

# Top 10 Tourist Attractions

*São Paulo capital is the main place of business and entertainment of the country. Among so many tourist attractions in the city, here is a list with the 10 main places you must visit.*



Masp. Photo: José Cordeiro/ SPTuris.

## Masp/ Avenida Paulista

Located in the heart of the city, Avenida Paulista is one of the main financial and cultural centers of the capital. Thousands of people pass through it everyday. In addition to several options of stores and restaurants, it is the place of great events, and also holds important commercial and cultural centers.

**São Paulo Art Museum Assis Chateaubriand (Masp)** stands out in the Avenue. The museum is opened for visit from Tuesday to Sunday, tickets BRL 15, free entrance on Tuesdays. Owing a permanent collection with eight thousand pieces listed as part of the National Historic Landmark, it is one of the most important museums of the Southern hemisphere, with works of the most renowned national and international artists.

The building which comprises the museum is one of the postcards of the city, has a restaurant, a cafe, a place intended to children, so that they can unleash their creativity with drawings and paintings, among other activities. On Sundays, the place provides an antique fair with several pieces which have authenticity guarantee.

In front of Masp, on the other side of Paulista, there is the **Tenente Siqueira Campos Park**, known as Trianon. The area of 48,600 m<sup>2</sup> comprises the remaining Atlantic Forest vegetation with native species which compose a peaceful setting to practice many options for leisure and activities that occur there. The park is opened everyday from 6:00 a.m. to 6:00 p.m.



Casa das Rosas. Photo: José Cordeiro/ SPTuris.

**Casa das Rosas** – Espaço Haroldo de Campos de Poesia e Literatura has a beautiful garden and several cultural programs focused on poetry, literature and arts, according to the schedule available at the website. The big house that nowadays comprises many activities was built in 1935, and it was designed by the architect Ramos de Azevedo. The house is opened from Tuesday to Saturday, from 10:00 a.m. to 10:00 p.m., and on Sundays and Holidays from 10:00 a.m. to 6:00 p.m.

In the other side of the Avenue, next to Avenida Consolação, there is the **Conjunto Nacional**, a commercial center that comprises several stores, movie theater, exhibition and presentation center, and also many options of restaurants. The building also has a big clock built in 1962. Meeting point and reference in the city, the place is opened from Monday to Sunday until 10:00 p.m.

### **Mercado Municipal**

Considered the greatest center of supplying of the city, **Mercadão** is opened everyday from 6:00 a.m. to 6:00 p.m., and on Sundays until 4:00 p.m. Located between Rua 25 de Março and São Bento Subway Station, it is famous for having a great diversity of fruits, vegetables and snacks, in addition to other types of goods, such as cheeses, condiments, seafood, wines etc.

The building, with stained glass and a charming architectural style is a great place to have lunch or snack. In addition to the points spread by Mercadão, in the mezzanine there is many restaurants with tasteful snacks, being the most famous the bologna sandwich and the codfish pasty.



Ibirapuera Park. Photo Caio Pimenta/ SPTuris.

### **Ibirapuera Park**

One of the most visited parks of the city has several options for leisure. The Park comprises areas focused on physical activities, bike path, 13 courts and playgrounds, lakes, picnic spaces, place to rent bikes, among others.

It also has several important cultural centers: the **Museum of Modern Art (MAM)**, established in 1948, is a space which comprises around four thousand contemporary art works; Biennial Pavilion receives many important events of the capital; Oca is known for renowned exhibitions, such as Picasso; Japanese Pavilion is a space of dissemination of Oriental culture; Planetary is a place to get to know a little more about the astronomy environment.



Catedral da Sé. Photo: Jefferson Pancieri/ SPTuris.

## Downtown

The Downtown of the city has many historic and extraordinary places, such as **Sé Cathedral**. Considered as one of the five biggest neo-Gothic temples of the world, it offers a guided historic visit to visitors, from Tuesday to Monday, tickets BRL 5, at several times for visit and Mass schedule.

In front of the Cathedral, there is the **Ground Zero**, a marble monument in hexagonal shape that has a map with the highways from São Paulo to other states.

**Pateo do Collegio** is also located in Downtown. The historic milestone of the city is considered the reference of São Paulo, because the city arose from it. Its facilities offer courses, workshops and other projects. It also comprises the **Anchieta Museum**, with exhibitions of objects belonging to Anchieta, a church and the Padre Antonio Vieira Library, with a collection of historic books, opened to visitors.

