



São Paulo

Photo: Filipe Frazao/Shutterstock.com



Thiago Leite/Shutterstock.com



Filipe Frazao/Shutterstock.com



Thiago Leite/Shutterstock.com

"Rio is a beauty. But São Paulo, São Paulo is a city," said Marlene Dietrich about Brazil's most cosmopolitan city. São Paulo is Brazil's cultural as well as financial powerhouse, complete with a vibrant music scene, top-designer shopping, and delicious gastronomy, not to mention world-class museums and art galleries. All this is combined with the vibrant local life of Paulistanos, who will surely be easy to make friends with.

Featured



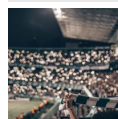
Zoológico de São Paulo

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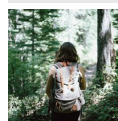
Football Museum

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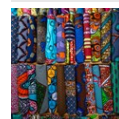
Parque do Ibirapuera

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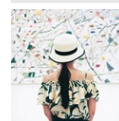
Memorial da America Latina

The Latin America Memorial is a cultural centre designed by Oscar Niemeyer d...



Museu Afro Brasil

A museum dedicated to telling the story of Brazil's African-descended popula...



MAB FAAP — Museu de Arte B...

A magnificent building in the trendy Higienópolis neighbourhood is the venue...



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The Museum of Modern Art located in Ibirapuera Park might be small, but it i...

THE CITY



Filipe Frazao/Shutterstock.com

The fourth largest city in the world has over 12 million people spread over an area of 30.000 square kilometres. São Paulo might be huge but it has humble beginnings. In 1554, Portuguese Jesuit priests founded a small mission on a hill close to the Tietê river, which soon became a trading post. Later, when the area around São Paulo was found to be perfect for growing coffee, the city's future prosperity was sealed. Today, São Paulo is the business and unofficial political capital of the country.

A good place to orientate yourself in São Paulo is by Avenida Paulista, lined with high-rise office buildings, which divides the city centre from São Paulo's exclusive and glamorous district, Jardins, where you find the best hotels including Fasano and Hotel Unique. From here, you can easily reach most parts of the city. Praça da Sé and Praça da República, the two squares divided by Vale do Anhangabaú is the old centre of São Paulo. On Rua Boa Vista, you will find the whitewashed baroque Pátio do Colégio, the site of which dates back to the Jesuits' first mission in 1554. Nearby, Triângulo is the city's main financial district and home to São Paulo's imposing stock exchange, BOVESPA. A few blocks away you can find the serene São Bento Monastery. Northeast is the imposing neo-gothic central market, Mercado Municipal. South of

here is the commercial district of Bela Vista, nicknamed Bixiga, once a hub for Italian immigrants. Then you'll find the Liberdade district, home to the world's largest ethnic Japanese community outside Japan.

Rua Augusta slices across Avenida Paulista into the Jardins neighbourhood. Around Praça Franklin Roosevelt, you'll find many of the city's best shops and restaurants. Southwest of Jardins is the fashionable neighbourhood of Pinheiros, with some of the best bars and nightclubs in the city. Across Rio Pinheiros is the vast campus of the Universidade de São Paulo. Southeast from here is the huge green space of Parque Ibirapuera, offering a respite from the hustle and bustle of São Paulo.

DO & SEE



Filipe Frazao/Shutterstock.com

Most of São Paulo's main attractions are located in the city centre, the area bounded by the Tietê river on the north, the Pinheiros river to the west, Avenida dos Bandeirantes on the south and Avenida Salim Farah Maluf to the east.

As the country's largest mega-metropolis, São Paulo has something for everyone—the culture vulture, the jazz fan, the clubber, the football fanatic, and the gourmand. To take in the scale of São Paulo's history visit Pátio do Colégio to see its beginnings. Then visit the legendary

Brazilian architect and designer of Brasília, Oscar Niemeyer's space-age OCA museum. For a breathtaking glimpse of where São Paulo is going, you cannot beat the view from the top of the Italia Building on Avenida Ipiranga at the corner of Avenida São Luís.

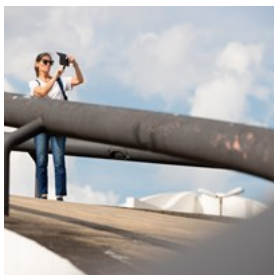
Parque do Ibirapuera



São Paulo's very own Central Park boasts over 2 million square meters of green space. The best way to explore it is to hire a bike. On Sunday mornings, there are free music concerts in the Praça da Paz. Here, you'll also find a few interesting museums, such as the Museum of Modern Art, the exhibition hall OCA, and the Afro Brasil Museum.

Photo: Thiago Leite/Shutterstock.com
Address: Avenida Pedro Álvares Cabral, São Paulo
Opening hours: Daily 5am-midnight
Phone: +55 11 5574 5045

Memorial da America Latina



The Latin America Memorial is a cultural centre designed by Oscar Niemeyer dedicated to Latin American folk art especially sculptures and

paintings. Visit its website to see what's on while you're in town as it often hosts festivals, expositions, and food fairs.

Photo: Governo do Estado de São Paulo/Flickr(image cropped)
Address: Avenida Mário de Andrade, 664, São Paulo
Opening hours: Tue-Sun 10am-5pm
Phone: +55 11 3823 4600

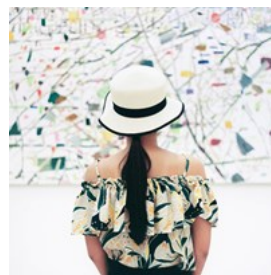
Museu Afro Brasil



A museum dedicated to telling the story of Brazil's African-descended population, the largest outside Africa. Here you will find a vibrant and intelligent celebration of the culture and achievements of the African diaspora complete with plenty of art and some stunning photography exhibitions.

Photo: Eva Blue/Unsplash
Address: Portão 10, Avenida Pedro Álvares Cabral, São Paulo
Opening hours: Tue-Sun 10am-5pm
Phone: +55 11 3320 8900
More Info: Located in Ibirapuera Park (Gate 10)

MAB FAAP — Museu de Arte Brasileira



A magnificent building in the trendy Higienópolis neighbourhood is the venue for major international exhibits held in the impressive

Grand Hall and its wings. You will also find some of the big names of Brazilian art here including Portinari and Di Cavalcanti.

Photo: Vincent Tantardini/Unsplash
Address: Rua Alagoas, 903, São Paulo
Opening hours: Wed-Mon 10am-6pm
Phone: +55 11 3662 7198
Internet: www.faap.br/museu

Museu de Arte Moderna de São Paulo (MAM)



The Museum of Modern Art located in Ibirapuera Park might be small, but it is one of São Paulo's best museums to see modern work by

emerging and established artists. Here you will

find everything from paintings and sculptures to video installations. Outside is a serene sculpture garden that is perfect for relaxing post-visit.

