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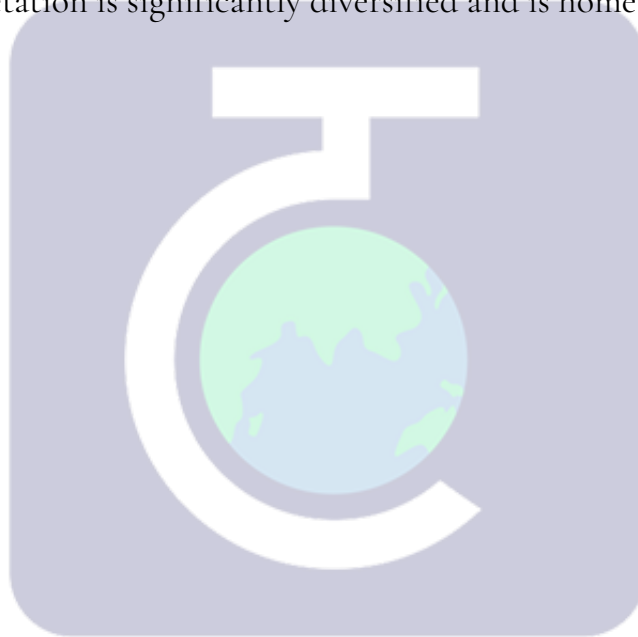
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### 1. Geographical location

São Paulo is the world's third largest city and the largest in South America. São Paulo is the one of the biggest cosmopolitan city and is enclosed by various beaches, mountains and never ending skyscrapers. The state is located on a plateau and is bounded by the Atlantic Ocean. It is surrounded by the states of Rio, Minas, Prana and Grosso do Sul and contributes to Brazil's most developed and populous region, hence also making it one of the most economic states in South America. The vegetation is significantly diversified and is home to Flora and Fauna.



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### 2. Neighbouring cities/countries

The Neighboring Cities Include Minas Gerais, Which Falls In The Northeast Region, Whereas Rio De Janeiro, The Second Largest State In South America Falls In The Eastern Region, Paraná To The Southwest And Mato Grosso Do Sul On The Western Side.



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### 3. Significance

Brazil Is One Of The Most Celebrated Countries In The World. The Core Lies Within Its Vibrant Culture, Ethnicity, And Its Water Bodies, And In All This Ever Wandering Atmosphere Lies The Most Populous City Of The Region, São Paulo. São Paulo Is Brazil's Most Modern And Cosmopolitan City And Has A Lot To Offer. From Being A Home To Almost All The World Cuisines, The City Offers 62 Cuisines Across 12,000 Restaurants Making It The Biggest Tourist Attraction. The City Is Also Favored For Its Jovial Nightlife And Unlimited Options For Entertainment. For The Lovers Of Art And History, São Paulo Has The Finest Museums Of All In South America. It Is Also Surrounded By The Most Beautiful Beaches And Is A Treat For All The Shopaholics Out There. São Paulo Possesses Various Ethnic Minority Communities, Including Substantial Japanese, Italian, And Arab And Lebanese Christian Neighborhoods. The City Holds Events Like, The Brazilian Grand Prix, São Paulo Art Biennial And The ATP Brazil Open And Also Plays The Host To The World's Largest Gay Pride Parade.

## 4. History

São Paulo Was Originally Called São Paulo De Piratininga And Was Founded In The Year 1554 By José De Anchieta And Manuel De Nóbrega. Initially, The Mission Of The Two And Their Entourage Was To Convert Native Brazilians To Catholic Religion, Which Gave Birth To The First Ever Church In São Paulo In The Year 1616. However, It Wasn't Until 1711, That São Paulo Was Formally Tagged As A City. The Discovery Of Large Scale Gold And Diamond Mines In The 17th Century Further Led To The Development Of The City, Rising In More Wealth. By The 18th Century São Paulo Was An Independent City And Was On A Road To Economic Prosperity. 19th Century Brought Many Changes In The Economic Developments Of The City, Due To The Coffee Culture. Coffee Was Being Exported To Other Parts Of The Country, Leading To More Investments. Soon São Paulo Was Transformed From A Commercial Village To An Influential City, Which Soon Became A Home For Several Public Gardens, European Fabric Stores, Bookstores And Restaurants Etc. However, The Downfall Started At The Beginning Of The 20th Century Due To The Decrease In Coffee Prices In The International Market, Which Further Forced The Farmers To Invest In Industrial Developments. Late 20th Century Witnessed A Boom In The Industrial Sector, Making São Paulo One Of The Biggest Economies In The Country. The City Now Has A Large Number Of Local And International Banking Offices, Law Firms, Multinational Companies, Advertising Firms And Consumer Services.

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### 5. Cultural identity

The Nordestinos mainly dominates São Paulo, as they are believed to have one of the parents or grandparents who came from Brazilian northeastern region. Paulistanos as the locals are like to be called belong from a unique range of cultural diversity. Portuguese dominates São Paulo majorly; the state is also home to the largest Japanese population outside of Japan but is currently heavily populated with Koreans and Chinese. The city's Italian influence is also very strong and the small but prominent Arab and Jewish communities also represent the state. São Paulo is predominantly Roman Catholic, though other Christian denominations are found. The people of São Paulo are hardworking and money-grubbers, which is the reason that the city alone contributes with 15% of country's GDP. The city is a crawling metropolis with regional influences of arts and entertainment. Its culture spreads far beyond history and expands into the modern day with worldwide acclaimed events such as the Brazilian Grand Prix and the world's largest Gay Pride Parade



**Index****6. Natural resources**

Serra da Bocaina is a national park and Mata de Santa Genebra is a piece of the Atlantic Forest in urban Brazil situated in São Paulo.



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### 7. Key site seeing places (paid and free)

#### 7.1. Paid

##### 7.1.1. São Paulo Museum of Modern Art

A resplendent venue showcasing the finest Contemporary Art collection in the country, the São Paulo Museum of Modern Art or commonly known as MAM is an art lover's refuge. Your artistic journey starts by admiring a spectacular two-meter-tall architectonic structure designed by renowned artist Louise Bourgeois that draws your attention towards it. An iconic art space right in the center of the verdant urban oasis of "Tbirapuera park", this aesthetic monument exhibits the local culture through over 5,500 artworks made by famed Brazilian and international artists.

Address : Av. Paulista, 1578 - Bela Vista, São Paulo - SP, 01310-200, Brazil

Zipcode : 01310-200

Location : -23.5878333, -46.655652199999996

Contact : +55 11 3251-5644

Website : <http://masp.art.br/masp2010/index.php>

Nearest Public Transport : Trianon-MASP Subway Station & Av. Paulista, 1578 Bus Station.

Entry Fee : Adults: R\$ 30, Students, Teachers & Seniors over 60 years (with ID): R\$ 15, Free Entry: Children under 10 years and on Tuesday all day for everyone.

Open & Close Timing : Tuesday-Sunday 10:00hrs-17:30hrs

Time Required : 1.5

Expected Wait Time : 10-20 minutes

Buy Ticket : Yes

##### 7.1.2. Pateo do Collegio

The original nucleus of São Paulo, Pateo do Collegio is the place where Manuel de Nóbrega and José de Anchieta founded the College and church of the Society of Jesus with a mission to convert the indigenous Tupi-Guarani people to catholic faith. The Historical Museum, a church, a thematic library and the Capela de Anchieta now occupy the attractive plaza. Adults come here to enjoy choirs and orchestras whereas a series of art works, informative stories and puppet shows captures the attention of children here. The site also hosts various religious and

cultural activities today.

Address : Largo Páteo do Colégio, 2 - Centro, São Paulo - SP, 01016-040, Brazil

Zipcode : 01016-040

Location : -23.547934, -46.63270840000001

Contact : +55 11 3105-6899

Website : <http://www.pateodocollegio.com.br/>

Nearest Public Transport : Se Subway station

Entry Fee : Adults: R\$ 6, Children: R\$ 3, Free entry for senior citizens, disabled and children under 7 years.

Open & Close Timing : Tuesday-Sunday 09:00hrs- 16:30hrs

Time Required : 1.5

Expected Wait Time : 15 minutes

Buy Ticket : Yes

### 7.1.3. Museu do Futebol

Unleash the sports fanatic within you as you explore the ultimate football museum that offers both traditional exhibits as well as projections and interactive displays to reveal how the sport of football is an important element of Brazil's culture. Dedicated to one of the most popular sports of the world, Museu do Futebol is your place to gratify your curiosity about everything football from its famous players to popular games. It doesn't end here, if you don't know the rules and regulations of the game, this museum gives you a chance to learn more about the game. The museum not only caters to the religious fans but makes sure to turn a non fan into a fanatic to this game.

Address : Estádio do Pacaembu - Praça Charles Miler, S/n - Pacaembu, São Paulo - SP, 01234-900, Brazil

Zipcode : 01234-900

Location : -23.547524, -46.66520030000004

Contact : +55 11 3664-3848

Website : <http://www.museudofutebol.org.br/en/>

Nearest Public Transport : Pça. Charles Miller Bus Station

Entry Fee : Adults: R\$ 10, Students and senior citizens over 60 years: R\$ 5, Free entry for children under 7 years & people with special needs, Free entry on Saturdays.

Open & Close Timing : Tuesday-Sunday 10:00hrs-17:00hrs.

Time Required : 1.5

Expected Wait Time : 15-20 minutes

Buy Ticket : Yes

#### 7.1.4. Pinacoteca do Estado de São Paulo

Spread over three floors, this eye catching art gallery showcases some of the best Brazilian artworks in the city. Contemplating works of renowned Brazilian artists like Almeida Júnior, Antônio Parreiras, Oscar Pereira da Silva and many more, Pinacoteca do Estado de São Paulo is home to around 10000 art pieces including everything from traditional to modern art. The cultural health of the city's art scene, admire the architecture of the historic building as you explore the broad collection of paintings and sketches at the oldest art center in the city. Conclude your trip by taking a relaxing stroll through the sculpture garden or sip on a warm coffee at the terrace of the museum.

Address : Praça da Luz, 2 - Luz, São Paulo - SP, 01120-010, Brazil

Zipcode : 01121-010

Location : -23.5342666, -46.63395009999999

Contact : +55 11 3324-1000

Website : <http://www.pinacoteca.org.br/pinacoteca-pt/>

Nearest Public Transport : Light Metro Subway station and CPTM Subway station

Entry Fee : Adults: R\$ 6, Students: R\$ 3, Children under 10 years and senior citizens: Free Entry

Open & Close Timing : Monday and Wednesday-Sunday 10:00hrs-17:30hrs, Closed on Tuesdays.

