

West Side



Bar in Pinheiros

© André Stefano

The West region – with its neighboring boroughs Vila Madalena, Pinheiros and Lapa – has become a traditional spot for artists, writers, journalists, filmmakers, intellectuals in general and, of course, aspirants to all those categories. It's not uncommon to run into someone famous – or almost – going into a bar, coming out of a supermarket, or having a cup of coffee. Resident bohemians: Vila Madalena is the place for you. Concentrate mainly in the area outlined by Mourato Coelho, Fradique Coutinho, Aspícueta, Wisard, Inácio Pereira da Rocha, Harmonia, Fidalga, Delfina and Girassol streets.

South Side



Oriental Cuisine

© Wanderley Celestino

The South side of the city is so full of simple and delightful attractions that sometimes you forget that you're in one of the largest cities in the world. Here you can ride your bicycle in the park, go shopping, eat whatever you want – and still enjoy a top quality network of services. The German presence is strong in Moema and Brooklin, while Itaim-Bibi is home to “hamburger hall,” on rua Joaquim Floriano and trendy little bars, like those on Prof. Atilio Innocenti, Jesuino Arruda, Amauri and Juscelino Kubitschek streets. For dancing, the place is Vila Olímpia. Daslu, the shrine of luxury buying, is in this area, and there is no lack of shopping malls, among them Ibirapuera, Iguatemi and Morumbi.

Useful Information

www.cidadedesapaulo.com
www.spturis.com
www.anhemi.com.br
www.autodromointerlagos.com

São Paulo Turismo S/A
Av. Olavo Fontoura, 1.209, Parque Anhembi, São Paulo (SP),
CEP 02012-021, tel. (55 11) 6226-0400
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The establishments mentioned in this folder are for illustrative purposes only. The objective of São Paulo Turismo is to promote the City of São Paulo independently, and without any specific relationship with the establishments mentioned. All the attractions and/or information included in this folder are subject to change or alteration without notice.

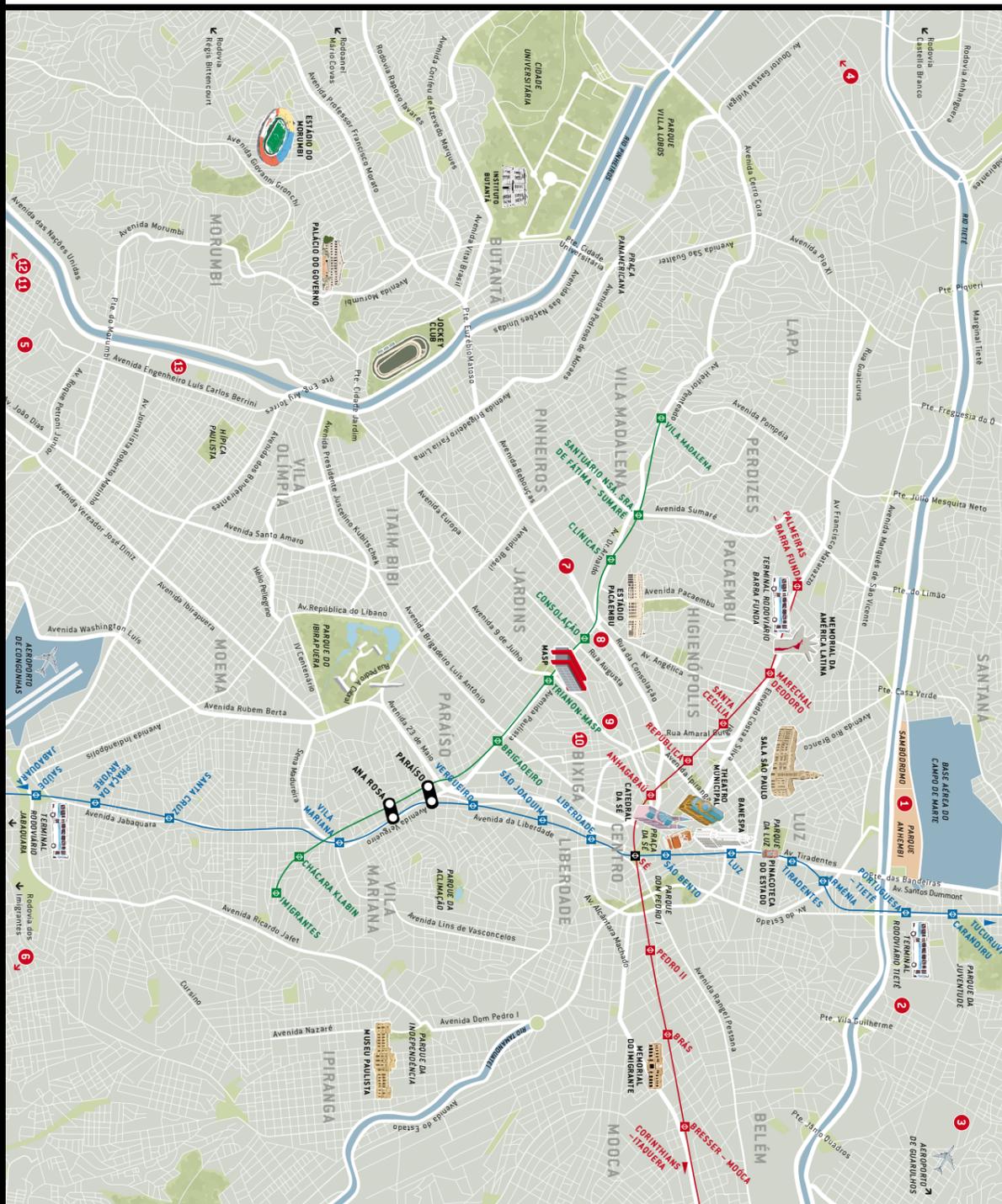
Protect the environment!
Make the 3 “Rs” a part of your life: reduce, reuse, recycle!