Photo: seier+seier/Flickr(image cropped)
Address: Parque do Ibirapuera, São Paulo
Opening hours: Tue-Sun 10am-6pm
Phone: +55 11 5085 1300
Internet: mam.org.br/en/
Email: atendimento@mam.org.br
More Info: Gate 3

Pinacoteca



One of the best-curated art exhibitions in the city as well as one of the most important art museums in Brazil, Pinacoteca does an excellent job of

displaying some of the best Brazilian artists from the 19th and 20th centuries. The centrepiece of the impressive collection of sculptures includes a statue by Raphael Galvez called "O Brasileiro".

Photo: Dannie Jing/Unsplash
Address: Praça da Luz, 2, São Paulo
Opening hours: Wed-Mon 10am-6pm
Phone: +55 11 3324 1000
Internet: pinacoteca.org.br

Football Museum



The Soccer Museum showcases a diverse range of topics related to the beloved sport of soccer, including its practice, history, and

interesting facts both in Brazil and worldwide. Visitors can experience interactive exhibitions, vintage soccer displays, and relive World Cup victories. At the same time, you have the chance to see one of the world's largest soccer stadiums, the Pacaembu Stadium. On most weekends,

there will be live music in the café of the museum.

Photo: Instituto Ayrton Senna/cc by 2.0/Flickr(image cropped)
Address: Museu do Futebol, Estádio do Pacaembu, Praça Charles Miller, São Paulo
Opening hours: Tue-Sun 9am-5pm
Phone: +55 11 3664 3848
Internet: museudofutebol.org.br

São Paulo Cathedral



The Metropolitan Cathedral of São Paulo or simply Catedral da Sé is an imposing neo-gothic church located in Praça da Sé. It is 46 meters

wide, 111 meters long, and has a dome 65 meters high. It was one of the first churches built in São Paulo-its first construction started in 1591-and today it is considered one of the largest neo-gothic temples in the world. It contains a crypt with the remains of Cacique Tibiriçá, the first Indian converted and baptized by the Jesuits José de Anchieta and Leonardo Nunes. It is also worth noting its grandiose organ-the largest in Latin America.

Photo: Wilfredor/public domain/wikimedia(image cropped)
Address: Catedral da Sé, Praça da Sé, São Paulo
Opening hours: Daily 8am-6pm
Phone: +55 11 3107 6832
Internet: www.arquidiocese-pa.org.br

Casa das Rosas



Built in 1935 by famous local architect Ramos de Azevedo for one of his daughters, Casa das Rosas, or "House of Roses" is a French-style mansion with gardens inspired by the Palace of Versailles. The building was home to the same

family until 1986 when it was made a municipal landmark. Since 2004, it has been a museum dedicated to poetry, literature, culture and the preservation of the bibliographic collection of the poet Haroldo de Campos.

Photo: Rodrigo Soldon/Flickr(image cropped)

Address: Avenida Paulista, 37, São Paulo

Opening hours: Sun-Tue 7am-10pm, Wed-Sat noon-4pm

Edifício Copan



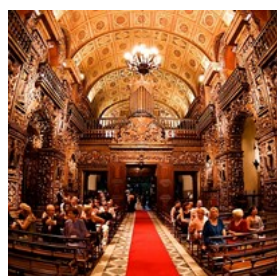
Designed by the modernist Oscar Niemeyer, the Copan Building is a 118.44-metre tall, 38-story residential building in downtown São Paulo. It has 1,160 apartments as well as 70 commercial establishments. With its serpentine facade and sunshades, it is one of the most unusual architectural monuments and an icon of the Brazilian metropolis.

Photo: Guilherme Stecanella/Unsplash

Address: Avenida Ipiranga, 200, São Paulo

Public Transport: Metro stop: República

Mosteiro de São Bento



Founded by a monk named Mauro Teixeira in 1598, the incredible São Bento Monastery (St Benedict's Monastery) houses an enormous organ with about 6,000 pipes and an image of the Kasperovo Virgin covered with 6,000 pearls. Visit on a Sunday for the 10 am mass, complete with Gregorian chants from the monks.

Photo: Patricia Figueira/cc by-sa 2.0/wikimedia (upscale)(image cropped)

Address: Largo de São Bento, São Paulo

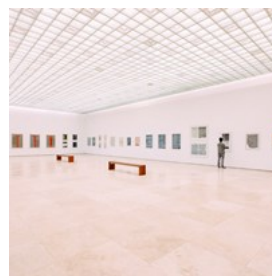
Opening hours: Mon-Fri 6am-6pm; Sat 6am-1pm; Sun 7am-noon / 4:30pm-6pm

Phone: +55 11 3328 8799

Internet: www.mosteirosesaobentosp.com.br

Email: mosteiro@mosteiro.org.br

OCA



Located inside Ibirapuera Park, OCA is a space-age exhibition hall, designed by Oscar Niemeyer in the shape of an indigenous hut, which hosts interesting events and cultural exhibitions.

Photo: Antenna/Unsplash

Address: Parque Ibirapuera, São Paulo

Opening hours: Tue-Sun 9am-10pm

Phone: +55 11 5082 1777

Internet: www.urbiaparques.com.br/parques/patrimonio/oca

More Info: Gate 3

Pátio do Colégio / Museu Padre Anchieta



São Paulo was founded by Jesuits José de Anchieta and Manoel da Nóbrega on this site in 1554. The church dates from 300 years later but was built in the same style as the original Jesuit chapel. There are regular exhibits devoted to colonial history and sacred artefacts.

Photo: Rodrigo Soldon/Flickr(image cropped)

Address: Pátio do Colégio, 2, São Paulo

Internet: www.pateodocollegio.com.br

Zoológico de São Paulo



Set in an area of 824,000 m², the São Paulo Zoo is the largest zoo in Brazil and is also considered one of the ten best in the world due to the diversity

of animals it houses. It is home to more than 3,000 animals, many of which face extinction, such as the golden lion tamarin and the giant anteaters. The zoo also has a library, daycare, shops, snack bars, and restaurants.

Photo: Matt Flores/Unsplash

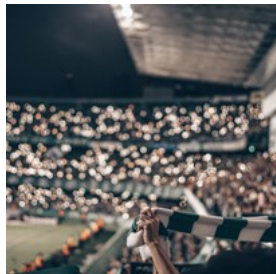
Address: Avenida Miguel Estefno, 4241, São Paulo

Opening hours: Daily 9am-5pm

Internet: zoologico.com.br

Email: atendimento.zoo@zoologico.com.br

Cícero Pompeu de Toledo Stadium



The local team São Paulo Futebol Clube can draw on their 17 million supporters. Their team's home stadium, nicknamed Estádio do

Morumbi, might not be an architectural marvel, but it more than makes up in atmosphere during home games with crowds of up to 66,000.

Photo: Emerson Vieira/Unsplash

Address: Praça Roberto Gomes Pedrosa, 1, São Paulo

Pedra Grande Trail



Nestled in Cantareira State Park, regarded as one of the world's largest urban forests, the Pedra Grande Trail beckons birdwatchers, hikers, and

runners alike. With a year-round open, paved path and clear signage, the trail leads to the stunning viewpoint of Pedra Grande, soaring 1,010 meters above sea level. At its summit, you'll be rewarded with breathtaking vistas of the city below. Come and explore the Pedra Grande Trail for a chance to immerse yourself in nature and admire the breathtaking views.

