's over-head bicycle kick goal. The permanent exhibition is so interactive that you'll feel like you're really on the field, changing a team's history. Pelé, Zico and Ronaldo are projected onto

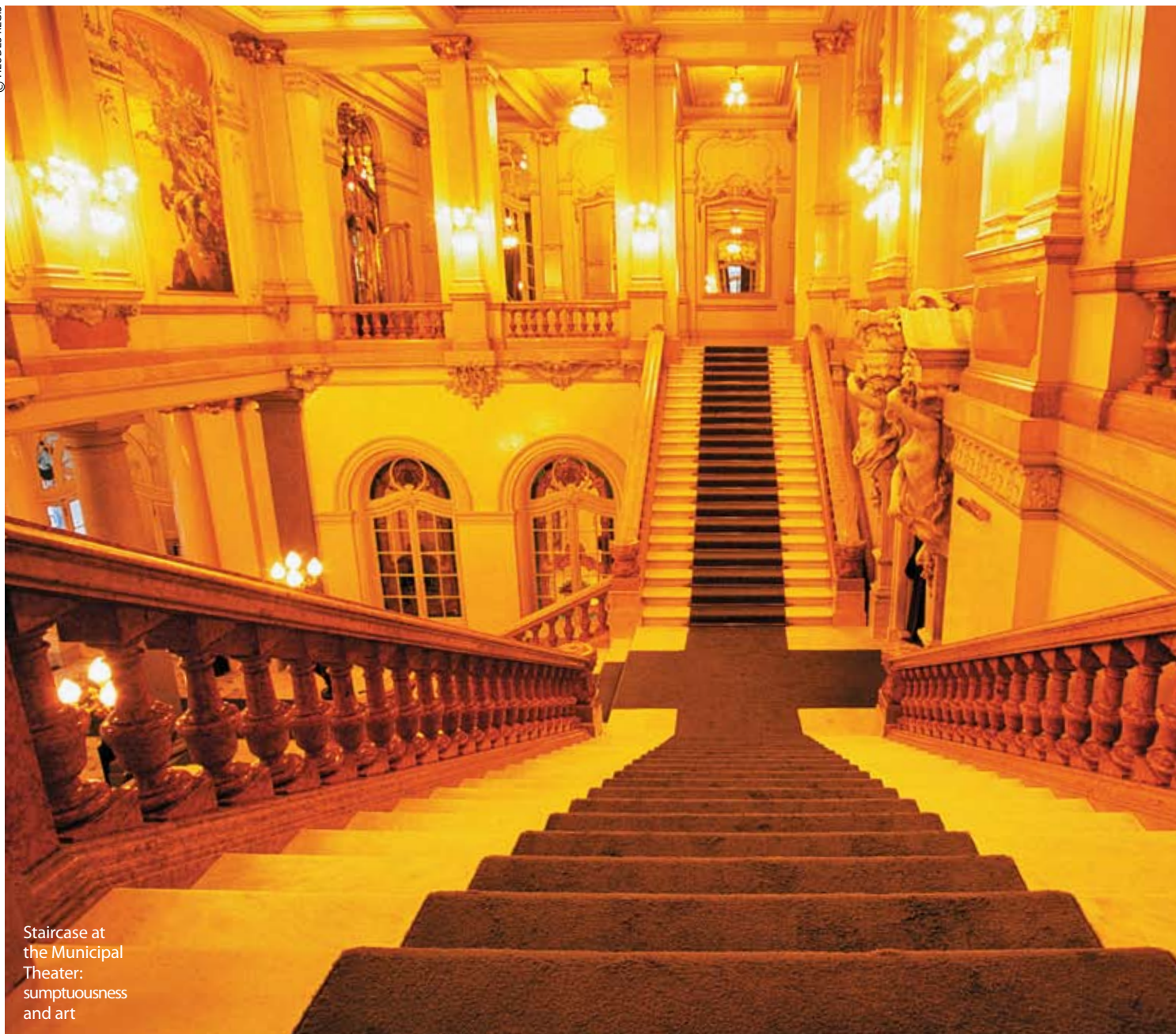
floating screens. Modern totems display a complete summary of games and dates and the walls are covered with memorable phrases. Without a doubt, this museum provides one of the most exciting excursions in São Paulo.

MUSEU DO FUTEBOL Praça Charles
Miller, Estádio do Pacaembu,
tel. 3664-3848,
www.museudofutebol.org.br

Soccer
Museum: a
sensory and
interactive
experience



Pinacoteca: the
best collection
of Brazilian art



Staircase at the Municipal Theater: sumptuousness and art

◀ THE GRANDEUR OF THE MUNICIPAL THEATER

Even on a day when there is no performance, just looking at the Teatro Municipal is seeing a masterpiece. The façade recalls the Paris Opera. Inside there are many works of art, neoclassical columns, Renaissance and Baroque touches, stained-glass windows, mosaics and a chandelier with 7,000 Belgian crystals. Walking up the grand staircases transports you into the shoes of some VIP who's always at the right place at the right time. Incidentally, this feeling of belonging to the best the world has to offer will become almost normal while you are in São Paulo. The Municipal Theater is now home to the Municipal Symphony Orchestra, the Experimental Repertory Orchestra, the City Ballet, the String Quartet and the Lyric Chorale, São Paulo's Choral, the Municipal School of Music and the Municipal School of Dance and a variety of international attractions.

THEATRO MUNICIPAL Praça Ramos de Azevedo, tel. 3397-0300, www.prefeitura.sp.gov.br/cidade/secretarias/cultura/teatromunicipal



© HEUDES REGIS

São Paulo Zoo: over 3,500 animals

THE BEST PLACES TO WATCH MOVIES

Despite its art-house programming, the sound and projection technology at the Reserva Cultural movie theater (in the Gazeta Building) is just as good as at any of the shopping mall movie theaters. But its real strong point is the quality of the movies it shows. Most of its programming is excellent European movies, with an emphasis on intellectual French films that you won't later find in normal video stores.

RESERVA CULTURAL Av. Paulista, 900, Térreo Baixo, tel. 3287-3529, www.reservacultural.com.br

◀ ANIMALS IN THE BIG CITY

The Zoológico de São Paulo is one of the biggest in the world. It is home to about 3,500 animals. It has one wing that is only for animals from Africa and another for endangered animals, such as the white rhinoceros and Siberian tiger. If you don't want to see sleepy lions, go for the night tour, it lasts for 3 hours and includes accompanying guide.

Instituto Butantan, next to the Cidade Universitária campus, has a large green space and is one of the main tourist stops in São Paulo. Children especially enjoy seeing one of the world's largest snake collections: there are approximately 54,000 of them. The São Paulo Aquarium, at Ipiranga, has enchanting fish, alligators, sharks and penguins. If it is cute pets you want to see, you should go for a walk in one of São Paulo's main parks, such as Villa Lobos Park.

ZOOLOGICO DE SP Avenida Miguel Estefano, 4241, tel. 5073-0811, www.zoologico.sp.gov.br
INSTITUTO BUTANTAN Avenida Vital Brasil, 1500, tel. 3726-7222, www.butantan.gov.br
AQUÁRIO DE SÃO PAULO Rua Huet Bacelar, 407, tel. 2273-5500, www.aquariodesaopaulo.com.br

cidadesaopaulo.com

▼ THE GARDENS AT INDEPENDENCE PARK

The name Independence Park (Parque da Independência) is self-explanatory. It is on the site where Pedro I declared Brazil's independence from Portugal in 1822. The excursion can include a visit to Monumento da Independência, Museu Paulista and the Casa do Grito (House of the Shout, which commemorates Pedro I's cry declaring Brazil's independence. The park has 184,830 m² and is famous for its French Gardens in front of

the museum. These gardens are almost always full of azaleas, roses and palm trees. There are woods behind the museum with fruit trees and native species such as guapuruvu, Brazilian ironwood and cedar. All this vegetation attracts numerous species of birds, including plain parakeets, thrushes and house sparrows.

