

The city that never sleeps

Luis:

While Rio offers everything you expect from a city-by-the-sea, São Paulo is a cultural metropolis – in some ways, Brazil's largest city feels very European. 17th century churches sit alongside modern skyscrapers; the Stock Exchange itself is a historic focal point and is tucked away on a busy pedestrian street within walking distance of Martinelli – São Paulo's first tower block, built in 1929. Travel on foot around this part of town and you will get to see the Cathedral de Se, the Teatro Municipal and the Patio de Collegio within a morning.

For me, visiting at least one of the famous football teams was essential in Brazil. I used to play with Edu Gaspar at Arsenal Football Club, so now that he is the General Manager at Corinthians, it was an obvious choice. We were unable to tour their stadium as it was not quite finished for the World Cup, but we watched a practice at their training ground and got some tips for places to visit in the city. The Brazilian's passion for football is matched nowhere else on earth.

Dalton:

Though there are some lovely beaches within an hour of São Paulo, Paulistas (as the people of the city are known) generally use the urban parks to relax and unwind. Parque do Ibirapeura is the largest and most famous, with a sprawling lake, plenty of trees and bundles of history. Within the park sits the Modern Art Museum as well as the Museu Afro Brazil which exhibits over 3,000 pieces across six themes relating to the African history in Brazil. In addition, the park often hosts outdoor exhibitions in the warmer summer months.

Every visitor to São Paulo will eventually end up on Paulista Avenue. Along the busy road, is MASP – The Museum of Sao Paulo Art. The building itself is an iconic example of 1960's Brazilian architecture with a concrete and glass structure designed by Lina Bo Bard. It has one of the largest collections of art in the country with exhibitions not just from Brazil, but Europe, Asia and Africa too. São Paulo is known as the Brazilian city that never sleeps, most evident in the bohemian and bustling Villa Madalena area. Here people eat, drink and pile onto the streets enjoying the good weather and good atmosphere.

Where to stay

For subtle sophistication, try Emiliano. Located in one of São Paulo's most exclusive neighbourhoods, this luxurious hotel is decorated in neutral shades with contemporary touches, epitomising Sao Paulo's urban elegance. For a design-lead option that showcases Brazilian architecture, landscaping and interiors, check-in at the Hotel Unique set back from Paulista Avenue and within walking distance of MASP.
A world of opportunity

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