Time Required : 2

Expected Wait Time : 10 minutes

Buy Ticket : No

#### 7.1.5. Catavento Cultural e Educacional

Be a scientist for a day at this museum, which is known for giving the best educational and social experience from all over the town. Do you want to understand how a power generator works? or want to see Sun a little closer to

your eyes?, then head out to this place for a phenomenal scientific experience. Divided into four sections – Life, Universe, Society and Ingenuity, Catavento Cultural e Educacional aims to present the cultural and scientific knowledge to all ages in an entertaining and playful way through their interactive environment. Play a real meteorite or get a peek inside a human body, this cultural space offers a great learning experience in a fun way.

Address : Pq. Dom Pedro II - Mercury Avenue, s / n - Brás, São Paulo - SP, 03003-060, Brazil

Zipcode : 03003-060

Location : -23.5440172, -46.627736000000003

Contact : +55 11 3315-0051

Website : <http://www.cataventocultural.org.br/>

Nearest Public Transport : Av. Mercúrio, 180 Bus Station

Entry Fee : Adults: R\$ 6, Children from 4 to 12 years, Retired and senior citizens, Students with a valid ID: R\$ 3, Free for children under 4 years, Coordinators and Teachers of Public schools of the state of Sao Paulo. Free visits for all on Saturdays.

Open & Close Timing : Tuesday-Sundays 09:00hrs–17:00hrs

Time Required : 2

Expected Wait Time : 10-15 minutes

Buy Ticket : No

### 7.1.6. São Paulo Museum of Art

Surround yourself with an extensive artistic display crafted by some of the most well known European Masters, including Rubens and Rembrandt, Botticelli and Picasso at São Paulo Museum of Art. A vital art museum in the cultural artery of the city, immerse yourself into an extensive collection of paintings and sculptures by Latin American masters like Diego Rivera and Candido Portinari that are showcased alongside the European art in this flagship art library. A sculpture in itself, gawk at the magnificent red columns that support glass box building of the museum or step inside to be fascinated by the extensive collection of over 8,000 pieces that are displayed here.

Address : Av. Paulista, 1578 - Bela Vista, São Paulo - SP, 01310-200, Brazil

Zipcode : 01310-200

Location : -23.561414, -46.6558819

Contact : +55 11 3251-5644

Website : <http://masp.art.br/masp2010/index.php>

Nearest Public Transport : Trianon-MASP subway station & Av. Paulista, 1578 Bus Station.

Entry Fee : Adults: R\$ 30, Students, Teachers & Seniors (over 60 years)- all with a valid ID proof: R\$ 15, Children under 10 years: Free Free admission on Tuesday all day for everyone.

Open & Close Timing : Tuesday-Wednesday & Friday-Sunday 10:00hrs-18:00hrs, Thursday 10:00hrs-20:00hrs.

Time Required : 1.5

Expected Wait Time : 10-15 minutes

Buy Ticket : No

### 7.1.7. Jardim Botânico de São Paulo

A 165 hectare conservation area nestled in Parque Estadual das Fontes do Ipiranga, Jardim Botânico de São Paulo is home to around 380 tree species used primarily for conservation and research. Established by the infamous botanist Frederico Carlos Hoehne in 1928, this green oasis houses plant species of the Atlantic rainforest like orchids, aquatic plants, palm trees, mushrooms and more that shelter the native wildlife species including green-billed toucans, monkeys, sloths and other rodents. Rest at one of the greenhouses, sit by the crystalline lakes or visit the museum to learn more about the plant life at this botanical garden.

Address : Av. Miguel Estéfano, 3031 - Parque do Estado, São Paulo - SP, 04301-902, Brazil

Zipcode : 04301-902

Location : -23.6392863, -46.627109300000003

Contact : +55 11 5067-6000

Website : <http://jardimbotanico.sp.gov.br/>

Nearest Public Transport : Av. Miguel Estefano, 2836 Bus Station

Entry Fee : Adults: R\$ 10, Students: R\$ 5.

Open & Close Timing : Tuesday-Sunday 09:00hrs-17:00hrs

Time Required : 1.5

Expected Wait Time : 10-15 minutes

Buy Ticket : Yes

### 7.1.8. Museum of Image and Sound

Established in 1970, the Museum of Image and Sound is dedicated to preservation of images and sounds that represents the Brazilian culture. Housed in a former mansion, the museum is divided into various sections like a media library center, exhibition spaces, educational center and more. Browse through the different wings of the museum and stumble upon an encyclopedic collection of around 3500 pieces of various films, photographs, videos, discs and music albums that relates to the history of audio-visual production in the country. Apart from admiring its vast collection, you can also attend numerous shows, live theater and performances, film festivals and events that are hosted at auditorium.

Address : Av. Europa, 158 - Jardim Europa, São Paulo - SP, 01449-000, Brazil

Zipcode : 01449-000

Location : -23.5727668, -46.676131899999997

Contact : +55 11 2117-4777

Website : <http://www.mis-sp.org.br/>

Nearest Public Transport : Av. Europa, 158 Bus Station

Entry Fee : Adults: R\$10, Free for children under 5 years, Free admission for all on Tuesdays.

Open & Close Timing : Tuesday-Saturday 12:00hrs-21:00hrs, Sunday 11:00hrs-20:00hrs.

Time Required : 2

Expected Wait Time : 15 minutes

Buy Ticket : No

### 7.1.9. Sao Paulo Zoo

Spread over a huge area of 80,000 square meters, the Sao Paulo Zoo is the perfect place to interact with a wide range of native fauna that you are unlikely to see anywhere else in the world. A sanctuary of over 3,000 specimens representing different mammal, bird, reptile, invertebrate, and amphibian species including the endangered species like three lion tamarins species including black-tamarin moth, tamarin Rhinoceroses and golden-tamarin moth and the Malaysian gaviel.



The howler monkey, the toucan toucan, neotropical cats and the teiú have become the native animal icons here. If you are a true animal lover and wish to feed, roam and interact with some wildlife, then zoo safari that is situated right next to the zoo is your best bet. Right in the heart of the zoo, the Dinosaur World grabs the interest of little minds with its exhibition and 4D cinema shows. A place that continues to captivate both the young and the old with the beauty of its segment of Atlantic forest, the biggest zoo of Brazil should be on the top list for your next animal adventure.

Address : Avenida Miguel Estéfano, 4241 - Vila Agua Funda, São Paulo - SP, 04301-905, Brazil

Zipcode : 04301-905

Location : -23.6507913, -46.62059569999997

Contact : +55 11 5073-0811

Website : <http://www.zoologico.com.br/>

Nearest Public Transport : Av. Miguel Stefano, 2900 Bus Station

Entry Fee : Entrance to the Zoo- Adults: R\$ 33, Children from 6-12years, Students, Seniors over 60years: R\$ 11, Free for children upto 6years and people with disabilities; World of Dinosaurs: Exhibition- Adults: R\$16.5, Children from 6-12years, Students, Seniors over 60years: R\$ 6.5, Free for children upto 6years and people with disabilities. Cinema 4D- Adults: R\$12, Children from 6-12years, Students, Seniors over 60years:R\$ 5, Free for children upto 6years and people with disabilities; Zoo Safari: - Adults: R\$30, Children from 4-12years, Students, Seniors over 60years: R\$ 22, Free for children upto 3years and people with disabilities; Night Tour- Adults: R\$100, Children from 5-10years: R\$ 70.

Open & Close Timing : Zoo: Daily 09:00hrs-17:00hrs; World of Dinosaurs: Daily 09:00hrs-16:30hrs; Zoo Safari: Daily 10:00hrs-16:00hrs; Night Tour: Starts at 19:00hrs.

Time Required : 8

Expected Wait Time : 20-25 minutes

Buy Ticket : Yes

### 7.1.10. São Paulo Aquarium

Visit the premier fully-themed aquarium of the continent and immerse your self into the environment of different aquatic creature's routine. Divided into 4 broad



sections that shelter over 3000 aquatic animals from over 300 species, the aquarium promises a unique and unforgettable experience. The Freshwater Fish & Amazon Rainforest section features species native to Amazon like iguanas, lizards and the infamous albino caiman whereas, the saltwater Oceanarium displays sharks, rays, eels and more. Head to the Aquatic Mammals sections to see the mammal species from the Amazonian forests or explore the replicas and skeletons of extinct creatures at Dinosaur Valley & Paleontology Museum, the aquarium spoils you with numerous choices. If you are curious about the nocturnal routine of these animals, the night tour with a flashlight will surely shiver your timbers.

Address : R. Huet Bacelar, 407 - Vila Dom Pedro I, São Paulo - SP, 04275-000, Brazil

Zipcode : 04275-000

Location : -23.5933782, -46.613978999999997

Contact : +55 11 2273-5500

Website : <http://www.aquariodesaopaulo.com.br/en/>

Nearest Public Transport : R. Dr. Mário Vicente, 1198 Bus Station

Entry Fee : Adults:R\$80, Children & Seniors: R\$ 40, New Cine 7D Tickets: R\$10, Below Zero Aquarium Ticket: R\$ 10, Mondays: R\$40 for everyone.

Open & Close Timing : Daily 09:00hrs-19:00hrs

Time Required : 3

Expected Wait Time : 20 minutes

Buy Ticket : Yes

### 7.1.11. Museu Afro Brasil

Connecting Brazil to the African continent, The Afro Brasil Museum, nestled within Ibirapuera Park, displays over 6,000 works of art that chronicles the African perspective in the formation of Brazilian culture, heritage and identity. Designed by the infamous Brazilian architect Oscar Niemeyer, the museum features a vibrant celebration of memory, history and accomplishments of Africans and Afro-Brazilian through rotating Afrocentric exhibitions that are spread over 2 floors.

Address : Avenida Pedro Álvares Cabral, Portão 10, s/n - Parque Ibirapuera, São Paulo - SP, 04094-050, Brazil

Zipcode : 04094-050

Location : -23.5838762, -46.659195999999995

Contact : +55 11 3320-8900

Website : <http://www.museuafrobrasil.org.br/>

Nearest Public Transport : Av. Pedro Álvares Cabral Bus Station

Entry Fee : Adults: R\$ 6, Students & Retirees: R\$3, Free entry for seniors (over 60 years), Children (upto 10 years) and people with disabilities, Free entry to everyone on Saturdays.