To contact a local incoming travel agent, visit: www.cidadedesapaulo.com

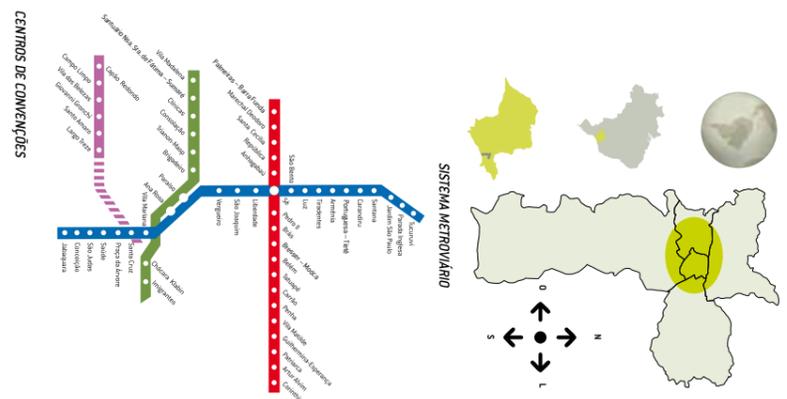
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REGIÃO CENTRO-EXPANDIDO MAPA DE SÃO PAULO



- PARQUE ANHEMBI**
- 1 Parque Anhembi (www.anhemi.com.br)
 - 2 Expo Center Norte (www.expoцентe.com.br)
 - 3 Expo Mart Feiras (www.expomart.com.br)
 - 4 ITM Expo (www.itmexpo.com.br)
 - 5 Câmara Americana de Comércio de SP (www.amcham.com.br)
 - 6 Centro de Exposições Injigrantes (www.centroinigrantes.com.br)
 - 7 Centro de Convenções Rebojucys (www.convenconesrebojucys.com.br)
 - 8 Centro de Eventos São Luis (www.eventosssolis.com.br)
 - 9 Centro de Convenções Frei Caneca (www.freicanecasshopping.com.br)
 - 10 Centro de Convenções Fecomercio (www.fecomercioventos.com.br)
 - 11 Vila Noah Entaranel (www.villanoah.com.br)
 - 12 Transamérica Expo Center (www.transamericaexpo.com.br)
 - 13 World Trade Center (www.wtc.org.br)



North and East Sides



Carnival Parade

© Emerson Souza

Here you'll find some of the most traditional spots in the capital, such as the Serra da Cantareira, North side, and the Italian-influenced Mooca neighborhood, in the East side, where the Immigrant Memorial is located. Although it is home to the largest fair center in Latin America, Anhembi Park, the North side of the capital doesn't live just for business. The Santana neighborhood, for example, where the Tietê Bus Station and the Campo de Marte airport are located, is a growing hub for gastronomy, nightlife and shops. The highlight of Freguesia do Ó neighborhood is the Largo da Matriz, a country-style plaza with bars and taverns. It is also in the North side in the vicinity of the Sambodromo where a good part of the samba school spaces are, which are becoming more and more organized to welcome tourists to their rehearsals and events.

