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*TravelVince is an ever-evolving guide, as much as São Paulo.  
Therefore there will always be new entries to this page.*

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**MICA**

**CATEGORIES:** Casual Dining, Eating, New | Novo

**Make a Call:** +551133602608

**Visit Website:** <https://www.facebook.com/restaurantemica/>

**Get Directions:** R. Guaicuí, 33 - Pinheiros, São Paulo - SP, 05427-030, Brazil

*Rua Guaicuí, 33 | Pinheiros*

*Daily from 1pm to 12midnight (10pm on Sundays)*

Asian food for the hip Pinheiros crowd. Easygoing and fun.

Ainda dá tempo de comer esse yakissoba hoje (até às 15h)...se não, pode vir segunda que vem! ? Já viu nosso cardápio mensal? Tá nos nossos destaques!

A post shared by [Mica](#) (@restaurantemica) on Apr 9, 2018 at 9:16am PDT

## FAROL SANTANDER

**CATEGORIES:** Arts & Culture, Exhibitions & Fairs, New | Novo

**Make a Call:** +551135535627

**Visit Website:** <https://www.farolsantander.com.br>

**Get Directions:** R. João Brícola, 24 - Centro, São Paulo - SP, 01014-010, Brazil

*Rua João Brícola, 24 | Centro*

*Tuesday to Saturday from 9am to 8pm*

*Sunday from 9am to 6pm*

São Paulo's most iconic skyscraper, inspired by the Empire State's architecture has been turned into the city's newest cultural destination. Well worth a visit.

No #FarolSantander é assim: até na hora de subir as escadas você tem um encontro com arte e a história de São Paulo. #TodoAndarTemArte #TodoAndarTemHistória

A post shared by [Farol Santander](#) (@farolsantander) on May 4, 2018 at 1:02pm PDT

## FLO ATELIER BOTÂNICO

**CATEGORIES:** Gifts & Specialties, New | Novo, Shopping

**Make a Call:** +551125896116

**Visit Website:** <https://atelierbotanico.com/>

**Get Directions:** R. Delfina, 115 - Vila Madalena, São Paulo - SP, 05443-010, Brazil

*Rua Delfina, 115 | Vila Madalena*

*Tuesday to Saturday from 10:30am to 7pm*

Beautiful flower arrangements. A little green oasis to get enchanted and massage the soul.

desde a pré-história até hoje, a protea segue encantando por onde passa.

A post shared by [FLO atelier botânico](#) (@floatelierbotanico) on May 8, 2018 at 1:18pm PDT

## SESC AVENIDA PAULISTA

**CATEGORIES:** Arts & Culture, Exhibitions & Fairs

**Visit Website:** [https://www.sescsp.org.br/unidades/9\\_AVENIDA+PAULISTA](https://www.sescsp.org.br/unidades/9_AVENIDA+PAULISTA)

**Get Directions:** Av. Paulista, 119 - Paraíso, São Paulo - SP, 01311-903, Brazil

Avenida Paulista, 119 | Paraíso

Tuesday to Saturday from 9am to 10pm

Sundays and holidays from 10am to 9pm

Sesc offers sports, culture and vocational training in its many venues in the city. The Sesc Paulista is a big cultural center with an ever-changing array of art exhibitions and much more.

Todo mundo conectado na abertura do @sescavpaulista, registrando o encontro da Orquestra Sinfônica de Heliópolis e @vanessadamata

A post shared by [Sesc em São Paulo \(@sescsp\)](#) on Apr 29, 2018 at 9:28am PDT

## FITÓ

**CATEGORIES:** Casual Dining, Eating, New | Novo

**Make a Call:** +551130320963

**Visit Website:** <http://www.fitocozinha.com.br/>

**Get Directions:** Rua Cardeal Arcoverde, 2773 - Pinheiros, São Paulo - SP, 05407-004, Brazil

Rua Cardeal Arcoverde, 2773 | Pinheiros

Lunch

Monday to Friday from 12noon to 3pm

Saturday from 12:30pm to 4:30pm

Sunday from 12:30pm to 5pm

Dinner

Tuesday to Friday from 7pm to 11:30pm

Saturday from 8pm to 11:30pm

Delicious Northeastern Brazilian food for the soul. Friendly space for unpretentious lunches and dinners with friends.

Sexta-feira é dia de se esbaldar! Então, vem para o Fitó que a gente te ajuda! ?

#BrazilianCulture #ComfortFood #CulináriaNordestina #FitóCozinha #InstaFood #InstaGood  
#LargoDaBatata #Nordeste #Novidades #Piauí #Pinheiros #RestaurantesSP

A post shared by [Fitó Cozinha \(@fitocozinha\)](#) on Apr 27, 2018 at 7:03am PDT

## ESTHER ROOFTOP

**CATEGORIES:** Drinking, Eating, New | Novo, Nice Restaurants, Restobar

**Make a Call:** +551132561009

**Visit Website:** <http://www.estherrooftop.com.br/>

**Get Directions:** R. Basílio da Gama, 29 - República, São Paulo - SP, 01046-020, Brazil

Rua Basílio da Gama, 29 | Centro

French food by Olivier Anquier and Benoît Mathurin in São Paulo's first modernist building. Great place for sunset drinks.

Drinks with a view #respost @rafaelkonda #drinque #view #vemprocentro #edificioesther #domingo

A post shared by [Esther Rooftop](#) (@estherrooftop) on Apr 29, 2018 at 8:01am PDT

## MATILDA LANCHES

**CATEGORIES:** Burger Joints, Eating, New | Novo

**Make a Call:** +551130818358

**Visit Website:** <https://www.instagram.com/matildalanches/>

**Get Directions:** R. Bela Cintra, 1541 - Consolação, São Paulo - SP, 01415-001, Brazil

Rua Bela Cintra, 1541 | Cerqueira César

Tuesday to Thursday from 7pm to 12midnight

Friday from 12noon to 3pm and from 7pm to 12midnight

Saturday from 1pm to 12midnight

Sunday from 1pm to 6pm

X Salada ? Ps. Sábado e domingo abertos para almoço a partir das 13h. ? #MatildaLanches

A post shared by [Matilda Lanches](#) (@matildalanches) on Feb 23, 2018 at 12:07pm PST

## CENTRO DA TERRA

**CATEGORIES:** Arts & Culture, Theatre, Concerts & More

**Make a Call:** +551136751595

**Visit Website:** <http://www.centrodaterra.com.br/>

**Get Directions:** R. Piracuama, 19 - Vila Pompeia, São Paulo - SP, 05017-040, Brazil

Rua Piracuama, 19 | Sumaré

Timings vary according to events

É HOJE! Bárbara Eugênia. Dez Anos Por Aí . 12|03 Aurora . Bárbara Eugenia Chankas

Thomas Rohrer Regis Damasceno Clayton Martin China . 20h. . Ingresso consciente: link na bio curadoria: Alexandre Matias. . #centrodaterra #trabalhosujo #musica #showsemsp #ingressoconsciente #agendasp

A post shared by [Centro da Terra \(@centro.da.terra\)](#) on Mar 12, 2018 at 8:23am PDT

## IMS PAULISTA

**CATEGORIES:** Arts & Culture, Exhibitions & Fairs, New | Novo

**Make a Call:** +551128429120

**Visit Website:** <https://ims.com.br/unidade/sao-paulo/>

**Get Directions:** Av. Paulista, 2424 - Bela Vista, São Paulo - SP, 01310-300, Brazil

*Avenida Paulista, 2424 | Paulista*

*Tuesday to Sunday from 10am to 8pm (10pm on Thursday)*

O #IMSPaulista está aberto à visitação. Entrada gratuita para o centro cultural, exposições e biblioteca de fotografia. Hoje das 10h às 20h. Às 18h, haverá uma conversa com o artista Christian Marclay. Das 19h às 22h, acontece o lançamento dos catálogos das exposições com presença dos artistas e curadores. Venha conhecer ? Avenida Paulista, 2424, entre as ruas Bela Cintra e Consolação.

A post shared by [Instituto Moreira Salles \(@imoreirasalles\)](#) on Sep 20, 2017 at 6:36am PDT

## FUTURO REFEITÓRIO

**CATEGORIES:** Casual Dining, Eating, New | Novo

**Make a Call:** +551130855885

**Visit Website:** <https://www.futurorefeitorio.com.br/>

**Get Directions:** R. Cônego Eugênio Leite, 808 - Pinheiros, São Paulo - SP, 05414-001, Brazil

*Rua Cônego Eugênio Leite, 808 | Pinheiros*

*Monday to Thursday from 8am to 10:30pm*

*Friday from 8am to 11pm*

*Saturday from 9am to 4pm then from 7pm to 11pm*

*Sunday from 9am to 4pm*

só no jantar: bulgogi [tiras de carne picante, alface, conservas, ervas frescas]. venham! ?  
@robertoseba

A post shared by [futurorefeitorio](#) (@futurorefeitorio) on Apr 9, 2018 at 3:01pm PDT

## HI POKEE

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551130635408

**Visit Website:** <http://www.hipokee.com/>

**Get Directions:** R. Augusta, 2052 - Cerqueira César, São Paulo - SP, Brazil

*Rua Augusta, 2052 | Cerqueira César | Pokee (Asian/Hawaiian)*

*Monday to Saturday from 11:30am to 4pm*

*Thursday to Saturday also from 7pm to 10pm*

The pokee fever has arrived in São Paulo and conquered many fans. By the way, this is a sign that soon this gastronomic trend will take over the whole country by storm. The Hawaiian dish is versatile, fresh and can be customized as you wish. Rice, fresh fish, fruits and vegetables mixed in a bowl are the main course served at Hi Pokee, a comfy and Instagram-worthy place at Rua Augusta, the heart of the *paulistano* offbeat hype. Make sure to save some room for dessert. The *brulée* pineapple is a total must!

Tip by my São Paulo lover friend [Julia Bufrem](#).

## PADARIA DA ESQUINA

**CATEGORIES:** Coffee & Sweets

**Make a Call:** +551123870149

**Visit Website:** <http://padariadaesquina.com/>

**Get Directions:** Alameda Campinas, 1630 - Jardim Paulista, São Paulo - SP, 01404-002, Brazil

*Alameda Campinas, 1630 | Jardins*

*Daily from 7am to 10pm*

Padaria da Esquina brings to São Paulo the best of Portugal's baking traditions. A Padaria is a place where Brazilians go not only for daily bread but to stock up on groceries. The Padaria da Esquina has revamped the concept with delicious loaves of bread of Portuguese recipes and a plethora of other delicacies to make your day happier. Stop by at any time of the day from a very early breakfast to a pre-night-out comfort meal. I love it.

## GALERIA LEME

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551130938184

**Visit Website:** <http://galerialeme.com/en/>

**Get Directions:** Av. Valdemar Ferreira, 130 - Butantã, São Paulo - SP, Brazil



*Avenida Valdemar Ferreira, 130 | Butantã*

*Tuesday to Friday from 10am to 7pm*

*Saturday from 10am to 5pm*

Galeria Leme has been present in the city's cultural scene since 2004. With an exhibition space designed by Brazilian Pritzker-prize winner Paulo Mendes da Rocha (already worth a visit), you often find artist's interventions on its concrete walls, what they call the [Situ Project](#). Once inside, you will find both Brazilian and international artists on their exhibition roster.

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## JAPAN HOUSE

**CATEGORIES:** Arts & Culture, Exhibitions & Fairs

**Make a Call:** +551130908900

**Visit Website:** <http://www.japanhouse.jp/saopaulo/>

**Get Directions:** Av. Paulista, 52 - Bela Vista, São Paulo - SP, 01210-000, Brazil

*Avenida Paulista, 52 | Bela Vista*

*Tuesday to Saturday from 10am to 10pm*

*Sunday and holidays from 10am to 6pm*

Japan House brings to São Paulo contemporary Japan in the shape of art, technology and business. Brazil has one of the largest Japanese communities outside of the archipelago and the interest in the country's culture is enormous (as much as Japan's interests in Brazil). The two countries share a legacy and Japan House fills an important gap in bridging a cultural gap.

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## BECO DO BATMAN

**CATEGORIES:** City Areas, Sights

**Get Directions:** R. Gonçalo Afonso - Vila Madalena, São Paulo - SP, 05436-100, Brazil

*Rua Gonçalo Afonso and Rua Medeiros de Albuquerque | Vila Madalena*

Beco do Batman is literally translated as Batman's Alley. In the bohemian neighborhood of Vila Madalena, Beco do Batman has become a street-art Mecca where graffiti artists from Brazil and abroad show their talent in the narrow street's walls. Combine your walking art tour with two local galleries in the area, the [Galeria Choque Cultural](#) and the [Galeria Raquel Arnaud](#) before sitting down at a local *boteco* to enjoy live music and craft beer. The area is perfect to explore on weekends, when *paulistanos* take to the streets to enjoy the "fresh" air.

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## TORRA CLARA

**CATEGORIES:** Coffee & Sweets

**Make a Call:** +551132978486

**Visit Website:** <http://www.torraclara.com.br/>

**Get Directions:** Rua Oscar Freire, 2286 - Pinheiros, São Paulo - SP, 05409-012, Brazil

*Rua Oscar Freire, 2286 | Pinheiros | Coffee Shop*

*Monday from 10am to 6:30pm*

*Tuesday to Friday from 8am to 6:30pm*

*Saturday from 10am to 3pm*

Torra Clara is a place for coffee enthusiasts who enjoy a well-prepared cup be it an espresso, a French press or filtered. The people behind the concept are coffee lovers who dedicate their working hours to making great coffee. The tiny joint is very charming and you can also try the über-Brazilian *pão de queijo* to accompany your cup. Simple pleasures of this gigantic city.

