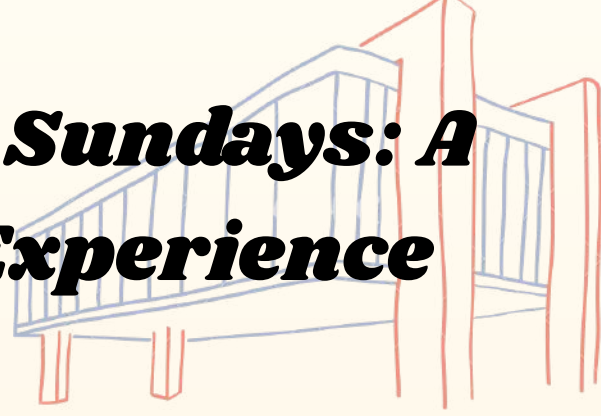


Avenida Paulista on Sundays: A Vibrant Open-Air Experience



Every Sunday, Avenida Paulista transforms into a lively and popular public spaces in São Paulo. The avenue is closed to cars and becomes a large pedestrian area where locals and visitors can walk freely, enjoy street performances, listen to live music, visit cultural attractions, and experience the city's urban life. What is normally a busy business corridor becomes a cultural and social space where you can observe the lifestyle of São Paulo residents.

What to experience on Sundays:



Walking along the avenue: Enjoy a relaxed stroll through one of São Paulo's most iconic streets, surrounded by modern buildings, cultural centers, and historic landmarks.



Street artists and performances: Musicians, dancers, painters, and performers create a vibrant atmosphere throughout the day.



Leisure and outdoor activities: The avenue attracts families, cyclists, skaters, and people simply enjoying the city outdoors.

Distance: Approximately 3 km (one way). This itinerary begins near Brigadeiro Metro Station and ends at Consolação Metro Station

Suggested Duration: 1-4 hours (including museum visits, lunch, and coffee breaks)

1. Japan House



Time: 45–60 minutes

Visit: ✓ Inside

- Cultural center dedicated to contemporary Japanese culture.
- Beautiful architecture featuring traditional Japanese wood craftsmanship.
- Rotating exhibitions on art, technology, design and gastronomy.
- Includes a gift shop and café.



Av. Paulista, 52

Opening hours: Tuesday to Friday, from 10 am to 6 pm, and on Saturdays, Sundays and holidays, from 10 am to 7 pm.

2. Casa das Rosas



Time: 30–45 minutes

Visit: ✓ Inside

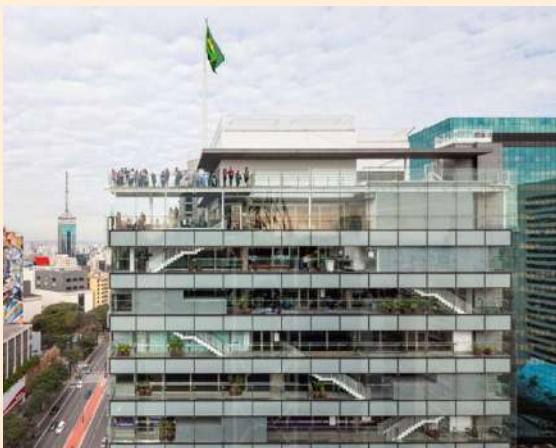
- One of the last surviving mansions from the golden age of Avenida Paulista.
- Built in 1935, it was the residence of Francisco de Paula Ramos de Azevedo Neto, son of the renowned architect Francisco de Paula Ramos de Azevedo.
- Today it is a cultural center dedicated to literature and poetry.
- Features a beautiful rose garden and a pleasant café.



Av. Paulista, 37

Opening hours: Tuesday to Sunday, from 10:00 AM to 5:30 PM

3. Sesc Paulista



Time: 45–60 minutes

Visit: ✓ Inside

- Cultural center with exhibitions, theater, library and activity spaces.
- Rooftop terrace offers one of the best panoramic views of Avenida Paulista.
- Café available.



Av. Paulista, 119

Opening hours: Tuesday to Friday, from 10:00 AM to 9:30 PM (last entry at 9:00 PM), and on Saturdays, Sundays and public holidays, from 10:00 AM to 6:30 PM (last entry at 6:00 PM)

4. Itaú Cultural



Time: 45–60 minutes

Visit: ✓ Inside

- One of Brazil's leading cultural institutions.
- Free exhibitions on Brazilian art, photography, music, design and digital media.
- Library, bookstore and cultural programming throughout the year.



Av. Paulista, 149

Opening hours: Tuesday to Friday, from 10:00 AM to 9:30 PM (last entry at 9:00 PM), and on Saturdays, Sundays and public holidays, from 10:00 AM to 6:30 PM (last entry at 6:00 PM)

5. Escola Estadual Rodrigues Alves



Visit: Outside only

- Historic public school, founded in 1909.
- One of the finest examples of early 20th-century educational architecture in São Paulo.
- Beautiful preserved façade.