Downtown

The world passes through the cosmopolitan center of São Paulo; businessmen rushing to the stock exchange trading floor or groups of punks after the latest musical rage. Tourists from all corners mixed with residents of all origins. São Paulo was founded at the Pateo do Colégio in 1554. The Solar da Marquesa de Santos is also worth a visit. The Sé Plaza is also in the Old Center. The Chá Viaduct marks the transition to the New Center. Around the Plaza of the Republic, buildings display different phases of architecture. Classical music fans have two traditional addresses: the Municipal Theater and the Sala São Paulo in the former Júlio Prestes Station. In the theater and the hall, there are guided tours that need to be reserved. For shopping, rua 25 de Março and Bom Retiro are among the preferred addresses.



Pateo do Colégio

© Hideshiko Kakuda Jr.



You can visit tourist and historical spots in São Paulo accompanied by guides. The cost is the price of the subway tickets needed for each of the routes that take place on Saturdays and Sundays at 9 a.m. and 2 p.m., from the Sé Metro Station - www.cidadedesapaulo.com

Stay Another Day



The São Paulo guide – Stay Another Day, was created so that you could take advantage of all the city has to offer. Download it from www.cidadedesapaulo.com and choose various itineraries between “perfect days” and “must-see neighborhoods.” And let São Paulo surprise you!

Paulista and Jardins



Famous brands

© Alexandre Diniz

The backbone of the city measures 2.8 thousand meters and carries a tribute to its own origin in its name: avenida Paulista. Situated at the top of a mountainous region, Paulista is level, wide and invigorating. It unites the Paraíso and Consolação neighborhoods, and separates the illustrious area of Jardins, where rua Oscar Freire (of the national and international top brands) is located, from the most popular part of Bela Vista, Bixiga, and joins, in the same blocks, the money of Fiesp [Federation of Industries of São Paulo] to the art of Masp, the faith of orthodox religion and the rushing of those who are running late to the movies.



© Marcos Hirakawa

DESTINATION SÃO PAULO

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Turismetrô

São Paulo in numbers

- 11 million inhabitants
- 91 thousand streets and avenues
- 6 million cars
- 32 thousand taxis
- 257 cinemas
- 151 theaters and performance spaces
- 88 museums
- 720 pizzas made every minute
- 12,5 thousand restaurants
- 52 types of cuisine
- 15 thousand bars
- 240 thousand stores
- 66 shopping centers
- 51 types of specialty shopping spread over 59 specialty shopping streets
- More than 410 hotels



Altino Arantes Building

Founded on January 25, 1554 by Jesuits Manuel da Nóbrega and José de Anchieta, it passed through 300 years with hardly any inhabitants, but made a leap forward in the 19th century, with coffee taking the lead in Brazilian production. Inland railways happened to meet in São Paulo. At that time, the English constructed the Estação da Luz (Light Station), and immigrants began to arrive: Italians, German, Japanese, Spanish, Portuguese, etc. In the 1920s, the city gained an electric tram and expanded the textile industry. In 1922, it was the stage for the Week of Modern Art; in the 1960s, of song festivals where major MPB (Brazilian popular music) names were born. In 1996, SP Fashion Week introduced Brazilian fashion to the world. And the vanguard, culture and success stories have become a definitive part of life in the metropolis.