Open & Close Timing : Daily 10:00hrs-17:00hrs

Time Required : 1.5

Expected Wait Time : 15 minutes

Buy Ticket : Yes

### 7.1.12. Edifício Itália

Address : Av. Ipiranga, 344 - Centro, São Paulo - SP, 01046-010, Brazil

Zipcode : 01046-010

Location : -23.545528, -46.643565200000001

Contact : +55 11 3256-5574

Website : <http://www.edificioitalia.com.br/>

Nearest Public Transport : Av. S. Luís, 178 Bus Station

Entry Fee : R\$ 30

Time Required : 1

Expected Wait Time : 10 minutes

Buy Ticket : No



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### 7.2. Free

#### 7.2.1. Parque do Ibirapuera

Charming visitors from all over with its picturesque beauty, Parque do Ibirapuera, located smack in the heart of the city serves as a major recreational center in Sao Paulo. Welcoming all masses of people with several cultural attraction such as Museum of Modern Art, Museum of Contemporary Art, Afro-Brazil Museum, Biennial Pavilion, Japanese Pavilion, Oca and many more, the park is known to be one of the best urban parks in the world. Established in 1954 to celebrate the 4th centennial anniversary of Sao Paulo, this verdant shade-card of green is your refuge from the concrete city life. Sit by the fountains or lakes, savor a tasty snack from the local vendors and watch the joggers and bicyclers do their daily exercises. The park is also home to several sport courts and pavilions that host several big events.

Address : Av. Pedro Álvares Cabral - Vila Mariana, São Paulo - SP, 04002-010, Brazil

Zipcode : 04002-010

Location : -23.5874162, -46.6576336

Contact : +55 11 5574-5045

Website : <http://www.parqueibirapuera.org/coisas-para-ver-e-fazer/>

Nearest Public Transport : Av. Pedro Alvares Cabral Bus Station & Av. República Do Líbano Bus Station

Open & Close Timing : Monday-Friday 05:00hrs-00:00hrs, Saturday-Sunday Open 24Hours.

Time Required : 3

Expected Wait Time : 10-15 minutes

Buy Ticket : No

#### 7.2.2. Sé (Cathedral)

With 54 years in the making, the Sé Cathedral or the Sao Paulo Cathedral dominates the center if the city and is known to be the largest Cathedral in South America. Visit this neo-Gothic structure and admire the statues of Old Testament prophets and Christ's disciples that adorn the façade. Built upon a large crypt that has tombs of all the bishops, archbishops and several important

figures in the country's history, however, the notable one is the crypt of chief Tibiriçá, the first catechized Indian. Capped by a Renaissance-style dome, the cathedral faces the hexagonal monument that marks the ground zero of the city. Known for the finest interiors which include stained glass windows that showcase the history of Catholicism in Brazil and a 12,000 pipe organ, which is the largest in the continent. Note: The guided tours of the Crypt might be chargeable.

Address : Praça da Sé, São Paulo - SP, 01001-000, Brazil

Zipcode : 01001-000

Location : -23.5512802, -46.63434269999999

Contact : +55 11 3107-6832

Website : <http://www.catedraldase.org.br/>

Nearest Public Transport : Sé Subway Station

Open & Close Timing : Monday-Friday 08:00hrs-18:00hrs, Saturdays 08:00hrs-17:00hrs, Sundays 08:00hrs-13:00hrs & 15:00hrs-18:00hrs.

Time Required : 1

Expected Wait Time : 10-15 minutes

Buy Ticket : No

### 7.2.3. Mosteiro de São Bento

Founded in the late 16th century, this Benedictine monastery and its church is popular for its rich interiors and paintings that include statues of St. Benedict and St Scholastica from the 17th century which were exclusively carved by Agostinho de Jesus. Tour the monastery and stumble upon a number of other artworks by notable artists like Benedictine who contributed to the decoration of this place. A morning mass is conducted by the monks, humming to the Gerogian chants. Stop by the monastery shop to drool over delicious cakes, breads, and chocolates made by the brothers.

Address : Largo de São Bento, s / n - Centro, São Paulo - SP, 01029-010, Brazil

Zipcode : 01029-010

Location : -23.543371, -46.6339863

Contact : +55 11 3328-8799

Website : <http://mosteiro.org.br/>

Nearest Public Transport : Ac. Retorno Sobre Túnel Papa João Paulo II, 300 Bus Station & Sao Bento Subway station

Open & Close Timing : Monday-Wednesday and Friday 06:00hrs-18:00hrs, Saturday-Sunday 06:00hrs-12:00hrs & 16:00hrs-18:00hrs, Thursday 06:00hrs-08:00hrs & 11:30hrs-18:00hrs.

Time Required : 0.5

Expected Wait Time : 5-10 minutes

Buy Ticket : No

#### 7.2.4. Edifício Martinelli

Enjoy the spectacular panoramas of the city's unceasing skyline from the rooftop of this striking Beaux Arts building. Built in 1929, the Martinelli Building or Edifício Martinelli is 130 meters tall sky-piercing structure dominating the center of Sao Paulo as the first skyscraper to be built in the country.

Address : Rua São Bento 405, Centro, São Paulo, 01011-100, Brazil

Zipcode : 01011-100

Location : -23.5466949, -46.6354718

Contact : +55 11 3104-2477

Website : <http://www.prediomartinelli.com.br/>

Nearest Public Transport : R. Líbero Badaró Bus Station

Open & Close Timing : Monday-Friday 09:30hrs-11:30hrs & 14:00hrs-16:00hrs

Time Required : 1

Expected Wait Time : 15 minutes

Buy Ticket : No

#### 7.2.5. Mercado Municipal

A magnificent art-deco building perched along the banks of Tamanduateí river, Mercado Municipal is made up of seventy two stained glasses and crowned with a great dome. Stroll through the market building and please your tastebuds with some of the fresh local produce and dried goods. Sample a couple of classic Sampa meal like mortadella sandwiches and the traditional pastries which are made up of pockets of dough and stuffed with meat, cheese or fish.

Address : da, R. Cantareira, 306 - Centro, São Paulo - State of São Paulo, 01103-200, Brazil

Zipcode : 01103-200

Location : -23.5417974, -46.62950130000001

Contact : +55 11 3228-0339

Website : <http://www.oportaldomercadao.com.br/index.php?page=english>

Nearest Public Transport : R. Da Cantareira, 215 Bus Station

Open & Close Timing : Monday-Saturday 08:00hrs-18:00hrs, Sunday 08:00hrs-16:00hrs

Time Required : 1

Buy Ticket : No

### 7.2.6. Theatro Municipal

Explore the rich cultural heritage of the city at this profligate, gold-plated architectural wonder that was created to platform the importance of Sao Paulo on the international arts space. Constructed after the Paris Opera by Brazilian architect Ramos de Azevedo in conjunction with Claudio Rossi and Domiziano Rossi from Italy, the Municipal theater made its first debut in 1922 and since then has continued to be one of the top cultural attractions of Sao Paulo. The heavily adorned exteriors boasts of a confluence of architectural styles complemented by wealth of wall and ceiling frescoes and one of the greatest structure of Diana the Huntress by Victor Brecheret will captivate the interest of an art savvy with its beauty. Recently restored to its original richness in 2011, the theater continues to host world-class operas and other dramatic performances, often with international stars. Note: The ticket prices ranges between R\$ 25 - R\$ 90 on most performances.

Address : Praça Ramos de Azevedo, s/n - República, São Paulo - SP, 01037-010, Brazil

Zipcode : 01037-010

Location : -23.5452348, -46.638614999999996

Contact : +55 11 3053-2092

Website : <http://theatromunicipal.org.br/>

Nearest Public Transport : Parada 3 - Parada Teatro Municipal Bus Station, Anhangabaú Subway station

Open & Close Timing : Daily 10:00hrs-18:00hrs

Time Required : 1

Expected Wait Time : 10-15 minutes

Buy Ticket : No

### 7.2.7. Independence Park

Visit the place where the Independence of Brazil was proclaimed from Portuguese by Emperor Pedro I in 1822. Surrounded by the formal gardens of roses, topiaries and fountains inspired by the French, Independence Park is the National Historic Landmark in the Ipiranga neighborhood. Stroll through the park to admire numerous interesting sites like the Museu Paulista, which is famous for its Italian architecture displaying some of the finest work. Inside are the large collections of costumes, decorative arts, paintings and furniture of the Imperial period.

Address : Parque da Independência, Ipiranga, São Paulo, 04263-000, Brazil

Zipcode : 04263-000

Location : -23.5848169, -46.60979939999998

Contact : +55 11 2273-7250

Website : <http://www.mp.usp.br/>

Nearest Public Transport : Canteiro Central Bus Station, Av. Nazaré Bus Station

Open & Close Timing : Daily 05:00hrs-20:00hrs

Time Required : 2

Expected Wait Time : 10-15 minutes

Buy Ticket : No

### 7.2.8. Júlio Prestes Cultural Center

Built between the year 1926 and 1938, this was once a railway station that has now been converted into a concert hall popularly known as Sala São Paulo. Named after the former President of the country and the governor of the state of São Paulo, Julio Prestes de Albuquerque, the center houses the headquarters of the Secretariat of Culture of the city. The hall can accommodate over 1500 people and is the home to widely known São Paulo State Symphonic Orchestra.

Address : Alameda Cleveland, 236 - Campos Elíseos, São Paulo - SP, 01218-000, Brazil

Zipcode : 01218-000

Location : -23.532826099999999, -46.64085650000004

Contact : +55 11 3367-9500

Website : <http://www.salasaopaulo.art.br/home.aspx>

Nearest Public Transport : Estação Júlio Prestes Train station



Open & Close Timing : Daily 04:00hrs-00:00hrs

Time Required : 1.5

Expected Wait Time : 10-15 minutes

Buy Ticket : No

### 7.2.9. Paulista Avenue

The Financial heart of the city, Paulista Avenue is the longest and busiest avenue of Sao Paulo. Walk down this road and you will find everything from shopping malls and Movie theatres to the 19th century architectural buildings, Masp and the most famous museums of the city. Come to this avenue and bump into different street artists or just relax at a bar table at one of the many restaurants and watch hundreds and hundreds of people pass by as you sip your drink. The empty space underneath the Masp hosts an antique fair every Sunday, so don't forget to take a little souvenir back home.

Address : Av. Paulista, São Paulo – SP, 01311-200 Brazil

Zipcode : 01311-200

Location : -23.5631141, -46.654392000000003

Nearest Public Transport : Trianon – Masp Subway station

Open & Close Timing : Open 24Hours

Time Required : 2

Buy Ticket : No

### 7.2.10. Beco do Batman

Beco do Batman or the Alley of Batman is a tight urban intersections of 3 alleys near Vila Madalena that is completely graffitied. The nickname of the area is based on the name of the DC Comic character Batman who was found on the walls of the neighbourhood in 1980s. This attracted various graffiti artists and students who began to make drawings in the walls of the alley. Today, the works are constantly renewed by the graffiti artists. A must visit tourist spot for all the urban art lovers, as each visit guarantees a new painting that makes the visitor appreciate various forms of art.

