**EVENTS**

São Paulo knows how to make and host events, and even announces them with excitement for its visitors who are looking for a new experience or adventure. Whether you’re a business person, a festival season, or a family is visiting, there’s a guide and a proposal for everyone. Whether it’s a cultural event, a major sport, a business conference, a fashion show, a music festival, an art exhibition, or a tourist event, São Paulo has it all. And for the tourist, the city has a wide variety of options in the most diverse fields. Do you need to rock your body and forget about business? Just choose your area. Do you want to be ahead of the news? Some of the major international events include:

**Main annual events**

- **Music festivals, international concerts**
- **New Year’s Eve at Paulista Ave.**
- **São Silvestre International Race**
- **Christmas in Lights**
- **Biennal Architecture Fair (odd years)**
- **Biennal Art Fair (even years)**
- **Biennal Book Fair (even years)**
- **Casa Cor**
- **São Paulo Fashion Week**
- **Carnaval – Samba school parade and all night long. The Barra Funda mixes options like rock ’n’ roll, punk, reggae and high-performance sports options. The municipality of São Paulo is famous for hosting one of the most diverse spaces cultural activities in the world. The city has a wide variety of options in the most diverse fields.**

**CULTURE**

A city of great productions, alternative plays, street carnival or the uninterrupted 24 hours of artistic manifestations of the creative talents that cover the gray of the stone jungle, with the colors and joy of graffiti. Whether in musical shows, painting exhibitions at the Pinacoteca, the interactive experiences of Catavento Cultural, to the ephemeral art of the Biennal of Architecture and new tidal that is born by the sea, São Paulo is a city of colors, sounds and sensations.  

**SHOPPING**

Although the evolution of your life is not to change things, the forces of change in São Paulo is an opportunity to broaden your horizons. The city is full of options for those who want to buy. Whether it’s to purchase unique pieces from local artisans or international brands, São Paulo has it all. The city also offers an endless variety of shopping options, from traditional malls to open-air markets, from designer boutiques to street markets. Some of the most famous shopping centers in the city include:

- **Março**
- **Freire**
- **Brigadeiro Faria Lima Ave.**
- **Ladeira Porto Geral**
- **Zucco Restaurant**
- **Open Air Urban Art Museum**
- **Mirrored skyscrapers rise as the headquarters of countless multinationals across the city.**

**BUSINESS**

São Paulo is recognized as one of the financial centers of the world with a high degree of political and economic activity. The city has a variety of options for business, from the large multinationals to the small startups. The city offers a wide range of options for business, from traditional offices to modern coworking spaces. São Paulo also offers a wide range of options for business, from traditional offices to modern coworking spaces. São Paulo is home to one of the most diverse and dynamic economies in the world, making it a great choice for tourists looking for a business-friendly environment.

**SPORTS**

Waking up early, feeling the morning breeze and stretching your muscles to enjoy every step around the city. The city offers a wide range of options for sports, from traditional team sports to individual sports. São Paulo’s climate and landscape offer a variety of options for outdoor activities, from hiking and cycling to swimming and sailing. The city also offers a wide range of options for sports, from traditional team sports to individual sports. São Paulo is home to one of the most diverse and dynamic economies in the world, making it a great choice for tourists looking for a business-friendly environment.

**HEALTH AND WELLNESS**

To have the most important hospital in the country is a privilege of the biggest Brazilian metropolis. São Paulo is home to one of the largest and most advanced medical institutions in the world. The city offers a wide range of options for health and wellness, from traditional treatments to alternative therapies. São Paulo is home to some of the most advanced medical institutions in the world, making it a great choice for tourists looking for a business-friendly environment.

**STUDIES**

São Paulo is a world-class center for education, with more than 1,000 universities and colleges offering a wide range of options for undergraduate, postgraduate, masters, and doctoral courses. The city is home to some of the most prestigious research institutions in the world, making it a great choice for tourists looking for a business-friendly environment.

**IN NUMBERS**

- **109 parks and green areas**
- **158 museums**
- **145 theaters and venues**
- **30,000 bars**
- **20,000 restaurants**
- **52 types of cuisines.**

**GASTRONOMY**

A city of aromas and flavors, São Paulo is a gastronomic gem as one of the most diverse culinary delights. The city has a wide variety of options for gastronomy, from traditional Brazilian cuisine to international flavors. São Paulo is a city of flavors and a city of aromas, which makes it a perfect place to enjoy a wide range of options for gastronomy.

**NIGHTLIFE**

São Paulo’s nightlife is a truly portrait of the city: frenetic, creative, diverse and democratic. São Paulo, by the way, is famous for its nightlife that has already been awarded among the bests like Ibiza and New York. Despite the city’s size, São Paulo has a vibrant nightlife that offers a wide range of options for nightlife, from traditional nightclubs to alternative venues.

**TOURIST INFORMATION**

In this CPT you can find information about the city, in addition to city maps and sightseeing brochures.

**MORIES**

To amplify the information reach, is possible to find a mobile tourist guide app in the Google Play and Apple Store.
Ibirapuera Park

At the heart of São Paulo is a huge park, an urban oasis in the midst of the city. The park covers over 300 hectares and is home to a variety of attractions, including the Ibirapuera Art Museum, the Ibirapuera Ecological Park, and the São Paulo Planetarium. It's a great place to go for a walk, play sports, or simply relax in the shade. The park is also a popular spot for events and concerts, with a large amphitheater that seats up to 10,000 people. In addition to the attractions within the park, visitors can also enjoy the surrounding neighborhood, which is home to a variety of restaurants, shops, and cultural institutions.

Municipal Theater

The Municipal Theater is one of the most famous theaters in the city, and is considered one of the most important cultural institutions in Brazil. The theater was designed by the famous architect Oscar Niemeyer and opened in 1958. It's a beautiful building, with a modern design and a variety of performance spaces, including a main stage, a studio, and a recording studio. The theater hosts a wide range of performances, including opera, ballet, dance, and theater, and is home to several resident companies. It's a must-see for anyone interested in the performing arts.

Football Museum

The Football Museum in São Paulo is dedicated to the history of soccer in Brazil and the world. It features a collection of over 10,000 items, including jerseys, photos, videos, and other memorabilia. Visitors can learn about the history of soccer, explore interactive exhibits, and even watch a live soccer match on the museum's rooftop screen. The museum is located in the neighborhood of Morumbi, which is home to several of São Paulo's most famous soccer clubs, including Palmeiras and Corinthians.

Municipal Market

São Paulo's Municipal Market is one of the largest and most famous markets in the world. The market opened in 1914 and has been a bustling hub of commerce and culture ever since. It's a great place to explore, with a wide range of food stalls, shops, and attractions. Visitors can sample a variety of local delicacies, including pastel, Coxinha, and tapioca. The market is also known for its lively atmosphere and friendly people, making it a must-see for anyone visiting São Paulo.

Top 5 attractions

There are several amazing options to visit in the city. We highlight the five tourist attractions most sought after and that guarantee authenticity.

1. Football Museum
2. Municipal Market
3. Municipal Theater
4. Ibirapuera Park
5. Municipal Market

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