**São Bento Monastery** is also a great option in that region. With over 400 years of history, the architecture of the basilica is dated of the 17th Century, decoration with frescos and murals, in addition to a German external clock. The place can be visited every day from 6:00 a.m. to 6 p.m., except on Thursdays. Masses are held every morning and are composed of Gregorian chant. From Monday to Friday, at 7:00 a.m., Saturday at 6:00 a.m. and Sunday with chant and organ at 10:00 a.m.

In the end, do not forget to go to bread store of the Monastery, which has products made by the own monks. In the last Sunday of the month there is also a breakfast made by the monks; tickets should be acquired in advance.

Another Downtown attraction is the **Altino Arantes Building**, known as Banespão, located next to Rua XV de Novembro, Direita and São Bento. It was inspired in the Empire State Building of New York. Among its 161.22 meters in height, 35 floors, the most visited point is the tower, which offers a 360° of view and reaches 40 km, with view of Serra do Mar, Pico do Jaraguá, the buildings of Avenida Paulista and the main buildings of the Downtown. The building also has its glamour with crystal chandeliers and an eclectic style.





Theatro Municipal. Photo: Jefferson Pancieri/ SPTuris.

Next to Anhangabaú subway station, **Theatro Municipal** is one of the biggest postcards of the city. Its construction started in 1903, designed by Cláudio Rossi and drawn by Domiziano Rossi. It was opened by the Hamlet opera, by Ambroise Thomas, for an audience of 20 thousand people. It has been several times restored, in order to become more modern, but not losing the glamour of that time.

Theatro Municipal also comprises school of music and dance, with presentations on its stage. There is also a restaurant inside it. Visits can be made on days which do not have presentation scheduled, on previous dates available at the website.



Estação da Luz. Photo: Caio Silveira/ SPTuris.

## Luz

**Luz Station** was opened on March 1, 1901. In former times, it was considered the “visit room” of São Paulo, because it received many personalities and people coming from the countryside, who landed everyday at the station. The architectural complex of Luz Station is preserved since 1982, and the structures which were brought from England are a copy of Big Ben and Westminster Abbey.

On weekends is possible to make a guided historic visit in the Luz Station Building. The length of the tour is about 50 minutes, visitors pass through architectural and historic points of the building, get to know the history and how important the station is. Starting at the Portuguese Language Museum, the tour occurs on Saturdays, Sundays and holidays at 12:00 a.m. and 2:00 p.m.



Museu da Língua Portuguesa. Photo: Caio Silveira/ SPTuris.

The region comprises the **Portuguese Language Museum** which, with interactivity and technology resources, has a permanent collection and temporary exhibitions. It has three floors to tell the language history, the origin of the several different words and for exhibitions of literature renowned names, such as Guimarães Rosa, Clarice Lispector, Gilberto Freyre, among others. It is opened from Tuesday to Sunday, from 10:00 a.m. to 6:00 p.m. The entrance is free.



Pinacoteca. Photo: Caio Silveira/ SPTuris.

In front of the Museum it is located the **Pinacoteca do Estado**, designed by the architect Ramos de Azevedo, in 1895. The first donations for the museum were pieces of the acclaimed artists Benedito Calixto, Pedro Alexandrino and José Ferraz de Almeida Junior. The collection has about nine thousand pieces, in addition to temporary exhibitions. It also offers other activities that can be seen at the website. It is opened from Tuesday to Sunday, from 10:00 a.m. to 5:30 p.m., up to 10:00 p.m. on Thursdays, with free entrance on Saturdays.



Jardim da Luz: Photo: Jefferson Pancieri/ SPTuris.

There is a cafe in the **Pinacoteca** that serves lunches in an area with view of Jardim da Luz (Luz Garden), one of the oldest public parks. The park is preserved and has a wood with several different species of birds, sloth population, pond and lake with fishes. Besides, it has an underground aquarium with colorful carps. Entrance is free.



Museu de Arte Sacra. Photo: Caio Pimenta/ SPTuris.

Next to the station there is the **Monastery of Luz**, which has a church, a Memorial in honor of Saint Antônio de Sant'anna Galvão, with a collection of objects belonging to the friar. It also comprises the Sacred Art Museum, with a collection composed of altar, sacred images, rare books, screens, objects and liturgical clothing. The Museum is opened from Tuesday to Sunday, from 10:00 a.m. to 6 p.m., free entrance on Saturdays.

### **Liberdade neighborhood**

Liberdade is a stronghold of the Japanese culture in São Paulo since 1912. It has thematic decoration in the streets, with traditional Japanese lamps, in addition to the remarkable architecture of the culture, which may be seen in several points of the neighborhood. Many signs are in Japanese, and great part of the residents of the neighborhood speaks the mother tongue.