MUSEU PAULISTA Parque da Independência, tel. 2065-8000, www.mp.usp.br



© SÉRGIO TAUHATA

Paulista Museum: furniture and documents from the 19th and 20th centuries

Top quality
jazz: John
Pizzarelli on
stage at
Bourbon
Street



Sound

THE METROPOLITAN SYMPHONY

São Paulo is a mixture of sounds: Rua 25 de Março, little Italian restaurants and street fairs in the Bixiga neighborhood and Asian ones in the Liberdade neighborhood. But if you keep your heart and ears open, you might end up liking the melody. It is also a mixture of rhythms: electronic music on Rua Augusta, indie rock in the Barra Funda neighborhood and just plain rock at the Galeria do Rock. Early each morning you can hear Gregorian chants, poetry recitals at the Portuguese Language Museum (Museu da Língua Portuguesa) and jaw-dropping music at the Sala São Paulo. Approximately 270 species of birds have been catalogued in São Paulo. Along the Marginal expressways, even if you only see cars and motorcycles, there are papa-capim birds and, if you pay attention, you will hear that drivers don't honk as much as you would expect in a large city.

► ROCK AND ELECTRONIC MUSIC

The Barra Funda neighborhood has, line up after line up, taken first place away from the Baixo Augusta neighborhood when it comes to São Paulo's best nightlife, especially for those who like electronic, rock and indie music. This neighborhood used to be considered ugly and dangerous, but now it has cult status and many visitors. The English edition of DJ Mag magazine put D-Edge in ninth place on its list of the 100 best night clubs in the world. Other good places to dance are Clash Club and CB Bar. If you want to buy T-shirts and CDs from Brazilian rock bands, Galeria do Rock is the place.

D-EDGE Al. Olga, 170, tel.

3667-8334, www.d-edge.com.br

CLASH CLUB Rua Barra Funda, 969, tel. 3661-1500,

www.clashclub.com.br

CB BAR Rua Brigadeiro Galvão, 871, tel. 3666-8971

GALERIA DO ROCK Rua 24 de Maio, 62, www.galeriadorock.org.br



D-Edge, in Barra Funda: one of the best night clubs in the world



© DIVULGAÇÃO

Symphonic
Orchestra in
Sala São
Paulo:
perfect
acoustics

GREGORIAN CHANTS

The São Bento Monastery (Mosteiro de São Bento) has a history going back over 400 years, but its Basílica de Assunção was built only in 1912. This beautiful church is filled with the smell of myrrh and its worth seeing even if you aren't religious. The church is packed for Sunday Mass with organ music and Gregorian chants, at 10:00 a.m. Many people don't know that you can hear the chants every day, though you must go at 7:00 a.m.

BASÍLICA NSA.SRA.DA ASSUNÇÃO
Largo de São Bento, tel. 3328-8799, www.mosteiro.org.br

◀ SALA SÃO PAULO

Home to the São Paulo State Symphonic Orchestra (Orquestra Sinfônica do Estado - OSESP), Sala São Paulo boasts perfect acoustics through its moving roof panels that can be set for all sorts of presentations. Sala São Paulo opened in 1999 and is one of the world's top 4 concert halls. But when it comes to charm, it wins hands down – it's inside a railway station. For international recognition, the OSESP needed a home that was volumetrically and geometrically appropriate; the hall in the Júlio Prestes station met all the requirements. Its inauguration catalyzed the resurrection of the Luz neighborhood. Today the region is a magnet for an eclectic mix of those enjoying the nostalgia and an ever-increasing younger population. The state-of-the-art technology used in the hall has transformed the heart of the station; with ceilings soaring 24 meters high, it is the most elegant and sumptuous concert hall in the whole of Latin America.

SALA SÃO PAULO Praça Júlio Prestes, 16, tel. 3367-9500, www.osesp.art.br

▼ THE MECCA OF SPEED

If people stare when one sees a Ferrari on a Brazilian street, imagine how passionately they follow the Grand Prix races at the Interlagos circuit. The noises at Interlagos aren't just the deafening roars from the world's fastest cars; you can also hear the screeching of guitars, because the circuit hosts events and concerts by bands such as Iron Maiden. Internationally famous for its anti-clockwise circuit and for hosting the Brazilian Formula

1 race, the circuit is also popular for its racing driving school, as well as its car, motorbike, kart and cycling open training sessions. Visit the Popular Park that offers free sporting and cultural activities for all ages. The circuit is also home to the Automotive Mechanics School, which has trained more than 1,900 mechanics.

INTERLAGOS CIRCUIT Av. Senador Teotônio Vilela, 261, tel. 5666-8822, www.autodromointerlagos.com.br



© MARCOS ROSA

Stock Car
racing at
Interlagos:
excitement
galore

▼ AN ITALIAN ACCENT

There is an Italian accent in the way people in São Paulo talk in general, and you can hear it especially clearly on the streets of the Mooca and Brás neighborhoods and at the religious festivals, small Italian restaurants and traditional street fairs of the Bixiga neighborhood. At the San Gennaro festival in Mooca, 60,000 plates of pasta are served. On weekends people gather on Praça Dom Orione to visit an art and craft and antiques fair. And in August people of Italian descent in São Paulo come to eat pizza in the Achiopita religious festival. São Vito, in Brás, is another festival with a strong Italian influence.

RELIGIOUS FESTIVALS

www.associacaosaovito.com.br,
www.achiopita.org.br,
www.sangennaro.org.br



Nossa
Senhora
Achiporita
festival in
Bixiga

© FERNANDO MORAES

© ALEXANDRE BATTIBUGLI



Rua 25 de
Março: ear-
piercing
haggling and
trading

▲ THE BABBLE ON
RUA 25 DE MARÇO

The decibels here could put off even those who love cities. But the quantity of accents (accents from all over Brazil, Bolivian and Korean accents from foreign sellers, foreign accents among the customers and on and on...), trinkets and different kinds of people make it worth a visit. At the stands and in the stores on 25 de Março, there are appliances, things for parties, arts and

crafts, perfumes, rugs, toys, clothing, makeup, purses... Every single day, this area attracts 400,000 visitors. Besides people who come from all over Brazil to take advantage of the selection and prices, Rua 25 de Março also supplies stores and beauty salons in fancier neighborhoods.

RUA 25 DE MARÇO Centro,
www.25demarco.com.br



Ó do
Borogodó:
music and
dancing

◀ CHORINHO MUSIC, SAMBA AND JAZZ

Playing samba and chorinho music of the highest order, “Ó do Borogodó” is unpretentious and a little on the small side. Famous for attracting the best musicians and as one of São Paulo’s live music jewels, its 7/7 schedule is intense. Go there if you want to listen to Cartola, Noel Rosa, Dorival Caymmi, Chico Buarque and partido alto samba, forró dance music and MPB popular Brazilian music. You’ll see the same music-lovers here as those who attend the impromptu, Saturday choro sessions at Praça Benedito Calixto, in Pinheiros: most are university students, with a sprinkling of senior citizens and the occasional trend-set. The same type of crowd flocks to the dance floors at Bourbon Street, Brazil’s jazz and blues sanctuary. With an air of New Orleans, Bourbon Street has welcomed performers such as B.B. King and Ray Charles.

Ó DO BOROGODÓ Rua Horácio
Lane, 21, tel. 3814-4087
PRAÇA BENEDITO CALIXTO
Between R. Cardeal Arcoverde and
R. Teodoro Sampaio, Pinheiros
BOURBON STREET Rua dos Chanés,
127, tel. 5095-6100,
www.bourbonstreet.com.br

▼ A SOCCER MATCH

The Cícero Pompeu de Toledo Stadium, also known as Morumbi Stadium, is the Brazil's largest privately-owned stadium (62,000 seats) and is the official home of São Paulo Futebol Clube soccer team. With a capacity of 32,000, the reverberations emanating from Parque Antarctica stadium reach the surrounding buildings in the Perdizes neighborhood, especially when the home team Palmeiras is playing. On the other hand, Paulo Machado de Carvalho Municipal Stadium,

more commonly known as Pacaembu Stadium, is the perfect amphitheater to hear the cacophony of one of the world's largest and most loyal fan bases – that of Corinthians.

MORUMBI STADIUM Praça Roberto Gomes Pedrosa, tel. 3749-8000, www.saopaulofc.net
PARQUE ANTÁRTICA STADIUM Rua Turiassu, 1840, tel. 3874-6500, www.palmeiras.com.br
PACAEMBU STADIUM Praça Charles Miller, tel. 3664-4650



Morumbi Stadium: the backdrop to many classic duels

► PERFECT ACOUSTICS

Famed for its perfect acoustics – the reason it hosts the best Brazilian and international concerts – the Auditório Ibirapuera is a white building made from a single block, with a built area of 4,870 m². While it may look simple at first glance, this is one of Oscar Niemeyer's most important and intelligent projects. With a capacity of 800, its stage is 28 meters wide and 15 meters deep. The effect is almost an optical illusion. The basement is home to the Auditorium School, aimed at young performers selected from state schools. The location is literally and metaphorically so cool that the São Paulo Film Festival opens here.