Address : R. Gonçalo Afonso - Vila Madalena, São Paulo - SP, 03178-200, Brazil

Zipcode : 03178-200

Location : -23.5565802, -46.68664409999997



Nearest Public Transport : R. Fidalga, 184 Bus Station

Open & Close Timing : Open 24Hours

Time Required : 0.5

Buy Ticket : No

### 7.2.11. Ponte Octávio Frias de Oliveira

A Cable-styled bridge crossing the Pinheiros River, Ponte Octávio Frias de Oliveira is 138mts. tall and connects Jornalista Roberto Marinho Avenue and Marginal Pinheiros in the south area of Sao Paulo. Opened in the year 2008, it is the only bridge in the world which has 2 curved tracks that are supported by a single concrete mast. This glaring landscape was designed by the architect João Valente Filho and is named after a Brazilian businessman Octavio Frias de Oliveira. A major tourist attraction of the city, the bridge is illuminated during Christmas as well as on special occasions during the year.

Address : Jardim Panorama, São Paulo - State of São Paulo, 04575-000, Brazil

Zipcode : 04575-000

Location : -23.6127701, -46.69887289999997

Nearest Public Transport : Av. Das Nações Unidas, 12401 Bus Station

Open & Close Timing : Open 24Hours

Time Required : 0.5

Buy Ticket : No

### 7.2.12. Centro Cultural Banco do Brasil

Inaugurated in the year 2001, Centro Cultural Banco do Brasil or CCBB is the 5th most visited cultural centre in the country and among the top 100 visited museums in the world dedicated to art. Designed by the famous architect HIPPOLYTE PUGOT, the building was the first building acquired by Bank of Brazil in the city. Located in the historic center of the city, CCBB focuses on various artistic activities like cinema, exhibitions, dance, theatre, music and literature. The building also hosts various cultural events and performances that helps to distribute culture on the Paulista culture. Note: The charge for Performing Arts and music sessions is R\$ 20 for Adults and R\$ 10 half entry. The cost for a Cinema session is R\$ 10 and R\$5 for full and half tickets respectively.

Address : R. Álvares Penteado, 112 - Centro, São Paulo - SP, 01012-000, Brazil

Zipcode : 01012-000

Location : -23.5474918, -46.63465020000001

Contact : +55 11 3113-3651

Nearest Public Transport : Pça. Da Se, 21 Bus Station

Open & Close Timing : Monday & Wednesday-Sunday 09:00hrs-21:00hrs

Time Required : 1.5

Expected Wait Time : 10minutes

Buy Ticket : No

### 7.2.13. Latin America Memorial

This architectural and cultural gem spanning an area of around 84000sq. metres, was designed by the renowned Brazilian architect, Oscar Niemeyer, in 1989. Latin America Memorial is a monument dedicated to the cultural integration, socio-economic and political development in South America. The design of this architectural setting was developed by Brazilian anthropologist Darcy Ribeiro. Located in Barra Funda district of the city, this memorial is a civic square that unites the building of acts, the Marta Traba Gallery and the Latin American Library Victor Civita by a bridge. The highlight of the memorial is the sculpture of "Hand", which displays the map of Latin America as fading in blood in its palm that is an emblem of the continent and a tribute to the Latin American People. The most sought after monument by both national and international tourists in the city, the memorial was built to intensify relations between the South American countries. So come here and witness what the authors describe as "spectacle of architecture". The complex also hosts many cultural celebrations and permanent exhibitions that are both interesting and fun which attracts major crowd.

Address : Av. Auro Soares de Moura Andrade, 664 - Barra Funda, São Paulo - SP, 01156-001, Brazil

Zipcode : 01156-001

Location : -23.5267697, -46.6642913

Contact : +55 11 3823-4600

Website : <http://www.memorial.org.br/>

Nearest Public Transport : Av. Auro Soares De Moura Andrade, 564 Bus Station

Open & Close Timing : Tuesday-Saturday 09:00hrs-18:00hrs

Time Required : 2

Expected Wait Time : 15 minutes

Buy Ticket : No

### 7.2.14. Oscar Freire

Oscar Freire is one of the 10 most expensive shopping streets in the world. Lined with some of the top fashion designers of the country and a number of top international luxury brands, Rua Oscar Freire is one of the city's most pleasant thoroughfares to shop. Some of the most favoured shops include 2nd Floor, Anunciação, Água de Coco, Cavalera, Maria Bonita, Osklen etc. Take your lavish spending spree outdoors to Jardins' Rua Oscar Freire – known as the Rodeo Drive of São Paulo – which boasts a good collection of key Brazilian brands like shoe emporium Melissa, whose ever-changing storefront exhibitions alone are worth the window-shopping walk. comes packed with national and international brands, expensive clothing and jewelry, gourmet foods, and luxurious gift shops. According to Excellence Mystery Shopping International the Rua Oscar Freire is the 8th most luxurious street in the world and second in the Americas behind Fifth Avenue in New York. So believe me when I say this street is awesome. Not only is the shopping of the highest quality, the architecture and store layouts are incredibly, unique almost like works of art on their own!

Address : Rua Oscar Freire, São Paulo - SP, Brazil

Zipcode : 03178-200

Location : -23.5555185, -46.675355299999

Time Required : 0

Buy Ticket : No

### 7.2.15. Iguatemi São Paulo

The opulent Shopping JK Iguatemi, SP's trendy new temple of luxury, has all the upmarket brands you'd expect

Address : Condomínio Shopping Center Iguatemi - Av. Brg. Faria Lima, 2232 - Jardim Paulistano, São Paulo - SP, 01489-900, Brazil

Zipcode : 01489-900

Location : -23.5771249, -46.688235899999

Time Required : 0

Buy Ticket : No

### 7.2.16. Shopping Cidade São Paulo

Address : Av. Paulista, 1230 - Bela Vista, São Paulo - SP, 01310-100, Brazil

Zipcode : 01310-100

Location : -23.5636042, -46.6526870999999

Time Required : 0

Buy Ticket : No

### 7.2.17. Shopping Cidade Jardim

Address : Av. Magalhães de Castro, 12000 - Cidade Jardim, São Paulo - SP, 05502-001, Brazil

Zipcode : 05502-001

Location : -23.5991894, -46.6975582

Time Required : 0

Buy Ticket : No

### 7.2.18. Shopping Pátio Higienópolis

The multi-storey Shopping Pátio Higienópolis, in the ritzy, easily accessible suburb of Higienópolis combines pricy Brazilian brands with its own fair share of international names.

Address : R. Dr. Veiga Filho, 133 - Higienópolis, São Paulo - SP, 01238-000, Brazil

Zipcode : 01238-000

Location : -23.542285, -46.657507

Time Required : 0

Buy Ticket : No

### 7.2.19. Mooca Plaza Shopping

Address : R. Cap. Pacheco e Chaves, 313 - Mooca, São Paulo - SP, 03126-000, Brazil

Zipcode : 03126-000

Location : -23.5798043, -46.5945156

Time Required : 0

Buy Ticket : No

### 7.2.20. Shopping Ibirapuera

Address : 04029-902, Av. Ibirapuera, 3103 - Indianópolis, São Paulo - SP, 04029-902, Brazil

Zipcode : 04029-902

Location : -23.609748, -46.668013299999

Time Required : 0

Buy Ticket : No

### 7.2.21. Shopping Morumbi

Address : Jardim das Acácias, 1089 - Av. Roque Petroni Júnior - Vila Gertrudes, São Paulo - SP, 04707-900, Brazil

Zipcode : 04707-900

Location : -23.622831599999, -46.6985035

Time Required : 0

Buy Ticket : No

### 7.2.22. Shopping Center 3

Zipcode : 0

Location : -23.5583402, -46.6595115

Time Required : 0

Buy Ticket : No

### 7.2.23. Bourbon Shopping

Zipcode : 0

Location : -23.52655, -46.680816999999

Time Required : 0

Buy Ticket : No

### 7.2.24. Shopping Eldorado

Address : Av. Rebouças, 3970 - Pinheiros, São Paulo - SP, 05402-600, Brazil

Zipcode : 05402-600

Location : -23.5726578, -46.6956432

Time Required : 0

Buy Ticket : No

### 7.2.25. Shopping JK Iguatemi

Zipcode : 0

Location : -23.5914437, -46.6899856

Time Required : 0

Buy Ticket : No

### 7.2.26. Shopping Aricanduva

Shop till you drop at the third largest mall in Latin America and one of the largest in the world, Shopping Aricanduva is an emporium of over 500 retail stores and boutiques, 14 cinemas, 2 amusement parks, a trampoline park, a bowling alley and more. For all the food lovers, this gigantic mall also houses 3 food courts to treat your stomachs.

Address : Avenida Aricanduva, 5555 - Vila Matilde, São Paulo - SP, 03527-900, Brazil

Zipcode : 03527-900

Location : -23.5658033, -46.5034751

Time Required : 0

Buy Ticket : No

### 7.2.27. Shopping Center Norte

Visit one of the premier shopping destinations of the north zone of Sao Paulo and fill up your bags with souvenirs from 331 mix of retail stores like Renner, Riachuelo and more. After a day full of shopping, rest up at the food court or one

of the restaurants or catch a movie at the theater.

Address : Tv. Casalbuono, 120 - Vila Guilherme, São Paulo - SP, 02089-900, Brazil

Zipcode : 02089-900

Location : -23.51571, -46.618052

Time Required : 0

Buy Ticket : No

### 7.2.28. Rua 25 de Março

Right in the heart of the city, Rua 25 de Março is the market that boasts off an array of about 400 stalls and shops selling items at stupendously cheap. Browse through the market and stumble upon hidden galleries hawking everything from toys, fabrics and housewares to belts, gadgets, towels, and socks. It is particularly known for selling inexpensive lingerie. Note: Do keep an eye out for your valuables.

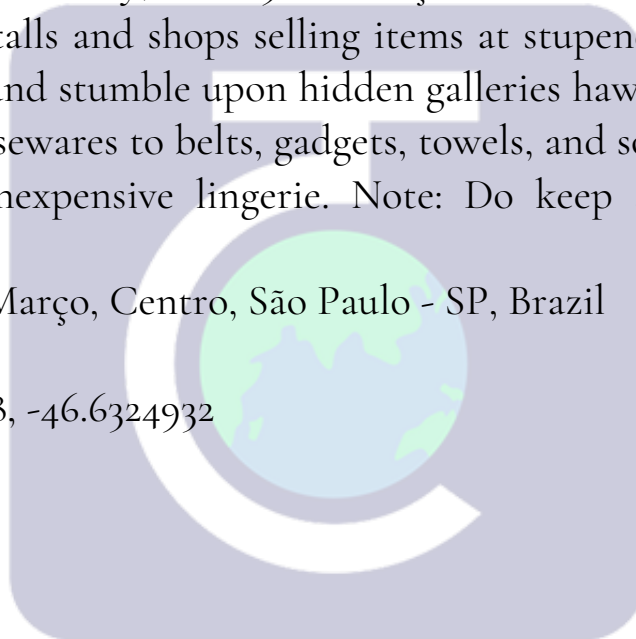
Address : Rua 25 de Março, Centro, São Paulo - SP, Brazil

Zipcode : 01021-000

Location : -23.5435548, -46.6324932

Time Required : 0

Buy Ticket : No



## Index

### 8. Adventure sports, Local sports, stadiums

Football Is The Most Favored Sport In São Paulo. The São Paulo City Hosts Some Major Clubs That Include Corinthians, São Paulo And Palmeiras. Some Other Clubs Like Portuguesa, Juventus And Nacional Are Also Present In The City. Morumbi Is The Largest And A Striking Stadium Of The City. Cycling Is Also One Of The Growing Favorite Activities Among The Locals And Tourists With Tennis And Golf. Playcenter In São Paulo Is A Home To The Biggest Roller Coaster Of Brazil And Also Has A Variety Of Rides And Games. Although São Paulo Is Most Famous For Motor Racing And Plays The Host To Formula 1 Grand-Prix At The Autodromo De Interlagos Stadium. The City Is Home To Some World-class F1 Drivers.