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## MODERN MAMMA OSTERIA

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +551130782263

**Visit Website:** <https://www.facebook.com/modernmamma/>

**Get Directions:** R. Manuel Guedes, 160 - Itaim Bibi, São Paulo - SP, 04536-070, Brazil

*Rua Manoel Guedes, 160 | Itaim Bibi | Italian | \$\$\$*

*Daily from 12noon to 3pm and from 7pm to 11pm*

Modern Mamma Osteria offers comfy well-prepared Italian food in the restaurant-filled Itaim neighborhood. The place looks nice, the menu is concise, service efficient and prices ok. A good option for those days when you are looking for a nice meal of familiar flavors. A tip by my São Paulo living friend Tetê Meyer.

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## PAIR

**CATEGORIES:** Fashion & Accessories, Shopping

**Make a Call:** +551137298799

**Visit Website:** <http://www.pairstore.com.br/>

**Get Directions:** R. Barão de Tatuí, 195 - Vila Buarque, São Paulo - SP, 01226-030, Brazil

*Rua Barão de Tatuí, 195 | Vila Buarque*

*Monday to Friday from 10am to 7pm*

*Saturdays from 11am to 5pm*

Inspired by the “art of simplicity,” Pair is known by its unusual concept: is the home of everything Black & White. Amongst design objects and accessories, you can find pretty much anything from basic t-shirts to avant-garde outfits considering the shop’s color palette. The pieces are selected from super cool Brazilian brands, sometimes in limited edition. No matter what your style is, you’ll probably find something that will add an elegant and edgy touch to your #ootd. Shopping tip by [Julia Bufrem](#).

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## SÃO PAULO BY JULIA BUFREM

**CATEGORIES:** Friends in Town

**Get Directions:** São Paulo, State of São Paulo, Brazil

I live just an hour away from São Paulo (flying) and visit the city as often as I can, especially to see my friends and to enjoy the weekend with them. I usually stay in Pinheiros, which is one of the coolest and ever blooming neighborhoods in São Paulo. With the perfect mix between trendy vibes with old classics, the zone has options for every taste. I often start the day at [Diária](#), the shop owned by my good friends Raffaele Asselta and Raphael Dias. More than clothes, accessories, art and objects, Diária sells a lifestyle based on the pillars of a stylish and minimalist beach/surf style. In a nutshell: Diária is forever on vacation. I always feel like shopping everything! You’ll probably have the same feeling.

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After spending a few hours with them at the shop (that became a major meeting spot for me my friends) we go for a lunch somewhere in Pinheiros, like the [Mercado Municipal de Pinheiros](#), which had its glorious comeback a few years ago. Fruits, vegetables and delis are now sharing space with various restaurants and shops which are supported by [Instituto ATA](#), from the Michelin star-studded chef Alex Atala. The shops represent the 5 Brazilian biomes and showcase artisanal products related to them. Schedule your visit for lunchtime and stop by at Ceviche, arguably one of the best ceviches (what else?) in the city.

If you love brunch as much as I do, [HM Food Café](#) is the place to go. With a peculiar mix of a beauty parlor, motorcycle repair shop, café and a venue for parties and events, you can spend a whole afternoon there without even noticing. The food is absolutely delicious. Last time, I had a huge avocado toast with eggs, banana pancakes and an orange hibiscus iced tea infusion. Perfect!

Walking around the neighborhood, I always stop by at [Frida&Mina](#), a super cute ice cream shop that smells like heaven, since they bake their cones right behind the counter. Among so many different flavors, my favorites are Balsamic Strawberry and Salted Caramel.

Another place I love is [Hi Pokee](#) near Paulista Avenue. The pokee fever has arrived in São Paulo and conquered many fans. By the way, this is a sign that soon this gastronomic trend will take over the whole country by storm. The Hawaiian dish is versatile, fresh and can be customized as you wish. Rice, fresh fish, fruits and vegetables mixed together in a bowl are the main course served at Hi Pokee, a comfy and Instagram-worthy place at Rua Augusta, the heart of the *paulistano* offbeat hype. Make sure to save some room for dessert. The *brulée* pineapple is a total must!

If you're looking for different and unusual shopping, I recommend [Pair](#), in Santa Cecília. Inspired by the "art of simplicity", the shop is known for its peculiar concept: is the home of everything black & white. Amongst design objects and accessories, you can find pretty much anything from basic t-shirts to avant-garde outfits considering the shop's color palette. The pieces are selected from super cool Brazilian brands, sometimes in limited edition. No matter what your style is, you'll probably find something that will add an elegant and edgy touch to your #ootd.

To finish the day with my friends, we usually choose [La Peruana](#), a comfy and cozy restaurant that is also perfect for a laid-back lunch. Reservations are welcome, but there's no reason to worry: 25m away from the restaurant, you'll find [El Balcón de la Peruana](#), a charming bar and the perfect place to wait for your table while enjoying a Pisco or a Sangría among snacks. Time to go back home. After all this eating, I start thinking about my workout routine for the week upon me (nah... no, I don't) and start planning my next time in São Paulo. If you have any tips, please share! Vince and I love finding new places in the city.

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## PALÁCIO TANGARÁ

**CATEGORIES:** Hotels, Splurge

**Make a Call:** +551135682124

**Visit Website:** <http://www.palaciotangara.com/eng/home/>

**Get Directions:** R. Dep. Laércio Corte, 1501 - Paraíso do Morumbi, São Paulo - SP, 05706-290, Brazil

*Rua Deputado Laércio Corte, 1501 | Morumbi*

[Oetker Hotel Collection](#) has made a bold investment in their brand new Brazilian property, set to open in the second half of 2017. Palácio Tangará will welcome guests to the middle of lush vegetation in the heart of Latin America's largest metropolis. (<https://bettysco.com>) It will be the first luxury hotel to open on the left bank of the Pinheiros river, in the expanding Morumbi neighborhood, better known as a place where the well-off *paulistanos* live in their gated communities. But it is not a far removed location. Far from it. Palácio Tangará is a few minutes away from luxury shopping mall [Cidade Jardim](#) and a stone-throw from the Berrini business area. With large function rooms and a restaurant signed by culinary star [Jean-Georges Vongerichten](#) (it is his first venture in South America) it will be a destination per se.

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Image from Palácio Tangará's website

## MEATS

**CATEGORIES:** Burger Joints, Eating

**Make a Call:** +551127743333

**Visit Website:** <http://www.meatsdelivery.com.br/>

**Get Directions:** R. dos Pinheiros, 320 - Pinheiros, São Paulo - SP, Brazil

*Rua dos Pinheiros, 320 | Pinheiros | Burgers with another branch in Jardins at Alameda Lorena, 2090.*

*Monday to Friday from 12noon to 12midnight*

*Saturday from 12noon to 1am*

*Sunday from 1pm to 1am*

Meats has one single goal, to serve the best burger in São Paulo. And that is no easy feat as good burger joints abound in this vast gastronomic metropolis. However, their sandwiches are indeed very good and there is more than just burgers in their menu. If you can't live without a good burger, you must visit Meats at least once during your stay in São Paulo. ([Phentermine](#)) The Pinheiros branch on weekends is very happening and they do delivery and Uber Eats, just to let you know.

Image by Meats on Instagram

## PÃO DE QUEIJO HADDOCK LOBO

**CATEGORIES:** Coffee & Sweets

**Make a Call:** +551130883087

**Visit Website:** <http://www.paodequeijohaddocklobo.com.br/>

**Get Directions:** Rua Haddock Lobo, 1040 - Cerqueira César, São Paulo - SP, Brazil

*Rua Haddock Lobo, 1408 | Cerqueira César | Coffee Shop*

*Daily from 8am to 8:20pm (Sundays from 9am)*

Brazilians love, adore and worship a good pão de queijo. The so called cheese bread is a staple in the country's coffee shops, restaurants and hotel breakfast buffets. Foreigners love it too and it is easy to get addicted. So when you see a small coffee shop with people queueing up to buy pão de queijo it catches your attention. They must sell something out of the ordinary. And the Pão de Queijo Haddock Lobo is a little hole in the wall selling thousands of them every day. I like their irregular shape, which is almost a trademark. Ask for an espresso and two pães de queijo and enjoy a very Brazilian tradition.

## PRINCE BOOKS

**CATEGORIES:** Books & Magazines, Shopping

**Make a Call:** +551130628814

**Visit Website:** <https://www.facebook.com/Prince-Books-531336693603588/>

**Get Directions:** Rua Oscar Freire, 1128 - Cerqueira César, São Paulo - SP, Brazil

*Rua Oscar Freire, 1128 | Cerqueira César*

*Monday to Saturday from 9am to 10pm*

*Sunday from 10am to 9pm*

For magazine and art book junkies like me Prince Books is heaven on earth. A place with a very well curated selection of hard cover books, literature and magazines, lots of magazines. Grab a coffee at Chez Oscar Café and enjoy some reading before

heading back to the myriad of shops along Oscar Freire street. An address to be cherished ☐☐

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## CHEZ OSCAR

**CATEGORIES:** Delicious Bistros, Eating

**Make a Call:** +551130812966

**Visit Website:** <http://chezoscar.com.br/>

**Get Directions:** Rua Oscar Freire, 1128 - Cerqueira César, São Paulo - SP, Brazil

*Rua Oscar Freire, 1128 | Cerqueira César | Bistro fare*

*Monday to Saturday from 12noon to 1am*

*Sunday from 12noon to 10pm*

In the famous pedestrian shopping street Oscar Freire and a few meters away from the Havaianas flip flop concept store you will find Chez Oscar. On the ground floor there is a cute café with tables and chairs on the sidewalk, so you can see and be seen. On the upper floor you find an airy restaurant that is constantly filled with people, from young families to large group of friends. The menu has delicious oven-baked dishes such as the octopus with sweet potato. ([Klonopin](#)) A good respite from the busy street.

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Image from Chez Oscar on Instagram

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## PIVÔ

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551132558703

**Visit Website:** <http://www.pivo.org.br/en/>

**Get Directions:** Av. Ipiranga, 200 - Centro, São Paulo - SP, 01046-010, Brazil

*Edifício Copan, 54 | Avenida Ipiranga, 200 | Centro*

*Tuesday to Saturday from 1pm to 7pm*

Pivô Art Gallery and Projects has taken advantage of the effervescence of the Centro area of São Paulo to open a space in the iconic Copan Building, designed by Oscar Niemeyer himself. So you get art, architecture, design and new ideas all in one.

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Image from Pivô on Facebook

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([www.ameriseed.net](http://www.ameriseed.net))

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## IPO BAR

**CATEGORIES:** Cocktail Bars, Drinking

**Make a Call:** +551138536178

**Visit Website:** <https://www.facebook.com/IPoBarismo/>

**Get Directions:** Rua Mota Pais, 52 - Lapa, São Paulo - SP, Brazil

*Rua Mota Pais, 52 | Lapa*

*Tuesday to Saturday from 7pm to 1am*

Away from chic Itaim or bohemian Vila Madalena, Ipo Bar, in Lapa, has been making headlines as one of paulistanos favorite drinking dens lately. Their signature cocktail Pequena Ameaça (Little Threat) has featured in Brazil Playboy as one of São Paulo's best concoctions. Lapa is hipster and Ipo is a good address to see a less "gloomy" side of the city where you can taste Brazilian inspired cocktails and bar food.

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## CLUB JEROME

**CATEGORIES:** Dance & Music

**Make a Call:** +551126146526

**Visit Website:** <https://www.facebook.com/clubjerome/>

**Get Directions:** R. Mato Grosso, 398 - Higienópolis, São Paulo - SP, Brazil

*Rua Mato Grosso, 398 | Higienópolis*

*Monday from 10pm to 4am*

*Tuesday from 11:30am to 6pm*

*Wednesday to Saturday from 11:30pm to 6am*

*Closed on Sunday*

Club Jerome is a small nightclub with excellent electronic music and a cosmopolitan, open-minded vibe. Created in order to emulate the city's clubs from the 1980s, where it felt you were at a friend's house, listening to his or her vinyl collection. (<https://boxmining.com>) Great décor and a place to meet fun paulistanos that come here for the weekly parties advertised on [Club Jerome's Facebook page](#).

- Image from artist [@tomlisboa on Instagram](#)

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## CINESALA

**CATEGORIES:** Arts & Culture, Theatre, Concerts & More

**Make a Call:** +5511

**Visit Website:** <http://www.cinesala.com.br/>

**Get Directions:** R. Fradique Coutinho, 361 - Pinheiros, São Paulo - SP, 05416-010, Brazil

*Rua Fradique Coutinho, 361 | Pinheiros*

*Check website or Google for screening times*

São Paulo, like any other big city on the planet, has been plagued by the multiplexes inside shopping malls, leaving independent cinemas in a very weak position. But the city is big enough and paulistanos who enjoy independent movies abound, therefore a group of friends have teamed up to open Cinesala, where an old cinema used to function. The film selection is good and you can book a huge sofa-bed to watch your favorite movie. There shall be more Cinesalas around São Paulo in the near future.

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## CASA TRIÂNGULO

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551131675621

**Visit Website:** <https://www.casatriangulo.com/en>

**Get Directions:** R. Estados Unidos, 1324 - Jardim America, São Paulo - SP, 01427-001, Brazil

*Rua Estados Unidos, 1324 | Jardim América*

*Tuesday to Saturday from 11am to 7pm*

Casa Triângulo has become, since its inception in 1988, one of Brazil's leading contemporary art galleries. Since March 2016 with a new building in Jardins, signed by [Metro Architects](#), it is not only interesting for the art it showcases inside, but for the architecture statement of its headquarters. Casa Triângulo represents Brazilian artists in important fairs like [Art Basel](#), [Frieze](#) and [Arco](#).