AUDITÓRIO IBIRAPUERA Av. Pedro Álvares Cabral, Portão 2, tel. 3629-1075, www.auditorioibirapuera.com.br

© NELSON KON



Ibirapuera Auditorium: designed by Niemeyer

A CITY FOR ALL PEOPLES

The Immigrant Memorial (Memorial do Imigrante), in the Mooca neighborhood, is home to a vast number of documents on Brazilian immigration during the 19th and 20th centuries. It's a must-visit for those who want to delve into Brazil's history, and for those who enjoy old steam trains. The train ride takes you back in time to those early days of public transport. For an even more striking juxtaposition, get there on a modern CPTM train.

IMMIGRANT MEMORIAL R. Visconde de Parnaíba, 1316, tel. 2692-7804, www.memorialdoimigrante.org.br



© DIVULGAÇÃO

Portuguese Language Museum: games with the words

▲ A PLANETARIUM OF WORDS

This museum has achieved a level of excellence respected worldwide almost without any physical collection. Using technology intelligently and interactive activities, the Museu da Língua Portuguesa can turn learning into a game that is fun for people of all ages. In place of austere lessons, the museum seduces you with intriguing games. A long audiovisual panel with slang, jargon and neologisms makes everyone an author in Portuguese. At the moving Praça da Língua (Language Square), beautiful verses from Brazilian literature are spoken through loudspeakers. It is as though you are in a planetarium of words!

PORTUGUESE LANGUAGE MUSEUM
Praça da Luz, tel. 3326-0775, www.poesis.org.br/mlp

► HIGH TECH MOVIE THEATER

A theater with 327 seats and a 21 x 14 meter screen that has been fully adapted for 3D movies – we could only be talking about Espaço Unibanco Pompeia, at the Bourbon Shopping Mall. The theater is the first in Brazil with Imax projection technology. The global Imax chain of movie theaters boasts a cinematographic system that is renowned as being the most refined anywhere in the world, and its spine-chilling stereo audio system can even be heard outside the theater.

SHOPPING BOURBON Rua Turiassú,
2100, tel 3874-5050,
www.bourbonshopping.com.br

SOCIAL INCLUSION

The stage for some of Brazil's most famous actors, Teatro Vivo has a state-of-the-art acoustics and lighting and projection systems. It also has a system to translate the actor's words into Brazilian Sign Language System (Libras), which is shown on monitors for the hearing impaired.

TEATRO VIVO Avenida Dr. Chucrê Zaidan, 860, Morumbi, tel. 7420-1520, www.vivo.com.br/teatrovivo



Imax Auditorium in the Espaço Unibanco Pompéia: high impact movie theater

© FERNANDO MORAES

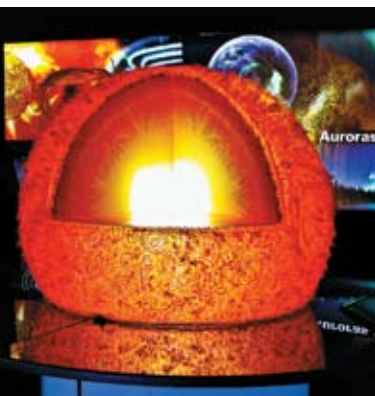


Spa Kiron:
Asian
massage with
warm oil

Touch

A DIFFERENT FEEL

In contrast to Brazilian coastal towns where everyone knows each other and where people meet up at the beach to play sports, São Paulo is known for being closed and having a dearth of outdoor sporting venues. It might be the sheer size of this metropolis that means that recreation, friendships and interaction are spread out, but the truth is there are outdoor venues and lots of them. There are dozens of parks for playing all kinds of sports. There are countless night clubs that are perfect for every taste: for dancing, flirting and getting even closer. There are urban spas and gold-plated bathtubs. All of this without losing sight of the interactive activities that can be found in intellectually stimulating excursions, such as the Catavento Cultural. If this myriad of choices has left you perplexed and perhaps a little tired, why not visit one of the spas or shiatsu clinics, such as the renowned Luiza Sato?



© DIVULGAÇÃO

Catavento Cultural: model of the sun as seen from inside

▲ CATAVENTO CULTURAL

At the Catavento Cultural, housed in the old city hall, called the Palácio das Indústrias, even the more mundane exhibits are transformed into incredible ones because of the interactivity they require. Learning about space, biology, physics, history and geography can be fun; it's just a question of presentation. In the "Engenho" section, feel your hair stand on end when you touch the Van der Graff Generator. The Estação Ciência is another important science museum of the city.

CATAVENTO CULTURAL Parque D. Pedro II, tel. 3315- 0051, www.cataventocultural.org.br
 ESTAÇÃO CIÊNCIA Rua Guaicurus, 1394, Lapa, tel. 3673-7022, www.eciencia.usp.br

► SHIATSU LUIZA SATO

If you think of a technique to relax and take away the pains of urban life, you cannot fail but think of businesswoman Luiza Sato's story. Luiza Sato was a mother who, looking for a way to guarantee the well-being of her family through unconventional methods, ended up finding shiatsu, an age-old massage technique that uses pressure from the fingertips to relieve muscle tension. What started in the Ibirapuera neighborhood is now a network of 25 clinics and over 200 masseurs trained to cure patients of their body and muscle pains. If you don't fancy leaving home, a masseur can come to you. However, why not visit the clinic, where you'll be pampered by the calm and solicitous staff in an oasis of comfy slippers, relaxing teas, ambient music and Japanese décor. Going there and experiencing these marvels will help you forget the hustle and bustle around you.

LUIZA SATO Rua Manuel da Nóbrega, 1934, tel. 3887-5577, www.luizasato.com.br



© ROBERTO SETTON

Shiatsu: finger pressure releases muscle tension

▼ INCREDIBLE THERAPIES

At the spa The Sensory, you will find more than 20 special treatments for body and mind. One of the favorites at The Sensory is a detoxifying massage that activates peripheral circulation by accelerating the elimination of toxins through the skin. At the Renaissance Spa, enjoy a rose-petal ofuro bath and then an invigorating massage. You can also try a holistic massage. The Spa L'occitane offers a

new treatment called Deep Tissue, a super deep massage that combines shiatsu with stretching and stimulates the circulation.

SPA THE SENSORY Hilton Morumbi,
Av. das Nações Unidas, 12901, tel.
2845-0034, www.hilton.com

RENAISSANCE SPA & FITNESS
Alameda Santos 2233, Jardins,
tel. 3069-2233,

www.spa.renaissancesaopaulo.com
SPA L'OCCITANE Rua Bela Cintra,
2023, tel. 3088-0794,
www.spaloccitane.com.br



Renaissance
Spa: ofuro
bath with
rose-petal

► PERFECT SLEEP (LIKE A LOG)

In one of the city's most luxurious hotels on super king-sized beds, 500-count Egyptian cotton sheets and goose-feather pillows. At the Hyatt, you can roll from one side of the bed to the other, and the bathroom (also gargantuan) has a television screen right in front of the bathtub and a selection of 20 organic soaps. At Emiliano, you'll be pampered as soon as you set foot in the hotel, starting with a champagne greeting followed by an ofuro bath and massage. There are extra-large beds and a choice of pillows for your every whim. At Fasano Hotel, not only can you sample the delights on offer at one of Brazil's best restaurants or sip a cocktail at the refined bar Baretto, you can also relax in the bedrooms with their king-sized beds, linen curtains and extra-soft dressing gowns.

GRANDHYATTSÃO PAULO Avenida
das Nações Unidas, 13301,
Brooklin, tel. 2838-1234,
www.saopaulo.hyatt.com.br
EMILIANO Rua Oscar Freire, 384,
Jardins, tel. 3068-4399,
www.emiliano.com.br
FASANO Rua Vitorio Fasano, 88,
Jardins, tel: 3896-4000,
www.fasano.com.br

© DIVULGAÇÃO



Grand
Hyatt:
giant
bed with
Egyptian
cotton
sheets

URBAN SPAS

Urban spas are perfectly suited to São Paulo. Why is this city stressful? Why shouldn't you take a little time off? At Kyron Spa staff offer you more than 60 treatments. At Banyan Tree spa at the Tivoli São Paulo – Mofarrej Hotel, enjoy Asian therapies with staff trained in Thailand. You can also try therapies at Amarynthe Spa.