The neighborhood has also a great quantity of typical products and foods, and a craft fair which occurs on Sundays in the exit of the Liberdade subway station. In Rua São Joaquim is located the Busshinji Temple, which may be visited by scheduling a time.





Beco do Batman. Photo: Caio Pimenta/ SPTuris.

### Vila Madalena

A major Bohemian attraction, the streets of **Vila Madalena** have bars for every tastes: there are botecos, from the classic ones to the most excited bars. For those who enjoy live music and wish a club, there are many options too.

Another interesting attraction of the neighborhood is the **Beco do Batman**, an open air gallery located at Rua Gonçalo Afonso. The walls of the way are totally covered by graffitis of Brazilian and foreign artists. The neighborhood is also a great place to shop.

### Football Museum



Museu do Futebol. Photo: Caio Pimenta/ SPTuris.

In an area of 6.9 thousand meters, the Football Museum is located under the bleachers of the **Paulo Machado de Carvalho Municipal Stadium**, known as Pacaembu. Opened for visits from Tuesday to Sunday, from 9:00 a.m. to 5 p.m., the multimedia collection maintains the main and most important moments of the football.

The museum is not related with any specific team, and visitors may know several rooms honored so many renowned names of the football, and also the great moments. Is also possible to hear some narrations, get to know the origin, among other subjects related to football.

### Independência Park



Museu do Ipiranga. Photo: Caio Pimenta/ SPTuris.

Independência Park is where the Ipiranga Museum is located, a monument in honor of Brazilian Independence, alongside the Ipiranga river. Despite the museum is currently closed for internal visitation, due to restoration, it has an eclectic architectural style, and it is surrounded by a beautiful garden. The collection has more than 125 thousand pieces that belonged to great personalities of the Brazilian history.

Besides, in the park there is the Monumento à Independência and a large area for sports and family outing.

### **Rua 25 de Março**

**Rua 25 de março** is a center of popular shopping of the city. The whole surrounded area is dedicated to the trade of costume jewelry, toys, decoration objects and other home accessories. In Ladeira Porto Geral, for example, there are costumes stores, where brides have fun buying funny ornaments to cheer up their wedding party.

### **Service:**

Masp

Address: Avenida Paulista, 1578 – São Paulo – SP.

Opening Hours: from Tuesday to Sunday, from 10:00 a.m. to 6:00 p.m. (ticket office opened until 5:30 p.m.).

Thursday from 10:00 a.m. to 8:00 p.m. (ticket office opened until 7:30 p.m.).

Price: BRL 15, entitled to visit all exhibitions available on the visitation date. Students, teachers and retired persons with evidence pay BRL 7. Entrance free for children under 10 years-old, and elderly people over 60 years-old. On Tuesdays entrance is free for general public.

Phone: (11) 3251-5644.

[www.masp.art.br/masp2010/](http://www.masp.art.br/masp2010/)

### **Casa das Rosas**

Address: Avenida Paulista, 37 – Bela Vista – São Paulo – SP.

Opening Hours: Tuesday to Saturday, from 10:00 a.m. to 10:00 p.m., and on Sundays and Holidays from 10:00 a.m. to 6:00 p.m.

Free Entrance.

Phone: (11) 3285-6986/ (11) 3288-9447.

[www.casadasrosas-sp.org.br/](http://www.casadasrosas-sp.org.br/)

### **Parque Tenente Siqueira Campos (Trianon)**

Address: Rua Peixoto Gomide, 949 (nearby No. 1700 of Av. Paulista) – Cerqueira César – São Paulo – SP.

Opening Hours: from 6:00 a.m. to 6:00 p.m. everyday.

Phone: (11) 3253-4973/ (11) 3289-2160.

[www.prefeitura.sp.gov.br/cidade/secretarias/meio\\_ambiente/parques/regiao\\_centrooeste/index.php?p=5773](http://www.prefeitura.sp.gov.br/cidade/secretarias/meio_ambiente/parques/regiao_centrooeste/index.php?p=5773)



### **Condomínio Conjunto Nacional**

Address: Avenida Paulista, 2073 – São Paulo – SP.

Opening Hours: from Monday to Saturday, from 7:00 a.m. to 10:00 p.m., Sundays and holidays from 10:00 a.m. to 10:00 p.m. – Commercial Center (ground floor) and from Monday to Friday, from 7:00 a.m. to 10 p.m., Saturday from 7:00 a.m. to 7 p.m. – commercial buildings (Horsas).