- **Cícero Pompeu De Toledo Stadium:**

Address : Praça Roberto Gomes Pedrosa, 1 - Morumbi, São Paulo - SP, 05653-070, Brazil

Location : -23.60004,-46.72009

Contact No : +55 11 3749-8000

Open/Close time : 09:00 to 17:00

- **Autodromo De Interlagos Stadium:**

Address : Av. Sen. Teotônio Vilela, 261, São Paulo - SP, 04801-010, Brazil

Location : -23.701126,-46.697965

Contact No : +55 11 5666-8822

Website : <http://www.autodromodeinterlagos.com.br/wpi/>



## 9. Spas and relaxation

- **Buddha Spa:**

Address : Manuel da Nobrega, 1944, São Paulo, State of São Paulo, Brazil

Location : -23.579553,-46.66283

Contact No : +55 11 3052-1756

Website : <http://buddhaspa.com.br/>

- **Hot Yoga São Paulo:**

Address : Rua Mourato Coelho, 755 - Pinheiros, São Paulo - SP, 05417-011, Brazil

Location : -23.56108,-46.689588

Contact No : +55 11 4563-0205

Website : <http://www.hotyogasaopaulo.com/>

- **The Spa:**

Address : Rua Joao Cachoeira, 1099 - Itaim Bibi, São Paulo, State of São

Location : -23.589916,-46.676053

Contact No : +(55)1143279929

Website : <http://www.thespa.com.br/>

- **Spa L'Occitane:**

Address : R. Domingos Leme, 284 - Vila Nova Conceição, São Paulo - SP, 04510-040, Brazil

Location : -23.59059,-46.669504

Contact No : +55 11 3044-0575

Website : <http://br.loccitane.com/spa,43,2,36152,367903.htm>

- **Kennzur Spa:**

Address : Av. República do Líbano, 577 - Jardim Paulista, São Paulo - SP,  
04501-000, Brazil

Location : -23.585712,-46.663624

Contact No : +55 11 2348-1200

Website : <http://www.kennzur.com.br/>



## 10. Events calendar

### Month

### Events

#### São Paulo Fashion Week

The city of São Paulo hosts one of the most significant fashion weeks in the world. Established in the year 1996 under the name of Morumbi Fashion Brazil, it is well known as a major and most important fashion event in Latin America.

#### São Paulo Carnival

Not as popular or as widely known as Rio's Carnival, this festival marks the beginning of Lent. Highlights of the carnival include parades which are known as blocos, making their way down the Avenue Paulista, over a long weekend.


#### Lollapalooza

Lollapalooza is a yearly held music festival featuring popular alternative rock, heavy metal, punk rock, hip hop, and EDM artists and some other popular bands that are most likely to make you dance. This festival doesn't only bounds itself to

**musical performance but also  
one can see comedy  
performances and craft booths.  
Gay Parade**

**The largest gay parade in the  
world is held in São Paulo on  
Avenida Paulista.**

**March for Jesus**



**This event is held on Corpus  
Christi Thursday of every year in  
Zona Leste. An Evangelical  
parade is organized by the  
"Rebirth Church". This festival  
has become significantly popular  
in the recent years.**

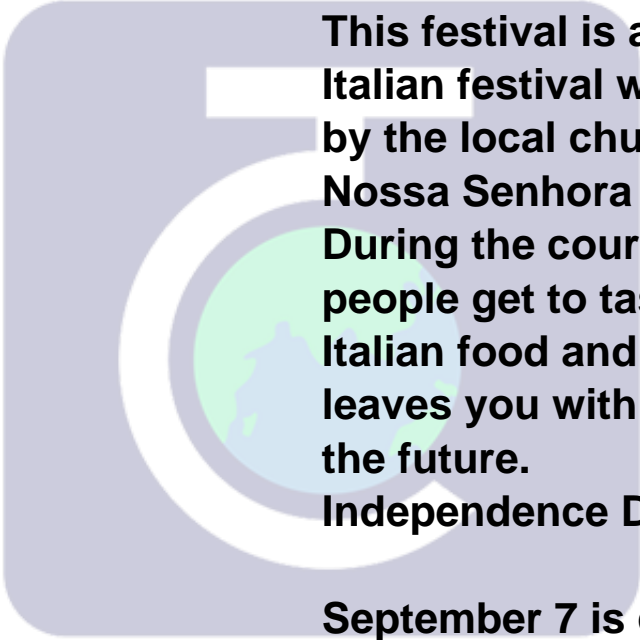
**International Convention of RPG**

**Every year, the biggest Role  
Playing Game event in the  
country is organized. The events  
are usually arranged in parks or  
spacious conventions where in  
people can visit booths or stands  
that play hosts to International  
and Brazilian RPG editors, fan  
clubs and Comics.**

**Electronic Language  
International Festival**

**This festival organizes  
exhibitions, debates, lectures,  
and courses to develop arts,**

**technologies and scientific research among the masses. This non-profit cultural organization holds a yearly meeting in the city of São Paulo which is open to the public. Achiropita Festival (Festa da Achiropita)**



**This festival is a traditional Italian festival which is organized by the local church "Paroquia de Nossa Senhora da Achiropita". During the course of this festival, people get to taste a variety of Italian food and snacks that leaves you with crazy cravings in the future.**

### **Independence Day**

**September 7 is celebrated as the Independence day in Brazil. People celebrate this day as their freedom from Portugal. Parades are held and fireworks are displayed in the city square, every bit of which is worth watching.**

### **São Paulo Art Biennial**

**This cultural event is hosted every two years by the Museu de Arte Moderna. People from all over the world come to this**

**museum to experience the exquisite exhibition that showcases the best artwork over the centuries. The invited artists and the visitors come together at a spacious Oscar Niemeyer Pavilion to emphasize the theme of the overall exhibition. It takes place between October and December.**

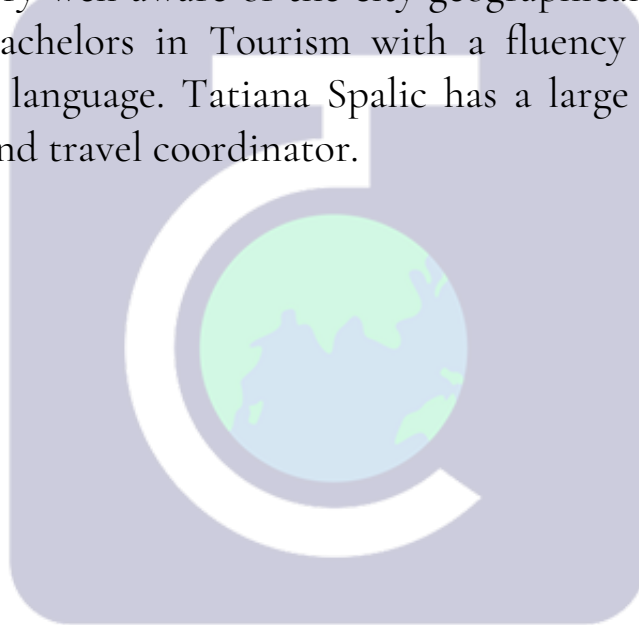
### **São Paulo International Film Festival**

**São Paulo's International Film Festival is an annual event held in the city that has been recognized internationally. The festival features a lot of movies, short films, lectures and workshops with today's top filmmakers and takes place in October and November**

## Index

### 11. Key local guides and tours

São Paulo gives one of the best travelling experience to a tourist. Although a little assistance from the local guides makes this experience worthwhile. Some of the key guides in São Paulo are – a. Luciano de Abreu: A tour guide since 1986, typical Paulistano, a descendant of Italian and Portuguese, who loves the profession, Luciano possess some great sense of humor to keep his guests entertained and is very well aware of the city geographically and historically. b. Tatiana Spalic: A Bachelors in Tourism with a fluency on Russian, French, English and Spanish language. Tatiana Spalic has a large experience in events services, tour guide and travel coordinator.



## Index

### 12. Transportation hubs

**Airport:** Sao Paulo Is Home To More Than 17 Million People, Hence The City Has Three Airports, One Of Which Accepts International Flights, One That Deals With Domestic Flights, And One That Services Smaller Planes And Helicopters. The Airports Are – Guarulhos International Airport – It Is The Main Point Of Arrival For International Flights Into São Paulo. The Airport Is 18 Miles Outside Of The City Center But Well Connected Via Shuttle Buses, Taxis And The Metro. More Than Two Dozen Airlines Fly Into Guarulhos. Travelers Won't Have Any Difficulty Finding Banks, Moneychangers And Car Rental Services. **Congonhas Airport:** The Congonhas Airport Deals With Almost All Domestic Flights To And From São Paulo. Congonhas Is Only Eight Miles Outside Of The City, Easily Accessible By Taxi, Bus, Or The Metro. **Campo De Marte:** Most Travelers To São Paulo Won't Find A Reason To Use Campo De Marte Airport, São Paulo's Third Airport, Unless You Are Taking Helicopter-flying Lessons In Portuguese. The Airport Is Brazil's Oldest. **Train Stations:** Luz Station Is The Nearest Railway Station In The Luz Neighborhood In São Paulo. The Luz Metro Station Is Also Located Within The Complex, Further Connecting Metros Throughout The City. **Metro:** The São Paulo Metro System Consists Of Five Color-coded Lines – Line 1-Blue, Line 2-Green, Line 3-Red, Line 4-Yellow And Line 5-Lilac. The Metro Station Nearest The Airport Of Guarulhos Is Tietê (Line 1 – Blue), Which Further Connect The City Through Different Stations. **Bus Station:** The Tietê Bus Terminal Is The Largest Bus Terminal In Latin America And Is Located In The Santana District In The City Of São Paulo, Brazil. It Also Connects To The Metro Station.