KYRON SPA Shopping Iguatemi, tel.
3095-3000, www.kyron.com.br
ELEMENTS SPA Alameda Santos,
1437, tel. 3146-5900,
www.banyantreespa.com
AMARYNTHE SPA Av. Europa, 571,
Jd. Europa, tel. 3063-2063,
www.amarynthe.com.br



Ivaldo Bertazzo: training for better posture

◀ THOSE IN MOVEMENT RID THEMSELVES OF PAIN

The movement school of dance is a sensational place inside a small, traditional part of the Pompeia neighborhood. The owner of the school, Ivaldo Bertazzo, is a well-loved and funny. With just a glance at your body, he knows where it hurts. And he can't wait to make it better! He screams criticisms at you, but it's impossible not to giggle your way through the exercises. His classes are crazy, but at the same time creative and innovative. Expect to see and use broomsticks, sponges and the widest possible selection of balls. Ivaldo has patented his own method (the Bertazzo method) and his school trains new teachers every year.

IVALDO BERTAZZO Rua Cotoxó, 1, Pompeia, tel. 3294-1755, www.ivaldobertazzo.com.br

▼ PLEASURES FROM FAR AWAY

The Stuttgart Sportcar showroom, strategically located on Avenida Europa in the Jardins neighborhood (famed for its conglomeration of prestige car dealerships), is the most established meeting place for Porsche fanatics. But for Ferrari fans, why not visit their Via Itália dealership. Since these toys are for the select and fortunate few, the vast majority of people go there just to be close to their objects of desire and perhaps to buy a memento or two from the store. The trained sales team knows how to make everyone feel welcome.

STUTTGART SPORTCAR Avenida Europa, 459, tel. 3061-9544, www.porsche.com.br
VIA ITÁLIA Avenida Brasil, 1.769, Jardim América, tel. 3087-0199 www.viaitalia.com.br



A Ferrari in the Via Itália showroom: a distant dream



Golf:
perfect
courses and
schools for
beginners

◀ GOLF COURSES

São Paulo has some of Brazil's best and most scenic golf courses. Some examples are São Fernando Golf, in the town of Cotia, and São Paulo Golf Club, which is in the Santo Amaro neighborhood of São Paulo. Not being a member of a golf club needn't be a problem – beginners can visit one of the driving ranges. One of the best places to learn to golf is the São Paulo State Golf Federation (Federação Paulista de Golfe), near Congonhas airport. The experts claim this course is perfect for the decisive short holes. The Golf School, near to Guarapiranga Reservoir, is another excellent “driving range” precisely because of the distance between holes.

SÃO PAULO GOLF CLUB Praça Dom Francisco de Souza, 540, tel. 5521-1355, www.spgc.com.br

SÃO FERNANDO GOLF Estrada Fernando Nobre, 4000, Cotia, tel. 4617-9000, www.saofernando.com.br

FEDERAÇÃO PAULISTA DE GOLFE Rua Dep. João Caldeira, 273, tel. 5070-5844, www.fpgolfe.com.br

GOLF SCHOOL Avenida Guido Caloi, 2160, Guarapiranga, tel. 5515-3372.

▼ CARNAVAL IN SÃO PAULO

If it's not Carnival time in São Paulo, cross your fingers that at least the samba schools are in rehearsal. Just like in Rio de Janeiro, the samba schools are one of the best places to be. The samba schools aren't just for professionals, but also for visitors, foreigners and anyone who enjoys people watching. The Rosas de Ouro and Mocidade Alegre samba schools attract thousands of people into their bases, while Vai-Vai rehearse out on the street and are just as popular.

ROSAS DE OURO Rua Cel. Euclides Machado, 1066, tel. 3931-4555, www.sociedaderosasdeouro.com.br
VAI-VAI Rua São Vicente, 276, Bela Vista, tel. 3566-2581, www.vaivai.com.br
MOCIDADE ALEGRE Avenida Casa Verde, 3498, Limão, tel. 3857-7525, www.mocidadealegre.com.br



Rosas de Ouro: the enthusiasm of the drum section queen

© DIVULGAÇÃO



Guarapiranga Reservoir: sailing lessons

▲ WITH THE WIND IN YOUR SAILS

To the south of São Paulo, Guarapiranga Reservoir is a refuge for sailors, windsurfers and others: people go there to sunbathe, have lunch, go for a stroll, row a boat or rent a motorboat. The water quality is monitored weekly, so if you take a dunk there's no need to worry. Guarapiranga supplies much of São Paulo's water and, on the 30 kms of banks, you'll find a host of water

sports clubs and schools, as well as privately-owned marinas. Pera Náutica, a school on the shore, is one of the best places to learn the rudiments of sailing, windsurfing and kitesurfing.

PERA NÁUTICA Rua Valentim Delano, 151, Represa de Guarapiranga (near Avenida Robert Kennedy, 2300), tel. 5546-5758, www.peranautica.com.br



© JOAO SAL

Club dance floor

▲ DANCING PAST DAWN

It's five o'clock in the morning and the city sleeps, but among the dry ice and flashing lights is a group of people who have just started their night out.

You're not going to say you've never watched a night end and a new day begin? That you've never felt sorry you don't have another party to go to just as things were starting? It's just for this market that many São Paulo night clubs, following the example of others big cities, have started their after-hours parties. They're the perfect place to go to if it's five or six in the morning.

LIONS NIGHTCLUB Avenida Brigadeiro Luís Antônio, 277 - 1º andar. www.lionsnightclub.com.br

SHOPING IGUATEMI

Avenida Brig. Faria Lima, 2232, tel. 3816-6116, www.iguatemisaopaulo.com.br

► LUXURY RETAIL

Rua Oscar Freire, elected one of the world's most luxurious shopping street by an Excellence Mystery Shopping International Institute study, has become the ultimate synonym for "shopping in Jardins", the neighborhood where you will find the best brands in the city. Take a stroll through the open air shopping center and browse brands such as Maria Bonita, Camisaria Nacional, Louis Vuitton and Versace. If you want to buy furniture go to Rua Gabriel Monteiro da Silva, and visit the B&B Itália, one of the world's most famed furniture stores. If you're looking for the best Brazilian furniture, go to Dpot. Other places to go for luxury shopping are Shopping Cidade Jardim, Iguatemi and JK Iguatemi.

DPOT Alameda Gabriel Monteiro da Silva, 1250, tel. 3082-9513, www.dpot.com.br

B&B ITALIA Alameda Gabriel Monteiro da Silva, 642, tel. 3061-3885, www.bebitalia.it

SHOPPING CIDADE JARDIM Avenida Magalhães de Castro, 12.000, tel. 3552-3535, www.shoppingcidadejardim.com
SHOPPING JK IGUATEMI Av. Pres. Juscelino Kubitschek, 2041 - Vila Olímpia, tel.: 3152-6800 www.jkiguatemi.com.br



Versace shop window on Rua Oscar Freire: high fashion

© BIA PARREIRAS

► NATURE AND SWEAT

There are many places for outdoor leisure and sports in São Paulo besides Ibirapuera Park. At Villa Lobos Park, you'll find gym equipment, tennis courts, beach volleyball and yoga groups. At Aclimação Park, take a yoga class on Sundays and Liang Gong (a Chinese technique to prevent body pains) on Saturdays. At Independence Park, take a bike ride through the gardens and around the Ipiranga Museum. At Juventude Park there are ten floodlit sports grounds, and green space perfect for walks and free taekwondo classes. At Água Branca Park, the atmosphere is what you'd expect to find on a small farm, with horse-riding classes, an aquarium and dance classes. At Parque do Povo there is a soccer field and a bicycle track.

VILLA LOBOS Avenida Prof. Fonseca Rodrigues, 2001, tel. 3023-0316.

