

MONOCLE 25/25

SÃO PAULO

South America's financial powerhouse is primarily defined by its size. Everything is enormous – the traffic jams, the number of bars and restaurants, the bodyguards and the scale of the cultural divide. As the biggest city in South America, São Paulo is the continent's melting pot.

01 Essentials

- 01 Avoid travelling by car between 08.00 to 10.00 and from 18.00 to 20.00 – São Paulo redefines rush hour.
- 02 Most cab drivers speak little or no English; always have your directions written down before you enter the cab to prevent any confusion.
- 03 Hide your Rolex when you're out and about, there are gangs who specialise in stealing Rolex Oysters.
- 04 If you have friends who are local, do call them. If not, try to meet some. Paulistanos love visitors and entertain at home a great deal.
- 05 Enjoy the nightlife. While other cities pretend that you can go out every night of the week, in São Paulo you actually can.
- 06 Business is conducted over dinner – everything in the city begins and ends in a restaurant.
- 07 São Paulo is more formal than Rio, so sandals and Bermuda shorts should not be worn in the city, unless you are in the park.
- 08 Stay in the Jardins neighbourhood, this is one of the only areas in the city where people leave the car and stroll without threat.
- 09 Book a car service if you need to cover a lot of ground. Taxis are the only other reliable option, but in the end they can be more expensive.
- 10 If you intend on travelling within Brazil's interior be sure to fly in and out of Congonhas city airport – it's much closer to everything than the international airport at Guarulhos.

02 Hotels

Independent and easy
Blue Tree Towers Faria Lima
3989 Avenida Brigadeiro Faria Lima
Vila Olímpia
+ 55 11 3896 7544; bluetree.com.br

Dependable chain
Grand Hyatt São Paulo
13301 Avenida das Nações Unidas
+ 55 11 6838 1234
saopaulo.grand.hyatt.com.br

Premium
Fasano Hotel
88 Rua Vittorio Fasano
+ 55 11 3896 4000; fasano.com.br

03 Dining

Fast breakfast
Any neighbourhood bakery

Business breakfast
Santo Grão Café
413 Rua Oscar Freire, Jardins
+ 55 11 3082 9969; santograo.com.br

Mid-morning coffee
PÃO – Padaria Artesanal Orgânica
1618 Rua Bela Cintra, Jardins
+ 55 11 3384 6900
padariaartesanal.org

Working lunch with colleagues
Rodeio
1498 Rua Haddock Lobo
+ 55 11 3474 1333
churrascariarodeio.com.br

Need-to-impress-clients lunch
Parigi
275 Rua Amauri
+ 55 11 3167 1575; fasano.com.br

Lunch on your own
Ritz
1088 Alameda Franca, Jardins
+ 55 11 3088 6808

Afternoon tea/drink
Le Vin
184 Al Tiete, Jardins
+ 55 11 3081 3924

Dinner with colleagues
Spot
72 Rua Ministro Rocha Azevedo
+ 55 11 3283 0946

Private dinner
Gero
1629 Rua Haddock Lobo, Jardins
+ 55 11 3064 0005

Big dinner with partner clients
Fasano
88 Rua Vittorio Fasano, Jardins
+ 55 11 3896 4000; fasano.com.br

Drink after dinner
Baretto
88 Rua Vittorio Fasano, Jardins
+ 55 11 3896 4000; fasano.com.br

Late drinks
D.Edge
170 Alameda Olga
+ 55 11 3666 9022; d-edge.com.br

Late bite
Lanchonete da Cidade
110 Alameda Tietê, Jardins
+ 55 11 3086 3399
lanchonetedacidade.com.br

On the tiles
Pasta & Vino
206 Rua Barão de Capanema
+ 55 11 3081 8747
pastaevino.com.br

04 Reading

Livraria da Vila
915 Rua Fradique Coutinho
Vila Madelena
+ 55 11 3814 5811
livrariadavila.com.br

05 Thank yous

Food and wine from
Casa Santa Luzia
1471 Alameda Lorena
+ 55 11 3897 5000; santaluzia.com.br

06 Shopping

Something you can't get anywhere else
Loja do Bispo
278 Rua dr Melo Alves, Jardins
+ 55 11 3064 8673
editoradobispo.com.br

Lost luggage – where to buy shirts, socks and underwear
VR Menswear
697 Rua Oscar Freire
+ 55 11 3081 2919
vrmenswear.com.br

Something for the kids
Toys from Infancia
212 Rua Joaquim Antunes
+ 55 11 3083 0091

Something for someone you love
Jewellery from Jack Vartanian
2232 Avenida Brigadeiro Faria Lima
+ 55 11 3097 8693
jackvartanian.com.br

Something for yourself
Gifts from Esther Giobbi
1246 Avenida Brasil, 1246 – Jardim América
+ 55 11 3085 9666
esthergiobbi.com.br

07 Two-hour tour

01 **Pinacoteca do Estado**
Gallery designed by Ramos de Azevedo in 1897.
2 Praça da Luz
+ 55 11 3229-9844
saopaulo.sp.gov.br

02 **MASP**
São Paulo's other main gallery
1578 Avenida Paulista
+ 55 11 3251 5644
masp.uol.com.br

03 **Oca Parque do Ibirapuera**
The city's second largest park with Oscar Niemeyer buildings.
+ 55 11 5539 0041

08 Limousine/car

Norbert Car Service
+ 55 11 9951 4500

09 Transport

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

10 Fitness

Good gym
Competition
2066 Rua Oscar Freire
+ 55 11 3061 1155
competition.com.br

Good running route
Ibirapuera Park

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