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## TAKKØ CAFÉ

**CATEGORIES:** Coffee & Sweets

**Make a Call:** +551132145322

**Visit Website:** <https://www.facebook.com/takkocafesp/>

**Get Directions:** R. Dr. Cesário Mota Júnior, 379 - Vila Buarque, São Paulo - SP, 01221-020, Brazil

*Rua Doutor Cesário Mota Júnior, 379 | Centro | Coffee Shop*

*Monday to Saturday from 9am to 7pm*

Takkø Café is a simple coffee shop with minimalist interiors that became a hit with the hip paulista crowd. Needless to say that the coffee is amazing and there are delicious pastries to go along. It is one of those places where you feel welcome and could be in New York, Berlin or Hong Kong.

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## GALERIA NARA ROESLER

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551130632344

**Visit Website:** <http://www.nararoesler.com.br/>

**Get Directions:** Av. Europa, 655 - Jardim Europa, São Paulo - SP, 01449-001, Brazil

*Avenida Europa, 655 | Jardim Europa*

*Monday to Friday from 10am to 7pm*

*Saturday 11am to 3pm*

Nara Roesler Art Gallery, founded in São Paulo in 1989, represents some of the most innovative and seminal Brazilian contemporary artists such as Hélio Oiticica, Lucia Koch, Vik Munik and Tomie Ohtake. There are branches in Ipanema, Rio and New York and you will see their booth in major global art fairs.

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## COZINHA 212

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551124786612

**Visit Website:** <http://www.cozinha212.com.br/>

**Get Directions:** R. dos Pinheiros, 174 - Pinheiros, São Paulo - SP, 05422-010, Brazil

*Rua dos Pinheiros, 174 | Pinheiros | Mediterranean*

*Tuesday to Saturday from 7pm to 12midnight (bar opens until 1am)*

The newest addition to gourmet heaven Rua dos Pinheiros is Cozinha 212 focusing heavily on a Mediterranean style menu in a setting that could well be in the South of France or even Punta del Este. The two young chefs started cooking for friends out of passion for ingredients and a good party. Here you can eat fresh fish and shellfish prepared with garlic, onions, tomatoes and olive oil. The wood-fired grill makes everything taste divine. The bar is very lively and watching the cooks in the open kitchen is better than any Netflix chef series. Worth checking! You can bring your own wine if you want.

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## DROSOPHYLA

**CATEGORIES:** Cocktail Bars, Dance & Music, Drinking

**Make a Call:** +551131205535

**Visit Website:** <http://drosophyla.com.br/>

**Get Directions:** R. Nestor Pestana, 163 - Consolação, São Paulo - SP, Brazil

*Rua Nestor Pestana, 163 | Consolação*

*Monday to Saturday from 7pm onwards*

At Drosophyla you are welcome into the world of Madame Lili Wong as if she had resettled from Shanghai to São Paulo with all of her furniture and trinkets. The welcoming feeling translates in a relaxed and friendly atmosphere to enjoy drinks and dancing lessons before everybody hits the dance floor with cha-cha-cha, chick to chick and other vintage moves. Cool, fun and a bit crazy. You will enjoy it. Check [Drosophyla's Facebook page](#) for event listings but know that there is live music almost every day.

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## JAZZB

**CATEGORIES:** Dance & Music

**Make a Call:** +551132574290

**Visit Website:** <http://jazzb.net/>

**Get Directions:** Rua Gen. Jardim, 43 - Vila Buarque, São Paulo - SP, 01223-011, Brazil

*Rua General Jardim, 43 | Centro*

*Monday to Saturday from 11:30am*

*Lunch menu from 12:30pm to 3pm*

*Concerts in the evenings, check the [programming](#) and book in advance*

JazzB, in the heart of the city, brings good music to this area that is quickly gentrifying. With the know-how of [JazznosFundos](#), a renowned jazz club in Pinheiros, the place offers an intimate atmosphere for music lovers. Every night a different concert guarantees variety and good vibes. The place is open from lunch onwards but it is in the evenings that it gets lively.

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## PINACOTECA DO ESTADO

**CATEGORIES:** Arts & Culture, Museums



**Make a Call:** +551133354990

**Visit Website:** <http://www.pinacoteca.org.br>

**Get Directions:** Praça da Luz, 2 - Bom Retiro, São Paulo - SP, 01120-010, Brasil

*Praça da Luz, 2 | Centro*

*Wednesday to Monday from 10am to 5:30pm (closes at 6pm)*

It is impossible to miss the gorgeous and impressive Pinacoteca building, projected by famous architect Ramos de Azevedo in 1897. Located close do Luz Station (downtown area), the Pinacoteca was São Paulo's first art museum. It features a permanent collection with more than 9000 artworks, focused on Brazilian modern art. The complex often hosts well curated temporary exhibitions, so it is worth checking what is on schedule – depending on the event, it can get very crowded. There's a small café and a souvenir shop on the ground floor. Unfortunately the surrounding area is not very safe, so be aware when walking around.

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## BAR DA DONA ONÇA

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551132572016

**Visit Website:** <http://bardadonaonca.com.br/>

**Get Directions:** Av. Ipiranga, 200 - Centro, São Paulo - SP, 01046-010, Brasil

*Avenida Ipiranga, 200 | Centro | Brazilian*

*Monday to Wednesday from 12noon to 11:30pm*

*Thursday to Saturday from 12noon to 12:30am*

*Sunday from 12noon to 5:30pm*

At the ground floor of Copan, São Paulo's most iconic building, designed by worldwide famous architect Oscar Niemeyer, Bar da Dona Onça serves fine versions of Brazilian typical "comfort food". Very casual yet upscale (the prices are slightly on the expensive side), this is the place to try *picadinho* (beef stew garnished with rice, fried egg and banana tartare), *rabada* (oxtail) with polenta and watercress or, only on Saturdays, *feijoada* (pork and black beans stew). The *caipirinha* selection is also a must try – *caju amigo* is one of the most famous creations (cashew juice and jam mixed with lemon juice and *cachaça*). Do not miss the desserts: the *trio elétrico* ("electric trio") comes with *quindim*, pudding and brigadeiro, three of the most beloved Brazilian desserts.

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## À LA GARÇONNE

**CATEGORIES:** Gifts & Specialties, Home & Design, Shopping

**Make a Call:** +551123643280

**Visit Website:** <http://alagarconne.com.br/>

**Get Directions:** R. Francisco Leitão, 134 - Pinheiros, São Paulo - SP, 05414-020, Brazil

*Rua Francisco Leitão, 134 | Pinheiros*

*Monday to Friday from 10am to 7pm*

*Saturday from 10am to 5pm*

À La Garçonne is for antiques and vintage lovers. Fábio Souza, the man behind the store, travels frequently in search of beautiful objects for the store. More than just a pile of furniture and trinkets, he has decorated the several rooms of the store, so you get to see the items as they would be at your home, or as suggestions. Impossible not to fall in love with something. Lately the shop has also developed a fashion line with Brazilian designer Alexandre Herchcovitch.

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## AVENIDA PAULISTA

**CATEGORIES:** City Areas, Neighborhoods

**Get Directions:** Av. Paulista - Bela Vista, São Paulo - SP, Brazil

Paulista Avenue is São Paulo's most famous thoroughfare. Everybody passes through it one day or another. It is a transit hub with banks, law offices, the MASP Museum, hotels, consulates and the Conjunto Nacional with the [Livraria Cultura](#). It was the first paved road in the city and home to many coffee barons' mansions, some still standing. The avenue, on a high plateau, divides the city into the old [Centro](#) and the [Jardins](#). You can see the Centro's skyline from the [Mirante 9 de Julho](#). A good tip is to start your exploration at Paulista Avenue walking down towards Jardins instead of the other way around as some streets can be quite a steep hike.

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## COFFEE LAB

**CATEGORIES:** Coffee & Sweets

**Make a Call:** +551133757400

**Visit Website:** <http://coffeelab.com.br/>

**Get Directions:** R. Fradique Coutinho, 1340 - Vila Madalena, São Paulo - SP, 05416-001, Brazil

*Rua Fradique Coutinho, 1340 | Vila Madalena | Coffee Shop*

*Daily from 10am to 8pm*

At Coffee Lab they are damn serious about their coffee. Isabela Raposeiras, the owner, has an intimate history with coffee, as her family has had coffee plantations for generations. She has been in the trade for over 14 years searching for beans all over Brazil. When she brings her beans to Coffee Lab, her barista team take time to find out the best way to roast and grind them in order to produce the perfect cup. ([bricks4kidz.com](#)) Not surprising they have received numerous accolades, in Brazil and abroad, for the quality of their product. A must for coffee lovers. And if you want to get into the trade, they give courses and masterclasses.

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Image by Nana Vieira from Coffee Lab on Facebook

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## CENTRO DOWNTOWN

**CATEGORIES:** City Areas, Neighborhoods

**Get Directions:** Anhangabaú - República, São Paulo - SP, Brazil

The Centro, downtown, holds the "soul" of São Paulo. This is where the city began as a settlement back in the 16th century. One of the oldest buildings is the Benedictine Monastery (Monastério de São Bento) at the Pátio do Colégio. You can enjoy the delicious cakes baked with the monk's recipes at [Padaria do Mosteiro](#). Until the early 1960s the area was very much the center of the action in São Paulo, with banks, shops and restaurants. The first skyscrapers were erected near the Anhangabaú Valley, along Líbero Badaró Street with a Manhattan feel. The Banespa Building's shape resembles the Empire State in New York. The [São Paulo Stock Exchange](#) is still in the area, drawing office workers to the many small restaurants at lunchtime. There are guided tours if you are interested.

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The area fell into hard times in the 1980s onwards but it is slowly becoming trendy again with a new generation moving into the vintage high rises. Niemeyer's Copan Building is undergoing a facelift. Some cool bars and parties happen in Centro, like the ones at [Terraço Itália](#). The area is full of architecture landmarks and great to explore on foot during the day. In the evenings there is now more and more people around since part of the city's nightlife is shifting here.

The República, Sé, Anhangabaú and São Bento subway stops are good starting and finishing points for your visit. The crossing of Avenida São João and Avenida Ipiranga under the drizzle can be a very poetic picture and is sang in of of the anthems to the city by Caetano Veloso called [Sampa](#).

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## RODEIO STEAK HOUSE

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +551123481111

**Visit Website:** <http://rodeiosp.com.br/>

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

*Avenida Faria Lima, 2232 – Shopping Iguatemi | Itaim and the older, more traditional branch in Jardins at Rua Haddock Lobo, 1498 | Brazilian churrasco (barbecue)*

*Monday to Friday from 12noon to 3:30pm and 6:30pm to 11pm*

*Saturday from 12noon to 11pm*

*Sunday and holidays from 12noon to 10pm*

Rodeio is part of São Paulo's history, serving succulent grilled cuts of beef to a discerning clientele. Brazilians are true steak connoisseurs and if they have been loyal patrons of this steakhouse since 1958, there is no secret, you simply get the juiciest and tenderest meat available in South America. With a sexy interior design signed by Isay Weinfeld, who designed the [Fasano Hotel](#), this branch inside the [Iguatemi Shopping](#) mall pleases the eyes and the stomach. It is not the typical "rodízio" steakhouse where waiters bring meat on sticks until you burst. At Rodeio things follow the Argentine model where you ask for your cut and side dishes. The *picanha* (rumpsteak) with heart of palm spaghetti is my favorite. There are options of fish, chicken and lamb as well as hearty salads for vegetarians.

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## BAMBOO

**CATEGORIES:** Insider Info, Magazines

**Make a Call:** +551130303300

**Visit Website:** <https://www.instagram.com/bambooinstagram/>

**Get Directions:** R. Luís Anhaia, 44 - Alto de Pinheiros, São Paulo - SP, 05433-020, Brazil

Bamboo is a monthly printed magazine of art, design, architecture, urbanism, interiors, travel and lifestyle. If you are a mag lover buy a copy and enjoy its beautiful art direction and pictures. It is a great source of information on Brazilian design and architecture. The website is also beautiful and full of great tips not only about São Paulo but also about Brazil and the world.

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## HOTEL ADDRESS FARIA LIMA

**CATEGORIES:** Great Location, Hotels

**Make a Call:** +551131654111

**Visit**

**Website:** <http://www.intercityhoteis.com.br/en/hoteis/sao-paulo/hotel-address-faria-lima-by-intercity/galerias/>

**Get Directions:** R. Amauri, 513 - Itaim Bibi, São Paulo - SP, 01448-000, Brazil

*Rua Amauri, 513 | Itaim*

With a project by architect Ruy Ohtake, who designed the Tomie Ohtake Institute, the Address is a mid-range hotel very well located in the Faria Lima area, close to [Shopping Iguatemi](#) and the myriad of bars and restaurants of Itaim. With a nice design and comfortable rooms, the hotel has a swimming pool, sauna and fitness center. The buffet breakfast is well worth waking up early for. If you are planning on a long stay, some rooms have kitchenettes and you can walk to [Eataly](#) to buy nice groceries.

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## WE HOSTEL DESIGN

**CATEGORIES:** Budget, Hotels

**Make a Call:** +551126152262

**Visit Website:** <http://wehostel.com.br/>

**Get Directions:** R. Morgado de Mateus, 567 - Vila Mariana, São Paulo - SP, 04015-051, Brazil

*Rua Morgado de Mateus, 567 | Vila Mariana*

This very charming hostel is a true find for those looking for budget accommodation in São Paulo. The 1926 old house has been restored with style, keeping much of the fittings and looks of that bygone time. There are single rooms and dorms and a very lively public area. What is nice about the We Hostel is that locals also come over to enjoy the place (lots of cool events), making it a fantastic social melting pot for visitors and *paulistanos*. The owners are well connected and to the utmost to help guests enjoy São Paulo.

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## VEJA SP

**CATEGORIES:** Insider Info, Magazines

**Visit Website:** <http://vejasp.abril.com.br/>

**Get Directions:** São Paulo, São Paulo - State of São Paulo, Brazil

[Veja](#) is Brazil's most widely read weekly magazine covering politics, economy, interviews, culture and general interest. In São Paulo it is sold together with *Veja SP* as an add-on covering general topics of *paulistano* interest and a guide to what's on in the city over the weekend and the coming week. Its listings are famous. The sad thing is that the magazine is in Portuguese only but the website, updated daily, can be read with Google Translate.