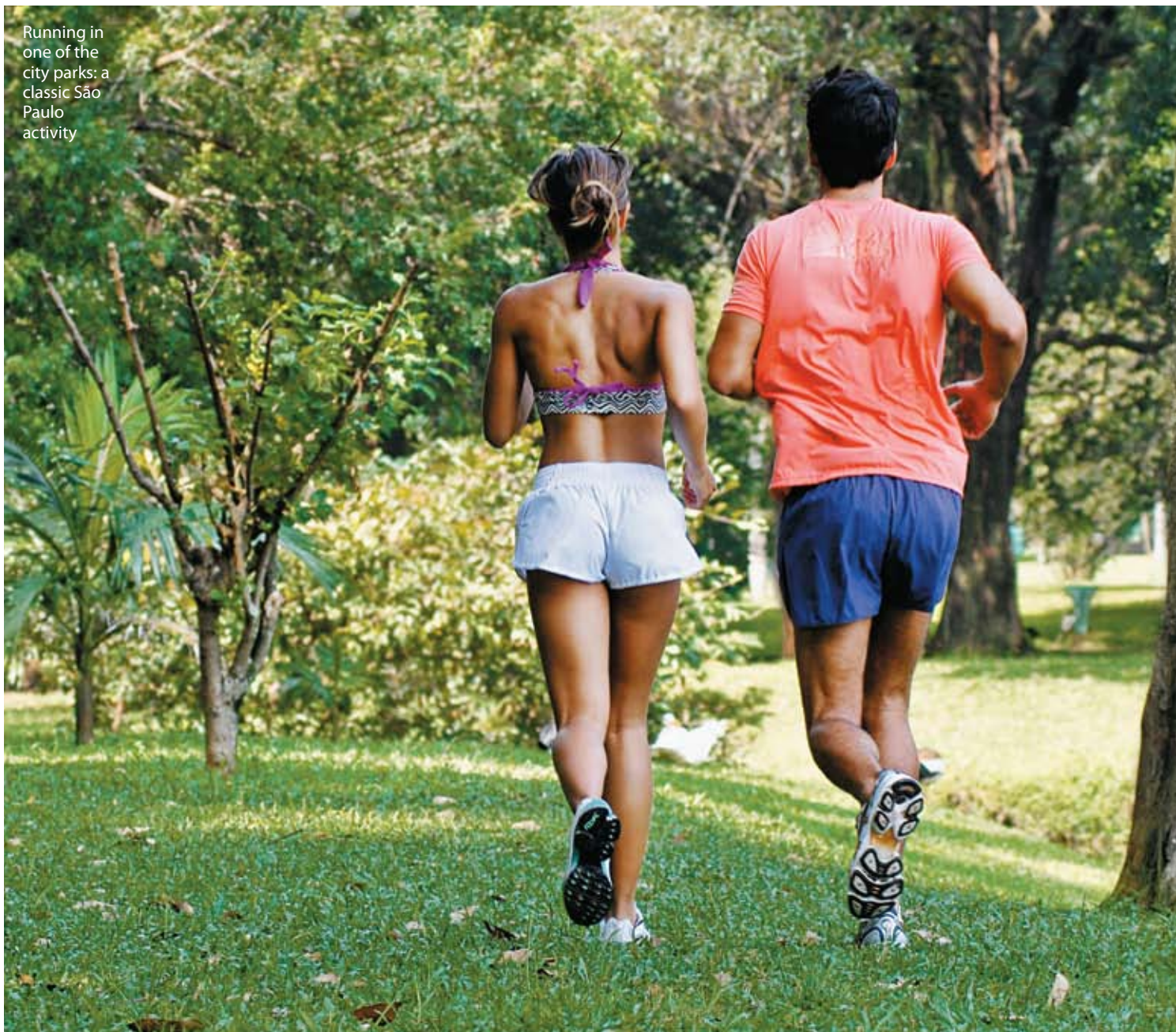
ACLIMAÇÃO Rua Muniz de Souza, 1119, tel. 3208-4042

JUVENTUDE Av. Cruzeiro do Sul, 2500, tel 2251-2706

ÁGUA BRANCA Avenida Francisco Matarazzo, 455, tel 3865-4130

PARQUE DO POVO Avenida Nações Unidas, 7123, Itaim, tel.3095-9595

Running in one of the city parks: a classic São Paulo activity



© MAURICIO MARCONI

Pizza with
home-made
Calabria
sausage



Smell

DISCOVERING AROMAS

São Paulo has more than 40 state and municipal parks and uncountable gardens. There are times of year when you smell bougainvilleas all around the city. There are also numerous flower sellers and renowned horticulture markets such as CEAGESP – one of Brazil's largest central markets. And each neighborhood has at least two large and excellent bakeries, baking hot, fresh, out-of-the-oven bread and cakes around the clock. São Paulo has also recently acquired a new perfume, that's to a new law: smoke-free bars, restaurants and night clubs. You no longer run the risk of having smoke interfere with your meal. At the Central Market (Mercadão) there are all types of fruits and spices, and at the Nespresso boutiques, whiffs of the finest coffees, which is the foremost symbol of Brazilian production: coffee. And to think there are people who argue this city is not a good place to breathe.



Ceagesp
flower stalls:
a sweet-
smelling
dream

◀ PLANTS AND FLOWERS

São Paulo is one of those cities in which people work around the clock. If the thousands of attractions weren't enough to drag you out of bed early, how about one of Brazil's largest flower and plant markets? Arrive at the state municipal market (CEAGESP) before 7:00 a.m. and you'll be pinching yourself to see if you're dreaming with scents and colors. The place gets a little busy after 10:00 a.m., so to avoid the hustle and bustle go before the sun comes up. There are more than 20,000 square meters of floor space used by more than a thousand producers who sell their produce using, in their words, a "semi-retail" system. It's possible to buy a single specimen of any flower. If you want to sleep later, try the flower stalls on Avenida Doutor Arnaldo or go to Largo do Arouche.

CEAGESP Avenida Doutor Gastão Vidigal, 1946, Pavilhão MLP, tel. 3643-3700, www.ceagesp.gov.br
BANCAS DA DOUTOR ARNALDO Avenida Doutor Arnaldo
FLOWERMARKET Largo do Arouche, tel. 3331-0856, near to the República and Santa Cecília subway stations.

▼ FRESH BREAD

Attracting aficionados from all walks of life with its irresistible fresh-bread aromas, Benjamin Abrahão bakery was established 67 years ago and is one of São Paulo's best. Others established and very good bakeries in the city are the Dona Deôla and Letícia.

BENJAMIM ABRAHÃO Rua Maranhão, 220, tel. 3258-1855
www.benjaminabrahao.com.br
PADARIA DONA DEÔLA Rua Conselheiro Brotero, 1422, tel. 3826-4648, www.donadeola.com.br
PADARIA LETÍCIA Rua Natingui, 823A, tel. 3819-8673, www.leticia paes.com.br



Felipe,
grandson of
the founder
of the
Benjamin
Abrahão
bakery:
tradition

▼ INDIAN RESTAURANTS

The first thing you need to know about Indian restaurants is not about curry or chili peppers: it's to insist on the starters. You'll find a broad selection of tasty starters such as naan breads, chapattis and poppadoms, chutneys and sauces for all palates, such as those made from ginger, mango and egg plant, as well as the cucumber and mint in plain yogurt. Go to Govinda, take a deep breath, and order the spicy okra and vegetable

dumplings. If you prefer the aromatic dishes of north India, take a trip to Ganesh, where despite being in the Morumbi Shopping Mall, you'll think you've been transported to the heart of India. Try their diced lamb in yogurt.

GOVINDA Rua Princesa Isabel, 379, Brooklin, tel. 5092-4816, www.govindarestaurante.com.br
GANESH Shopping Morumbi, Av. Roque Petroni Júnior, 1089, tel. 5181-4748, www.ganesh.com.br

© DIVULGAÇÃO



Govinda samosas: spices enliven the senses

► THE BEST BEANS

Having a coffee can be a delightful tasting experience. And this is what the Nespresso boutiques in São Paulo are best at. They express, to coffee addicts and connoisseurs, in rich and delicate tones, much of the history behind the best beans in the world. Lose yourself in the floral aromas of the Vivalto – a marriage of roasted beans with an air of spring – that is smooth to the palate.

Contrast that with the freshness of the intonations of lime with the Così bean, and the decaf of the red berries. The coffee shop on Rua Oscar Freire is one of the best places to sit and sip a coffee – a perfect analogy for this industrialized, “blended” city. On the same street, try Santo Grão, which has six blends, or the nearby Suplicy Cafés Especiais.