### 13. Transportation cost

Sao Paulo Being One Of The Most Cosmopolitan Cities Has A Lot Of Options When It Comes To Commuting To Various Tourist Attractions. The Public Transport Is Easily Available And Economical. With A Wider Domestic And Inter-nation Reach, The City Has Three Airports And For Commuting Within The City, Buses, Metros And Taxis Are Easily Available And Hence They Are A Convenient Option.

**Metros:** Metros Are The Most Convenient, Fastest And Reliable Form Of Transport Within The City. However, There Are Different Lines That Connect Each Other. Metros Start At 5 Am In The Morning And Runs Till Midnight. A Single Ride Through The Metro Costs BRL 3.50, Although One Can Buy A Card Called "Bilhete Unico" Which Almost Works At All The Metro Stations. It Works Likes Debit Card Wherein You Can Buy The Card And Add Credits And Further Refill It, Whenever Needed. It Works At Major Subway And Train Stations And Bus Lines.

**Buses** Buses Are The Cheapest Mode Of Transportation, However It Is Not The Most Convenient In Sao Paulo, Since There Are No Maps Or Schedules Available On The Streets. The Buses Start At 4 AM And Runs Upto Midnight. The Waiting Time Varies, But Most Of The Time Buses Are Scheduled At An 8 Minute Gap. One-way Fares Range From R\$2.50 To R\$3.70. There Are Also Various Executive Bus Service From The International Airport Which Has Several Lines. Following Is The Link To The Executive Coach: [Http://www.airportbusservice.com.br/br/linhas](http://www.airportbusservice.com.br/br/linhas)

**Taxis** The Standard Taxis Are Available At The Airport And Can Also Be Found Anywhere Around Town. They Are Usually White In Color. Although Radio Taxis Are Recommended To Commute Within As They Are Better And A Safer Choice. The Taxi Rides Are Reasonably Priced Since They Have Meters That Start At R\$5.20 And Rise By Something Like R\$2 Per Kilometer. Taxis Are The Best Option When Comes To Travelling At Night, Although One Should Always Have A Map On Them In Case They Find Themselves On A Detour.

**Index****14. Baggage allowance**

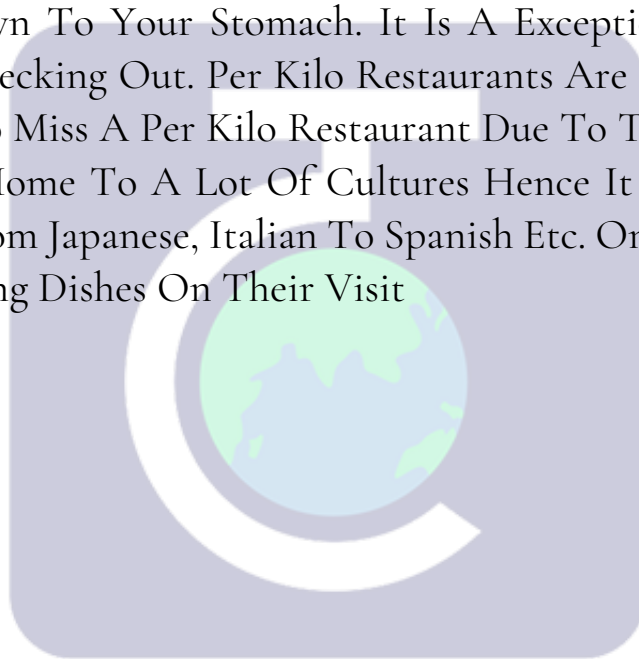
It Is Not Recommended To Carry Heavy Amount Of Luggage In The Buses Or Any Public Transport Since It Can Cause Inconvenience To The Travelers And People Around Them. Carrying Large Suitcases And Bags In The Metros Should Be Avoided Too. One Can Travel With A Small And Light Bag While Commuting Within, Although Carrying Expensive Items Should Be Avoided.



## Index

### 15. Must try food and local savouries

São Paulo Is Famous For It's Per Kilo Restaurants, Hence If You Can Stomach The Idea Of Eating A Lot The First Stop On Your Tour De Food Should Be One Of São Paulo's Many Per Kilo Restaurants. These Creations Bring A Whole New Tactic To Buffet Eating As You Fill Your Plate With Your Choice Of Rice, Salad, Meat, Pasta And Dessert And Then Weight It And Pay For How Much You Are Ready To Take Down To Your Stomach. It Is A Exceptionally Brazilian And Definitely Worth Checking Out. Per Kilo Restaurants Are Placed In The Whole City, Its Not Easy To Miss A Per Kilo Restaurant Due To The High Advertising. Since São Paulo Is Home To A Lot Of Cultures Hence It Offers A Variety Of Cuisines Ranging From Japanese, Italian To Spanish Etc. One Should Totally Try These Mouth-watering Dishes On Their Visit



## 16. Restaurant & Nightlife

### Food -

- **Japanese Delights In Liberdade:**

Address : Liberdade metro stop

Location : -23.555177,-46.635565

Open / Close Time : 09:00-18:00 (Saturdays) 10:00-19:00 (Sundays)

- **Mortadella Sandwich At The Muncipal Market:**

Address : Near the Luz metro stop

Location : -23.53614,-46.633221

Open / Close Time : 06:00-18:00 (Saturdays) 06:00-16:00 (Sundays)

- **Bráz Pizzaria:**

Address : Rua Graúna, 125 - Vila Uberabinha, São Paulo - SP, 04514-000, Brazil

Location : -23.599752,-46.672808

Contact No : +55 11 5561-1736

Open / Close Time : 18:30-00:00(Monday to Thursday), 18:30-00:30(Friday), 18:30-01:30(Saturday & Sunday)

- **Antiquarius:**

Address : Alameda Lorena 1884, São Paulo, Brazil

Location : -23.566951,-46.662432

Contact No : +55 11 3064 8686

Open / Close Time : Mondays (Closed), 12:00-15:30, 19:00-00:00 (Tuesday-Thursday), 12:00-16:00, 19:00-01:00(Friday), 12:00-01:00(Saturday) and 12:00-17:00 (Sunday)

- **Bolinha:**

Address : Av. Cidade Jardim, 53 - Jardim Europa São Paulo

Location : -23.578662,-46.681484

Contact No : +55 11 3061 2010

Open / Close Time : 11:00-00:00 (Tuesday-Sunday) 11:00-17:00 (Monday)

- **Ilhabela Bar E Restaurante:**

Address : Alameda Campinas, 720, São Paulo, Brazil

Location : -23.566899,-46.654398

Contact No : +55 11 5521-6339

Open / Close Time : 12:00-15:00, 18:00-23:30 (Monday-Friday), 12:00-23:00 (Saturday), 12:00-17:00 (Sunday)

- **Figueira Rubaiyat:**

Address : Rua Haddock Lobo, 1738, São Paulo, Brazil

Location : -23.565346,-46.669668

Contact No : +55 11 3063 3888

Open / Close Time : 12:00-01:00 (Monday-Sunday)

- **Baby Beef Rubaiyat:**

Address : Al Santos, 86, São Paulo, Brazil

Location : -23.571432,-46.6462

Contact No : +55 11 3170 5100

Open / Close Time : 12:00-00:00 (Monday-Saturday), 12:00-18:00 (Sunday)

- **D.O.M:**

Address : Rua Barao de Capanema, 594, São Paulo, Brazil.

Location : -23.56631,-46.667461

Contact No : +55 11 3088 0761

Open / Close Time : 12:00-15:00, 19:00-00:00 (Monday-Friday), 19:00-00:00 (Saturday), Sunday closed.

- **Restaurante Fasano:**

Address : Rua Vittorio Fasano, 88 Jardins, Hotel Fasano, São Paulo, Brazil.

Location : -23.564381,-46.66949

Contact No : +55 11 3062 4000

Open / Close Time : 19:00-00:30 (Monday-Friday), 19:00-01:00 (Saturday), Sunday closed.

- **Consulado Mineiro:**

Address : Praça Benedito Calixto, 74 - Pinheiros

Location : -23.564278,-46.680182

Contact No : +55 11 3088 6055

Open / Close Time : 12:00-00:00 (Tuesday-Saturday), 12:00-18:00 (Sunday), Monday closed.

- **Bourbon Street Music Club:**

Address : Rua dos Chanes 127 - Moema, São Paulo, 01240-010 São Paulo, Brazil.

Location : -23.612639,-46.668917

Contact No : +55 11 5561 1643 / +55 11 5095 6100

Open / Close Time : 20:00-02:00

- **Azucar:**

Address : Rua Mario Feraz 423, Itaim Bibi, São Paulo, Brazil

Location : -23.584061,-46.685583

Contact No : +55 11 3074-3737

Open / Close Time : 20:00-03:00 (Monday, Thursday-Saturday), Closed on Sunday, Tuesday and Wednesday

- **Carioca Club:**

Address : Rua Cardeal Arcoverde 2899, São Paulo, Brazil

Location : -23.568904,-46.694738

Contact No : +55 11 3813 8598

Open / Close Time : 10:00-20:00 (Monday-Sunday, Saturdays Closed)

- **Finnegan's:**

Address : Rua Cristiano Viana, 358, São Paulo, Brazil

Location : -23.559426,-46.676763

Contact No : +55 11 3062 3232

Open / Close Time : 16:00-00:00 (Sunday and Monday), 16:00-01:00 (Tuesday and Wednesday), 16:00-02:00 (Thursday), 16:00-03:00 (Friday and Saturday)

- **The Blue Pub:**

Address : Alameda Ribeirão Preto, 384 - Bela Vista, São Paulo - SP, 01331-000, Brazil

Location : -23.563031,-46.650262

Contact No : +55 11 2609-8233

Open / Close Time : 16:00-02:00 (Monday to Wednesday), 16:00-03:00 (Thursday to Saturday) 15:00-02:00 (Sunday)





**Index****17. Average meal cost**

Economical Meal: R\$ 15 – R\$ 30 Mid – Segment Restaurant: R\$ 30 – R\$ 60  
Luxury Dining: R\$ 80 And Above



## Index

### 18. Shopping

Sao Paulo Offers A Variety Of Shopping Experience To The Travelers Around The World. With Over 79 Malls, The City Has Plentiful, Chic Shopping Malls Yet Outdoor Junk Markets Appear During The Weekends. Some Of The Famous Shopping Centers Are - Oscar Freire Is One Of The 10 Most Expensive Shopping Streets In The World And Its Richness Continues Into Haddock Lobo And Bela Cintra Streets. For A Cruder Experience Less Intimidating On One's Wallet, Rua 25 De Marco In Centro Is A Place Where One Can Shop In The Outdoors. This Place Offers Jewelry, Fabrics, And Handicrafts To The People, And Makes Sure That You Do Not Go Empty Handed. Saturdays And Sundays Are Booked For The Handicrafts Of Praça Da Liberdade And Saturday's Flea Market At Praça Benedito Calixto's Is A Treat To All The Shopaholics In The Bohemian District Of Vila Madalena, Which Is Later Followed By Some Live Samba Music. Significant Shopping Malls In Brazil Include Avenida Brig. Faria Lima 2232, Iguatemi, And The More Luxurious Shopping Centers Like Cidade Jardim, De Castro 12000, Avenida Magalhães Are A Treat To All The Brand Conscious People Out There.