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## GUIA FOLHA

**CATEGORIES:** Guides & Books, Insider Info

**Visit Website:** <http://guia.folha.uol.com.br/>

**Get Directions:** São Paulo, São Paulo - State of São Paulo, Brazil

[Folha de São Paulo](#) is one of Brazil's leading newspapers. It has its own guide to the city, published on Friday and inserted as an add-on to the paper. ([Diazepam](#)) However, the online version is updated daily and, even though in Portuguese only, it is easy to decipher what's on or you can read it via Google Translate. Together with VejaSP, it is one of the most comprehensive guides to what is on in the city during the week.

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Image from Guia Folha on Facebook

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## JARDINS

**CATEGORIES:** City Areas, Neighborhoods

**Get Directions:** Jardins, São Paulo - State of São Paulo, Brazil

The area of Jardins is one of the most central and where a lot of the action in São Paulo happens. Jardins means Gardens and you will notice the region is quite green and upscale. It has a square shape with its limits being the Avenida Paulista in the north, the Faria Lima Avenue in the south with Avenida 9 de Julho and Avenida Rebouças to the West and East. The neighborhoods of Jardim America, Jardim Europa, Jardim Paulista and Cerqueira César are all part of Jardins. From the square grid of Jardim Paulista and Cerqueira César, where streets have names of cities in the São Paulo state countryside to the winding European named streets of Jardim Europa, to the opulence of Avenida Faria Lima, this whole region could be considered the new downtown of São Paulo.

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## TOMIE OHTAKE INSTITUTE

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551122451900

**Visit Website:** <http://www.institutotomieohtake.org.br/>

**Get Directions:** Rua Coropé, 88 - Pinheiros, São Paulo - SP, 05426-010, Brazil

*Rua Coropé, 88 | Pinheiros*

*Tuesday to Sunday from 11am to 8pm*

Tomie Ohtake was born in Japan but made São Paulo her home. One of the country's biggest Abstract artists with works ranging from painting to sculpture. São Paulo is dotted with her masterpieces that seem to defy gravity and the the limits of working with concrete. At the Tomie Ohtake Institute, designed by her son Ruy Ohtake, you can visit excellent exhibitions, many of which show works of famous artists for the first time in Brazil. The building itself is a masterpiece and there is a restaurant, bookshop and gift shop in the ground level. It is easy to reach the Institute by subway at the Faria Lima station. The area around it is filled with bars and restaurants. There is a [FNAC](#), the media store, close by.

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## RUA OSCAR FREIRE

**CATEGORIES:** City Areas, Neighborhoods, Shopping, Shopping Areas & Malls

**Visit Website:** <https://www.facebook.com/oscarfreiresp>

**Get Directions:** Rua Oscar Freire, São Paulo - SP, Brazil

Rua Oscar Freire is Brazil's most famous shopping address in [Jardins](#). It is one of the few places in the country where there is a high density of shops, cafés and restaurants out on the streets, not inside a shopping mall. Many brands choose this address to build their concept stores or to debut their activities in the country. There is a good mix of upscale local brands, casual brands, foreign brands and art galleries. And not just for fashion but also for chocolates, books, cosmetics and accessories. ([Zolpidem](#)) Explore not just the Oscar Freire street itself but also the streets around, filled with interesting window displays, little corners and cute places to eat, from Rua Melo Alves to Rua Peixoto Gomide and from Alameda Lorena to Rua Estados Unidos.

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Image by TravelVince

## BREWDOG

**CATEGORIES:** Drinking, Party places

**Make a Call:** +551130324007

**Visit Website:** <https://www.facebook.com/brewdogsaopaulo/>

**Get Directions:** Rua Coropé, 41 - Pinheiros, São Paulo - SP, 05420-001, Brazil

*Rua Coropés, 41 | Pinheiros*

*Monday to Wednesday from 6pm to 12midnight*

*Thursday from 6pm to 1am*

*Friday from 6pm to 2am*

*Saturday from 2pm to 2am*

*Sunday from 3pm to 11pm*

BrewDog has taken the world by storm and has found in São Paulo a captive customer base for craft beer. Brazilians simply love beer and for years they had to drink mostly industrial lager from either Antarctica or Brahma, the two national giants that later became AmBev. So when BrewDog landed with their 15 types of craft beer, it was jubilation and yet another incentive for the fledgling Brazilian micro-breweries. The place is lively, the burgers are juicy and the beer better and better. If you fancy something more "authentic" and with a local feel instead of the multinational behemoth, head to [Pirajá](#), a *carioca* style *boteco* a few blocks away.

## CHA-CHA DELI

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551126404004

**Visit Website:** <http://chacharestaurante.com.br/>

**Get Directions:** R. Lopes Neto, 340 - Itaim Bibi, São Paulo - SP, Brasil

*Rua Lopes Neto, 340 | Itaim | Delicatessen*

*Monday to Thursday from 7am to 11pm*

*Friday from 7am to 12midnight*

*Saturday from 8:30am to 12midnight*

*Sunday from 8:30am to 6pm*

Cha-Cha Deli in Itaim is one of those places you can head to at any time of the day and be happy with the food. The handsome dining area is filled with natural light and makes it a pleasant place to read the newspaper, work on your laptop or just observe the *paulistanos*. From early morning *tapioca* with eggs, to salmon omelette heading to pasta for lunch or a glass of wine with your dinner, Cha-Cha is there for you. There is also take away if you feel like heating up some gorgeous quiche

while binging on Netflix at home or hotel room.

## GETTING AROUND SÃO PAULO

**CATEGORIES:** City Areas, Getting Around

**Get Directions:** São Paulo, São Paulo - State of São Paulo, Brazil

### To and from the airports

São Paulo has two airports, the busy terminal in [Guarulhos \(GRU\)](#) with international and domestic flights and the exclusively domestic hub of [Congonhas \(CGH\)](#) in the middle of the city. To get into the city from GRU you can use taxis (there are prepaid or metered options), Uber (there is still some uncertainty about Uber in SP but for now things seem to be working fine) or the [Airport Bus Service](#) (coaches going to major hotels, business areas, the Bus Station of Tietê and CGH). It can take from 45 minutes to 1h30 depending on traffic conditions. From CGH things are a lot easier as the airport is 20 minutes away from [Jardins](#) or Berrini. If you are in São Paulo and plan to travel to other Brazilian cities, opt for a flight from Congonhas as it will be much easier and quicker to get there. The shuttle to Rio's domestic hub of Santos Dumont (SDU) leaves from Congonhas.

### Around town

You can flag taxis or board at taxi stands. Make sure the meter is turned on. If you want to pay with credit card, ask the driver before you board if he accepts plastic (many carry those credit card machines on board). Uber is becoming popular but there are still contentious issues with the taxi drivers and, from time to time, things get complicated. But in a normal day you will be able to choose from UberX, UberPool, UberBike and even UberCopter.

The subway system, called [Metrô](#), is clean and efficient. It has been expanding but does not cover the entire city. It is quite easy to travel off peak, specially from the Paulista Avenue area into the old downtown region. It can be a good idea to combine subway + taxi for longer trips across town. The same goes for buses, that are plentiful and frequent. You pay once you board or you can buy tickets at newsstands. The Google Maps app gives you all of the city's bus itineraries but you can also check on [SPTrans](#) webpage, the company managing the network.

Cycling is popular on weekends. There has been a big effort to increase the amount of bike lanes but I would not recommend to move around by bike unless you live in the city and know how to behave in the oftentimes ruthless roads. Moreover, storing the bike can be an issue.

No matter where you go and by which means you travel, always leave plenty of time to get from A to B as you never know if it will take 10 minutes or 10 hours. When it rains or when there is an accident in any of the Marginais (the highways by the river Pinheiros) things get particularly out of hand. The impression I have of the city's traffic is that it functions on capacity limit 24/7 so when something goes wrong, even the smallest of derailments on the system (rain, strike, demonstration, accident) things get out of hand.

### Street smart

You will probably hear about the dangers of walking around the city, the robbers, the gun point encounters, the kidnappings and so on. But don't be too afraid. As long as you don't show wealth and insecurity, you should be fine. Keep your valuables at the hotel safe. Swap that Rolex for a Swatch. Walk around with a photocopy of your passport, not the original thing. Take just the money you will need for the day, or even better, pay with plastic. Look assertive and in case you see suspicious looking people, just walk into a shop, a bakery or cross the street.

## MUST-SEE LANDMARKS

**CATEGORIES:** City Areas, Sights

**Get Directions:** Ibirapuera, São Paulo - SP, Brazil

### São Paulo's main landmarks for your selfies

MASP - The Art Museum at Paulista Avenue

Ponte Estaiada - The new bridge across Pinheiros River

Estação Luz – The train station in downtown São Paulo

Edifício Copan – Oscar Niemeyer's masterpiece

Parque Ibirapuera and the Auditorium – the green oasis with another of Niemeyer's creations

Monumento às Bandeiras – the monument to the conquerors of the countryside

Catedral da Sé – the oldest church in town

Vale do Anhangabaú (Banespa Tower, Chá Flyover, Theatro Municipal) – the heart of downtown (visit during the day and be street-smart)

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## LIVRARIA CULTURA - CONJUNTO NACIONAL

**CATEGORIES:** Books & Magazines, Shopping

**Make a Call:** +551131704033

**Visit Website:** <http://www.livrariacultura.com.br/loja/livraria-cultura-conjunto-nacional-2000003>

**Get Directions:** Av. Paulista, 2073 - Consolação, São Paulo - SP, 01311-300, Brazil

*Avenida Paulista, 2073 at Conjunto Nacional | Bela Vista with other branches around town*

*Monday to Saturday from 9am to 10pm*

*Sunday from 11noon to 8pm*

Livraria Cultura has branches spread over São Paulo and the rest of Brazil. It was the first chain of bookstores in the country to give a lot of attention to the shop's architecture, to how the books are displayed and to have a café to make people want to linger. Many of the shops are large and even have a small theatre, like the one at Conjunto Nacional, the largest of them all. However, the most beautiful one is at [Shopping Iguatemi](#), with the design signed by architect Marcio Kogan of [Studio MK27](#). What is nice at the Conjunto Nacional is that the bookshop has become a meeting point. There are cinemas and exhibition rooms in the building, apart from being one of the most central office spaces in São Paulo. On the ground level, outside the main shop, you can find a special area dedicated to art books by [Instituto Moreira Salles](#).

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## LIVRARIA DA VILA

**CATEGORIES:** Books & Magazines, Shopping

**Make a Call:** +551130621063

**Visit Website:** <http://www.livrariadavila.com.br/>

**Get Directions:** Alameda Lorena, 1731 - Jardim Paulista, São Paulo - SP, Brazil

*Alameda Lorena, 1731 | Cerqueira Cesar with other branches spread around town*

*Monday to Saturday from 10am to 10pm*

*Sunday from 11am to 8pm*

The Livraria da Vila chain of bookstores has become a favorite among the *paulistana* culture scene for the incredibly beautiful architecture of its stores, all signed by architect-maestro [Isay Weinfeld](#). The stores also host various book signings and cultural events. Moreover, you find a knowledgeable staff that takes pleasure in reading and recommending books. You know one those places where you ask for a book with a red cover and a story about a girl who lost her puppy and all of a sudden they bring you the book, the cover is actually brown, but the story is the one you were looking for. The one in Alameda Lorena is the most central. The one at [Shopping Cidade Jardim](#) is majestic and the one at [Shopping JK Iguatemi](#) is almost secretive, hidden behind a wall of books. It is a very pleasing place to spend a few hours browsing and having a coffee.

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## FESTA SELVAGEM



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**CATEGORIES:** Dance & Music**Visit Website:** <https://www.facebook.com/festaselvagem>**Get Directions:** Praça Darcy Penteado - República, São Paulo - SP, Brazil

If you happen to be in São Paulo when there is a Festa Selvagem scheduled and you enjoy good music you must go. The DJ duo started their careers as journalists who liked music very much and usually DJed for friends. (<https://editorialrm.com>) One day they decided to create the Festa Selvagem, bringing their music to different venues and people went along. At first the main venue was the [Paribar](#) Bar and Restaurant in the [old center of the city](#), making them one of the strong forces bringing back the nightlife to this area of the city. Now they tour the world so it may well be that you can also catch them in New York or Europe. So keep an eye on their [Facebook Timeline](#) and hope you catch them in São Paulo.

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Image from Festa Selvagem on Facebook

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## TIVOLI MOFARREJ

**CATEGORIES:** Great Location, Hotels**Make a Call:** +551131465900**Visit Website:** <https://www.tivolihotels.com/en/tivoli-mofarrej-sao-paulo>**Get Directions:** Alameda Santos, 1437 - Jardim Paulista, São Paulo - SP, 01419-001, Brazil*Alameda Santos, 1437 | Cerqueira César*

The first time I ever went to São Paulo I stayed here, when it was a Sheraton, many years ago. The Portuguese luxury chain Tivoli has revamped the whole building making it into a favored 5-star hotel for heads of state and big bosses who need to bring along their entourage. Its location is top notch, right at the [Paulista Avenue](#). There is a little park in front of it, giving guests some green space in the concrete jungle. The Tivoli boasts a Banyan Tree Spa and a bar on the top floor with nice views of the city lights.

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## MOCOTÓ CAFÉ

**CATEGORIES:** Eating, Food Markets**Make a Call:** +551130317932**Visit Website:** <http://mocoto.com.br/>**Get Directions:** R. Pedro Cristi, 89 - Pinheiros, São Paulo - SP, 05421-040, Brazil*Mercado Municipal de Pinheiros | Rua Pedro Cristi, 89 | Pinheiros | Brazilian**Monday to Saturday from 8am to 5pm*

Chef Rodrigo Oliveira became a star in the Brazilian media with his Mocotó Restaurant, serving Brazilian food from the Northeast of the country. The location of Mocotó, in Vila Medeiros, quite far from the core of the city, has never been a deterrent for the gourmand, and his cuisine has gained recognition, being number 35 of the top 50 in Latin America according to [The World's 50 Best Restaurants](#) award.