Photo: Jake Melara/Unsplash

Address: Pedra Grande, São Paulo

Hot Air Balloon Ride



If you're feeling adventurous enough to try soaring up into the sky, São Paulo could be the perfect place to do so on board a hot air

balloon. Enjoy this thrilling and once-in-a-lifetime experience while resting your eyes on the beautiful views of São Paulo from above.

Photo: RescueWarrior/Pixabay

Address: Rua Nelson Andrade, 800, Boituva

Opening hours: Mon-Fri 8am-noon / 1pm-5pm

Phone: +55 11 4040 4730

Internet: aeromagic.com.br

Email: voodebalao@aeromagic.com.br

Museum of the Portuguese Language



The museum, located in the historic Luz Railway Station building (a landmark of its own), showcases an interactive exhibit on the evolution of the Portuguese language and holds temporary and permanent exhibitions focusing on renowned writers and subjects significant to the language.

Photo: Filipe Frazao/Shutterstock.com

Address: Museu da Língua Portuguesa, Praça da Luz, São Paulo

Opening hours: Tue-Sun 9am-4:30pm

Phone: +55 11 4470 1515

Internet: www.museudalinguaportuguesa.org.br

Aquário de São Paulo



This is the first thematic aquarium in South America, where visitors have the chance to see and learn about over 300 species of animals at

once. It's not just marine creatures that live here, but some land animals as well. Special emphasis is put on the ethical treatment of animals. They also have a restaurant, cinema, and occasional mermaid dives.

Photo: Lekies/Pixabay

Address: Rua Huet Bacelar, 407, São Paulo

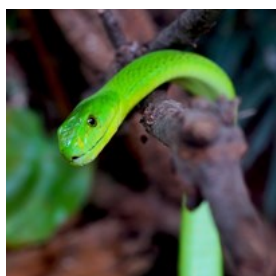
Opening hours: Daily 9am-5pm

Phone: +55 11 2273 5500

Internet: www.aquariodesp.com.br

Email: aquario@aquariodesaopaulo.com.br

Instituto Butantan



Considered one of the major scientific centres in the world, Instituto Butantan, the Brazilian biologic research centre famous for its research in

vaccines and snake serums is well worth a visit.

In two museums, you'll find historical and modern expositions on microbiology. Permanent posters in front of the museum display the history of the institute itself.

Photo: Kapa65/Pixabay

Address: Avenida Vital Brasil, 1500, São Paulo

Opening hours: Tue-Sun 7am-5pm

Phone: +55 11 2627 9300

Internet: en.butantan.gov.br

DINING



stockcreations/Shutterstock.com

São Paulo's best restaurants are to be found in the Jardins, Itaim Bibi, Pinheiros, and Vila Madalena neighbourhoods. However, for those on a smaller budget, you can get a delicious hearty meal at side street restaurants called "lanchonetes", which are a mix between a café and a bakery.

The best non-Brazilian cuisine tends to be Italian, Middle Eastern, Chinese, and Japanese. The Portuguese restaurants are pretty spectacular too.

Mocotó



Contemporary, art-themed Brazilian restaurant serving authentic Northeastern culinary delights in a laid-back and homey

atmosphere. Some of the dishes worth trying at Mocotó are "dadinhos de tapioca" as starters, then "carne de sol", "baiao de dois", or "escondidinho" as the main course.

Photo: *stockcreations/Shutterstock.com*

Address: Avenida Nossa Senhora do Lorêto, 1100, São Paulo

Opening hours: Mon-Fri noon-11pm, Sat 11:30am-11pm,

Sun 11:30am-5pm

Phone: +55 11 2951 3056

Internet: mocoto.com.br/en

Email: contato@mocoto.com.br

Chalezinho



Chalezinho is a European restaurant specializing in fondues — both sweet and savoury — but also offering other dishes, plus an extensive wine list. Try

elevating the humble broccoli by dipping it into freshly molten cheese, or bathing strawberries in chocolate for dessert.

Photo: KPG Payless2/Shutterstock.com

Address: Rua Itapimirim, 11, São Paulo

Opening hours: Sun-Thu 6pm-midnight, Fri & Sat 6pm-1am

Phone: +55 11 3501 9322

Internet: morumbi.chalezinho.com

Rubaiyat



Rustic-chic restaurant offering a variety of prime cuts of meats grilled over charcoal as well as a diverse buffet, plus an extensive menu of drinks

and wines from all over the world.

Photo: Alexander Rath/Shutterstock.com

Address: Avenida Brigadeiro Faria Lima, 2954, São Paulo

Phone: +55 11 3165 8888

Email: gerenciafariailima@rubaiyat.com.br

Arábia



Visit Arábia, an award-winning eatery, for a taste of the mouth-watering flavours of the Middle East. Their signature dishes, such as

Moroccan rice with roasted almonds and chicken with stuffed artichoke bottoms filled with ground beef, are sure to tantalize your taste

buds. The restaurant's spacious dining room makes it the ideal place to spend a few hours, whether you prefer a strong coffee or a refreshing mint tea. The mezze selection is also a huge hit among patrons and is not to be missed.

Photo: Mustafa Ertugral/Shutterstock.com

Address: Rua Haddock Lobo, 1397, São Paulo

Opening hours: Mon-Sat noon-midnight, Sun noon-11:30pm

Phone: +55 11 3061 3234

Internet: arabia.com.br

Capim Santo



Capim Santo is a charming restaurant tucked away in the backyard of a museum, surrounded by lush tropical greenery. The

atmosphere is inviting and creates a feeling of dining outdoors, even when you're seated inside. This is the perfect place to discover the rich regional flavours of Brazil, with a menu showcasing the best of local cuisine. If you're looking for a great spot for lunch, be sure to check out the restaurant's varied buffet, which offers excellent value for its reasonable price.

Photo: rocharibeiro/Shutterstock.com

Address: Avenida Brigadeiro Faria Lima, 2705, São Paulo

Opening hours: Tue-Thu 10am-6pm, Fri 10am-10pm, Sat & Sun 10am-6pm

Phone: +55 11 3032 2277

Internet: www.restaurantecapimsanto.com.br/en

Veridiana Pizzaria



This restaurant might not have a name on the door but you cannot miss the stunning classical building on the corner of Avenida Higienópolis and

Rua Dona Veridiana. Veridiana is a beautiful

pizzeria serving delicious traditional pizzas. The grande size serves two and you can order different toppings on each half.

Photo: Fanfo/Shutterstock.com

Address: Rua Dona Veridiana, 661, São Paulo

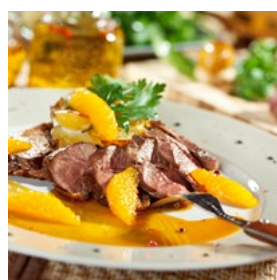
Opening hours: Sun-Thu 6pm-midnight, Fri & Sat 6pm-1am

Phone: +55 11 3801 9000

Internet: www.veridiana.com.br

Email: contato@veridiana.com.br

Le Chef Rouge



Le Chef Rouge, a São Paulo institution, offers a slice of France in South America. With a modern French menu that features a range of

salads, such as a gratinated goat cheese salad and beautifully cooked French classics like roasted duck breast in orange sauce, this restaurant is sure to tantalize your taste buds. The elegant and classic setting provides the perfect backdrop to enjoy a delicious meal. The wine list is extensive, offering the perfect pairing to accompany your meal. And don't forget to save room for dessert — the mouth-watering options will have you coming back for more.