**Index****19. Tourist benefits**

Some Places Offer Benefits To The Senior Citizens, Leading To A Decrease In The Ticket Price. One Needs To Provide A Valid Identification Proof. Tickets For Students At Most Of The Places Are Half The Price, Provided A Valid ID Proof. Some Places Even Has Free Entry For Senior Citizens, Pensioners Etc. Some Museums, Historic Places Offer Accessibility To Wheelchairs, But On First-come First Basis. The Standard VAT In São Paulo Is 18% Which Is 1% Less Than Rio, But There Are Certain Shops That Offer Duty Free Goods For Which The Tax Refund Can Be Availed At The Airport.



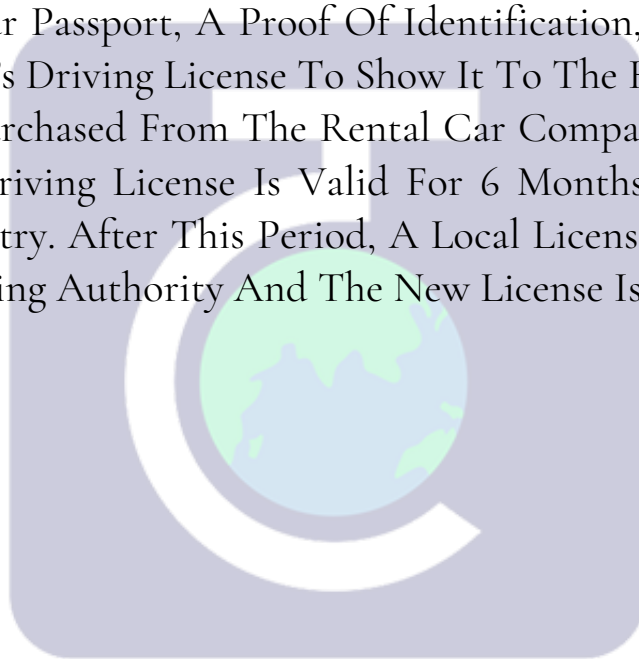
**Index****20. Essential local apps**

Local Application Are A Great Assistance When Visited A City For First Time. For Commuting, One Can Make Use Of Apps Like Clickbus, 99Taxis, Wappa Etc. Pedidos Já Is A Free Food Delivery App, Which Helps With Over 6000 Registered Restaurants.



## 21. Driving

Driving In São Paulo Is Not For Everyone. While Some Towns Have A Safer Driving Tradition Than Others, Traffic In São Paulo Is Undisciplined And Challenges Drivers With Many Unfavorable Situations. Brazilians Drive On The Right Side Of The Road, With The Steering Wheel On The Left Side. International Drivers Can Drive On The Rental Car On Their Home License Only. You Need Your Passport, A Proof Of Identification, A Credit Card And Your Home Country's Driving License To Show It To The Rental Car Company. Insurance Can Be Purchased From The Rental Car Company On A Daily Basis. The International Driving License Is Valid For 6 Months From The Date Of Arrival In The Country. After This Period, A Local License Has To Be Applied For With The Licensing Authority And The New License Is Valid For A Year.



**Index****22. Travel essentials**

A Power Plug Type “C”, “N” Is Advisable To Be Carried Along When Travelling To Brazil. The Voltage Varies From 100 To 240 Volts, 50 To 60Hz. The Standard Plugs Are NBR 14136 With A Frequency Of 60 Hz And The Residential Voltage Of 127 V, 220 V. It Is Recommended To Carry A Money Belt In The Crowded Streets Of São Paulo.



**Index****23. Essential clothes**

A Power Plug Type “C”, “N” Is Advisable To Be Carried Along When Travelling To Brazil. The Voltage Varies From 100 To 240 Volts, 50 To 60Hz. The Standard Plugs Are NBR 14136 With A Frequency Of 60 Hz And The Residential Voltage Of 127 V, 220 V. It Is Recommended To Carry A Money Belt In The Crowded Streets Of São Paulo.



**Index****24. Local currency**

The Official Currency Of Brazil Is Brazilian Real. 1 US Dollar = 3.37 Brazilian Real



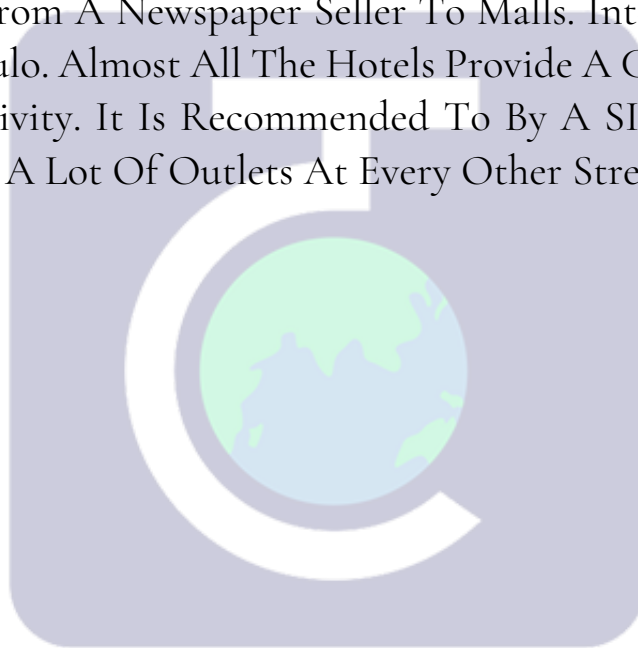


## 25. Change vendor's commission, ATM charges

Authorized banks remain the best source for currency exchange. It is advised that you avoid exchanging money at the airport as there are long queues and the exchange rate is quite poor. ATM Machines of banks are generally open from 6:00 am to 10:00 pm. Not all ATM machines accept international credit cards. It is also recommended that before travelling, the travelers should inform their banks so no inconvenience is caused later. The ATM charges and credit card charges differ from banks to banks. The typical ATM withdrawal will incur an exchange rate that is within 2% of the interbank exchange rate, and your bank will typically charge you a fee of about US\$5. But it is suggested that before travelling one should confirm with the bank about the ATM charges. Foreign currencies can be exchanged in shops with signs showing "Cambio". Although don't be surprised with the poor exchange rate. ATMs in Brazil impose their own withdrawal limits in addition to the limit imposed by your own bank. Common ATM withdrawal limits in Brazil are R\$600, R\$800, and R\$1000 even if your own bank's withdrawal limit is greater than all of these. ATMs in São Paulo (of any bank) severely restrict the amount of cash you can withdraw at night to prevent muggings or forced withdrawals. You are limited to about R\$100 between 10pm and 6am. (If any ATM is open)

## 26. Staying connected

It Is Easy To Get A SIM Card In São Paulo. The Four Major Wireless Mobile Carriers Are Claro, Vivo, Oi And TIM. A SIM Card Can Be Purchased From A Newspaper Seller Also, But To Activate The Card, One Needs To Visit The Mobile Carrier Store Along With A Photo Identification Proof. A SIM Card Costs Around US \$ 4 - 5. Additional Recharge Coupons Can Be Purchased From Almost Anywhere, From A Newspaper Seller To Malls. Internet Connectivity Is Also Good In São Paulo. Almost All The Hotels Provide A Complimentary Wi-Fi With Good Connectivity. It Is Recommended To By A SIM Card Provided By TIM, Since TIM Has A Lot Of Outlets At Every Other Street.



## 27. Time Zone

Brazil time zone: BRT (UTC - 3) which is 2 hours ahead of the Eastern Standard Time (EST).



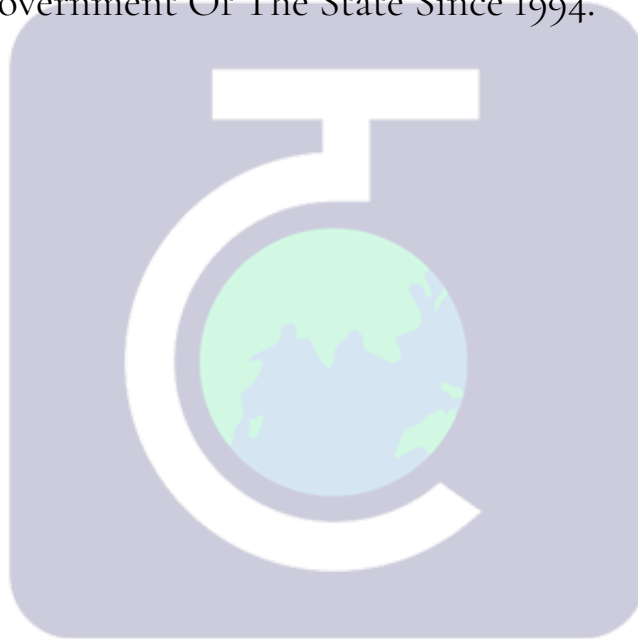
**Index****28. Languages**

The Official Language Of São Paulo Is Portuguese. Other Commonly Spoken Languages Include Spanish, English And Italian.



**Index****29. Political Scenario**

São Paulo Enjoys A Political Rule Under The Democratic Government Wherein The President Is Both, The Head Of The Government And The Head Of The State. The Political And Administrative Organizations Comprise Of The Federal Government, Federal Districts, State And The Municipalities. The Current Governor Is Geraldo Alckmin And The Brazilian Social Democracy Party Has Been Forming The Government Of The State Since 1994.



**Index****30. Economic Scenario**

São Paulo Is One Of The Largest Economic Poles In Latin/South America, Has A Diversified Economy. São Paulo's Economy Has Become Increasingly Based On The Tertiary Sector, Concentrating On Services And Businesses For The Country. São Paulo State Is Responsible For Approximately A Third Of Brazilian GDP; The GDP Per Capita Is US\$20,625



**Index****31. Religious belief**

São Paulo Is A Home To A Lot Of Ethnic Groups, But The Majority Of The Population Adheres To The Roman Catholic Faith. The Practitioners Of The Various Protestant Denominations Make Up The Second Largest Group Of Believers. Other Religions Followed Are Mormonism, Candomble And Umbanda.



