

25/25 São Paulo Brazil

As the biggest city in South America, São Paulo is the continent's melting pot and also its financial powerhouse. The city is defined by its enormity – the traffic jams, the number of bars and restaurants, the amount of helicopters in the air, homes with bodyguards and the scale of the cultural divide.

Essentials

- 01 Avoid travelling by car between 07.30 to 10.00 and from 17.00 to 20.00 – São Paulo redefines rush hour.
- 02 Most cab drivers speak little or no English; always have your directions written down before you enter the cab to prevent confusion.
- 03 Check the weather forecast. It often pours down in the afternoon and when it does the traffic stops.
- 04 Carry a driving licence or ID with you at all times. Most buildings won't let you in without one.
- 05 While other cities pretend that you can go out every night of the week, in São Paulo you actually can.

Guide/Info

Hotels

Independent and easy

Hotel Emiliano
Oscar Freire 384,
Higienópolis
+ 55 11 3069 4369

Dependable chain

Grand Hyatt São Paulo
Avenida das Nacoes
Unidas 13, 301,
+ 55 11 2838 1234

Premium

Fasano hotel
Rua Vitorio Fasano 88
+ 55 3896 4000

Dining

Fast breakfast

Galeria dos Pães
Rua Estados Unidos
1645, Jardim America
+ 55 11 3064 5900
galeriadospaes.com.br

Business breakfast

Octavio Café
Avenida Brigadeiro Faria
Lima, 2.996, Jardim
Paulistano
+ 55 11 3074 0110
octaviocafe.com

Mid-morning coffee

Padaria Benjamin Abrahão
1618 rua Bela
Cintra, Jardins
+ 55 11 3384 6900
padariaartesanal.org

Working lunch with colleagues

El Tranvia
Rua Conselheiro Brotero,
903, Santa Cecília (closed
Mondays)
+ 55 11 3667 8108

Need-to-impress-clients lunch

A Figueira Rubaiyat
Rua Haddock Lobo 1738,
Cerqueira César + 55 11
3087 1399
rubaiyat.com.br

Lunch on your own

La Frontera
Rua Cel. José Eusébio 105,
Higienópolis
+ 55 11 3159 1197

Afternoon tea/drink

Le Vin
184 Al Tiete, Jardins
+ 55 11 3081 3924

Dinner with colleagues

Kinoshita
Rua Jacques Felix 405
+ 55 11 3849 6940

Private dinner

Dalve e Dito
Rua Padre Joao
Manuel 115
+ 55 11 3085 4148

Big dinner with partner/clients

Fasano
88 rua Vitorio
Fasano, Jardins
+ 55 11 3896 4000
fasano.com.br

Drink after dinner

Bar da Dida
Rua Dr Melo Alves 98

Late bite

Spots
Alameda Ministro Rocha
Azevedo
+ 55 11 3284 6131
lanchonetedacidade.com.br

On the tiles

Love Story
Rua Araujo 232
+ 55 11 3231 2505

Reading

Newsstand

Dock News
Rua Haddock Lobo 1503,
btw Alameda Lorena &
R Oscar Freire
+ 55 11 3082 9449

Thank you

Food and wine

Casa Santa Luzia
1471 Alameda Lorena
+ 55 11 3897 5000
santaluzia.com.br

Shopping

Something you can't get anywhere else

Designer clothes from
Cris Barros
Rua Vitorio Fasano 85,
Jardim Paulistano
+ 55 11 3082 3621
crisbarros.com.br

Lost luggage – where to buy shirts, socks and underwear

Brookfield
Rua Oscar Freire 690,
Cerqueira César
+ 55 11 3083 6584
brookfield.com.br

Something for the kids

Cool toys from Plastik
Rua Dr Melo Alves 459,
Cerqueira César
+ 55 11 3081 2056
plastiksp.com.br

Something for someone you love

Jewellery from
Jack Vartanian
Rua Haddock Lobo 1592

Something for yourself

Classy casual menswear
from Richard's
Rua Oscar Freire 1129,
Cerqueira César
+ 55 11 3062 6784
richards.com.br

Two-hour tour

- 01 Museu do Futebol
The new museum of football
Praça Charles Miller, s/N –
Estádio do Pacaembu
+ 55 11 3663 3848
museudofutebol.org.br
- 02 Galerie Vermelho
Contemporary
photography gallery with a
great restaurant makes for
a lovely afternoon outing.
Rua Minas Gerais 350
galeriavermelho.com.br

Limousine/car

Norbert Car Service
+ 55 11 9951 4500

Helicopter Charter

Lider Aviacao
+ 55 31 3490 4667

Transport

Get a cab or a private
driver, or check the
distance and walk.

Fitness

Good gym

Bioritmo Academia
Conjunto Nacional,
Avenida Paulista, 2073,
Terraço 2
+ 55 11 3365 0800
bioritmo.com.br

Good running route

Through Roberto Burle
Marx's landscapes in
Ibirapuera Park



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