Av. Paulista, 227

Opening hours: 8am to 6pm, Monday to Friday

6. Instituto Pasteur



Visit: Outside only

- Historic public research institute affiliated with the São Paulo State Department of Health.
- Internationally recognized for epidemiological surveillance and research on rabies and other viral encephalitis.
- Worth observing its elegant historic façade.



Av. Paulista, 393

Opening hours: Monday to Friday, from 9 am to 4 pm

7. Fundação Cásper Líbero (Gazeta)



Visit: Outside only

- Headquarters of Gazeta and Fundação Cásper Líbero.
- Traditional institution in journalism, communication and higher education.
- Landmark modernist building.

Opening hours: Monday to Friday, from 9 am to 4 pm

Highlights: Reserva Cultural

Located on the ground floor of the historic building of the Cásper Líbero Foundation. It is a famous neighborhood cinema focused on independent and European films, which also features a bistro and a social space.

- Independent feature films, special showcases, and exclusive international productions.
- Bistro with options of dishes, snacks, and coffees.
- Integrated environment with exhibitions and cultural space



Av. Paulista, 900

8. FIESP Cultural Center (IACAT's venue)

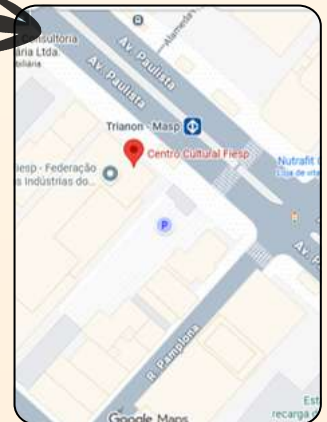


Time: 20–40 minutes

Visit: ✓ Inside (depending on exhibitions)

- Iconic pyramid-shaped building.
- Hosts free art exhibitions, concerts, lectures and cultural events.
- Check current programming before visiting.

Opening hours: Tuesday to Sunday, from 10 am to 8 pm.



Av. Paulista, 1313

9. MASP – São Paulo Museum of Art



Time: 1.5–2 hours

Visit: ✓ Inside

- Brazil's most famous art museum.
- World-class collection of European and Brazilian masterpieces.
- Designed by architect Lina Bo Bardi.
- Don't miss the iconic suspended building and its famous open plaza.

Opening hours: Tuesday (10 AM to 8 PM) to Sunday (10 AM to 6 PM) ...

Restaurant: A Baianeira

Located inside MASP, A Baianeira is led by Chef Janaína Torres, internationally recognized for her contemporary interpretation of traditional Brazilian cuisine. The restaurant has received recognition from the Michelin Guide and is an excellent choice for lunch during the tour.



Av. Paulista 1578

10. Trianon Park



Time: 20–30 minutes
Visit: ✓ Inside

- Preserved remnant of the Atlantic Forest in the middle of the city.
- Walking paths under native trees.
- Excellent place to rest before continuing the tour.



Opening hours: daily, from 6 AM to 6 PM

St. Peixoto Gomide, 949 (There is also an entrance on Avenida Paulista)

11. Conjunto Nacional

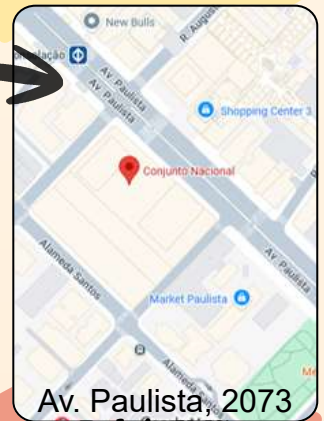
Highlights

- Livraria Martins Fontes, one of São Paulo's best-known bookstores, featuring an extensive collection of books in Portuguese and foreign languages.
- A wide variety of cafés, bakeries, restaurants and specialty shops.
- Contemporary architecture with spacious internal galleries and open walkways.
- Frequent cultural events, exhibitions and book launches.
- An excellent place to relax, browse bookstores or enjoy a coffee before concluding the tour.



Time: 30–45 minutes
Visit: ✓ Inside

One of the most iconic mixed-use buildings on Avenida Paulista, Conjunto Nacional was inaugurated in 1956 and designed by renowned architect David Libeskind. A landmark of Brazilian modernist architecture, it combines retail, offices, residential spaces and cultural venues under one roof.

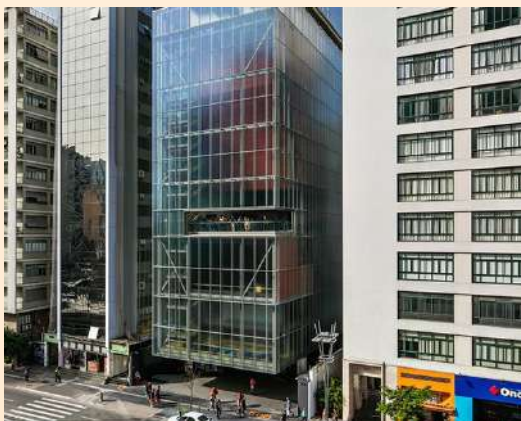


Opening hours: Monday to Saturday, from 6 AM to 10 PM, and on Sundays and holidays, from 10 AM to 8 PM