**Index****32. Visa requirements**

EU Passport Holders And British Nationals Do Not Need Visas To Visit Brazil. All That Is Required To Visit Brazil Is A Valid Passport That Has An Expiration Period Of 6 Or More Months And A Return Ticket. All Other Nationals Including Those Of US, Canada And Australia Require A Valid Visa To Enter Brazil.





**Index****33. Essential vaccination**

Brazil Is Witnessing An Outbreak Of Zika Virus Since 2015. The US Center For Disease Control (CDC) Has Recommended Pregnant Women To Avoid Visiting Brazil As The Virus Can Affect The Fetus. A Proof Of Vaccine For Polio Is Mandatory For Children Aged Between 3 Months To 6 Years. Other Vaccinations Recommended While Travelling To Brazil Are - • Hepatitis A • Typhoid • Hepatitis B • Yellow Fever



**Index****34. Theft and Safety**

São Paulo is loaded with people on the streets hence it is very important to take precautions as the crime rate is high here because of excessive poverty in some areas. It is always better to travel with minimum cash and valuable items and passports can be kept in the hotel safe for safety purposes. Visitors should avoid walking in deserted areas at night, or at least avoid walking alone. Some areas can be dangerous even during the day. These include run-down areas, like favelas and areas populated by drug addicts.



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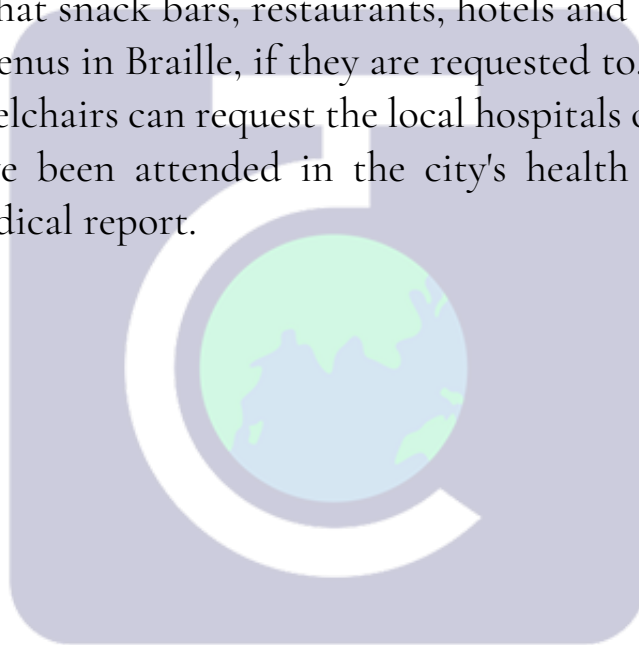
35. Embassy/Consulate

List Of Embassy Throughout Brazil Are -  
[Http://embassy.goabroad.com/embassies-in/brazil](http://embassy.goabroad.com/embassies-in/brazil)



## 36. Accessibility

São Paulo is not a very friendly place when it comes to accessibility for the disabled. Lack of infrastructure, crowded roads and low maintenance may become a huge problem for the disabled. Shopping malls take all the measures to provide access to disabled people. Most of the malls have parking lots that have exclusively dedicated large areas for the disabled people's cars. A Municipal law in São Paulo regulates that snack bars, restaurants, hotels and similar businesses are obliged to provide menus in Braille, if they are requested to. In São Paulo, people who can't afford wheelchairs can request the local hospitals of the city. However a person needs to have been attended in the city's health network and has to present a specific medical report.



## Index

### 37. Emergencies

São Paulo is the largest city in Brazil and the capital of the most populated Brazilian state, the State of São Paulo. The health care sector of São Paulo is well established with a lot of globally acknowledged private and public hospitals. The city is evolving as one of the biggest health care centers in Latin America. Some of the best hospitals are – Hospital Sirio Libanes – a favorite hospital between foreigners, especially visitors from Europe and the United States and its international relations area ensures maximum satisfaction to the customers. It is a prominent hospital in Brazil and Latin America with all contemporary health care facilities of global standards. The Hospital Alemão Oswaldo Cruz (Oswaldo Cruz German Hospital) – internationally recognized among the people – this hospital is one of the best reputed in the city. The hospital has employed prominent doctors and efficient nursing staff to provide the best medical service in all the areas. Samaritano Hospital – is another well-known hospital in the city that has been providing excellent health care service to the people since 1890. This hospital has more than 1000 doctors who come from various medical specialties. Following are the SOS numbers in case of any emergency – Ambulance – 192 Police – 190 Fire and Ambulance – 193 São Paulo has a police unit specially for the tourists known as DEATUR. You can contact them, you can dial (11) 3257-4475. There are DEATUR police stations at all São Paulo airports.

### 38. Do's and Don'ts

Do's: ● Must Try The Local Cuisines. ● Cheek-kissing Is Very Common In Brazil, Among Women And Between Women And Men. When Two Women, Or Opposite Sexes First Meet, It Is Not Uncommon For Them To Kiss. Two Men Must Always Shake Hands. A Man Kissing Another Man's Cheek Is Extremely Bizarre For Brazilian Standards. Trying To Shake Hands When Offered A Kiss Will Be Considered Odd, But Never Rude. However, To Clearly Refuse A Kiss Is A Sign Of Disdain. ● Avoid Public Transport And Subways Especially During Night. It Is Advisable To Take A Taxi And Avoid Riding In The Taxi Alone. ● Always Keep An Eye On Your Luggage When Moving Places. ● Explore The Local Market ● It Is Good To Visit The Tourist Attractions In Large Groups And Avoid Moving Out During Night. Beware Of Pickpockets And Snatchers. ● If You Must Use An ATM, Make Sure No One Is Watching When You Enter Your Security Code. If The Machine Malfunctions, You Must Only Request Assistance From Identified Employees. ● When Entering The Vehicle, Always Ask That All Your Belongings Be Placed In The Trunk. If The Driver Refuses, Look For Another Taxi. ● Touching The Palm With The Thumb And Making A Circular Movement With The Hand In Some Regions Can Mean Robbery, Rip Off, Bribery Or Corruption Depending On Context. Don'ts: • Never Leave Your Wallet, Purse, Cell Phone Or Handheld Computer On The Table If You Need To Get Up Momentarily. • Don't Bring People You Don't Know To The Hotel. • Try Not To Discuss Important Matters, Especially Those Involving Money, Near People You Don't Know • Avoid Using The 'Thumbs Up' Gesture For OK As It Can Be Considered As Obscene. • The 'hush' Gesture Used For Asking Someone To Be Quiet Is Considered Extremely Impolite, Almost The Same As Shouting "shut Up!" To Someone.

**Index****39.Tipping basics**

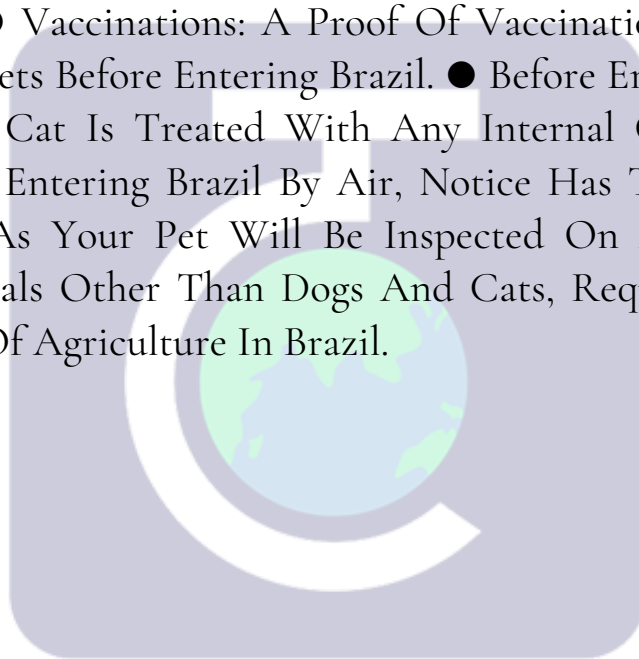
It Is Not Compulsory To Tip In São Paulo And Local People Have No Concept Of Tipping As Such. It Is Not Important To Tip Even The Taxi Drivers. A Service Charge Of 10% Is Generally Already Added To The Bills. Additional Tips, However, Are Considered As A Gesture Of Good Service And Goodwill. Bellboys Are Expected To Be Tipped At R\$1 (US \$0.50) Per Bag.



## Index

### 40.Pet info

There Are A Number Of Hotels In São Paulo That Allow You To Get Your Pet Along. Keep In Mind The Following Points When Taking Your Pet Along To Brazil: ● Pet Microchip: It Is Recommended That Your Pets Have A Microchip Or An Identification Tag Before They Are Separated From You. Always Register Your Contact Information When Travelling With Pets, So That It Is Easy To Identify Your Pet. ● Vaccinations: A Proof Of Vaccination Against Rabies Is Required For Your Pets Before Entering Brazil. ● Before Entering Brazil, Ensure That Your Dog Or Cat Is Treated With Any Internal Or External Parasite Infections. ● While Entering Brazil By Air, Notice Has To Be Given To The Veterinary Officer As Your Pet Will Be Inspected On Arrival In Brazil. ● Admission Of Animals Other Than Dogs And Cats, Requires Prior Approval From The Ministry Of Agriculture In Brazil.





## Index

### Conclusion – Why to select this destination

*Sao Paulo Is One Of The Biggest Metropolitans In Brazil, Which Not Only Offers A Splendid Night Life But Also Runs You Through Its Intense Diverse Culture. Get Lost In The Amidst Crowded Streets, But Beware Of Your Personal Belongings. One Major Attraction Of The City Has To Be Its Excellent Quality Of Restaurants Which Serve Over 42 Cuisines Across The City. This City Displays Its Variety Of Cultural Activity Through Various Exhibitions And Art Festivals. Sao Paulo Has Some Of The Finest Museums Which Displays The Artwork Of Well Known Painters And Architects Through The Time. For Someone Who Is Brand Conscious, Sao Paulo Is The Perfect Place To Be. The City Offers Various High End Shopping Centers And Malls That Play Around Luxury Brands. Just Make Sure Your Wallet Allows You To Swipe That Card. The City Introduces You To Its Innumerable Art House Cinemas And Experimental Theatres Which Unfolds The Tourist's Favorite Hub. The Cultural Life Is Supported By Brazil's Most Educated People And Different Ethnic Groups Who Have Found A Home In Sao Paulo. São Paulo Is A Beautiful City With Nothing As Scenic As Rio's Hills And Beaches. But For Those Who Love Skyscrapers, Getting Lost In The Crowd And Prefer Nights On The Roads Or Clubbing, São Paulo Is The Right Place To Go. It's Fast-paced And There's A Lot To Do, Rather There's A Lot To Eat. The City Just Gives One The Best Cultural Experience, Not To Forget, The City Is Also Home To The Biggest LGBT Community.*

## Index

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