Immigrant Memorial Tram

© Marcos Hirakawa

Shopping: from Wholesale to Luxury

São Paulo is a shopper's paradise. The city has 240 thousand stores, 66 shopping centers and 59 thematic streets, from costume jewelry to international brand names to uniforms, furniture, antiques, musical instruments and even vinyl records. You can invest a fortune in an authentic Italian T-shirt or head for the wholesale shops in neighborhoods like Bom Retiro, Brás and Itaim-Bibi. Bom Retiro is good for ready-made women's clothing. In Brás, buy jeans or linens. And in Itaim-Bibi, especially along rua João Cachoeira and in Moema on rua Bem-te-vi, there are excellent clearance sales. Wholesalers never leave rua 25 de Março, in the Center. You can find anything there. São Paulo is the only South American city with two Tiffany & Co. stores. Here you will find the entire Giorgio Armani collection, Bulgari watches, Louis Vuitton suitcases, Baccarat lamps or Ermenegildo Zegna suits. All these stores are concentrated in the vicinity of rua Oscar Freire, in Jardins, in the Iguatemi Shopping Center, or at Daslu.



Shops for all tastes

© Bia Parreira

A few of the most visited shopping centers in the city:

- Anália Franco
- Aricanduva
- Center Norte
- Eldorado
- Frei Caneca
- Ibirapuera
- Iguatemi
- Market Place
- Metrô Santa Cruz
- Metrô Tatuapé
- Morumbi
- Pátio Higienópolis
- Paulista
- SP Market
- Villa Lobos

Thematic Tours



View from Serra da Cantareira

© André Stéfano

São Paulo Romance

"Cosmopolitan" privacy is found in inspiring places for dinner and nice surprises such as hearing waiters sing classic Broadway tunes, accommodations with Jacuzzis on verandas, aromatic baths, and pillow menus.

São Paulo Art

The city offers countless free activities, from theater and concerts to shows and cinema sessions. There are also those very expensive events with tickets worth their weight in gold. São Paulo has one of the richest art collections in South America.

All the Faces of São Paulo

There is no discrimination here. The GLBT parade is the largest in the world. It's also the capital of diversity. People of more than 70 nationalities live here and have brought their traditions and culture to the city's life.

Why visit São Paulo?



Ibirapuera Park

© Marcos Hirakawa

- Vast cultural offerings
- Vanguard and trend setting flair
- Works of major world artists, such as Van Gogh, Renoir, Rodin, Portinari
- 90 thousand events per year
- The largest business fairs and congresses in the country
- The quality hotel park, its boutique hotels and urban spas
- One of the most exciting nightlives on the planet
- Prices on rua 25 de Março, Bom Retiro and Brás
- Brand name heavens, such as the Iguatemi Shopping

- Center and rua Oscar Freire
- The opportunity to improve your knowledge
- The magnificent gastronomy
- The excellence of its medical-hospital park
- The diversity and hospitality of its people
- The farmer's market fried turnover, the Mercado (Municipal Market) and bakeries
- Opportunities for Brazilians and people of more than 70 nationalities
- Find out more at www.cidadedesapaulo.com**

Culture: Lively all Year Long



State Pinacoteca

© André Stéfano

Known as the cultural capital of Latin America, São Paulo has one of the richest art collections in South America. Its cultural diversity is presented in various ways, through museums, art galleries, theaters, cinemas, cultural centers, and also in the architecture of temples, buildings and monuments. In addition, the events calendar that enlivens São Paulo all year long is crowded. It vibrates the city, spreading its effects through programming in bars, restaurants, nightclubs, theaters and even in the hotel rates. Stay tuned in and set up your program to enjoy the best the city has to offer.

Dinners, Draft Beer and Partying



Pizza: a paulistano dish

© Roberto Werner

In São Paulo you can always find a restaurant, a bar or a party scene you'll like. Everything depends on the balance between money and desire. The city has some of the best restaurants in the country and the world. São Paulo also has countless fast food restaurants – from international chains to the most chic types. A São Paulo institution, pizza is practically a guideline for the city's tables. And what's the best draft beer in the metropolis? There is no lack of candidates in Vila Madalena, Vila Mariana, Itaim-Bibi, Moema or in Downtown. The São Paulo capital also includes dozens of Gay friendly establishments. For dancing, you'll find plenty of places – from ballroom dancing to techno.

Thematic Tours



Buddhist Temple

© Jefferson Pancieri

São Paulo and All Religions

A city that knows how to welcome, São Paulo offers hospitality to everyone, regardless of race, religion or nationality. It has an infinite number of religious temples that deserve to be appreciated for their art and demonstration of faith.