Restaurant: Balaio IMS

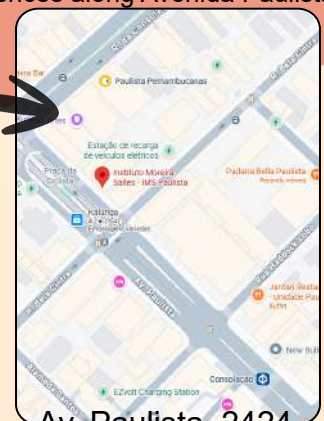
Located on the ground floor of IMS Paulista, Balaio IMS is led by Chef Rodrigo Oliveira (Mocotó). The restaurant celebrates Brazilian ingredients and regional cuisine with a contemporary approach. It is recommended by the Michelin Guide and is considered one of the best dining experiences along Avenida Paulista.

12. IMS Paulista: Instituto Moreira Salles



Time: 45–60 minutes
Visit: ✓ Inside

- One of São Paulo's best museums for photography, contemporary art and visual culture.
- Excellent exhibitions, bookstore and café.
- A perfect place to conclude the walking tour.



Opening hours: Tuesday to Sunday and holidays, from 10 AM to 8 PM

Don't miss it!
Cidade Matarazzo &
Mata Città

Just a 5-minute walk from Avenida Paulista, Cidade Matarazzo is one of São Paulo's newest luxury lifestyle destinations. Built on the restored grounds of the former Hospital Matarazzo, the 30,000 m² complex beautifully combines historic architecture with contemporary design, gardens, culture, shopping and fine dining. The restoration preserved several historic buildings while introducing striking modern architecture, making it one of the city's most impressive urban regeneration projects.

Highlights

- **Santa Luzia Chapel (1922)** – A beautifully restored historic chapel surrounded by gardens, perfect for photographs.
- **Rosewood São Paulo** – One of South America's most luxurious hotels, occupying the former Condessa Filomena Matarazzo Maternity Hospital together with the contemporary Mata Atlântica Tower designed by Pritzker Prize-winning architect Jean Nouvel. Even if you are not staying there, the public areas and gardens are worth seeing.
- **Gardens and Courtyards** – Landscaped outdoor spaces filled with native plants, sculptures and peaceful walking paths.
- **Boutiques and Design Stores** – Curated shops featuring Brazilian fashion, jewelry, home décor, art, beauty products and design.
- **Casa Bradesco** – A cultural venue hosting temporary exhibitions, art installations and creative events.
- **Historic Architecture** – Former hospital buildings carefully restored and integrated with contemporary structures, creating one of São Paulo's most unique architectural ensembles.



Mata Città

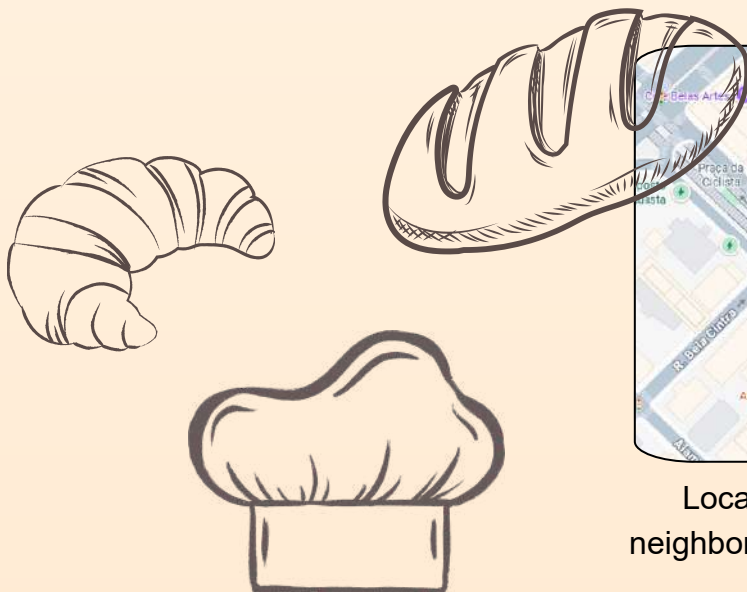
Located inside Cidade Matarazzo, Mata Città is much more than a restaurant—it's a 1,600 m² Italian culinary destination featuring seven beautifully designed spaces inspired by classic Italian cities and piazzas.

Opening hours: every day from 8 AM to 11 PM. Other areas are open daily from 12 PM to 3 PM and from 7 PM to 11 PM



Bella Paulista Bakery (24-hour bakery)

A true São Paulo institution, Bella Paulista is one of the city's most famous bakeries and a great place to experience the local culture of padarias (Brazilian bakeries). Open 24 hours a day, it combines a bakery, café, restaurant, and pastry shop, making it a convenient stop at any time of the day.



Location: Haddock Lobo Street, Cerqueira César neighborhood — just a few blocks from Avenida Paulista