Photo: svry/Shutterstock.com

Address: Rua Bela Cintra, 2238, São Paulo

Phone: +55 11 3081 7539

Internet: www.chefrouge.com.br/#dm

Andrade



Northeastern food is the speciality here including dishes like carne de sol – sun-dried beef served with pumpkin and sweet potatoes. It is moderately

priced and there is live forró music every Sunday.

Photo: farbled/Shutterstock.com

Address: Rua Artur de Azevedo, 874, São Paulo

Opening hours: Tue-Thu noon-3pm; Fri noon-3pm / 7pm-2am; Sat noon-5pm / 7pm-2am; Sun noon-6pm

Phone: +55 11 3085 0589

Email: restaurante@restauranteandrade.com.br

Due Cuochi Cucina



At Due Cuochi Cucina, you can try different Italian dishes in a lively, yet romantic atmosphere. Choose between meat dishes, fish, and tasty

plates of pasta. The menu features a number of Italian classics, such as risotto, ravioli, Caprese, and more.

Photo: Kzenon/Shutterstock.com

Address: Rua Manuel Guedes, 93, São Paulo

Phone: +55 11 3078 8092

Internet: www.duecuochi.com.br

Fogo de Chão



Indulge in one of Brazil's premier BBQ experiences at Fogo de Chão, a high-end steakhouse with multiple locations throughout São Paulo.

Enjoy unlimited meat carved tableside, a bountiful salad bar, and an award-winning wine list.

Photo: hlphoto/Shutterstock.com

Address: Avenida dos Bandeirantes, 538, São Paulo

Opening hours: Mon-Sat noon-11:30pm, Sun noon-9:30pm

Phone: +55 11 5505 0791

Internet: fogodechao.com.br

Email: falecomfogo@fogodechao.com.br

A Bela Sintra



A Bela Sintra is an elegant eatery dedicated to showcasing the best of Portuguese cuisine. With a stylish, cosy ambience, this restaurant offers a

dining experience like no other. The menu highlights seafood and meat dishes, including an extensive selection of bacalhau, or cod, dishes. Pair your meal with a choice from the restaurant's extensive international wine list, and you're sure to have a memorable evening.

Photo: DanaTentis/Pixabay

Address: Rua Bela Cintra, 2325, São Paulo

Opening hours: Mon-Fri noon-3pm / 7pm-11pm; Sat noon-midnight, Sun noon-6pm

Phone: +55 11 3891 0740

Internet: www.instagram.com/restauranteabelasintra

CAFES



Rawpixel.com/Shutterstock.com

Coffee is a fundamental part of Brazilian culture. "Cafézinho" (small coffee) is a symbol of hospitality throughout the country and is the most common type of coffee style served here. These small cups of strong, black coffee are enjoyed throughout the day — and hot, despite Brazil's warm climate.

Paulistanos love a good bakery or as they like to call it "padoca" (short for padaria). They're

almost like extensions of their homes. Most locals love to drink a "pingado" (coffee with a dash of milk, similar to 'cortado') and eat a "pão na chapa" (toasted bread, done on a grill or hot plate).

Ponto Chic



Ponto Chic is a traditional café that claims authorship to the "Baurinho" — a sandwich consisting of a crusty bread roll stuffed with melted

cheese, tomatoes, sliced pickles, and roast beef. Apart from the legendary sandwich, Ponto Chic serves other local fare meals in a rather casual setting.

Photo: msheldrake/Shutterstock.com

Address: Largo do Paissandú, 27, São Paulo

Opening hours: Mon-Fri noon-8pm, Sat noon-6pm

Phone: +55 11 3222 6528

Internet: www.pontochic.com.br

Frevo



Frevo is a longstanding snack bar that is hugely popular with the young crowd and students of São Paulo. Come here for a casual lunch at a good

price, and be sure to try the famous "beirute" — a Brazilian sandwich influenced by Syrian-Lebanese cuisine made with pita bread and filled with roast beef, cheese, tomatoes, onions, and lettuce.

Photo: Paulo Vilela/Shutterstock.com

Address: Rua Oscar Freire, 588, São Paulo

Opening hours: Daily 10:30am-1am

Phone: +55 11 3082 3434

Bacio di Latte



This ice cream shop, whose branches have now spread all over town, is currently São Paulo's favourite gelateria.

Although their ice creams tend to be on the pricey side, the impeccable quality and variety of flavours are definitely worth the cost. Lactose-free and vegan options are also available.

Photo: JM Travel Photography/Shutterstock.com

Address: Rua Oscar Freire, 136, São Paulo

Opening hours: Sun–Thu 10am–10:30pm, Fri & Sat 10am–midnight

Phone: +55 11 96854 6412

Internet: baciophilatte.com.br

More Info: Other locations: Rua Bela Cintra, 1829 (Consolação), Rua Manuel Guedes, 77 (Itaim Bibi) & Avenida Paulista, 2001 (Bela Vista)

BARS & NIGHTLIFE



DisobeyArt/Shutterstock.com

The hometown of electro-hipster group CSS, São Paulo's eclectic nightlife is the best in Brazil. Bela Vista has plenty of live music and draws a mixed crowd, while Vila Madalena and adjoining Pinheiros are full of trendy, bohemian nightspots and clubs where you can enjoy a nice cold beer and check out the scene. The Jardins district offers upmarket bars for a more mature as well as the LGBT crowd. Head to the bar at the Fasano Hotel for the best Caipirinha you are

likely to taste anywhere. Itaim Bibi and Vila Olímpia are where you will find the trendy up-and-coming clubs.

Empanadas



Empanadas is a simple but cosy bar selling good Brazilian beers together with empanadas — the savoury Argentinian pastries that are popular

throughout South America. Choose from a variety of stuffings or opt for a different snack to compliment your drink.

Photo: stockcreations/Shutterstock.com

Address: Rua Wisard, 489, São Paulo

Opening hours: Daily noon–1am

Phone: +55 11 3032 2116

Internet: empanadasbar.com.br

Email: empanadasbar@empanadasbar.com.br

All of Jazz



Experience the warmth and hospitality of All of Jazz, a venue and bar known for its exceptional live jazz and bossa nova performances, along with

its selection of imported drinks and appetizing bites.