São Paulo of the Paulistanos

To be a paulistano is a state of mind that combines hurrying to work with the relaxation of a draft beer at the end of the day. It's taking a stroll through Ibirapuera, eating pizza on Sundays and hamburgers late at night, enjoying espresso, fried turnovers from the fair and bakeries.

São Paulo Well-Being

Known for its work pace, São Paulo has various spaces for those seeking more quality of life, among them spas and centers offering massages, alternative treatments and physical activities. And it is still one of the most respected medical centers in the world.

São Paulo Family

São Paulo offers recreation for all ages. There are options from playgrounds to spaces dedicated to the "advanced adults." And most important – places and attractions for the whole family. And there is also a strong educational component to these diversions.

Stay Another Day in SP

This program is to encourage tourists who come to the city on business or to events to extend their trip and take advantage of the range of recreation and entertainment that the largest city in the country has to offer. Download the tours "A Cultural Day," "Around the Center," "Outdoors," "Through the Fine Arts," "Trendy," "Bargain," "Sophisticated," "With the Children," "A Typical Saturday" or "A Typical Sunday" at www.cidadedesapaulo.com. There is also an "amusement map," don't-miss neighborhoods and plenty of tips about the city.

To learn more about these and other tours, consult your travel agent or access www.cidadedesapaulo.com

Must-see

- Downtown**
- Gregorian chants at the São Bento Monastery
 - The Sé Cathedral and its 14 towers in gothic and renaissance style
 - The Municipal and the Abril Theaters, where Broadway musicals are presented
 - The São Paulo Symphony Orchestra in the beautiful Sala São Paulo
 - The Estação da Luz, and the only Portuguese language museum in the world
 - The Liberdade neighborhood, of Japanese origin
 - The Pateo do Collegio, where the city was born
 - The Municipal Market, a mosaic of people, colors and flavors
- Paulista and Jardins**
- Avenida Paulista and rua Oscar Freire, a paradise for brand name stores
 - The São Paulo Art Museum and its open space
 - The green of Trianon Park in the middle of av. Paulista
 - SESC Paulista or other SESC cultural centers in the city
- West Side**
- University City of USP, and its museums
 - The bold Tomie Ohtake Institute, by Ruy Ohtake and the

- Latin America Memorial, by Oscar Niemeyer
 - Vila Madalena, its bars, ateliers and community projects, and the Benedito Calixto Fair, with its antiques
- South Side**
- The Interlagos Speedway
 - Ibirapuera Park, one of the most beautiful green spaces in the capital, which holds the Biennial Foundation, Mam, the Oca and the Ibirapuera Auditorium
 - The Jockey Club bars or restaurants
 - The Zoo and the Safari Zoo
 - APA Bororé-Colônia and APA Capivari-Monos
 - Paulista Museum, also known as Ipiranga Museum
- Other Regions**
- The Immigrant Memorial, in Mooca, in the East side
 - Samba schools, in the North side
 - Cantareira Park, with Atlantic Forest vegetation, and amusement parks like Parque da Mônica, Parque Mundo da Xuxa and Playcenter, besides Hopi Hari and Wet 'n Wild, these just 40 min away from the city.

The events capital of South America

São Paulo hosts nearly 90 events per year with 16.5 million participants. Of the major fairs that take place in the country 75% are held here. The business structure of the city handles events of all sizes, from small meetings to large congresses, shows and fairs. There are almost 400 thousand m² of rentable space, including more than 15 convention centers, such as Anhembi Park, the largest in Latin America. Adding to these, there are the hotel spaces of the large international chains. Smaller, but full or charm, the boutique hotels have a variety of spaces. With so many events, it's not always easy to find a room during the week, in spite of the more than 43 thousand available rooms (in the luxury, superior, economic and super economic categories). On weekends, everything is quieter and offers can guarantee fun on Saturdays and Sundays. Check the location of the hotel (it's better to stay close to points of interest) and promotions which, in addition to room rates, can cover dinners and tickets to shows.