If you want to try his food but could not book a table at Mocotó Restaurant or do not want to journey all the way to Vila Medeiros, there is a smaller version at the Mercado Municipal de Pinheiros, a refurbished food hall in central São Paulo. It is a café, with a few easy items from the restaurant menu. ([etutorworld.com](http://etutorworld.com)) Go for lunch as there is always a special of the day.

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Image from Mocotó Café on Facebook

## BIG BANG CANDY LAB

**CATEGORIES:** Gourmet & Food, Shopping

**Make a Call:** +551130628197

**Visit Website:** <http://bigbangcandylab.com.br/>

**Get Directions:** R. Artur de Azevedo, 495 - Cerqueira César, São Paulo - SP, 05404-011, Brazil

*Rua Arthur de Azevedo, 495 | Pinheiros*

*Tuesday to Friday from 12noon to 6pm*

*Saturday from 11am to 6:30pm*

Big Bang Candy Lab, in this trendy block of Arthur de Azevedo street, will make your tastebuds go insane. If you are on a diet or cannot hold your cravings, better stay away because their power bars smell wonderful and taste sublime. With interesting combinations such as coconut, roasted coconut and lemongrass covered with high-quality chocolate it is hard to say “thanks but no thanks”. A gift from Big Bang can do wonders for those who stayed at home.

## SHOPPING IGUATEMI

**CATEGORIES:** Shopping, Shopping Areas & Malls

**Make a Call:** +551130487344

**Visit Website:** <http://iguatemi.com.br/saopaulo>

**Get Directions:** Av. Brg. Faria Lima, 2232 - Jardim Europa, São Paulo - SP, 01489-900, Brasil

*Avenida Brigadeiro Faria Lima, 2232 | Jardim Europa*

*Monday to Saturday from 10am to 10pm*

*Sunday from 2pm to 10pm (restaurants open at 11am)*

Celebrating its 50<sup>th</sup> anniversary in 2016, Shopping Iguatemi was the first mall in Brazil. Through the decades, the complex has always managed to keep its sophisticated reputation. ([yellowtail.tech](http://yellowtail.tech)) World-famous luxury brands, such as Louis Vuitton, Christian Louboutin, Chanel and Salvatore Ferragamo occupy its elegant corridors. Facing Faria Lima Avenue, a very important business district, the mall is easily identified by its huge façade – on the sidewalk, pedestrians can admire Tiffany’s jewels through glass windows. Visitors also find upscale dining options, as the steakhouse [Rodeio](#), the Italian [Piselli Sud](#) and the French [Le Jazz Brasserie](#).

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Image from Shopping Iguatemi’s website

## NINO CUCINA

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +551133686863

**Visit Website:** <http://www.ninocucina.com.br/>

**Get Directions:** R. Jerônimo da Veiga, 30 - Itaim Bibi, São Paulo - SP, Brazil

*Rua Jerônimo da Veiga, 30 | Itaim | Italian*

**Lunch**

*Monday to Friday from 12noon to 3pm*

*Saturday and Sunday from 12noon to 5pm*

**Dinner**

*Monday to Thursday from 7pm to 12midnight*

*Friday and Saturday from 7pm to 1am*

When one thought there could not be yet another Italian restaurant in São Paulo comes chef Rodolfo de Santis and opens one of the best. Hardly a year old, Nino Cucina has received praise in almost every newspaper and gourmet magazine published in the city. The Italian from Puglia, after working in several starred restaurants in Europe, landed in Brazil set to be among the best. And he did.

It was actually an Italian friend of mine from Naples that told me about Nino and when a true pasta lover recommends a restaurant, you know it has to be good. The pumpkin risoto is a favorite with the hot chocolate cake with fresh ricotta cream for desert. Now I am hungry.

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## AESOP

**CATEGORIES:** Gifts & Specialties, Shopping

**Make a Call:** +551130644868

**Visit Website:** <https://www.aesop.com/us/r/aesop-oscar-freire>

**Get Directions:** Condomínio Edifício Telma - Rua Oscar Freire, 540 - Cerqueira César, São Paulo - SP, Brazil

*Rua Oscar Freire, 540 | Cerqueira César and another branch in Vila Madalena, at Rua Harmonia, 343.*

*Monday to Friday from 10am to 8pm*

*Saturday from 10am to 6pm*

*Sunday from 11am to 5pm*

Few people know that this one-of-a-kind Australian cosmetics brand has been taken over by Brazilian giant Natura. What many people know is that Aesop's stores are all masterpieces of design and architecture, each developed by a different professional and always trying to dialog with the city where the store is in. For their first shop in São Paulo, legendary architect Paulo Mendes da Rocha worked alongside Martin Corullon at [Metro Arquitetos Associados](#).

The products are very high quality and are made with exquisite ingredients in hi-tech ways. I love the brand and would use all of their creams and shampoos on a daily basis. The smells and textures are simply stunning.

A video with star architect Paulo Mendes da Rocha at the Aesop store at Oscar Freire São Paulo

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## HIGH LINE BAR

**CATEGORIES:** Cocktail Bars, Dance & Music, Drinking

**Make a Call:** +554130322934

**Visit Website:** <http://www.highlinebar.com.br/>

**Get Directions:** R. Girassol, 144 - Vila Madalena, São Paulo - SP, Brazil

*Rua Girassol, 144 | Vila Madalena*

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*Tuesday to Friday from 6pm to 3am (Friday until 5am)*

*Saturday from 12noon to 5am*

*Sunday from 12noon to 1am*

High Line Bar is São Paulo's new New York inspired bar. Architects Meireles + Pavan have recreated the atmosphere of the elevated park in Manhattan in the city's bohemian Vila Madalena. Even the colorful graffiti by Kobra is there. Place to have fun. Very extended opening hours. Since it is quite new, expect to face a line at the entrance and a very packed house on weekends.

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## PROTOTYP&

**CATEGORIES:** Home & Design, Shopping

**Make a Call:** +551132138900

**Visit Website:** <http://www.prototypesp.com.br/>

**Get Directions:** Rua Harmonia, 71 - Sumarezinho, São Paulo - SP, Brazil

*Rua Harmonia, 71 | Vila Madalena*

*Monday to Saturday from 11am to 7pm*

Talented designer, architect and multifaceted Felipe Protti creates bespoke items and installations. His space is a gallery and a store where you will fall in love with furniture and accessories for the home in the heart of Vila Madalena, where the crafts movement is strong in São Paulo.

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## LEICA GALLERY SP

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551135123909

**Visit Website:** <https://www.facebook.com/leicagallerysp/>

**Get Directions:** R. Maranhão, 600 - Higienópolis, São Paulo - SP, Brasil

*Rua Maranhão, 600 | Higienópolis*

*Tuesday to Friday from 11am to 7pm*

*Saturday from 11am to 4pm*

This is the first South American gallery of the famous German brand Leica, known for the quality of its lenses and cameras and used by important and very respected photographers. The building in Higienópolis is already worth the visit. There is a very well curated agenda of exhibitions, mixing Brazilian talent with foreign ones. Good spot for a break while exploring the traditional architecture of the neighborhood.

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## DAYA & TURE

**CATEGORIES:** Eating, Food Markets, Gourmet & Food, Shopping

**Make a Call:** +551130784508

**Visit Website:** <http://dayaeture.com.br/>

**Get Directions:** R. Dr. Mario Ferraz, 503 - Jardim Paulistano, São Paulo - SP, 01453-011, Brasil

*Rua Doutor Mário Ferraz, 503 | Itaim | Organic food market*

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*Monday to Friday from 8am to 8pm*

*Saturday from 9am to 5pm*

If you enjoy organic food and power juices you will love Daya & Ture. The name comes from Sanskrit where Daya means compassion and kindness and Ture means success through work. The idea of the business is simple: prepare yummy food with carefully selected ingredients, serve them in a place with simple and stylish design and, to go along, press fresh fruit juices and add a market where patrons can take home granolas, nuts and other delicacies. ([cashcofinacial.com](http://cashcofinacial.com))

For lunch they have a lovely buffet but you can stop by at any time of the day for a juice or an espresso. If you live in São Paulo you can take advantage of the take away meals to heat up at home.

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Image from Daya & Ture on Facebook

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## SPOT

**CATEGORIES:** Delicious Bistros, Drinking, Eating, Restobar

**Make a Call:** +551132830946

**Visit Website:** <http://restaurantespot.com.br/>

**Get Directions:** Alameda Min. Rocha Azevedo, 72 - Bela Vista, São Paulo - SP, Brasil

*Alameda Ministro Rocha Azevedo, 72 | Paulista | Trendy bistro with another branch at [Shopping JK Iguatemi](#)*

### **Lunch**

*Monday to Friday from 12noon to 3pm*

*Saturday, Sunday and holidays from 12noon to 5pm*

### **Dinner**

*Monday to Saturday from 7:30pm to 1am*

*Sunday from 7:30pm to 12midnight*

Spot has been in fashion since its opening in 1994. It still retains its coolness and vibe and is the one place in São Paulo where everybody tends to gravitate to for a drink, a quick lunch or a nice dinner one day or another. The tables are very close to each other, in a Parisian café kind of way, and the food goes from traditional steak béarnaise to sweet and sour pork chops. It certainly pleases many different tastes. I still much prefer the one at Paulista than the new venue at JK Iguatemi.

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## MIRANTE 9 DE JULHO

**CATEGORIES:** City Areas, Sights

**Visit Website:** <https://mirante.art.br/>

**Get Directions:** R. Carlos Comenale, São Paulo - SP, Brazil

*Rua Carlos Comenale | Paulista*

*Tuesday to Sunday from 10am to 10pm*

Some cities have terraces overlooking the beach or the mountains. In São Paulo, the new terrace overlooks one of the busiest avenues heading [Downtown](#), the 9 de Julho. Well, it is not new for it was build in the 1930s and was abandoned for years.

Set behind the MASP Museum on [Paulista Avenue](#), it functions as a meeting point for a drink, a coffee and some music, a film screening and the opportunity to see a bit in the distance, even if a few miles away all you see is concrete, but at least it is a respite for the eyes. Hip mixed crowd. There is a cool vibe, it can get crowded and on weekends and holidays there are funny events.

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## CUTTERMAN CO.

**CATEGORIES:** Gifts & Specialties, Shopping

**Make a Call:** +551130320228

**Visit Website:** <http://www.cutterman.co/>

**Get Directions:** R. Mateus Grou, 644 - Pinheiros, São Paulo - SP, 05415-040, Brazil

*Rua Mateus Grou, 644 | Pinheiros*

*Monday to Friday from 10am to 7pm*

*Saturday from 10am to 2pm*

Cutterman Co produces bespoke handmade leather goods bringing to São Paulo the trend of the locally made and designed. They also bucked the trend of online business that come to the high street setting up shop in Pinheiros. It is a great place to buy gifts such as camera straps, backpacks, keychains, belts and much much more. You can browse their whole selection on the e-commerce but stop by the store to say hello and have a coffee amidst the gorgeous smell of genuine leather.

Watch how Cutterman Co is made

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## OUI

**CATEGORIES:** Delicious Bistros, Eating

**Make a Call:** +551133604491

**Visit Website:** <http://www.ouirestaurante.com.br>

**Get Directions:** R. Vupabussu, 71 - Pinheiros, São Paulo - SP, 05429-040, Brasil

*Rua Vupabussu, 71 | Pinheiros | French*

### **Lunch**

*Tuesday to Friday from 12noon to 3pm*

*Saturday and Sunday from 12noon to 4pm*

### **Dinner**

*Tuesday to Friday from 7:30pm to 11:30pm*

*Saturday from 7:30pm to 12midnight*

Oui is a tiny bistro with huge ambitions. Instead of focusing on the high end French ingredients such as foie gras, truffles and caviar they produce market fresh dishes in what is called the Bistronomy movement in France - affordable delicious bistro fare. Oui has been selected by [VejaSP](#) as the best lunch menu (prix-fixe) option in the city.

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## PPD CAFÉ

**CATEGORIES:** Coffee & Sweets

**Make a Call:** +551132145891

**Visit Website:** <https://www.facebook.com/ppdcafe>

**Get Directions:** R. Nestor Pestana, 115 - Consolação, São Paulo - SP, 01302-001, Brazil

*Rua Nestor Pestana, 115 | Consolação*

*Monday to Saturday from 10am to 10pm*

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If you are serious about your coffee but not a very serious person I recommend PPD, the acronym for Por Um Punhado de Dólares (for a handful of dollars). When my friend Hida Lambros, owner of a very good café in Curitiba, told me about PPD I knew they had to grind and pour great coffee because she is never happy with a half good cuppa. Not only is the coffee good, but the place attracts a cool young crowd with drinks, glasses of wine and good music. Otherwise why would a café stay open until 10pm? São Paulo functions on java (and fun).

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## TUJU

**CATEGORIES:** Eating, Fine Dining

**Make a Call:** +551126915548

**Visit Website:** <http://tuju.com.br/>

**Get Directions:** R. Fradique Coutinho, 1248 - Pinheiros, São Paulo - SP, Brazil

*Rua Fradique Coutinho, 1248 | Vila Madalena | Contemporary Brazilian*

### **Lunch**

*Tuesday to Friday from 12noon to 3pm*

*Saturday, Sunday and holidays from 1pm to 6pm*

### **Dinner**

*Tuesday to Thursday from 7:30pm to 11pm*

*Friday and Saturday from 7:30pm to 12midnight*

Chef Ivan Ralston has had a stellar career as an apprentice in some of the world's greatest kitchens such as El Celler de Can Roca and Mugaritz, in Spain, and Ryugin, in Tokyo. His family is in the restaurant business with [Ráscas](#), where he had a stint before working for [Maní](#) and heading abroad.