NESPRESSO Rua Oscar Freire, 893, Jardins, tel. 0800-7777-737, www.nespresso.com
SANTO GRÃO Rua Oscar Freire, 413, Jardins, tel. 3082-9969
SUPLICYCAFÊSESPECIAIS Alameda Lorena, 1430, Jardins, tel. 3061-0195

© DANIELA TOVIAISKY



Cafeteria Nespresso: coffee beans from around the world

NO MORE SMOKE

The ban on smoking in enclosed areas has improved life, made it healthier and left it smelling better. The air quality of the many public areas is getting better. Smokers are now standing on the sidewalk and the bars and restaurants are more pleasant. You can now make out the delicate smell of rice cakes, and you smell the pineapple and mint juice before it arrives at your table. Even smokers would admit it's now much easier to eat and socialize without the unpleasant smell of cigarette smoke and ashtrays.



Municipal Market: beautiful displays and some of the best smells (and flavors) in the city

◀ MUNICIPAL MARKET

Famed for the cheeses and fresh fish on offer, the Mercadão, as it's affectionately known, may not at first glance seem to be one of São Paulo's most fragrant corners. But when you realize this is the place to come for fruits, herbs, spices, rice and grains, you'll agree that its reputation as a fun, colorful and intense place to visit is entirely justified. It was designed by Ramos de Azevedo (who also designed the Municipal Theater) and served as an arsenal during the Constitutionalist Revolution, in 1932. Today the only struggle is for a place in line to buy a tasty bologna sandwich at Bar do Mané or a deep-fried cod pasty at Hocca Bar.

MERCADO MUNICIPAL

R. da Cantareira, 306, Pq. D. Pedro II, close to São Bento and Luz subway stations, tel. 3313-1326, www.mercadomunicipal.com.br

▼ PIZZA, PIZZA, PIZZA

If you love pizzas, don't go to Rome – come to São Paulo! While you're here, take advantage of being in the pizza epicenter and take a deep breath. The smell of melting cheeses and the myriad of garnishes is enough to make any tummy rumble. Every neighborhood (and even street) has its own down-to-earth pizza restaurant or take out, but you can't go wrong with Pizzaria Bráz, A Tal da Pizza and Bendita Hora.

BENDITA HORA Rua Vanderlei, 795, Perdizes, tel. 3862-0622, www.benditahora.com.br
A TAL DA PIZZA Rua Meandro, 430, Granja Viana, tel. 4612-0198 / Rua Dr. Mário Ferraz, 351, tel. 3079-3599 www.ataldapizza.com.br
PIZZARIA BRÁZ Rua Vupabussu, 271, tel. 3037-7975, www.casabraz.com.br



© EDUARDO ALBARELLO

Anchovy and sun-dried tomato pizza at A Tal da Pizza

© DIVULGAÇÃO



Lake at Horto Florestal: walks and picnics

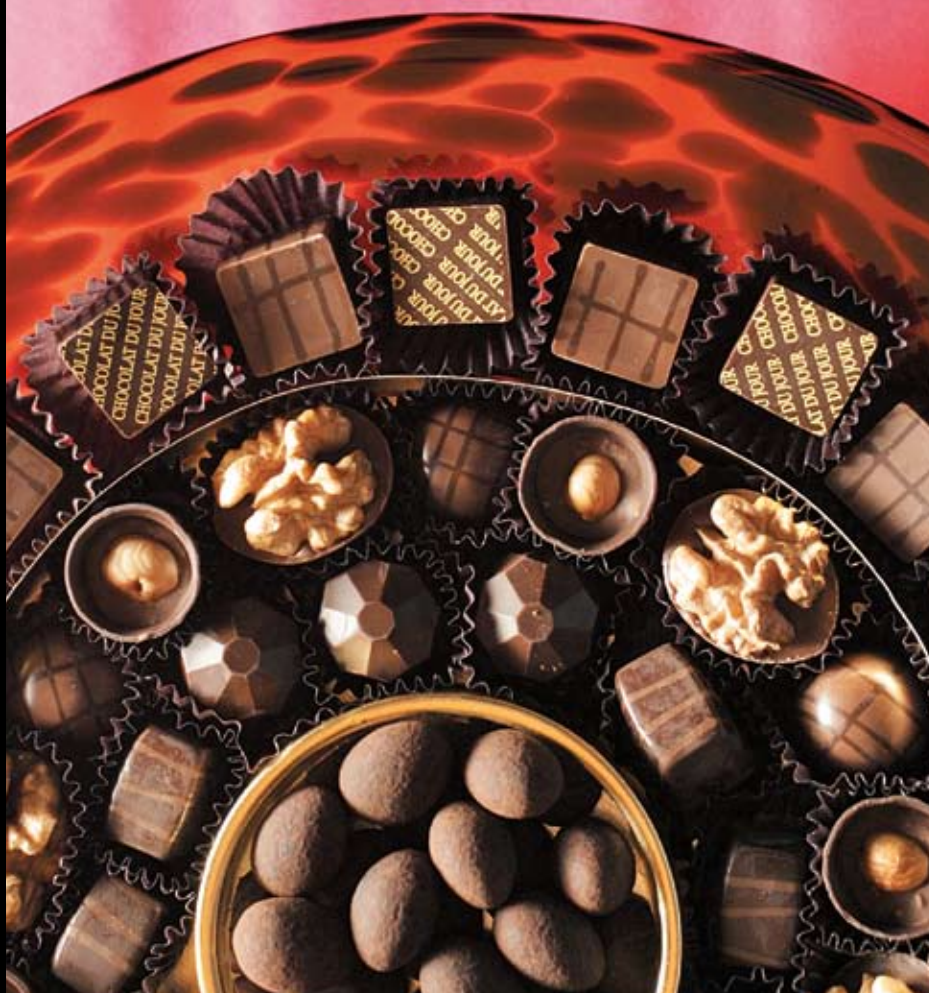
▲ THE FRESH SMELL OF PLANTS

One can't fail to mention the green havens such as the Horto Florestal or the Botanical Gardens. The Botanical Gardens occupies 360,000 square meters. Its native and exotic species grow in a planned garden in the middle of an area of native Atlantic Forest. Come if you want to catch a glimpse of endangered monkeys and toucans, or Brazilian ironwood glades and a lake containing

vitória-régia lillies. The Horto Florestal is perfect for a picnic or to exercise among drinking fountains and Brazilian cherry trees.

JARDIM BOTÂNICO Avenida Miguel Estéfano, 3031, Água Funda (next to the Zoo), tel. 5073-6300, www.ibot.sp.gov.br
HORTO FLORESTAL Rua do Horto, 931, Horto Florestal (near to the Santana subway station), tel. 2231-8555, www.iflorestal.sp.gov.br

Chocolat
du Jour:
beautiful and
tempting



Taste

ALL THE FLAVORS OF THE WORLD

If you have the desire and energy (oh, and some loose change), São Paulo won't swallow you; it'll be the other way around. This metropolis has a rich selection of gastronomic sensations on offer. For Asian cuisine, go to Liberdade, where you'll find more than 200 stalls and restaurants offering everything you can imagine from there. Throughout the city, there are over 6,000 pizzerias and 500 BBQ restaurants. Nestling one next to the other, try one of the straightforward bars, or the award-winning, high-class restaurants. You can also sample a variety of foods at the bakeries. The service is exemplary and no matter where you might be, you'll notice the creativity and the variety of foods. If you're looking for the best feijoada, you have many to choose from. How about Greek food? Again, there are several places of the highest order. What about cod dumplings? You're spoiled for choice! Bon appétit!

▼ MARKET-STALL PASTIES

While it might not be particularly glamorous to literally rub against the stall's aluminum framing in the line of hungry shoppers, you won't mind because it's all for a good cause. And those who think the best São Paulo has to offer is in the haute cuisine are mistaken: satiating your hunger at these informal eating places can be just as much fun as at their expensive cousins. Pastel da Maria (Maria Yonaha) was elected the best in the city in a vote in October 2009. Another champion is Pastel do Zé (José Mori).

PASTEL DA MARIA Rua Cayowaá, 2000, Perdizes, Wednesdays; Avenida Mario Lopes Leão, 700, Santo Amaro, Sundays.