Photo: Geoff Goldswain/Shutterstock.com

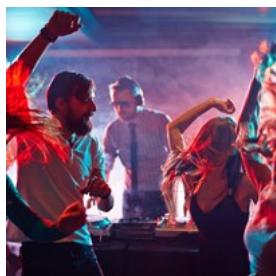
Address: Rua João Cachoeira, 1366, São Paulo

Opening hours: Tue–Sat 8:30pm–1:30am

Phone: +55 11 3849 1345

Internet: www.instagram.com/allofjazzoficial

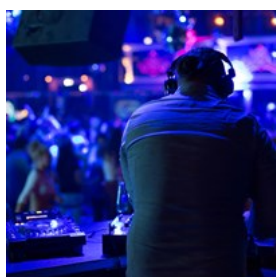
Café Piu Piu



Café Piu Piu is a lively nightclub that plays a wide range of Brazilian music from live samba to MPB as well as jazz and rock. The venue draws a mixed crowd and stays open well into the early hours of the morning.

Photo: Pressmaster/Shutterstock.com
Address: Rua Treze de Maio, 134, São Paulo
Opening hours: Thu 8pm-2am, Fri & Sat 9pm-3am
Phone: +55 11 3258 8066

D-Edge



D-Edge is a cool, hip underground venue with elaborate lighting and design, where DJs play everything from hip-hop to punk and heavy metal.

Check the regularly updated schedule to see what's on the night you're going out.

Photo: Pavel L Photo and Video/Shutterstock.com
Address: Avenida Mário de Andrade, 141, São Paulo
Phone: +55 11 3665 9500
Internet: www.d-edge.com.br

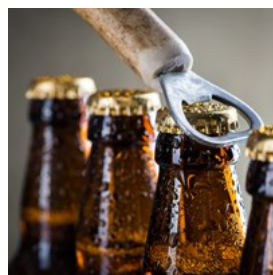
Bar do Luiz Fernandes



Bar do Luiz Fernandes is a traditional, relaxed neighbourhood bar that has been serving up homemade appetizers and bottled beer since 1970. The laid-back atmosphere is the perfect place to unwind and enjoy a cold beer. If you're feeling hungry, be sure to try the speciality beef croquettes (bolinho de carne), which are a local favourite.

Photo: Nejron Photo/Shutterstock.com
Address: Rua Augusto Tolle, 610, São Paulo
Phone: +55 11 2976 3556
Internet: www.bardolui fernandes.com.br

Empório Alto dos Pinheiros



Empório Alto de Pinheiros is a delightful counter-service bar and shop, offering the finest and rarest examples of Brazil's craft beer scene.

With a vast selection of 800 beer labels and 43 draft beers, you're sure to find something to satisfy your taste buds. And if you're feeling peckish, the bar also serves up a range of appetizers to accompany your drink.

Photo: Room 76/Shutterstock.com
Address: Rua Vupabussu, 305, São Paulo
Opening hours: Sun-Wed 11am-midnight, Thu-Sat 11am-1am
Phone: +55 11 3031 4328
Internet: www.eapsp.com.br

Bar Veloso



Bar Veloso is an award-winning Rio de Janeiro-style bar serving the city's best coxinhas — a popular street food in Brazil consisting of

shredded chicken meat, covered in dough, shaped into a chicken drumstick, then breaded and deep-fried. You'll also find other tasty appetizers and famous caipirinhas. As you might expect, Bar Veloso gets quite busy, so be sure to arrive early to get a table.

Photo: T photography / Shutterstock.com
Address: Rua Conceição Veloso 54, São Paulo
Opening hours: Tue-Fri 5pm-11:30pm, Sat 3pm-11:30pm, Sun 3pm-10pm
Internet: velosobar.com.br

Skye



Elegant rooftop bar and restaurant at Hotel Unique offering as the name suggests, a unique (and impressive) panoramic view over the

city, plus equally impressive food and cocktails and a crimson red pool.

Photo: Prasit Rodphan / Shutterstock.com

Address: Avenida Brigadeiro Luís Antônio 4700, São Paulo

Phone: +55 11 3055 4702

Internet: www.hotelunique.com

Bourbon Street Music Club



Bourbon Street Music Club is an awarded live music bar bringing the fun and magical atmosphere of New Orleans's legendary street to São Paulo with its jazz and blues nights.

Be sure to visit their website to see what's on while you're in town.

Photo: Nomad_Soul / Shutterstock.com

Address: Rua dos Chanés 127, São Paulo

Phone: +55 11 5095 6100

Internet: bourbonstreet.com.br

Capitão Barley



If you're a fan of craft beer, then Capitão Barley is the place for you.

Boasting a diverse beer menu and mouth-watering bar grub,

it offers the ultimate relaxed atmosphere for anyone seeking a refreshing drink. Whether you're a beer connoisseur or just looking for a laid-back spot to enjoy a cold one, Capitão Barley

has you covered.

Photo: Ranta Images/Shutterstock.com

Address: Rua Cotoxó, 516, São Paulo

Phone: +55 11 2609 9476

Internet: capitaobarley.com.br

Email: contato@capitaobarley.com.br

Canto da Ema



Canto da Ema is a beloved disco club and the best place in São Paulo to dance forró, a hip-swivelling, musical genre from the

northeastern region of Brazil. But if you don't know any of the moves, don't worry, they do offer forró classes for beginners. There's also a bar and a restaurant with typical food from the northeast.

Photo: Pavel L Photo and Video / Shutterstock.com

Address: Avenida Brigadeiro Faria Lima 364, São Paulo

Phone: +55 11 3813 4708

Internet: www.cantodaema.com.br

SHOPPING



Billion Photos / Shutterstock.com

São Paulo's shopping possibilities are extensive and the city offers lots of intriguing browsing. The success of São Paulo Fashion Week has drawn many top designers here but there are other delights on offer, from food markets to huge air-conditioned shopping malls. The main

shopping hub is in Centro around the Praça da Republica, particularly off Avenida Iparanga and Rua 25 de Março.

Jardins District



The Jardins district boasts several international boutiques, trendy restaurants, and charming cafés, which makes it an interesting spot for both luxury and window shoppers. The main streets you should visit here are Haddock Lobo and Oscar Freire. The latter is São Paulo's own 5th Avenue, home to the most famous national and international brands and once voted the eighth most luxurious street in the world.

Photo: Christian Mueller / Shutterstock.com
Address: Jardins, São Paulo

Rua 25 de Março



If you like cheap shopping, you should visit Rua 25 de Março. Located in the centre of São Paulo, Rua 25 de Março is one of the most popular shopping streets in the country as well as the largest shopping centre in Latin America. Here, you'll find everything you need — and probably things you had no idea you needed, too. Cosmetics, craft supplies, clothes, decorations, costumes, toys, and so much more, all sold at low cost. Be sure to bring cash with you and be very careful with your belongings.

Photo: blurAZ / Shutterstock.com
Address: Rua 25 de Março, São Paulo

Feira Benedito Calixto



Since 1987, the Benedito Calixto Fair has been a cultural and tourist reference in São Paulo. Every Saturday, 300 vendors gather at this open-air market in Benedito Calixto Square to sell handicrafts, antiques, works of art, and more. There are also plenty of food options and music.