Every single detail of Tuju has been well thought of. The architecture places the kitchen right in the center of the action. The furniture was designed in Brazil. (<https://www.sliderrevolution.com>) There is a greenhouse at the entrance, where many of the vegetables and spices used in the dishes come from. They also source ingredients from as close to São Paulo as possible.

Go for the tasting menus and be open to new combinations of ingredients such as octopus or wagyu beef with other less known Brazilian specialities such as tucupi, pupunha and edible flowers. A meal at Tuju is a true dining experience.

- Image by @carolgherardi from Tuju on Instagram

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## CCBB CENTRO CULTURAL BANCO DO BRASIL

**CATEGORIES:** Arts & Culture, Exhibitions & Fairs, Theatre, Concerts & More

**Make a Call:** +551131133651

**Visit Website:** <http://culturabancodobrasil.com.br/portal/sao-paulo/>

**Get Directions:** R. Álvares Penteado, São Paulo, Brazil

*Rua Álvares Penteado, 112 | Centro*

*Wednesday to Monday from 9am to 9pm*

The impressive former headquarters of the Bank of Brazil in Centro is one of São Paulo's main cultural centers. With theatre, cinema, exhibitions, a café and a very respected and professional curatorial team, the CCBB must be on every culture buff's radar when in town. Combine a visit with an exploration of the gentrifying area and you will be surprised at how great this neighborhood, the [Centro](#), once was and how fast it is turning into the talk of the town, not only for hipsters and alternatives.

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## DIÁRIA

**CATEGORIES:** Books & Magazines, Fashion & Accessories, Gifts & Specialties, Home & Design, Shopping

**Make a Call:** +551135301464

**Visit Website:** <http://www.casa.diaria.co/>

**Get Directions:** R. Artur de Azevedo, 1315 - Pinheiros, São Paulo - SP, 05404-013, Brazil

*Rua Artur de Azevedo, 1315 | Pinheiros*

*Monday to Friday from 12noon to 8pm*

*Saturday from 11am to 6pm*

A charming shop with an art gallery ([Galeria Lime](#)) and a hidden backyard in the heart of Pinheiros will make you reconsider your style and the next stamp on your passport. More than clothes, accessories, art and objects, Diária sells a lifestyle based on the pillars of a stylish and minimalist beach/surf style. In a nutshell: Diária is forever on vacation. The wide range of products curated by the duo Raffaele Asselta and Raphael Dias, offer everything you might need to pump up the cool in your style, your home and your life. This nice address was shared here by my São Paulo habitué friend Julia Bufrem.

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## LA CENTRAL

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +551132145360

**Visit Website:** <http://www.lacentral.com.br>

**Get Directions:** Av. Ipiranga, 200 - Centro, São Paulo - SP, 01046-010, Brasil

*Avenida Ipiranga, 200 | Centro, at the Copan Building | Mexican*

*Monday to Friday from 12noon to 3:30pm and from 7pm to 12midnight*

*Saturday from 12noon to 12midnight*

*Sunday from 12noon to 5:30pm*

La Central is a *fantastico* Mexican restaurant at the *fantastica* location of the Copan Building, the Oscar Niemeyer landmark building in the heart of São Paulo. Not only is the place very nice, but the food is really really really good. I had been craving real Mexican food since my two weeks in Oaxaca and Mexico City back in 2013. Most of the times in Brazil a Mexican restaurant ends up being a Tex-Mex thing proud of its chili con carne. Not La Central, where the tortillas, arepas and all are authentic. To eat until you burst! Wash your meal down with some mezcal, than get an Uber back to the hotel.

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## CARTEL 011

**CATEGORIES:** Arts & Culture, Coffee & Sweets, Drinking, Fashion & Accessories, Galleries, Gifts & Specialties, Shopping

**Make a Call:** +551130814171

**Visit Website:** <http://www.cartel011.com.br/>

**Get Directions:** R. Artur de Azevedo, 517 - Cerqueira César, São Paulo - SP, 05404-011, Brazil

*Rua Artur de Azevedo, 517 | Pinheiros*

**Feed Food Restaurant**

*Monday to Saturday from 12noon to 12midnight*

*Sunday from 1pm to 5:30pm*

**Z-Bra Bar**



Thursday to Saturday from 6pm to 1am

Cartel 011 is a lot of things in one. A restaurant ([Feed Food](#)), bar (Z-Bra), shop ([CZO Store](#) & [Footbox Store](#)), hairstylist ([CZO Cut Club](#)), art gallery ([CZO Art Space](#)), co-working space all attracting a young and cool crowd. There is always something interesting going on at Cartel 011. São Paulo may not be a very beautiful city, its beauty being the people and ideas you encounter along the way. This is a place to socialize, to observe, to exchange information and, most of all, have a good time.

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## WZ HOTEL JARDINS

**CATEGORIES:** Great Location, Hotels

**Make a Call:** +551130690000

**Visit Website:** <http://www.wzhoteljardins.com.br/>

**Get Directions:** Av. Rebouças, 955 - Cerq, Cesar, São Paulo - SP, 05401-100, Brasil

*Avenida Rebouças, 955 | Jardins*

The WZ Jardins is a great addition to São Paulo's mid-range hotel scene. Its location is strategic, a block away from [Oscar Freire](#) shopping thoroughfare and facing Rebouças, one of the city's busiest avenues giving a quicker access to the north-south commute. To reach [Paulista Avenue](#) you just walk 5 minutes. Rooms are comfortable and well appointed. Book your room with the breakfast buffet included so you can wake up to a wide selection of fresh fruits, fruit juices, breads, eggs, tea and coffee.\_

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## EMILIANO

**CATEGORIES:** Hotels, Splurge

**Make a Call:** +551130694369

**Visit Website:** <https://emiliano.com.br/?hotel=sp>

**Get Directions:** Rua Oscar Freire, 384 - Jardim Paulista, São Paulo - SP, Brasil

*Rua Oscar Freire, 384 | Jardins*

The Emiliano was one of the first luxury properties to open in [Jardins](#). It is an independent hotel full of style and has been, for years, a favorite of über model Gisele Bündchen. Perfectly located at [Rua Oscar Freire](#), giving guests easy walking access to the city's most vibrant shopping area. The Emiliano Restaurant serves delicious and well prepared dishes and can be a good spot to for a pause during the day. If you arrive by UberCopter, use can use the helipad on top of the building.\_

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## FASANO

**CATEGORIES:** Hotels, Splurge

**Make a Call:** +551138964000

**Visit Website:** <http://www.fasano.com.br/hoteis/fasano-sao-paulo>

**Get Directions:** R. Vitória Fasano, 88 - Jardim Paulista, São Paulo - SP, 01414-020, Brasil

*Rua Vittorio Fasano, 88 | Jardins*

The Fasano group is a collection of premium hotels and restaurants in São Paulo, Rio, Uruguay and soon in Miami and New York managed by charismatic and energetic Rogerio Fasano. With focus on quality and impeccable service, his company has changed the landscape of hospitality in Brazil with a new blueprint for 5-star hotels. At the Fasano, attention to detail is

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paramount, from the selection of architects and materials, to flowers, colors and staff.

His properties are not only hotels but entertainment destinations, where high heeled locals come to socialize and enjoy good food and music. The [Fasano Restaurant](#), at the hotel's basement, has been voted one of the best in the country ever since serving the first meal. Many of the employees have been with the company for years, with pride in what they do and demonstrating there can be good service in Brazil. The Baretto bar, on the ground floor, is one of the coziest corners in São Paulo to enjoy a well prepared drink and excellent music.

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## BRÁZ PIZZARIA

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551132143337

**Visit Website:** <http://www.brazpizzaria.com.br/>

**Get Directions:** Rua Sergipe, 406 - Consolação, São Paulo - SP, 01243-000, Brazil

*Rua Sergipe, 406 | Higienópolis | Pizza with 5 other branches scattered around town in Moema, Pinheiros, Perdizes, Tatuapé and Vila Mariana.*

*Sunday to Thursday from 6:30pm to 12midnight*

*Friday and Saturday from 6:30pm to 1am*

Pizza is an institution taken very seriously in São Paulo. You can find a pizzeria in almost every corner (thanks to the large Italian community), but Bráz is the place to try one of the best in Sampa. The thin crust pizzas receive different toppings, with fresh and selected ingredients, cooked to perfection in wood burning ovens. Try the "Caprese" (slices of tomato, artisanal mozzarella, basil and black olive pesto) or "Bráz" (zucchini, parmesan and mozzarella). As a starter, the bread stuffed with pepperoni is hard to beat. With an upscale feel, the dining rooms have a vintage-chic atmosphere, with tiled walls, shelves full of canned goods and mosaics floors.

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## MERCADO MUNICIPAL

**CATEGORIES:** Eating, Food Markets

**Make a Call:** +551132297054

**Visit Website:** <http://www.oportaldomercadao.com.br/>

**Get Directions:** R. da Cantareira, 306 - Luz, São Paulo - SP, 01103-200, Brasil

*Rua da Cantareira, 306 | Centro | City's biggest food hall*

*Monday to Saturday from 6am to 6pm*

*Sunday and holidays from 6am to 4pm*

In a beautiful neoclassic building, designed by architect Ramos de Azevedo in 1933, Mercado Municipal (or Mercadão, as *paulistanos* call it) is the most important public market in São Paulo, located in the [downtown area](#). Adorned with columns and colorful stained glass panels, the market gathers more than 270 stalls that sell vegetables, fruits, meats, fishes, wines, cereals, spices and others goods. Although nowadays it is a very popular tourist attraction, Mercadão is still the place where chefs and restaurant owners go to buy fresh and high-quality products and hard to find ingredients. On the mezzanine, there is a food court where visitors can try very typical *paulistano* snacks, such as the hearty mortadella sandwich (a kind of bologna sausage) and the cod fish *pastel* (a fried thin pastry).

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## MARIA BRIGADEIRO

**CATEGORIES:** Gourmet & Food, Shopping

**Make a Call:** +551130873687

**Visit Website:** <http://www.mariabrigadeiro.com.br/>

**Get Directions:** R. Capote Valente, 68 - Pinheiros, São Paulo - SP, Brasil

*Rua Capote Valente, 68 | Pinheiros | Sweets*

*Monday to Saturday from 11am to 7pm*

Brigadeiro is one of the most beloved sweets in Brazil. The small chocolate balls, covered in granulated chocolate, are a mandatory item in kids parties and weddings. But pastry chef Juliana Motter took the popular sweet to an entirely new level: using sophisticated ingredients, like artisanal chocolates, she created the “brigadeiro gourmet” trend. Very quickly, the public surrendered to new versions of the original recipe, like the ones with Sicilian lemon or Port wine. Filled with chocolate smell, the shops have a unique and delicate atmosphere – the brigadeiros are sold in beautiful decorated boxes, making it a great souvenir.

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## SARAU BAR

**CATEGORIES:** Cocktail Bars, Drinking

**Make a Call:** +551130629534

**Visit Website:** <http://www.saraubar.com.br/>

**Get Directions:** Av. Brigadeiro Luís Antônio, 4764 - Jardim Paulista, São Paulo - SP, 01402-002, Brasil

*Avenida Brigadeiro Luís Antonio, 4764 | Jardim Paulista*

*Tuesday to Friday from 6pm*

*Saturday from 3:30pm*

*Sunday from 12noon*

Very close to the iconic [Hotel Unique](#) Sarau is a rare well-balanced mix of bar and restaurant. Berlin, in Germany, was the inspiration for this cool three-story building, with lounges and cozy sofas. The drink menu features exclusive creations such as the Sarau Sloe Gin (gin, cucumber and green tea infusion, Sicilian lemon, orange water and sparkling water). At the helm of the kitchen, experienced sushiman Julio Alves prepares ceviches, seafood tapas, tartares and sushis combos. The crowd is mixed.

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## SHOPPING CIDADE JARDIM

**CATEGORIES:** Shopping, Shopping Areas & Malls

**Make a Call:** +551135523560

**Visit Website:** <http://www.shoppingcidadejardim.com/>

**Get Directions:** Av. Magalhães de Castro, 12000 - Morumbi, São Paulo - SP, 05502-001, Brasil

*Avenida Magalhães de Castro, 12000 | Cidade Jardim*

*Monday to Saturday from 10am to 10pm (restaurants from 12noon to 11pm)*

*Sunday and holidays from 2pm to 8pm (restaurants from 12noon to 11pm)*

At this posh new neighborhood of high towers close to Marginal Pinheiros, Cidade Jardim is a shopping center that does not resemble one at all. It features an open space, which allows natural light to come in and displays lush gardens along its corridors. From international labels to top Brazilian designers, the shops are mostly targeted to the luxury public – this is the place where you can find the fashion “big five”: Hermès, Chanel, Gucci, Prada and Louis Vuitton. At the rooftop terrace, there are plenty of good restaurants like [Parigi Bistrot](#), [Adega Santiago](#) and [Due Cuochi](#) – do not miss the impressive São Paulo skyline view. The mall also offers very unique services such a personal shopper and fashion advisor for free. Check the nice

[Gallerist](#) shop for well curated Brazilian fashion and decor.

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## SHOPPING JK IGUATEMI

**CATEGORIES:** Shopping, Shopping Areas & Malls

**Make a Call:** +551131526800

**Visit Website:** <http://iguatemi.com.br/jkiguatemi>

**Get Directions:** Av. Pres. Juscelino Kubitschek, 2041 - Itaim Bibi, São Paulo - SP, 04543-011, Brasil

*Avenida Juscelino Kubitschek, 2041 | Itaim*

*Monday to Saturday from 10am to 10pm*

*Sunday from 2pm to 8pm (restaurants open from 11am to 10pm)*

The ground floor of this mall is like walking down Fifth Avenue in New York. Dolce & Gabbana, Bottega Veneta, Burberry, Bulgari and other 180 luxury shops set the tone of this high-end space. Situated at Vila Nova Conceição, a very upscale district, the four story contemporary building is a massive white cube, integrated to the Parque do Povo, a pleasant public park, close do Marginal Pinheiros and Juscelino Kubitschek Avenue. Besides enjoying some window-shopping, JK features a very modern cinema complex, with 8 IMAX or 4D theatres – some of them offer as well VIP services, like reclining chair and waiters. Top-notch architecture and a lively gourmet area are also major attractions to this mall.

