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, aspiring to all those categories. It’s not uncommon to run into 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 Mounato Caloi, Frida Caloih, Aspinicata, Waisard, Inácio Pereira da Rocha, Harmony, Fidalga, Delfina and Grussol streets.

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 or eat whatever you want — and still enjoy a top-quality network of services. The German presence is strong in Moema and Brooklin, while Itaú Bibi is home to “hamburger hall”, on rua Joaquim Floriano and trendy little bars, like those on Prof. Arlindo Innocenti, Jesuíno Aruda, Amuari and Juscelino Kubitschek streets. For dancing, the place is Vila Olímpia. Basta, the shrine of luxury buying, is in this area, and there is no lack of shopping malls, among them Bisquare, Iguatemi and Morumbi.

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 navigable. It unites the Paraiso and Consolation neighborhoods, and spans the illustrous area of Jardins, where rua Oscar Freire (of the national and international top brands) is located, from the most popular part of Bela Vista, Bangá, and junks, the money of Fiesp (Federative of Industry of São Paulo) to the art of Masp, the faith of orthodox religion and the rushing corners mixed with residents of all origins. São Paulo was founded at the Plata do College in 1554. The Sírio de Marques de Saes is also worth a visit. The S.H Plaza is also in the B.H Center. The Chá Vaucluse marks the transition to the New Center. Ascend 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 São Paulo Station. Is the theater and the hall, there are guided tours that need to be received. For shopping, rua 25 de Março and Ibirapuera are among the preferred addresses.

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.cidadeedesejaosapaulo.com and choose various itineraries between “perfect days” and “must-see neighborhoods.” And let São Paulo surprise you!

Useful Information

www.cidadeedesejaosapaulo.com
www.epytura.com
www.astrames.com.br
www.autodromcenterlagos.com

São Paulo Turismo S/A
Av. Olavo Bilac, 3, 209, Fábrica Astrem, São Paulo (SP),
CEP 03032-002, tel. (55 11) 6226-0400
cidadeedesejaosapaulo@epytura.com

The information contained in this brochure is only an indicative guide. The information of this brochure is the property of the city of São Paulo and may be subject to change without notice.
West side • SESC Paulista or other SESC cultural centers in the city
• The green of Trianon Park in the middle of av. Paulista
• The Liberdade neighborhood, of Japanese origin
• The Estação da Luz, and the only Portuguese language downtown
• Brand name heavens, such as the Iguatemi Shop
• Works of major world artists, such as Van Gogh,
Vanguard and trend setting flair

spread over 59 specialty shopping
• 51 types of specialty shopping
• 12,5 thousand restaurants
• 720 pizzas made every minute
• 88 museums
• 91 thousand streets and avenues

São Paulo in numbers

13 million inhabitants
31 thousand streets and avenues
6 million cars
32 thousand trees
257 cinemas
151 theaters and performance spaces
88 museums
700 places made every minute
12 Lulu neighborhood
52 types of cuisine
15 thousand bars
240 thousand stores
66 shopping centers
150 specialty shops
spread over 59 specialty shopping
More than 410 hotels

Why visit São Paulo?

• Vast cultural offerings
• Vanguar and trend setting flair
• Works of world major artists, such as Van Gogh, Rancid, Portrait, Santa,
• 30 thousand events per year
• The largest business fairs and congresses in the country
• The quality hotelpark, its boutique hotels and urban spa
• One of the most exciting nightlife on the planet
• Prices on av 25 de Março, Bom Retiro and Basí
• Brand name heaven, such as the Iguatemi Shopping

Foundation January 25, 1816
Arts and Music Foundation, by Oscar Niemeyer
• Villa Madalena, its bars, theaters and community projects, and the Bienal Celso Calixto and its antiques

South Side
• The Itaim Greenway
• Green Park, one of the most beautiful green spaces in the city, which holds the Pinacoteca Mauá, MASP (Pinacoteca Museum) and lectures.
• The Morumbi or restaurants, the Mercadão (Municipal Market) and baking
• The farmers’ market sends tourists for the weekend... 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. Staying tuned and set up your program by enjoying the best the city has to offer.

Known as the cultural capital of Latin America, São Paulo has one of the richest collections of art in South America, which is represented in various ways, through museums, art galleries, theaters, cinemas, cultural centers, and also in the architecture of the city, buildings and environment. In addition, the events calendar that envelopes 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. Staying tuned and set up your program by enjoying the best the city has to offer.

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 desires. 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 rustic types. A São Paulo institution, pizza is practically a guideline for the city’s tables.

So, 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 ballet to dancing to techno.

To be a paulistano is a state of mind that combines hur

ing to work with the relaxation of a draft beer at the end

Culture: Vastly all Year Long

Main Events

Main Cultural Events

Useful Telephones

São Paulo Romantic

São Paulo Romantic: From love stories is found in inspiring places for dinner and nice surprises such as hearing wait...

São Paulo Art

The city offers countless free activities, from theater and concerts to shows and cinema sessions. There are also plays and music events with tickets worth their weight in gold. São Paulo has one of the richest

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.

Staying Another Day in SP

It’s difficult to encourage tourists who come to the city on business or to extend their trip and take advantage of the range of recreation and entertainment the city’s cultural diversity presents. Here’s how to get tickets for Life Aquatic Parque, enjoying the São Paulo Turf Grand Prix and considering the São Paulo Turf Grand Prix and considering the São Paulo Turf Grand Prix and considering the São Paulo Turf Grand Prix and considering the São Paulo Turf Grand Prix and considering the São Paul...

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Thematic Tours

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