PASTEL DO ZÉ Praça Charles Miller, Feira do Pacaembu market, Thursdays till Sundays



© FERNANDO MORAES

Fried pasties at Barraca do Zé at the Pacaembu market: nice and crunchy

► JAPANESE FOOD

Did you know that after Japan, if you're looking for the world's largest Japanese community, you'll find it in the Liberdade neighborhood in São Paulo? The Japanese community shares the streets lined with Chinese lanterns with the Chinese and Korean populations. If you're after cosmetics, clothes, small electrical goods or brik-a-brak, then you'll be very well served in Liberdade. But go there especially if you want to savor the culinary delights. The fare at the traditional Liberdade Market is sold through its more than 200 stalls with all kinds of Japanese food. Follow Rua Galvão Bueno, and enjoy the assault on your senses led by the enticing whiffs of candies, gums and exotic snacks. As you're in São Paulo, and if you're looking for an award-winning restaurant of the finest order, then take a note of the name Jun Sakamoto, whose restaurant you'll find in the Pinheiros neighborhood.

FEIRA DA LIBERDADE Praça da Liberdade, tel. 3208-5090, www.feiradaliberdade.com.br
JUN SAKAMOTO Rua Lisboa, 55, Pinheiros, tel. 3088-6019, www.junsakamoto.com.br

Sushi at Jun Sakamoto's restaurant



© MARIO RODRIGUES

Ice cream with vanilla, strawberry, meringue, whipped cream and almonds at Vipiteno Gelato & Caffé



◀ VIPITENO

Vipiteno is one of the best ice cream shops in São Paulo (elected both by specialists and by the line of people always waiting for ice cream). It combines the Italian tradition of extra creamy ice cream (without saturated or trans fats), light and artisanal, with a touch of French excellence from Chef Laurent Suaudeau. There are over 20 flavors, including hazelnut, pear, fig, walnut, milk chocolate and the special pistachio ice cream, which is one of the most popular. If you want to try something more daring, choose the pinole, tiramisu, graviola or cupuaçu ice cream. If it's cold out, ask for the whiskey ice cream. And if you don't feel like eating ice cream, but you want to see this place that has a great location in the heart of the Itaim Bibi neighborhood, it also operates as a café and has a sensational selection of French pastries.

VIPITENO GELATO & CAFFÉ Rua Manoel Guedes, 85, tel. 3476-1881
www.vipiteno.com.br

Pork loin sandwich at Estadão: simple, but delicious



▲ CLASSIC SANDWICHES

There are sandwich shops in São Paulo that serve classic sandwiches you should make time for. At Mercado Municipal try a bologna sandwich (see page 59). Ponto Chic's claim to fame is having invented the Bauru sandwich, which is a roast beef, melted cheese, and tomato sandwich. At the Frevo sandwich shop is famous because of their beirute (served on pita bread). At the Estadão Bar, the pork loin sandwich is a favorite with nocturnal types and people out late dancing.

PONTO CHIC Largo do Paissandu, 27, Centro, tel. 3222-6528, www.pontochic.com.br
FREVO Rua Oscar Freire, 603, tel. 3082-3434, www.frevinho.com.br
BAR ESTADÃO Viaduto 9 de Julho, 193, tel. 3257-7121, www.estadaolanches.com.br



Atelier Gourmand:
a lesson with
Chef Bel
Coelho

◀ COOKING LESSONS

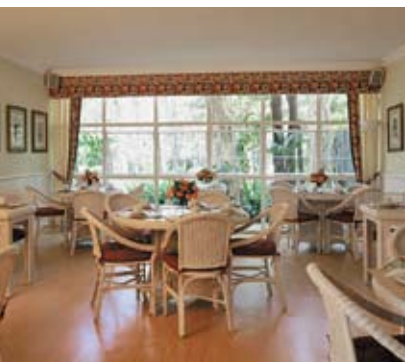
At the Atelier Gourmand there are many classes with award-winning chefs. Around Christmas time, there are lessons on how to prepare a traditional Brazilian Christmas dinner. Before Brazilian Valentine's Day (on June 12), there are lessons in preparing a romantic and original dinner for two. There are classes to teach you to make a salad or simple pasta. And to show they are serious about teaching even absolute beginners, they even have cooking classes for children. Antipasto? Pasties? Japanese food? Whatever you want to make, you can learn how to do it here. Learn how to make all kinds of food: Vegetarian food, cuisines from around the world, foods for special occasions and to serve to guests in your home and a relaxing meal for your friends.

ATELIER GOURMAND Rua Bela
Cintra, 1783, tel. 3060-9547,
www.ateliergourmand.com.br

▼ AFTERNOON TEA

The Tea Room (Salão de Chá) at Fundação Maria Luísa e Oscar Americano serves the most complete and classiest tea in São Paulo. Don't be put off by the number of well-dressed and perfumed grandmothers – the place isn't frozen in time. Here you will see couples in love, families with small, hungry children and people looking for a quiet and delicious place to spend a sunny afternoon with friends. The plates are white, the tea service is silver, the cups are porcelain, and everything is done in the English tradition. The high tea includes juices, hot chocolate, a wide variety of teas and 30 kinds of savory snacks, pies and sweets.

FUNDAÇÃO MARIA LUISA E OSCAR AMERICANO Avenida Morumbi, 4077, tel. 3742-0077, www.fundacaoscamericano.org.br



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The tea room at Fundação Maria Luísa e Oscar Americano

© DIVULGAÇÃO



Steak at Moraes: fried garlic and succulent beef

▲ BEEF FROM MORAES

Moraes started out as a little bar, close to the Municipal Theater and next door to the old Esplanada Hotel. It was frequented by intellectuals and nocturnal types and became famous, at the time, for serving a steak fried in garlic and oil and nothing more. It is not known for certain, but many people say the composer Adoniran Barbosa wrote the samba *Trem das Onze*

while eating the steak. In 1929, Moraes moved to Praça Júlio Mesquita, where the main restaurant remains to this day. But over time palates have become more demanding, so the restaurant now serves 17 versions of its delicious tenderloin steaks.

MORAES - REI DO FILET Praça Júlio Mesquita, 175, tel. 3221-8066, www.filetdomoraes.com.br

Free range chicken and potatoes at Anita's



◀ THE "CONSOLETA"

The area around the Consolação Cemetery in the Higienópolis neighborhood brings the Recoleta neighborhood of Buenos Aires to mind, and has therefore become one of the most charming corners of São Paulo. This neighborhood has everything, from starred French restaurants to the best of Jewish cuisine. At the ICI Bistrô, we recommend you try the tuna with sesame seed crust and mashed potatoes. At Antonietta, try the squash gnocchi with cream and seared shrimp in butter. At AK Delicatessen you can make a quick meal of snacks. At Anita, we suggest the young chicken marinated in rosemary. You also shouldn't miss La Fronteira's *ojo de bife* with rustic mashed potatoes.

ICI BISTRO Rua Pará, 36, tel. 3257-4064, www.icibistro.com.br
 ANTONIETTA Rua Mato Grosso, 402, tel. 3214-0079
 AK DELICATESSEN Rua Mato Grosso, 450, tel. 3231-4497, www.akdelicatessen.com.br
 ANITA Rua Mato Grosso, 154, tel. 2628-3584, www.restauranteanita.com.br
 LA FRONTERA Rua Coronel José Eusébio, 105, tel. 3159-1197, www.restaurantelafrontera.com.br

Beef hump with mashed pequi and potatoes: a dish at D.O.M.



▲ UNFORGETTABLE MEALS

Since Alex Atala is (and has been for a long time) on the cover of nine in every 10 Brazilian food magazines, we can't leave him off the list. His D.O.M. is without a doubt one of the best restaurants in the world and its owner is an ambassador for Brazilian cuisine. You can try the tasting menu (which is called the "domgustação" at this restaurant) with eight dishes. Another pop star on the São Paulo restaurant scene is the risotto contadino at the Fasano restaurant. It's made with Tuscan sausage, white beans and red wine. It's expensive, but it's worth it.

D.O.M. Rua Barão de Capanema, 549, tel. 3088-0761, Jardins www.domrestaurante.com.br
 FASANO Rua Vitório Fasano, 88, tel. 3062-4000, Jardins www.fasano.com.br

► DOLCE VITA

In an old and established neighborhood where everyone talks a lot and uses their hands, there is a good reason to occupy both the mouth and hands: the bread and panettone from the pastry shop Di Cunto.

This combination bakery, pastry shop and delicatessen was established in 1935 in the Mooca neighborhood and serves over 800 items made on the premises. Another great place for sweets is Chocolat du Jour. The chocolates are hand-made with a blend of preservative-free Brazilian and Belgian chocolate to guarantee the perfect flavor.