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## HUACO RESTOBAR PERUANO

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551139693893

**Visit Website:** <https://www.facebook.com/Huaco-Restobar-Peruano-242128015954460/>

**Get Directions:** R. Fradique Coutinho, 832 - Pinheiros, São Paulo - SP, 05416-001, Brasil

*Rua Fradique Coutinho, 832 | Vila Madalena | Peruvian*

*Tuesday to Sunday from 12noon to 3pm and from 7pm to 12midnight*

Peruvian cuisine, especially *ceviche*, is very trendy nowadays in São Paulo and around the world. Lately, a lot of restaurants have opened offering all kinds of gastronomic experiences – from the fanciest to the more modest ones. Located at Vila Madalena, the bohemian neighborhood, Huaco would be classified as a simple yet very correct place. ([www.biolighttechnologies.com](http://www.biolighttechnologies.com)) This is the place to try very well executed traditional dishes like *ceviches*, *plancha de mariscos* (seafood plate) and *pulpo antecuchero* (flambé octopus).

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Image from Huaco's Instagram

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## SEBO DESCULPE A POEIRA

**CATEGORIES:** Books & Magazines, Shopping

**Visit Website:** <https://www.facebook.com/SeboDesculpeAPoeira/>

**Get Directions:** R. Sebastião Velho, 28A - Pinheiros, São Paulo - SP, 05418-040, Brasil

*Rua Sebastião Velho, 28A | Pinheiros*

*Monday from 2pm to 6pm*

*Tuesday to Thursday from 10am to 6pm*

*Friday from 10am to 5pm*

*Saturday from 11am to 6pm*

The name is very suggestive for a second-hand bookstore: "I'm sorry for the dust". Run by journalist Ricardo Lombardi in his mother's tiny garage in Pinheiros district, the place attracts a very intellectual and cool crowd. They go over there to browse over 5000 books and rare magazines that used to be Lombardi's private collection – or, as he calls it, an "editor's collection". Former *Bravo's* editor in chief (one of the most important Brazilian magazine devoted to the cultural scene, closed in 2013), the owner (and only employee) helps the clients with suggestions. The shelves are divided by categories, like "journalists & journalism"; "Machadiana", with books regarding Machado de Assis, one of the most important Brazilian writers; and others. If you are a book lover like me, you must visit him.

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## PADARIA DO MOSTEIRO

**CATEGORIES:** Gourmet & Food, Shopping

**Make a Call:** +551133288799

**Visit Website:** <http://padariadomosteiro.com.br/>

**Get Directions:** Largo São Bento - Centro, São Paulo - SP, Brasil

*Largo de São Bento | Centro with a newer branch in Jardins at Rua Barão de Capanema, 416 open from Monday to Saturday from 9am to 6:30pm*

*Monday to Friday from 7am to 6pm*

*Saturday from 7am to 12noon*

*Sunday from 11am to 12noon*

It may not be the most suitable match for the poverty vows that Benedictine monks must take, but this chic-bakery sells the delicious delicacies produced by them at São Bento Monastery, in the [Old Downtown](#) area (which, by the way, it is an must-see attraction). The shop offers products such as the delicate parsnip bread (the flagship recipe) and a large selection of cakes (the "Bolo dos Monges" is a mix of canonical wine, apricot, plum and brown sugar). The artisanal jams are also from heaven: apricot, blackberry and plum. Despite its sophistication, Padaria do Mosteiro works only as a take-out-bakery; it does not have tables or chairs.

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## GALERIA FORTES D'ALOIA & GABRIEL

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551130327066

**Visit Website:** <http://fdag.com.br/>

**Get Directions:** R. Fradique Coutinho, 1500 - Pinheiros, São Paulo - SP, 05416-001, Brasil

*Rua Fradique Coutinho, 1500 | Vila Madalena and the Galpão Fortes D'Aloia & Gabriel, a bigger space is in Barra Funda at Rua James Holland, 71*

*Tuesday to Friday from 10am to 7pm*

*Saturday from 10am to 6pm*

Opened in 2001, Galeria Fortes D'Aloia & Gabriel has been one of the finest venues to appreciate new and urban art in São Paulo. The large rooms are the perfect setting to host impressive exhibitions of young or well-known artists – you will always find some interesting attraction to admire. It is not by chance that they represent names like graffiti stars OSGÊMEOS and painters Adriana Varejão and Beatriz Milhazes. If that is not enough, there is also Galpão, a warehouse at Barra Funda neighborhood. With an industrial setting, the place functions as an exhibition space and art storage, with free public access.

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## EATALY

**CATEGORIES:** Casual Dining, Eating, Food Markets, Gourmet & Food, Nice Restaurants, Shopping

**Make a Call:** +551132793300

**Visit Website:** <http://www.eataly.com.br>

**Get Directions:** Av. Pres. Juscelino Kubitschek, 1489 - Vila Nova Conceição, São Paulo - SP, Brasil

*Avenida Presidente Juscelino Kubitschek, 1489 | Itaim*

*Sunday to Thursday from 8am to 11pm*

*Friday and Saturday from 8am to 12midnight*

After New York, Milan and other metropolises throughout the world, Eataly, the very successful Italian food temple has finally arrived in São Paulo – a city that is home to the largest Italian community in South America. Following the rustic-chic-emporium-like atmosphere from the others branches, the three-floor building feels like a gastronomic theme park, where, instead of rides, you can choose from eating in one of the ten specialized restaurants (pizzeria, pasta, fish, risottos, steakhouse) to buying in the various food shops (butchery, bakery, fish section, rotisserie, cheese counter and other mouth-watering options). As Brazilians became addicted to Nutella, expect to find big lines at the counter dedicated to the chocolate and hazelnut paste.

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## DUE CUOCHI

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551130788092

**Visit Website:** <http://www.duecuochi.com.br>

**Get Directions:** R. Manuel Guedes, 93 - Itaim Bibi, São Paulo - SP, 04536-070, Brasil

*Rua Manuel Guedes, 93 | Itaim | Italian other venues at [Shopping Cidade Jardim](#) and at Morumbi Corporate in Itaim*

### **Lunch**

*Monday to Friday from 12noon to 3pm*

*Saturday from 12noon to 4pm*

*Sunday from 12noon to 5pm*

### **Dinner**

*Monday to Friday from 7:30pm to 12midnight*

*Friday and Saturday from 7:30pm to 1am*

São Paulo has dozens of Italian restaurants, but Due Cuochi is notably one of the best places to appreciate the contemporary version of this kitchen in town. The menu has always something new, but the home-made pastas (dry, fresh or stuffed) are always served to perfection. You can't go wrong choosing the *tagliolini* with tomato sauce, shrimps, Sicilian lemon and arugula. Other hit is the rabbit *alla cacciatora* with buttered and salvia *tagliatelle*. Do not go away without trying the tiramisu, prepared to order, with sponge cake soaked in coffee and mascarpone.

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## A CASA DO PORCO BAR

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551132582578

**Visit Website:** <https://www.facebook.com/acasadoporcobar>

**Get Directions:** R. Araújo, 124 - República, São Paulo - SP, 01220-020, Brasil

*Rua Araújo, 124 | República-Centro | Brazilian focused on pork products*

*Monday to Saturday from 12noon to 12midnight*

*Sunday from 12noon to 5pm*

The menu has only one main ingredient: pork – in every way you can possibly imagine. What about a pork sushi? Pork with guava? And pork tartare? Michelin star chef Jefferson Rueda turned his passion for pork cuts and charcuterie (he produces some of the sausages) in a cool *boteco* (mix of a restaurant and a bar), located at [downtown area](#) – which, since its opening, attracts crowds (yes, there will be long lines, especially on weekends). With sophisticated and flawless culinary techniques, Rueda serves creations like “Porco a San Zé”, an 8-hour slow-roasted pork, in a very casual but hype ambiance. For those who just want a quick bite, there’s a window open to the street that sells a yummy pulled pork sandwich.

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## PANAM CLUB

**CATEGORIES:** Dance & Music, Drinking

**Make a Call:** +551131116330

**Visit Website:** <https://www.facebook.com/PanamClub>

**Get Directions:** Alameda Campinas, 150 - Bela Vista, São Paulo - SP, 01404-900, Brasil

*Alameda Campinas, 150 | Bela Vista*

*Check their [Facebook page](#) for events listings*

During the 1980’s, Maksoud Plaza used to be one of the finest hotels in São Paulo, but, little by little, it began to lose its relevance and glamour. However the story is not over yet: Facundo Guerra, a nightlife entrepreneur, saw through the *decadence* and old-fashioned furniture some charm and “cool factor”. He opened the PanAm Club, a very modern and neon lighted venue, installed at the hotel’s 22nd floor. With panoramic windows at the dance floor, dancers can try their best moves while admiring the city – from the smoking area at the helipad the cityscape is even more beautiful. It only opens for specific parties and events, so check out the schedule before attending.

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## GALERIA VERMELHO

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551131381520

**Visit Website:** <http://www.galeriavermelho.com.br/>

**Get Directions:** R. Minas Gerais, 350 - Parque das Flores, São Paulo - SP, 01244-010, Brasil

*Rua Minas Gerais, 350 | Consolação*

*Tuesday to Friday from 10am to 7pm*

*Saturday from 11am to 5pm*

The low-profile entrance does not do justice to the relevance of Galeria Vermelho to the *paulistana* art scene. Located on a hidden street close to [Paulista Avenue](#), this is one of the most important venues in town dedicated to contemporary art. It also represents renowned artists, like Dora Longo Bahia, Lia Chaia, Chelipa Ferro and others. Working as a cultural center, Vermelho features large exhibition rooms, a garden, a bookstore and a space for events. Paulo Mendes da Rocha, a Brazilian Pritzker award-winner architect, designed the building. Do not miss [Sal Gastronomia](#), a restaurant located inside the building, run by celebrity-chef Henrique Fogaça, one of the hosts at TV show MasterChef.

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## BOSSA RESTAURANTE STUDIO BAR

**CATEGORIES:** Delicious Bistros, Drinking, Eating, Restobar

**Make a Call:** +551130644757

**Visit Website:** <http://bossarestaurantebarestudio.com.br/>

**Get Directions:** Alameda Lorena, 2008 - Jardim Paulista, São Paulo - SP, 01424-002, Brasil

*Alameda Lorena, 2008 | Jardim Paulista | Contemporary Brazilian*

*Monday to Thursday from 12noon to 12midnight*

*Friday and Saturday from 12noon to 1am*

*Sunday from 12noon to 11pm*

The impressive wood façade is an invitation to find out what is hidden behind it. At the heart of [Jardins](#), a posh and cool neighborhood, Bossa Restaurante is a trendy venue functioning as restaurant, bar and music studio. The contemporary ambiance is the perfect environment to sip some traditional cocktails, like negroni or cosmopolitan. Moving to the restaurant area, start with *medalhas de tapiocas* (Brazilian cheese with honey and tabasco) and ask for dishes that have a “Brazilian” touch, like *leitão à pururuca* (roasted suckling pig). During lunch, the menu is different according the day of the week.

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## RUELLA BISTRÔ

**CATEGORIES:** Delicious Bistros, Eating

**Make a Call:** +551130343125

**Visit Website:** <http://www.ruella.com.br/>

**Get Directions:** R. Dr. Mario Ferraz, 37 - Jardim Europa, São Paulo - SP, 01453-010, Brazil

*Rua Doutor Mário Ferraz, 37 | Jardim Europa | Bistro fare with two other branches, one in Vila Olímpia, at Rua João Cachoeira, 1507 and another in Pinheiros, at Rua Vupabussu, 199.*

### **Lunch**

*Tuesday to Friday from 12noon to 3pm*

*Saturday and Sunday from 12noon to 4:30pm*

### **Dinner**

*Tuesday to Saturday from 7pm to 12midnight*

If your idea is to experience a romantic dinner, Ruella is the place – it is not a surprise this is a much-requested wedding venue. The charming and cozy French bistro atmosphere is evident by the candles, the flowers all over the dining room and the amazing background music. From the menu, classified as an “author’s cuisine”, try creations like fried risotto balls filled with gorgonzola and pepper jam or the tuna teriyaki with red berries. If you want to skip the one hour lines, it is highly recommended to reserve in advance.

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## WESLEY DUKE LEE ART INSTITUTE

**CATEGORIES:** Arts & Culture, Galleries

**Make a Call:** +551156874859

**Visit Website:** <http://wesleydukelee.com.br/en/>

**Get Directions:** R. Frei Galvão, 105 - Jardim Paulistano, São Paulo - SP, 01454-060, Brazil

*Rua Frei Galvão, 105 | Jardim Paulistano*

*Weekdays from 10am to 7pm*

Wesley Duke Lee was a very prolific artist albeit very little known in Brazil outside the circles of art. From pop art to his own Magic Realism, Duke Lee’s work has been present in various galleries and museums around the world. His favorite place was



his home in São Paulo, which became a masterpiece where one can see and feel his creative process. (<https://veroinn.com>) As he used to say “my house is basically myself turned inside out”. The Institute was created by his niece, Patrícia Lee, to stimulate creativity in São Paulo, to foster new talents and to open new talents. On a little side street near the imposing business towers of Faria Lima, Wesley Duke Lee Art Institute is a statement to a more creative world.