Photo: nito / Shutterstock.com
Address: Praça Benedito Calixto, São Paulo
Opening hours: Sat 9am-5pm
Internet: www.instagram.com/feirabeneditocalixto.oficial

Galeria Do Rock



Galeria Do Rock is a modern retail complex featuring around 450 shops across five floors in São Paulo's downtown area. Music lovers should especially go and visit since most of the stores in the building are devoted entirely to particular music styles like rock and roll, punk, heavy metal, and hip hop. Beatles fans, in particular, must visit the store "Beatles 4ever".

Photo: Arte Fora do Museu/Flickr(image cropped)
Address: Avenida São João, 439, São Paulo
Opening hours: Mon-Fri 9am-7pm, Sat 9am-6pm, Sun closed
Phone: +55 11 3331 1530
Internet: www.instagram.com/galeriadorockoficial

Shopping JK Iguatemi



Shopping JK Iguatemi is a luxurious mall featuring local and international high-end retailers, such as Balenciaga, Chanel, Dolce & Gabbana, and

Prada, plus a variety of restaurants, and a movie theatre. Do not forget to go up the rooftop terrace and enjoy its view of Parque do Povo, a nice green area in the neighbourhood.

Photo: Pressmaster / Shutterstock.com

Address: Avenida Pres. Juscelino Kubitschek, 2041, São Paulo

Opening hours: Mon-Sat 10am-10pm, Sun 2pm-8pm

Phone: +5511 3152 6800

Internet: iguatemi.com.br/jkiguatemi/

Sogo Plaza Shopping



Manga fans and anyone curious about the fascinating world of Japanese cultural items must visit this place. All over the shops, you'll find

a wide range of comic books, T-shirts, and collectibles from China, Korea, and Japan. If you get hungry, there are several restaurants specializing in oriental food on the top floor of the building.

Photo: Miika Laaksonen/Unsplash

Address: Avenida da Liberdade, 363, Sao Paulo

Opening hours: Mon-Sat 9:30am-7:30pm, Sun 10am-7pm

Phone: +55 11 3209 3604

Internet: sogoplaza.com.br

Livraria Cultura



One of the best bookstores in São Paulo, Livraria Cultura boasts an infinity of book titles of the most varied genres — both in Portuguese and English. Plus, several spaces for reading and a café. Stay tuned for free events, such as cinema, autograph sessions, and even concerts.

Photo: connel / Shutterstock.com

Address: Avenida Paulista 2073, São Paulo

Opening hours: Mon-Sat 9am-10pm, Sun 1pm-7pm

Phone: +55 11 3170 4033

Internet: www3.livrariacultura.com.br

Email: livros@livrariacultura.com.br

Shopping Pátio Higienópolis



Pátio Higienópolis is an upscale shopping centre with five floors offering designer clothing, dining options, grocery items, gourmet cuisine, and a cinema.

Photo: michaeljung / Shutterstock.com

Address: Avenida Higienopolis, 618, São Paulo

Opening hours: Mon-Sat 10am-10pm, Sun 2pm-8pm

Phone: +55 11 4040 2004

Internet: iguatemi.com.br/patiohigienopolis

More Info: Dog-friendly mall

Rua do Arouche



or jacket.

Discover the finest leather merchandise in town at Rua do Arouche. Take a stroll along this street and get yourself a stylish leather bag, belt,

Photo: Seqoya / Shutterstock.com

Address: Rua do Arouche, São Paulo

Morumbi Shopping



Distinguished shopping mall featuring local and international retailers, plus a variety of restaurants, a movie theater, and an arcade.

Photo: Itsra Sanprasert / Shutterstock.com

Address: Avenida Roque Petroni Júnior, 1089, São Paulo

Opening hours: Mon-Sat 10am-10pm, Sun 2pm-8pm

Phone: +55 11 5189 4800

Internet: www.morumbishopping.com.br

Ponto Solidário



Ponto Solidário is a non-profit association that supports social projects and local crafts by various NGOs, indigenous communities,

artisans, and artists from all regions of Brazil.

Everything is documented to avoid exploitation and the friendly owner loves to have a talk with his visitors explaining everything they want to know.

Photo: Rodrigo Kristensen / Shutterstock.com

Address: Rua José Maria Lisboa, 838, São Paulo

Opening hours: Mon-Fri 10am-7pm, Sat 10am-4pm

Phone: +55 11 93734 5522

Internet: pontosolidario.org.br

Email: pontosolidario@pontosolidario.org.br

Chocolat Du Jour



Charming chocolate shop offering a variety of chocolate treats, made from 100% Brazilian cocoa, including zero-sugar and vegan

options. At Chocolat Du Jour, they only work with the finest cocoa producers in the country, with controlled and sustainable origins. A great place to stop by and buy some chocolates to bring home with you.

Photo: Annto / Shutterstock.com

Address: Rua Haddock Lobo 1421, São Paulo

Opening hours: Mon-Sat 10am-8pm, Sun 10am-6pm

Phone: +55 11 3168 2720

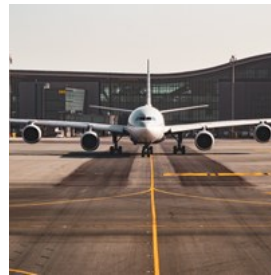
Internet: www.chocolatdujour.com.br

TOURIST INFORMATION



Filipe Frazao/Shutterstock.com

São Paulo-Guarulhos International Airport (GRU)



São Paulo is served by the Guarulhos International Airport, also known as Cumbica, located 30 kilometres northeast of the city. Blue

air-conditioned EMTU buses operate between the airport and the city centre. The buses stop at Tietê bus terminal, Praça da República, the major hotels along Avenida Paulista, Brooklin Novo, Barra Funda, and Congonhas. The journey to Avenida Paulista takes 1 hour and 15 minutes. The buses leave every 30-90 minutes. A cheaper option is to take a bus to Bresser metro station and then take a train to the city centre. You can also take a blue and white taxi or request an Uber.

Congonhas airport is located 14 kilometres south of São Paulo's city centre (a 30-minute drive) serving domestic airlines.

Photo: Bao Menglong/Unsplash

Address: São Paulo-Guarulhos International Airport, São Paulo

Internet: www.gru.com.br/en

Buses



São Paulo has an extensive public transport system. Bus services are frequent and cover the entire city, but congestion can

sometimes make travelling slow. With stops clearly marked, bus routes are easy to find. There are different tickets to suit your needs.

Photo: Ant Rozetsky/Unsplash

Internet: www.sptrans.com.br

Metro



São Paulo's metro system is efficient and easy to use. There are six lines and nearly 100 subway stations. The network covers most of the city's

attractions and will help you save time escaping the chaotic traffic of the city. The metro in São Paulo runs every day from 4:40 am to midnight.

Photo: Denys Argyriou/Unsplash

Internet: www.metro.sp.gov.br/index.aspx

Taxi



Taxis in São Paulo are white. You can either hail one on the street, call for one, or find a taxi at marked points around the city. Here are a few taxi

companies in São Paulo: Use Taxi (+55 11 5582 2000), Call Taxi São Paulo (+55 11 2101 3030) und Coopertax (+55 11 2095 6000).

Another option for lower fares is the rideshare company Uber.