Even more beloved and prettier than the fig tree that covers a good part of the restaurant's dining room is the desert table at Figueira Rubayat. There are 25 types of deserts, each one better than the last.

DI CUNTO Rua Borges de Figueiredo, 61, tel. 2081-7100, www.dicunto.com.br

A FIGUEIRA RUBAIYAT Rua Haddock Lobo, 1738, tel. 3087-1399, www.rubaiyat.com.br

CHOCOLAT DU JOUR Rua Haddock Lobo, 1672, tel. 3062-3857, www.chocolatdujour.com



Felicite, a chocolate candy filled with nougat, at Chocolat du Jour

© FERNANDO MORAES



Draft Beer at Bar Leo: 5 cm of head

◀ TASTING MENUS AND BARS

Enomatic is the very latest thing among wine lovers and São Paulo already has one of these super-modern machines at the restaurant Empório Santa Maria, in the Cidade Jardim neighborhood. It works like this: you receive a card that tracks what you order and you insert it in the machine and choose the wine you would like to try from among the nearly 50 options. Then you simply place your glass under the tap and wait. No glamour? None of the puffery between you and the sommelier? It looks like your office's coffee machine? If you think that, it's because you have not yet seen this jewel of modernity up close. Innovation is welcome here. And if you aren't convinced yet, Fasano's excellent enoteca is nearby – it serves wines from around the world in the traditional manner. If you are in the mood for beer, the perfect places to drink it are on the street Rua Aspicuelta in the Vila Madalena neighborhood: Melograno and Anhanguera. Another good place is at Frangó (see page 79). If you would like to drink cachaça, good places to go are Cachaçaria Paulista or one of

the Água Doce restaurants. The best places to drink draft beer are Original and Bar Léo. Bar Léo is a simple little bar on Rua Aurora, in the downtown neighborhood, but it's always full. It is one of the oldest and best-established bars in São Paulo. It is famous for its creamy Brahma-brand draft beer, which is served between 0 and 1°C and has 5 cm of head. The beer is served with canapés, deep-fried salt cod balls and sandwiches on the side.

EMPÓRIO SANTA MARIA Avenida Cidade Jardim, 790, tel. 3706-5211, www.emporiosantamaria.com.br
MELOGRANO Rua Aspicuelta, 436, tel. 3031-2921, www.melograno.com.br
ANHANGUERA Rua Aspicuelta, 595, 3031-2888, www.baranhanguera.com.br
ORIGINAL Rua Graúna, 137, tel. 5093-9486, www.baroriginal.com.br
BAR LÉO Rua Aurora, 100, Santa Ifigênia, tel. 3221-0247, www.barleo.com.br
CACHAÇARIA PAULISTA Rua Mourato Coelho, 593, tel. 3815-4756, www.cachariapaulista.com.br
CACHAÇARIA ÁGUA DOCE Avenida Macuco, 655, tel. 5056-1615, www.aguadoce.com.br

▼ THE BEST FEIJOADAS

The feijoada at the Bolinha restaurant, which is famous in Brazil and abroad, is served with the kind of sweet story that everyone loves: it was the taxi-driver father Affonso who taught his sons José Orlando and Paulo Affonso Paulillo the secret of making feijoada the way it's served here. The restaurant makes its feijoada the traditional way, on a wood-burning stove and with 10 side dishes. At the upscale Baby Beef Rubaiyat there is always a crowd for the

feijoada. However, it is only available on Wednesdays and Saturdays – the traditional days for eating feijoada. Another good option is the Pé pra Fora restaurant.

BOLINHA Avenida Cidade Jardim, 53, tel. 3061-2010,

www.bolinha.com.br

BABY BEEF RUBAIYAT Alameda Santos, 86, tel. 3170-5100,

www.rubaiyat.com.br

PÉ PRA FORA Avenida Pompeia, 2517, tel. 3672-4154, www.pepraforabar.com.br

© MARIO RODRIGUES

Feijoada at Bolinha: the secret is passed from father to son



SAVORY SNACKS

There are three savory snacks in São Paulo that everyone knows: the coxinha (shredded chicken wrapped in mashed potato and batter and deep fried) at Frangó, empadas (savory mini-pies) at Sena Madureira and pão de queijo (baked balls of cheese and manioc flour) at Haddock Lobo. Even in a big city, small things count. At Frangó, the chicken coxinha drives crowds wild. And they don't come just for the snacks, but to drink beer too. There are over 100 brands of imported beer. Rancho da Empada started as a simple trailer selling snacks. Today it has several locations around the city. The shrimp empada and the palm heart one are favorites. The place to get the best pão de queijo in São Paulo isn't comfortable and the service isn't special, but the snack made from medium cure cheese comes out of the oven crunchy.

FRANGÓ Largo da Matriz de N.S. do Ó, 168, tel. 3932-4818,

www.frangobar.com.br

RANCHO DA EMPADA Rua Sena Madureira, 557, tel. 5579-5330,

www.ranchodaempada.com.br

PÃO DE QUEIJO HADDOCK LOBO Rua Haddock Lobo, 1408, tel. 3088-3087

© FERNANDO MORAES

Trassos and his daughter Claudia, in the kitchen of restaurant Acrópoles



▲ THE GREEK ACRÓPOLES

Located in the Bom Retiro neighborhood, the restaurant's façade is simple, and walking past it on the street you'd never guess that inside you can order duck with mushrooms, stewed octopus, stuffed squid and shrimp parmigiana. The most sought-after dish, and the dish for which the Acrópoles is best-known, is moussaka, a casserole with egg plant, potato, ground beef, white sauce and au gratin cheese. The restaurant's owner, Trassos (his name is Trassyvoulos Petrakis) has opened another restaurant in the Jardins neighborhood, but the original is still the best place to eat grilled meats.

ACRÓPOLES Rua da Graça, 364, tel. 3223-4386/ Rua Haddock Lobo, 885, tel. 3063-3991, www.restauranteacropoles.com.br



Goat stew
at Mocotó:
not luxurious,
but delicious

◀ THE FLAVOR OF THE SERTÃO

The goat stew (it's actually kid) at the Mocotó restaurant in the Vila Medeiros neighborhood is the best place in São Paulo to get a taste of the cuisine of the northeastern Brazilian sertão region. Chef Rodrigo Oliveira is one of the most prize-winning young chefs in São Paulo and continues to prove that a restaurant that looks like a simple tavern can earn international acclaim. The restaurant is in the northern part of São Paulo, far from the usual haunts of the fashionable and wealthy. It is not luxurious, but it is cheap and the food will thrill the most demanding palates. You should also try the mocotó and fava bean soup, tapioca balls with queijo-coalho and sun-dried beef jerky with ají dulce peppers and arracacha chips.

MOCOTÓ Avenida Nossa Senhora do Loreto, 1100, tel. 2951-3056, www.mocoto.com.br

▼ GOURMET HAMBURGERS

The people you meet in São Paulo may not remember what Rua Augusta was like in the 1960s, but their parents certainly do – those were the golden years for the street. The hamburger restaurant Lanchonete da Cidade harks back to those golden years. And though it may seem that time has stopped there, the service is quick: the beautiful people who fill the restaurant don't have to wait long for their burger. This hamburger place is managed by the same

people who run the Original, Astor and Pirajá bars. It serves flame-broiled hamburgers with a barbecue taste and gourmet recipes. Try the Kobe beef hamburger and hot dogs with German franks and horseradish sauce.

LANCHONETE DA CIDADE Alameda Tietê, 104, Jd. Paulista, tel. 3086-3399/Av. Macuco, 355, Moema, tel. 3569-8252/ Av. Magalhães de Castro, 12000, Morumbi (Shopping Cidade Jardim), tel. 3552-9000, www.lanchonetedacidade.com.br

© MARIO RODRIGUES

Lanchonete da Cidade: flame-grilled hamburgers



METRÔ

- Linha 1 - Azul**
Linha 1 - Azul
- Linha 2 - Verde**
Linha 2 - Verde
- Linha 3 - Vermelha**
Linha 3 - Vermelha
- Linha 4 - Amarela**
Linha 4 - Amarela
- Linha 5 - Lilás**
Linha 5 - Lilás

ENTU

- Ponte ORCA - Iaridada**
Ponte ORCA - Iaridada
- Corredor Metropolitano de Ônibus ABD**
Corredor Metropolitano de Ônibus ABD



Sem escala Norte para sul
julho 2012 July