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Image from Wesley Duke Lee Art Institute’s website

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This is a video (in Portuguese) with an interview with Patrícia Lee telling about the Institute

## TIAN RESTAURANTE

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551123899399

**Visit Website:** <http://www.tianrestaurante.com.br/>

**Get Directions:** R. Manuel Guedes, 499 - Itaim Bibi, São Paulo - SP, 04536-070, Brazil

*Rua Manoel Guedes, 499 | Itaim | Contemporary Asian*

### **Lunch**

*Monday to Friday from 12noon to 3pm*

*Saturday from 12noon to 4pm*

*Sunday from 12noon to 5pm*

### **Dinner**

*Monday to Wednesday from 7pm to 11pm*

*Thursday to Saturday from 7pm to 12midnight*

Tian is a very nice restaurant for those craving Asian flavors. The menu travels from China to Thailand via Vietnam and Indonesia. Headed by Thai Marina Pipatan, who brought Thai food to Brazil 30 years ago, it has classic dishes such as Tom Yam and Pad Thai to local inventions such as the Thai Picanha (Brazilian rump steak with Thai sauce). With a lively atmosphere and an easygoing staff, you will surely enjoy a meal at Tian, who’s got a Bib Gourmand indication on the Michelin Guide.

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## THE WEEK SÃO PAULO

**CATEGORIES:** Dance & Music

**Make a Call:** +551138689944

**Visit Website:** <http://www.theweek.com.br/>

**Get Directions:** R. Guaicurus, 324 - Água Branca, São Paulo - SP, Brazil

*Rua Guaicurus, 324 | Lapa*

The Week is São Paulo’s LGBT dance heaven. With memorable parties, muscle, shirtless men, fantastic music, lights, laser beams and all the works, it is easy to understand why it is Brazil’s most famous gay nightclub, with branches in [Rio](#) and Florianópolis. There is a host of parties lined up every weekend, including, from time to time, the [Papa Party](#) with Eliad Cohen, the Safado Party, Pool Parties and more. Be ready to have fun and dance, dance, dance. It is a very popular place so I recommend you put your name on the guest list (It can be done on the website) or buy the party tickets when there is the option.

## SUBASTOR

**CATEGORIES:** Cocktail Bars, Drinking

**Make a Call:** +551138151364

**Visit Website:** <http://www.subastor.com.br/>

**Get Directions:** R. Delfina, 163 - Vila Madalena, São Paulo - SP, 05443-010, Brazil

*Rua Delfina, 163 | Vila Madalena*

*Tuesday to Thursday from 8pm to 3am*

*Friday and Saturday from 8pm to 4am*

Subastor, as the name suggests, is a speakeasy below Bar Astor at the lively Vila Madalena. Great for cocktail lovers with some of Brazil's best mixologists. (<https://yellowtail.tech/>) There are delicious drinks made with *cachaça*, so you can try the spirit in more creative ways than just at *caipirinhas*.

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Image from Subastor's website

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## SKYE

**CATEGORIES:** Drinking, In Restaurants or Hotels

**Make a Call:** +551130554702

**Visit**

**Website:** <http://www.hotelunique.com.br/restaurant-bar-skye-hotel-unique-sao-paulo-jardins-en.html>

**Get Directions:** Av. Brigadeiro Luís Antônio, 4700 - Jardins, São Paulo - SP, Brazil

*Avenida Brigadeiro Luís Antonio, 4700 | Jardim Paulista at [Hotel Unique's rooftop](#)*

*Daily from 6pm onwards*

One of the nicest views of São Paulo's skyline is from Skye's pool area. So a drink here is mandatory during your visit. The hotel's architecture is groundbreaking, the service is attentive, the restaurant a good option for dinner afterwards. The best time of the day is during sunset, when the sky is colorful and the pool lights are switched on (by the way, the pool is red). Good music, good drinks, good vibes. However, the longer you stay, the livelier it gets. *Paulistanos* are not early birds.

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## UNIQUE

**CATEGORIES:** Hotels, Splurge

**Make a Call:** +551130554700

**Visit Website:** <http://www.hotelunique.com.br>

**Get Directions:** Av. Brigadeiro Luís Antônio, 4700 - Jardins, São Paulo - SP, Brazil

*Avenida Brigadeiro Luís Antonio, 4700 | Jardim Paulista*

Unique is among the top hotels in São Paulo and the only one affiliated to Design Hotels. With groundbreaking architecture (is has kind of a watermelon slice shape), it is close to the Ibirapuera Park and within easy access both to the main shopping area

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of [Oscar Freire](#) and the business area of Faria Lima Avenue.

The hotel has a nice restaurant and bar overlooking the city's rooftops and green areas, [Skye](#), a glitzy red swimming pool, a spa managed by French company Caudalie and top notch service.

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## CASA 92

**CATEGORIES:** Dance & Music, Drinking, Party places

**Make a Call:** +551130320371

**Visit Website:** <http://92casa.com.br/>

**Get Directions:** R. Cristóvão Gonçalves, 92 - Pinheiros, São Paulo - SP, 05426-050, Brazil

*Rua Cristóvão Gonçalves, 92 | Pinheiros*

*Open in the evenings. Check their website or [Facebook](#) for party updates*

Casa 92 is a mix of bar and nightclub, with good drinks, good food, good music and good vibes. You walk around different rooms of the house, each with its own music and style. It is as if you were at a party at a friend's house. The mix of people is eclectic, very much a reflexion of São Paulo itself. There is an outside area that on warm evenings is the best place to be.

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## SALA ESPECIAL

**CATEGORIES:** Cocktail Bars, Drinking

**Make a Call:** +551130320371

**Visit Website:** <http://salaespecialcasa92.com.br/>

**Get Directions:** R. Dep. Lacerda Franco, 604 - Pinheiros, São Paulo - SP, 05418-001, Brazil

*Rua Deputado Lacerda Franco, 604 | Pinheiros*

*Daily from 8pm*

Sala Especial could be translated to Special Room. This is what the owners wanted to create when conceiving the place, a venue where people could feel at ease, close to nature and ready to have a great time with friends. Indeed, the place has a good vibe, with well decorated rooms, a roster of events, great drinks and good food.

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## RITZ

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551130792725

**Visit Website:** <http://www.restauranteritz.com.br/>

**Get Directions:** R. Jerônimo da Veiga, 141 - Itaim Bibi, São Paulo - SP, 04536-000, Brazil

*Rua Jeronimo da Veiga, 141 | Itaim Bibi | Bistro with another branch in Jardins, at Alameda Franca, 1088 and at [Shopping Iguatemi](#).*

**Lunch**

*Monday to Friday from 12noon to 3pm*

**Dinner**

*Monday to Thursday from 7:30pm to 12midnight*

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Friday from 7:30pm to 1am

**Nonstop**

Saturday from 12:30pm to 1am

Sunday from 12:30pm to 12midnight

Ritz is another *paulista* institution, opened in 1981 in Alameda Franca. The venue in Itaim Bibi dates from 2000 and follows the same style of red leather chairs, great photographs by Brazilian Bob Wolfenson and black and white graffiti by Giancarlo Latorraca.

Back in the 1980's it was one of the first restaurants in São Paulo to offer wines by the glass and to hire students for the service staff. It has maintained its cool ever since, being at the forefront of the changing habits of Brazilians. There are lots of salads in the menu as well as dishes most were used to eating at home. If on the daily specials you see the traditional Brazilian rice, beans, fillet, farofa and fries, don't think twice. The bolinhos de arroz (rice fritters) are also very popular.

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## LANCHONETE DA CIDADE

**CATEGORIES:** Burger Joints, Eating

**Make a Call:** +551130863399

**Visit Website:** <http://www.lanchonetedacidade.com.br/>

**Get Directions:** Alameda Tietê, 110 - Jardim Paulista, São Paulo - SP, 01417-020, Brazil

*Alameda Tietê, 110 | Jardim Paulista | Burger with other branches around town, most notably in Pinheiros, at Rua Coropés, 51 and also at [Shopping Cidade Jardim](#), Shopping Pátio Higienópolis and Moema, at Avenida Macuco, 355.*

*Sunday to Thursday from 12noon to 1am*

*Friday and Saturday from 12noon to 3am*

Sao Paulo is a hungry city and part of this hunger is for good burgers. The Lanchonete da Cidade is an institution, serving succulent *bombons* (how they call their signature burger) in 1950's style diners. Hot dogs are also on the menu, though called *totós*. And as Brazilians are constantly on a diet, there are salads and vegetarian sandwiches. But since you are on holidays, have at least one of the great milkshakes such as de *Doce de Leite* (caramel). You can have it to go or as delivery, so keep their number on your mobile.

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## RINCONCITO PERUANO

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +551133612400

**Visit Website:** <http://www.rinconcitoperuano.com.br/>

**Get Directions:** R. Aurora, 451 - Santa Ifigênia, São Paulo - SP, 01209-001, Brazil

*Rua Aurora, 451 | Centro | Peruvian*

*Daily from 12noon to 11pm (Monday until 5pm and Sunday until 9pm)*

The Rinconcito is a small piece of Peru in the heart of busy [Downtown](#) São Paulo. The owner is a Peruvian immigrant who opened his restaurant to cater for this countrymen, stranded in Brazil after migrating with the dream to make it big in the region's largest economy. His luck was that Peruvian food became trendy, Brazilians started flocking to his place and very soon everybody was talking about his spicy ceviche.

It is still very much a meeting point for Peruvians in the city and the Centro neighborhood is best avoided in the evenings. Go there for lunch. It is a simple place, no fancy decoration or ambient lighting. But the food is excellent and true to its roots, not an adaptation to please the locals.

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## LE JAZZ BRASSERIE

**CATEGORIES:** Delicious Bistros, Eating

**Make a Call:** +551123598141

**Visit Website:** <http://www.lejazz.com.br/>

**Get Directions:** R. dos Pinheiros, 254 - Pinheiros, São Paulo - SP, Brazil

*Rua dos Pinheiros, 254 | Pinheiros | Bistro with two other branches, one at [Shopping Iguatemi](#) and the other in Jardim Paulista, at Rua Doutor Melo Alves, 734.*

*Monday to Thursday from 12noon to 12midnight*

*Friday from 12noon to 1am*

*Saturday from 12:30pm to 1am*

*Sunday from 12:30pm to 12midnight*

Le Jazz is the place to go any time for a drink, a glass of wine, a sandwich, a full lunch/dinner. You can seat by yourself to observe *paulistanos* come and go or you can go with lots of friends to seat on a large table and have a great time. The menu is very varied, with a lot of French influenced dishes, typical from a Parisian bistro, since in Sao Paulo people like to feel as if they were miles away, in Paris, New York or London. The music is good too and oftentimes there are jazz concerts, especially at the Pinheiros branch in the lively Rua dos Pinheiros.

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## MANÍ

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +551130854148

**Visit Website:** <http://www.manimanioca.com.br/>

**Get Directions:** R. Joaquim Antunes, 210 - Pinheiros, São Paulo - SP, Brazil

*Rua Joaquim Antunes, 210 | Jardim Paulistano | Brazilian fusion*

*Tuesday to Thursday from 12noon to 3pm and from 8pm to 11:30pm*

*Friday from 12noon to 3pm and from 8:30pm to 12midnight*

*Saturday from 1pm to 4pm and from 8:30pm to 12midnight*

*Sunday from 1pm to 4pm*

Helena Rizzo and Daniel Redondo are both in charge of Maní, the gourmet restaurant, Manioca, a casual version, at [Shopping Iguatemi](#), and Padoca do Maní, a delicious bakery near the main restaurant. They met in Spain while working at the famous El Celler de Can Roca. At their restaurant, they mix Brazilian ingredients with recipes they discovered during their many travels. It is one of Brazil's best restaurants, without being over the top. Helena has won many prizes, including Latin America's best female chef. Make sure you book a table before you head to São Paulo.

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## DALVA E DITO

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +551130684444

**Visit Website:** <http://dalvaedito.com.br/>

**Get Directions:** R. Padre João Manuel, 1115 - Cerqueira César, São Paulo - SP, Brazil

*Rua Padre João Manuel, 1115 | Cerqueira Cesar | Brazilian*

*Monday to Thursday from 12noon to 3pm and from 7pm to 12midnight*

*Friday from 12noon to 3pm and from 7pm to 1am*

*Saturday from 12noon to 4:30pm and from 7pm to 1am*

*Sunday from 12noon to 5pm*

Alex Atala is Brazil's most renowned culinary star. Unlike his famous restaurant [D.O.M.](#) a few blocks away, where the mantra is experimental cuisine, at Dalva e Dito Atala reinterprets classics from Brazilian regional recipes with ingredients from the Amazon, the caatinga (savanah) and Bahia. It is a beautifully decorated place, mixing the old and the new. The open kitchen gives an air of intimacy with the staff in the stoves. I like the place because it has managed to be cool with many references to the country's folk culture. By the way, it has one star in the Michelin Guide.

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## SIDE RESTAURANTE

**CATEGORIES:** Casual Dining, Drinking, Eating, Restobar

**Make a Call:** +551131680311

**Visit Website:** <http://www.siderestaurante.com.br/>

**Get Directions:** Rua Tabapuã, 830 - Itaim Bibi, São Paulo - SP, 04533-003, Brazil

*Rua Tabapuã, 830 | Itaim | International*

### **Lunch**

*Monday to Friday from 12noon to 3pm*

*Saturday, Sunday and holidays 12:30pm to 4pm*

### **Dinner**

*Monday to Friday from 7pm to 12midnight*

*Saturday, Sunday and holidays from 8pm to 1am*

Side Restaurant in Itaim is a stylish address with a very international menu and an excellent drinks list. It could almost be a bar with a restaurant instead of a restaurant with a bar as the options of home created cocktails far exceeds the main courses. The head bartender, Talita Simões, is Aperol's ambassador in Brazil and has created cocktails for several restaurants in Brazil. It is a very nice place to see people, to enjoy the evening and go home feeling a little tipsy.

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