[www.ccn.com.br/](http://www.ccn.com.br/)

### **Mercado Municipal**

Address: Rua da Cantareira, 306 – São Paulo – SP.

Opening Hours: wholesale: Monday to Saturday, from 10:00 p.m. to 6:00 a.m. Retail: Monday to Saturday, from 6:00 a.m. to 6:00 p.m. Sunday and Holidays, from 6:00 a.m. to 4:00 p.m.

Phone: (11) 3313-3365.

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

### **Ibirapuera Park**

Address: Av. Pedro Álvares Cabral, no number (gates 2, 3 and 10), Av. IV Centenário – gates 6 and 7A, Av. República do Líbano – gate 7 – São Paulo – SP.

Phone: (11) 5574-5045.

[www.parquedoibirapuera.com/](http://www.parquedoibirapuera.com/)

### **Sé Cathedral**

Address: Praça da Sé, no number – Downtown – São Paulo – SP.

Opening Hours: during the week opened from 8:00 a.m. to 7:00 p.m., Saturday, from 8:00 a.m. to 5:00 p.m., and Sunday, from 8:00 a.m. to 1:00 p.m. and from 2:00 p.m. to 6:00 p.m. Mass: Monday and Friday, at 9:00 a.m., at 12:00 a.m. and at 6:00 p.m. Tuesday, Wednesday and Thursday at 12:00 a.m. and at 6:00 p.m. Saturday: opened from 8:00 a.m. to 5:00 p.m. Mass: at 12:00 a.m. Sunday: opened from 8:00 a.m. to 1:00 p.m. and from 3:00 p.m. to 6:00 p.m. Mass: at 9:00 a.m., 11:00 a.m. and 5:00 p.m. Guided visit from Tuesday to Friday, from 10:00 a.m. to 11:30 a.m. and from 1:00 p.m. to 5:30 p.m., on Saturdays, from 10:00 a.m. to 11:30 a.m., and from 1:00 p.m. to 4:30 p.m., and on Sunday from 10:00 a.m. to 12:30 a.m. and from 2:00 p.m. to 4:30 p.m.

Price: guided visits: BRL 5 per person, children up to 7 years old entrance is free.

Phone: (11) 3107-6832.

[www.catedraldase.org.br/site/?page\\_id=2](http://www.catedraldase.org.br/site/?page_id=2)

### **Pateo do Collegio**

Address: Praça Pateo do Collegio, 2 – Downtown – São Paulo – SP.

Opening Hours: mass from Tuesday to Friday at 12:00 a.m., and Sunday at 10:00 a.m.

Free Entrance.

Phone: (11) 3105-6899.

[www.pateocollegio.com.br](http://www.pateocollegio.com.br)

### **Anchieta Museum**

Address: Praça Pateo do Collegio, 2 – Downtown – São Paulo – SP.

Opening Hours: wholesale: from Tuesday to Sunday, from 9:00 a.m. to 5:00 p.m.

Price: BRL 6 (full), BRL 3 for students, BRL 2 for students of public school and free for children of up to seven years-old and elderly people older than 60 years-old. For guided visit is needed to make a schedule from Tuesday to Friday, from 8:40 a.m. to 4:30 p.m.

Phone: (11) 3105-6899.

[www.pateocollegio.com.br](http://www.pateocollegio.com.br)

### **São Bento Monastery**

Address: Largo de São Bento, no number – Downtown – São Paulo – SP.

Opening Hours: Monday, Tuesday, Wednesday and Friday, from 6:00 a.m. until mass of 6:00 p.m. ends. Saturday and Sunday, from 6:00 a.m. to 12:00 a.m., and from 4:00 p.m. to 6:00 p.m. On Thursday the church closes at 8:00 a.m. and reopens at 11:30 a.m. Mass: from Monday to Friday at 7:00 a.m. – with Gregorian chant -, 1:00 p.m. and 6:00 p.m. Saturday, 6:00 p.m. – with Gregorian chant. Sunday, 8:30 a.m. – with organ -, 10:00 a.m. – with

Gregorian chant and organ.

Phone: (11) 3328-8799.

[www.mosteiro.org.br/index.php](http://www.mosteiro.org.br/index.php)

### **Banespão**

Address: Rua João Brícola, 24 – Downtown – São Paulo – SP.

Opening Hours: wholesale: from Monday to Friday, from 10:00 a.m. to 3:00 p.m.

Free Entrance.

Phone: (11) 3249-7180.

### **Theatro Municipal**

Address: Praça Ramos de Azevedo, no number – São Paulo – SP.