Photo: Waldemar/Unsplash

Post Office



The Post Office in Brazil is called Correios. The Central Post Office in São Paulo is located downtown at Praça Pedro Lessa. Yellow postal

kiosks can be found throughout the city. Many can be found on Av. Paulista. The Post Office at the international airport of Guarulhos is open 24 hours.

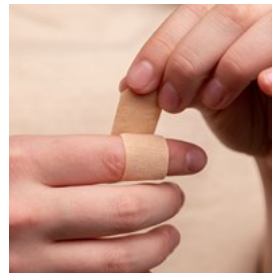
Photo: Ali Bakhtiari/Unsplash

Address: Praça Pedro Lessa, São Paulo

Opening hours: Mon-Fri 10am-6pm

Internet: www.correios.com.br

Pharmacy



Pharmacies, called farmácias or drogarias, can be found throughout the entire city. Most pharmacies will deliver 24 hours a day, usually

for a small surcharge. Ask your concierge for the nearest one.

A few pharmacies in São Paulo that are open 24 hours. Drogasil in Consolação is one of them.

Photo: Diana Polekhina/unsplash

Address: Drogasil, Rua Augusta, Consolação, São Paulo

Opening hours: 24/7

Phone: +55 11 94129 6331

Telephone



Country code: +55 Area
code: 11

Photo: Andrea Piacquadio/pexels

Electricity



The voltage in São Paulo
is 127 V. Some hotels
might have 220 V outlets.
Plugs: type N (3 round
prongs).

Photo: Chirayu Trivedi/Unsplash

Population

12.2 million (2022)

Currency

Real, R\$1 = 100 centavos

Opening hours

Shops are normally open Mon–Sat 9am–6pm. Banks are open from Mon–Fri 10am–4pm, but usually, stop changing money at 2pm. The larger shopping centres are open Mon–Sat from 10am–10pm and from 2pm–8pm on Sundays and holidays.

Newspapers

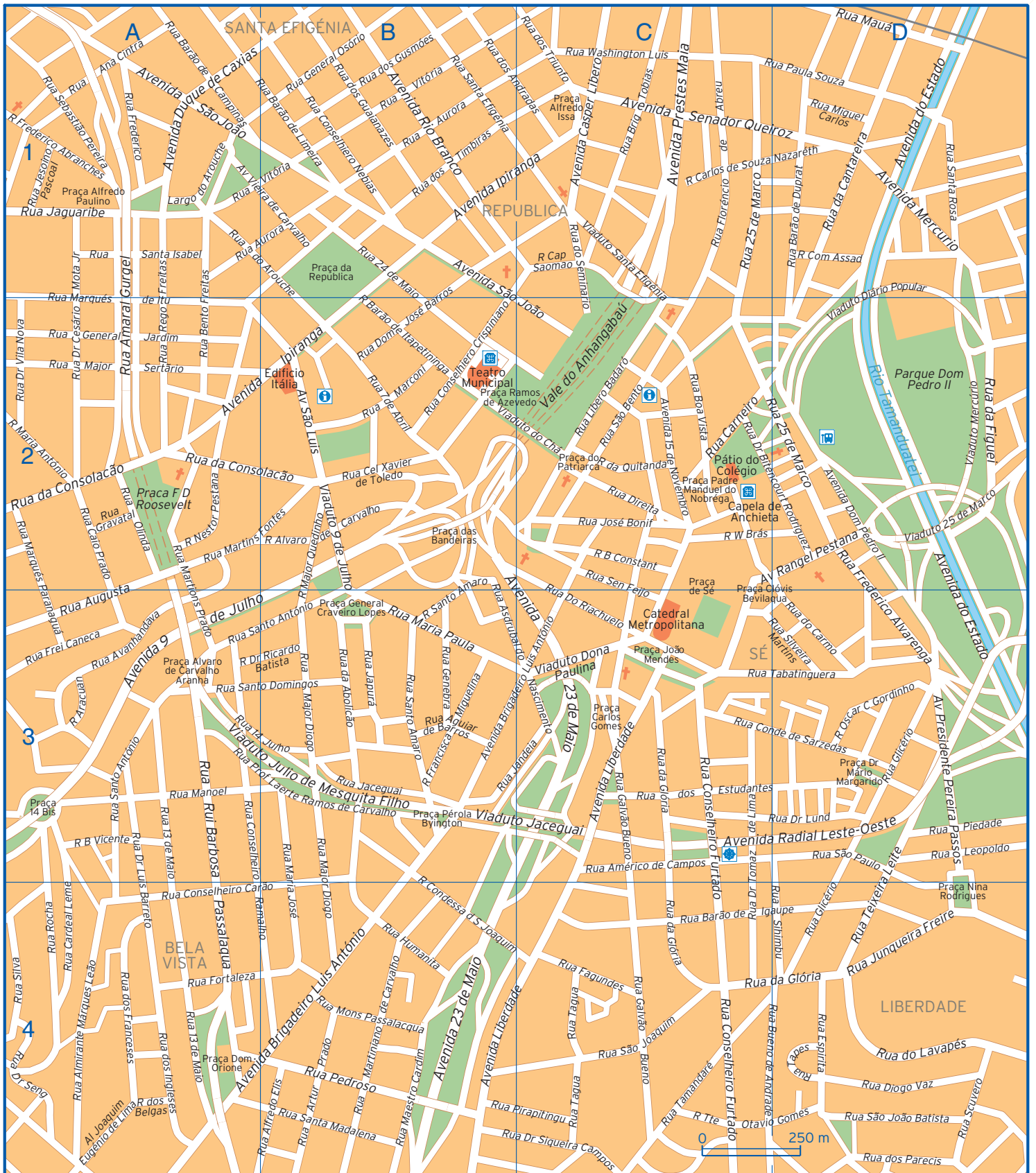
Jornal do Brasil
Folha de São Paulo
Estado de São Paulo
O Globo

Emergency numbers

Police: 190
Emergency: 192
Fire Brigade: 193
Tourist Police (Rua São Bento 380): +55 11 3107 5642

Tourist information

Tourist Information Centre
Av. Paulista, 1853, São Paulo
Daily 9am–6pm
+55 11 3288 8968