Main Fairs

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| <p>January</p> <ul style="list-style-type: none"> Couromoda Feninver Ciosp <p>February</p> <ul style="list-style-type: none"> Fenatec Feirmaco NT&IT Show <p>March</p> <ul style="list-style-type: none"> Comunications Brasil – Featuring Telexpo Feicon Batimat Feinco Fiempag <p>April</p> <ul style="list-style-type: none"> Automec Reatech Hair Brasil FIEE Elétrica Expovinis Brasil <p>May</p> <ul style="list-style-type: none"> Brasilplast FCE Pharma Feimafe Toys, Parties & Christmas Fair South America <p>June</p> <ul style="list-style-type: none"> Fispal Tecnologia Hospitalar Fenit Expo SÍndico Condomínio | <p>July</p> <ul style="list-style-type: none"> Bricolage Francal Vita Derm 2007 Fispal Food Service ABEOC 2007 <p>August</p> <ul style="list-style-type: none"> Fenavem Tech Móvel SET Broadcast & Cable Escolar PaperBrasil SP Meu Destino <p>September</p> <ul style="list-style-type: none"> Art Mundi Equipotel Feindi Cosmoprof Cosmética <p>October</p> <ul style="list-style-type: none"> Fiaflora Expogarden Fenatran Fimai International Automobile Salon (even years) <p>November</p> <ul style="list-style-type: none"> Super Feirão Casas Bahia Secovi Condomínios Fair Equipair <p>The months shown above are those in which these events are normally held. However, this schedule is subject to change without notice. For more information: www.cidadedesapaulo.com, www.visitaspaulo.com, www.ubrafe.com</p> |
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Main Cultural Events

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| <p>January</p> <ul style="list-style-type: none"> São Paulo Fashion Week – 1st edition City Anniversary (25) <p>February</p> <ul style="list-style-type: none"> Carnival Liquida São Paulo (summer sales) <p>March</p> <ul style="list-style-type: none"> International Documentary Festival <p>May</p> <ul style="list-style-type: none"> Skol Beats São Paulo Turf Grand Prix Casa Cor São Paulo Virada Cultural: São Paulo – 24 hours of Culture Festival of the Divine Holy Spirit in Freguesia do Ó <p>June</p> <ul style="list-style-type: none"> GLBT Pride Parade and Gay Week São Paulo International Marathon <p>July</p> <ul style="list-style-type: none"> São Paulo Fashion Week – 2nd edition Pizza Day (10) San Vito Celebration Anima Mundi | <p>August</p> <ul style="list-style-type: none"> Festival of Our Lady of Achiropita São Paulo International Book Biennial (even years) <p>September</p> <ul style="list-style-type: none"> Civic Independence Parade (?) Revealing São Paulo – Traditional Paulista Culture Celebration San Gennaro Celebration <p>October</p> <ul style="list-style-type: none"> International Film Festival Infantile and Juvenile Books and Comics Fair International Architecture Biennial (odd years) International Arts Biennial (even years) "Hall of Literature" on avenida Paulista Formula 1 Brazilian Grand Prix <p>November</p> <ul style="list-style-type: none"> Black Awareness Week <p>December</p> <ul style="list-style-type: none"> Christmas in São Paulo São Silvestre Race New Year's Eve Celebration on Paulista av. |
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Useful Telephones

- Congonhas Airport: [55 11] 5090-9000
- São Paulo/ Guarulhos International Airport: [55 11] 6445-2945
- Atende [Free transportation for the handicapped]: 0800-155234
- Fire Department: 193
- Police: 190
- Police Division for Airports and Protection of Tourists: [55 11] 3214-0209
- Telephone Information: 102
- São Paulo City Hall: 156
- Subway: [55 11] 3286-0111
- Medical Emergency: 192
- Bus Terminals: [55 11] 3235-0322
- São Paulo Convention & Visitors Bureau: [55 11] 3289-7588
- São Paulo Turismo: [55 11] 6226-0400
- Located at strategic points around the city, the TIOs have information about tourism, entertainment, recreation and the public utilities of São Paulo to assist national and foreign tourists.
- GUARULHOS AIRPORT: Terminals 1 and 2 (arrivals). Open daily from 6 a.m. to 10 p.m.
- PAULISTA: Av. Paulista. In front of Trianon Park. Open daily from 9 a.m. to 6 p.m.
- TIETÊ: Tietê Bus Terminal, arrivals sector. Open Monday – Friday from 6 a.m. to 10 p.m. and weekends from 8 a.m. to 8 p.m.
- OLIDO: Av. São João, 473 [Center]. Open daily from 9 a.m. to 6 p.m.
- For the complete and updated list of TIOs, visit: www.cidadedesapaulo.com