Phone: (11) 3397-0300.

[www.prefeitura.sp.gov.br/cidade/secretarias/cultura/theatromunicipal/](http://www.prefeitura.sp.gov.br/cidade/secretarias/cultura/theatromunicipal/)

### **Portuguese Language Museum**

Address: Praça da Luz, no number – Downtown – São Paulo – SP.

Opening Hours: from Tuesday to Sunday, from 10:00 a.m. to 6:00 p.m., on Tuesdays the museum is opened up to 10:00 p.m. (ticket office closes at 9:00 p.m.). Ticket Office: Tuesdays, from 10:00 a.m. to 9:00 p.m., and from Wednesday to Sunday, from 10:00 a.m. to 5:00 p.m.

Price: BRL 6 (full) Free entrance for children of up to ten years-old and elderly people. On Saturdays visitation is free.

Phone: (11) 3322-0080.

[www.museudalinguaportuguesa.org.br](http://www.museudalinguaportuguesa.org.br)

### **Pinacoteca of State of São Paulo**

Address: Praça da Luz, 2 – Luz – Downtown – São Paulo – SP.

Opening Hours: from Tuesday to Sunday, from 10:00 a.m. to 5:30 p.m., stay until 6:00 p.m. On Thursdays up to 10:00 p.m., entrance free from 6:00 p.m. to 10:00 p.m.

Price: BRL 6 (full) and BRL 3 for students, children of up to 10 years-old and free entrance for elderly people older than 60 years-old. Free entrance on Saturdays.

Phone: (11) 3324-1000.

[www.pinacoteca.org.br](http://www.pinacoteca.org.br)

### **Jardim da Luz**

Address: Rua Ribeiro De Lima, no number – Bom Retiro – São Paulo – SP.

Opening Hours: from Tuesday to Sunday, from 9:00 a.m. to 6:00 p.m. (opens at 5:00 a.m. for physical activities).

Phone: (11) 3227-3545.

[www.prefeitura.sp.gov.br/cidade/secretarias/meio\\_ambiente/parques/regiao\\_centrooeste/index.php?p=5757](http://www.prefeitura.sp.gov.br/cidade/secretarias/meio_ambiente/parques/regiao_centrooeste/index.php?p=5757)

### **Mosteiro da Luz**

Address: Avenida Tiradentes, 676 – Luz – São Paulo – SP.

Opening Hours: everyday from 8:00 a.m. to 5:00 p.m. Mass: from Monday to Friday, at 7:00 a.m.; Saturday at 8:00 a.m. and at 4:00 p.m.; and Sunday at 8:00 a.m., 10:30 a.m. and 4:00 p.m.

Phone: (11) 3311-8745.

[www.saofreigalvao.com.br/](http://www.saofreigalvao.com.br/)

### **Sacred Art Museum**

Address: Avenida Tiradentes, 676 – Luz – São Paulo – SP.

Opening Hours: from Tuesday to Friday, from 9:00 a.m. to 5:00 p.m., Saturday and Sunday, from 10:00 a.m. to 6:00 p.m. (ticket office up to 5:30 p.m.).

Price: BRL 6 (half-price entrance for students and free entrance for elderly people, children of up to seven years-old and on Saturdays).

Phone: (11) 5627-5393/ (11) 3326-5393/ (11) 3326-3336/ (11) 3326-1373.

[www.museuartesacra.org.br](http://www.museuartesacra.org.br)

**Templo Busshinji**

Address: Rua São Joaquim, 285 – Liberdade – São Paulo – SP.

Phone: (11) 3208-4515/ (11) 3208-4345.

[www.sotozen.org.br/](http://www.sotozen.org.br/)

**Football Museuml**

Address: Praça Charles Miller, no number – Pacaembu.

Opening Hours: Tuesday to Sunday, except on game days in Pacaembu, from 9:00 a.m. to 5:00 p.m.

Price: BRL 6 and half BRL 3.

Phone: (11) 3664-3848.

[www.museudofutebol.org.br](http://www.museudofutebol.org.br)

**Independência Park**

Address: Parque da Independência, no number – Ipiranga – zona Sul – São Paulo – SP.

Opening Hours: wholesale: from Tuesday to Sunday, from 9:00 a.m. to 5:00 p.m.

Price: BRL 6 (full) and BRL 3 for students. Free entrance for children of up to six years-old, elderly people and disabled people, and also on the first and third Sundays of the month. The access to the garden and to the monument is free.

Phone: (11) 2065-8000.

[www.mp.usp.br/](http://www.mp.usp.br/)