Playing the Course

Golf’s greatest players compete for the coveted Green Jacket.
SÃO PAULO is the largest city in Brazil—in both size and population. Its more than 12 million inhabitants, including immigrants from around the world, live in a sprawling metropolis that puts Los Angeles to shame. Sampa, as Paulistanos call their city, maximizes its diversity to offer acclaimed restaurants and chefs, sophisticated design and shopping, a vibrant art and architecture scene and some of the best hotels in Brazil. And a new streamlined e-visa system makes it easier for American, Canadian and Australian travelers needing a visa to go see the city for themselves.
SÃO PAULO

WHERE TO STAY  Emilio São Paulo
On the Rodovia Drive de São Paulo, this sleek hotel is elegant and
homey, attentive and relaxed. Don’t miss the popular weekend
brunch and the spa, which just unveiled a custom product line
inspired by the nature-centric Paraty regimen. emiliosao.com.br

SYBARITE

WHERE TO STAY  Hotel Ca’ d’Oro
The city’s original luxury
hotel opened in 1953 and
has been going strong
ever since. Just reopened
is the hotel’s iconic
Restaurante Ca’ d’Oro,
serveing some of the best
Northern Italian cuisine
in the city. codoro.com.br

BREFAST  Mocotó Café
This sister spot to Escualoa
Mocoto and Mocoto Bar and
Restaurant is more casual (e.g.,
paper plates), but the quality
is high. Breakfast standouts
include cassava brinchi,
tapioca pancakes and Brazil’s
beloved polenta. (mocoto
brasil), mocoto.com.br

FOODIE

WHERE TO STAY  Hotel Unique
Perhaps the most
striking building in São
Paulo is this watermelon
slice-shaped hotel that
harmonizes design, service,
color, sound, scent and
light to create the most,
well...unique hotel in the
city. hotelunique.com.br

BREFAST  Street Art Tour
This three-hour graffiti
tour covers top spots in the
city, including the Open Air
Street Art Museum and mu-
nals near Roosevelt Plaza.
Private transportation and a
guide trained by street art-
ists are included. aroundsp.
cov/streetarttoursp

HIPSTER

WHERE TO STAY  L’Hotel PortoBay
São Paulo
Inspired by L’Hotel in Paris, this
hotel features a large collection
of French and Italian antiques
and art. It also unveiled three
junior suites with extra space
and a located just three blocks
from the renowned São Paulo
Museum of Art. portobay.com

WHERE TO STAY  São Paulo Museum of Art
In addition to the permanent
collections, a major exhibition
of the work of Alexandre Hae-
an influential black sculptor
and one of the most famous
artists in Brazil—is being
exhibited at the São Paulo
Museum of Art through June.
masp.org.br

CULTURE LOVER

WHERE TO STAY  Guest Urban
This affordable boutique option in the Pinheiros neighborhood
has a loft-like vibe with polished concrete floors, art books,
exposed brick and black-and-white prints. A small back garden and
black bikes for hire round out the cool. guesturban.com.br

ON A BUDGET

WHERE TO STAY  Vila Madalena Walking Tour
Explore one of São Paulo’s most energetic neighborhoods on this
three-hour free walking tour (tips welcome), which includes a local
cuisine and cultural flavors, including the street art of Batman Alley
and Aprendiz Alley. saopaulofreewalkingtour.com/vilamadalena

LATE MORNING  Vila Madalena Walking Tour
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LUNCH Mani
Mani, from chef Helene Rizzo, is No. 9 on the list of Latin America’s 50 Best Restaurants, with cuisine that expertly fuses European and Brazilian techniques and flavors—think cashew ceviche with cachaça and caipim. mani@manioc.com.br

AFTERNOON Custom Havianas
The modern flip-flop was born in São Paulo in 1962, when Havianas made its first pair inspired by Japanese Zori sandals. Today, Havianas makes 11 pairs of flip-flops every second. Stop at its flagship store on Rua Oscar Freire and create a customized pair.

LUNCH Bar da Dona Onça
Innovative but approachable cuisine has made chef Janaina Rueda’s 10-year-old eatery an institution downtown. It’s often packed with locals enjoying favorites like chicken-fried cuscuzes and pastels with ground beef. bardealsonca.com.br

AFTERNOON Architecture Tour
This three-hour tour includes structures such as the Copan Building, MURE by Paulo Mendes da Rocha and the USP Architecture School by Vilanova Artigas. arquiteto.com.br/sp/arcitour

DINNER Esther Rooftop
Stick to the design theme at this Asian-influenced French bistro on the roof of the Esther Building, a 1928 modernist icon. Enjoy vast city views, cocktails and dishes such as crab croquettes on creamed carrots with lemongrass leaves. facebook.com/estherrooftop

DINNER Boteco Paramount
José Francisco de Oliveira Neto opened this Pinheiros bar in 2016. The surroundings and prices are humble, but the handcrafted cocktails are ambitious enough to attract some of the city’s top bartenders. botecoparamount.com.br

LATE-NIGHT DRINKS Frank Bar
Named one of the world’s top 100 bars, this Hotel Maksoud Plaza bar serves finely crafted cocktails that have made it a favorite of chefs and foodies. maksood.com.br/frank-bar-eng.html

LUNCH Fávero
One of the newest places melding the revival of downtown São Paulo is this relaxed eatery offering pizza, sandwiches and salads created with almost entirely house-made ingredients. There’s an open kitchen and a chic bistro atmosphere. facebook.com/forosp

AFTERNOON Private Cooking Class
Learn classic Brazilian cocktails and dishes under the guidance of professional chefs such as Hébia Gasbarro, a Gordon Bleu-trained Brazilian chef and author. Classes offer take place in the chefs’ home kitchens. flavializ.com.br

DINNER Cór
This buzzy newcomer opened in 2017 in the Pinheiros neighborhood and is a collaboration with Peruvian meat master Ronaldo Girabaldi. No surprise, then, that meat is central to Cór: corgastronomia.com.br

AFTERNOON Insider Shopping
Flavia Liz DI Paulo creates all kinds of private, bespoke tours, including a guided shopping tour focused on places to indulge your specific interests (fashion, art, jewelry, etc.) with access to designers. flavializ.com