

DESTINATION GUIDE

SÃO PAULO



RACE
EXPERIENCE

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This Destination Guide contains inspiration and information for your trip to Brazil during the Formula 1 weekend.

We recommend booking the activities and/or restaurants in advance, because it can be extra busy due to the Formula 1 weekend. By booking in advance you are assured of a spot.

Have fun reading and have a good trip on behalf of Race Experience!

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ACTIVITIES IN SÃO PAULO



ACTIVITIES IN SÃO PAULO

SÃO PAULO ART MUSEUM

The Museu de Arte de São Paulo is the most important museum in Brazil. It is based on New York's Museum of Modern Art and is located in

Parque do Ibirapuera. There is a permanent collection on display with important artists from the Middle Ages to the present. The temporary exhibitions usually have a Brazilian theme.

Entrance is free on Tuesdays.



IBIRAPUERA'S PARK

Ibirapuera Park is a urban oasis nestled in the heart of Sao Paulo, providing a tranquil escape from the bustling city life. You can explore the park

on foot or opt to rent a bicycle at the park's entrance. Brimming with monuments, playgrounds, lakes, and gardens, there is ample opportunity for exploration. Sundays often feature live music, adding to the vibrant atmosphere of the park.



FOOTBALL MUSEUM

The Museo de Futbol is a must-visit for football enthusiasts. A significant portion of the exhibits focuses on highlighting the significance of football in Brazilian culture. Admission to the museum is free on Tuesdays. It's important to note that not all exhibits have been translated into English.



SÉ CATHEDRAL

The Sé Cathedral is an immense church located in the historic center, ranking among the largest churches in Brazil. It stands as a captivating destination for aficionados of architecture and history. For a comprehensive exploration, consider taking a guided tour that spans over two hours, providing a detailed insight into the church.



RESTAURANTS SÃO PAULO



RESTAURANTS IN SÃO PAULO

COCONUT BAMBOO



Brazilian | Seafood | €€-€€€

Coco Bambu, a renowned Brazilian chain with multiple outlets in São Paulo, particularly recommends its Analia Franco location. It's a prime choice for seafood and meat enthusiasts, with high praise for the delectable shrimp and salmon. Noteworthy for generous portions and delightful cocktails, this restaurant is a must-visit.

RITZ



Brazilian | International | €€-€€€

Ritz is a trendy restaurant with multiple locations in São Paulo. There are dishes from all over the world on the menu. Real classics are the burger, the rice cake and the chicken pie. Guests are also very enthusiastic about Happy Hour and the tasty drinks the restaurant serves.

RESTAURANTS IN SÃO PAULO

DONA FIRMINA



Italian | €€-€€€

Dona Firmina, an Italian-Portuguese restaurant, boasts friendly and helpful waitstaff who gladly assist in selecting the perfect pizza or pasta. Indulge in delectable options like the Tomatinho or the Roma, complemented by an outstanding wine list, ensuring a delightful pairing for every dish.

FRIENDS' PICNIC



Brazilian | €€-€€€

Picanharia Dos Amigos stands out as a popular São Paulo restaurant, specializing in local cuisine and beverages. A must-visit, particularly for meat enthusiasts, where the picanha, the tail end of beef, is a must-try.

SHOPPING IN SAO PAULO



SHOPPING IN SÃO PAULO

JK IGUATEMI



JK Iguatemi, a prestigious shopping center in São Paulo, hosts an array of international luxury stores, including Chanel, Louis Vuitton, and Valentino. Alongside these, find renowned Brazilian brands like Água de Coco, Animale, and Copenhagen (offering authentic Brazilian chocolate). The mall also features numerous dining options for a complete luxury shopping experience.

GARDEN CITY



Cidade Jardim Shopping stands as the city's most exclusive shopping destination, boasting international luxury boutiques like Gucci and Carolina Herrera, as well as Brazilian brands including Alexandre Birman, Cruise, and Cris Barros. A visit to the terrace is highly recommended for a stunning view of São Paulo.

READY FOR YOUR F1- ADVENTURE?

Scan or click the QR code to view
our offers for Brazil