Alameda Joaquim Eugénio de Lima	A4	Rua Alvaro de Carvalho	B2	Rua dos Andradas	B1 C1
Avenida 15 de Novembro	C2	Rua Amaral Gurgel	A1 A2	Rua dos Belgas	A4
Avenida 23 de Maio	B2 B4 C3	Rua Américo de Campos	C3	Rua dos Estudantes	C3
Avenida 9 de Julho	A3	Rua Ana Cintra	A1	Rua dos Franceses	A4
Avenida Brigadeiro Luis António	A4 B3 B4 C3	Rua Aracuan	A3	Rua dos Guaianazes	B1
Avenida Casper Libero	C1	Rua Artur Prado	B4	Rua dos Gusmões	B1
Avenida do Estado	D1 D2 D3	Rua Asdrubal do Nascimento	B2 C3	Rua dos Ingleses	A4
Avenida Dom Pedro II	D2	Rua Augusta	A3	Rua dos Parecis	D4
Avenida Duque de Caxias	A1	Rua Aurora	A1 B1	Rua dos Timbiras	B1
Avenida Ipiranga	A2 B1 B2 C1	Rua Avanhanda	A3	Rua dos Triunfo	C1
Avenida Liberdade	B4 C3 C4	Rua B Vicente	A3	Rua Dr Bitencourt Rodriguez	C2 D2
Avenida Mercurio	D1	Rua Barão de Campinas	A1	Rua Dr Cesário Mota Jr	A1 A2
Avenida Presidente Pereira Passos	D3	Rua Barão de Duprat	D1	Rua Dr Luis Barreto	A3 A4
Avenida Prestes Maia	C1	Rua Barão de Igaue	C4	Rua Dr Lund	C3 D3
Avenida Radial Leste-Oeste	C3 D3	Rua Barão de Itapetininga	B2	Rua Dr Ricardo Batista	A3 B3
Avenida Rangel Pestana	C2 D2	Rua Barão de Limeira	A1 B1	Rua Dr Seng	A4
Avenida Rio Branco	B1	Rua Benjamim Constant	C2	Rua Dr Siqueira Campos	B4 C4
Avenida Senador Queiroz	C1 D1	Rua Bento Freitas	A1 A2	Rua Dr Tomaz de Lima	C3 C4
Avenida São João	A1 B1 C2	Rua Boa Vista	C2	Rua Dr Vila Nova	A2
Avenida São Luis	B2	Rua Brig Tobias	C1	Rua Espirita	D4
Avenida Vieira de Carvalho	A1 B1	Rua Bueno de Andrade	C4	Rua Fagundes	C4
Largo do Arouche	A1	Rua Caio Prado	A2	Rua Florêncio de Abreu	C1
Praça 14 Bis	A3	Rua Cap Saomao	C1	Rua Fortaleza	A4
Praça Alfredo Issa	C1	Rua Cardeal Leme	A3 A4	Rua Francisca Miguelina	B3
Praça Alfredo Paulino	A1	Rua Carlos de Souza Nazaréth	C1 D1	Rua Frederico	A1
Praça Alvaro de Carvalho Aranha	A3	Rua Carneiro	C2	Rua Frederico Abranches	A1
Praça Carlos Gomes	C3	Rua Cel Xavier de Toledo	B2	Rua Frederico Alvarenga	D2 D3
Praça Clóvis Bevilacqua	C3 D3	Rua Com Assad	D1	Rua Frei Caneca	A3
Praça da Republica	B1	Rua Conde de Sarzedas	C3 D3	Rua Galvão Bueno	C3 C4
Praça das Bandeiras	B2	Rua Condessa de São Joaquim	B3 B4	Rua Genebra	B3
Praça de Sé	C2	Rua Conselheiro Carão	A4 B4	Rua General Jardim	A2
Praça do Patriarca	C2	Rua Conselheiro Furtado	C3 C4	Rua General Osório	B1
Praça Dom Orione	A4	Rua Conselheiro Ramalho	A3	Rua Glicério	D3 D4
Praça Dr Mário Margarido	D3	Rua Conselhiero Crispiniano	B2	Rua Gravatal	A2
Praça General Craveiro Lopes	B3	Rua Conselhiero Nebias	B1	Rua Humanita	B4
Praça João Mendes	C3	Rua da Abolição	B3	Rua Jaceguai	B3
Praça Nina Rodrigues	D4	Rua da Cantareira	D1	Rua Jaguaribe	A1
Praça Padre Manduel do Nobrega	C2	Rua da Consolacão	A2 B2	Rua Jandeia	B3 C3
Praça Pérola Byington	B3	Rua da Figuei	D2	Rua Japurá	B3
Praça Ramos de Azevedo	B2 C2	Rua da Glória	C3 C4 D4	Rua Jesoio Pascoal	A1
R W Brás	C2	Rua da Quitanda	C2	Rua José Bonif	C2
Rua 13 de Maio	A3 A4	Rua Diogo Vaz	D4	Rua Junqueira Freire	D4
Rua 14 Julho	A3 B3	Rua Direita	C2	Rua Leopoldo	D3
Rua 24 de Maio	B1 B2	Rua do Arouche	A1	Rua Libero Badaró	C2
Rua 25 de Marco	C1 C2 D2	Rua do Carmo	D3	Rua Maestro Cardim	B4
Rua 7de Abril	B2	Rua do Lavapés	D4	Rua Major Diogo	B3 B4
Rua Aguiar de Barros	B3	Rua do Riachuelo	C2 C3	Rua Major Quedinho	B2 B3

Rua Alfredo Elis	B4	Rua do Seminario	C1 C2	Rua Major Sertário	A2
Rua Almirante Márques Leão	A4	Rua Dom José Barros	B1 B2	Rua Manoel	A3

Rua Marconi	B2	Rua Rego Freitas	A1 A2	Rua São Paulo	D3
Rua Maria António	A2	Rua Rocha	A4	Rua Tabatinguera	C3 D3
Rua Maria José	B3 B4	Rua Rui Barbosa Passalacqua	A3	Rua Tagua	C4
Rua Maria Paula	B3	Rua Santa Efigénia	B1	Rua Tamandaré	C4
Rua Marqués de Itu	A2	Rua Santa Isabel	A1	Rua Tapes	D4
Rua Marqués Paranaguá	A2 A3	Rua Santa Madalena	B4	Rua Teixeira Leite	D3 D4
Rua Martiniano de Carvalho	B4	Rua Santa Rosa	D1	Rua Tenente Otavio Gomes	C4 D4
Rua Martins Fontes	A2 B2	Rua Santo Amaro	B2 B3	Rua Vitória	A1 B1
Rua Martions Prado	A2 A3	Rua Santo António	A3 B3	Rua Washington Luis	C1
Rua Mauá	D1	Rua Santo Domingos	A3 B3	Vale do Anhangabaú	C2
Rua Miguel Carlos	D1	Rua Scuvero	D4	Viaduto 25 de Marco	D2
Rua Mons Passalacqua	B4	Rua Sebastião Pereira	A1	Viaduto 9 de Julho	B2 B3
Rua Nestor Pestana	A2	Rua Sen Feijo	C2 C3	Viaduto Diário Popular	D1 D2
Rua Olinda	A2	Rua Sihimbu	D4	Viaduto do Chá	B2 C2
Rua Oscar Cintra Gordinho	D3	Rua Silva	A4	Viaduto Dona Paulina	C3
Rua Paula Souza	C1 D1	Rua Silveira Martins	C3 D3	Viaduto Jaceguai	B3 C3
Rua Pedroso	B4	Rua São Bento	C2	Viaduto Julio de Mesquita Filho	A3 B3
Rua Piedade	D3	Rua São Joaquim	C4	Viaduto Mercúrio	D2
Rua Pirapitingu	B4 C4	Rua São João Batista	D4	Viaduto Santa Efigénia	C1 C2
Rua Prof Laerte Ramos de Carvalho	A3 B3				