

INSIDE

SÃO PAULO



SERIGRAFIA
SIGN 2018
FUTURETEXTIL

50 tourism tips to
enjoy even more
your visit to Serigrafia
SIGN FutureTEXTIL.

SÃO PAULO

On January 25, 1554 the city of São Paulo was founded. On that date, the church celebrated a mass in a school near a small hill, near the Tamanduateí and Anhangabaú Rivers. The foundation of the building made by priests and native Indians became the Pateo do Collegio, one of the main tourist spots in the capital of the state of São Paulo.

In 1827, the first university in Brazil was opened, the Law School at Largo São Francisco, which became Brazil's intellectual and political hub.

With the expansion of coffee-growing in the late 19th Century, immigrants arrived from the four corners of the world to work in plantations and, later on, in the city's growing industrial complex. In 1935, the USP (University of São Paulo) was created.

In the '40s, manufacturing became the main driver in the city's economy, which boosted the labor exodus from the other Brazilian states.

In 1970, the services sector gained prominence. In nearly 500 years of history, São Paulo has established itself as Brazil's financial center.

THE CITY IN NUMBERS

11 MILLION people

12,500 restaurants

70 nationalities

5,000 pizzarias

750 parks

33,000 registered taxis

90 libraries

15,000 buses for public transportation

180 theaters

42,000 hotels, inns and executive residences

79 shopping malls



TRANSPORTATION

SUBWAY

The fare costs BRL 4.00, and São Paulo's subway has the following lines: Blue, Green, Red, Yellow, Lilac and Silver.

The stations are open Sunday - Friday from 4:40 am to 0:35 am, and on Saturdays from 4:40 am to 1 am. Beware, since every day of the week the closing time of the stations may vary.

The ticket can be purchased at booths inside the stations.

WHERE DO THEY GO?

Blue: connects the North to the South of the city, going through Downtown.

Green: includes the South, West and part of the East areas.

Red: goes from the East end to Downtown.

Yellow: connects Downtown to the West end.

Lilac: travels through the South end of the city.

TRAIN

The railway network serves several areas of the capital and immediate surroundings through six lines: Ruby, Diamond, Emerald, Turquoise, Coral and Sapphire. Connected to the subway, the CPTM (São Paulo Company of Metropolitan Trains) fare is BRL 4.00.

BUS

Exclusive corridors speed up the bus routes. The entire city is served by this public service, and the fare is BRL 4.00. With a Bilhete Único card it is possible to integrate travels with subway and trains, by adding an extra amount.

TRANSPORTATION

TAXI

Spread throughout several cab stands in diverse neighborhoods and the downtown area, in addition to be easily found with apps, taxis are divided into four categories: regular, radio taxi, special and luxury.

The charge is made with a system that includes the fixed fare plus an amount that varies according to mileage, day and time.

The Fare 1 starts at BRL 2.50/km (Monday - Saturday from 6 am to 8 pm) and Fare 2 from BRL 3.25/km (Monday - Saturday from 8 pm to 6 am, Sundays and Holidays).

In addition to taxis, apps such as Uber, Cabify and 99 work in the city.

CAR

For those who want to rent a car, you can count on certified car rental companies.

Marginal Tietê and Pinheiros (waterfront highways) surround the central region of São Paulo with side streets that lead to the main areas of the city. The driver should pay attention to the city license plates rotation system that is applied in the "Extended Downtown" area on Monday - Friday, from 7 am - 10 am, and from 5 pm - 8 pm. The system is not valid on Saturdays, Sundays and Holidays.

The license plate rotation system works according to the last number of the license plate and the day of the week:

MONDAY
1 AND 2

TUESDAY
3 AND 4

WEDNESDAY
5 AND 6

THURSDAY
7 AND 8

FRIDAY
9 AND 0



For those who enjoy a good breakfast, visit one of the thousands of bakeries in São Paulo. Early in the morning, the typical breakfast includes a pão francês (French bread roll) with butter, requeijão (cream cheese) or cold meat (regular or grilled) and a cup of coffee, black or with milk.

Did you know that in São Paulo Wednesday is Feijoada day at lunch hour? In addition to this typical Brazilian dish, you can also find the most delicious dishes of Brazilian cuisine and of many other countries, not forgetting the contemporary cuisine that pleases the most refined tastes.

Another tip to satisfy your hunger at lunch or dinner is to enjoy a medium-cooked burger made with special meat with french fries on the side, or surrender yourself to the famous pizzas prepared in over 5,000 pizzerias.

In bars and pubs, the must-have items are pastéis, coxinhas and caipirinhas. We can't forget the traditional Bauru (French bread roll with roast beef, tomato slices, pickles and melted mozzarella cheese), the mortadella sandwich at the Mercado Municipal and the virado à paulista (rice, beans, pork chops, sausage, pork rinds or fried bacon, kale, fried egg and banana fritters).



EXPO CENTER NORTE



With 98.000 m² of infrastructure and international quality standard, **Expo Center Norte** has an impeccable state-of-the-art infrastructure for all kinds of events, in a privileged localization.

With 5 pavilions for fairs with air-conditioning, Expo Center Norte is the perfect place for fairs, conventions, graduation parties and corporative events.

Settled in a privileged area, next to Marginal Tiete.

Address: Rua José Bernardo Pinto, 333 - Vila Guilherme -
Zip Code: 02055-000 - São Paulo / SP.

HOW TO GET THERE



Next to the Portuguesa-Tietê Subway station;

Next to the Tietê Bus Terminal;



Direct access to the main state and interstate highways via Marginal do Tietê Expressway;

20 km from Guarulhos International Airport;



16 km from Congonhas airport;

Next to Campo de Marte Airport, which is used for private planes and air taxis.

PARKING

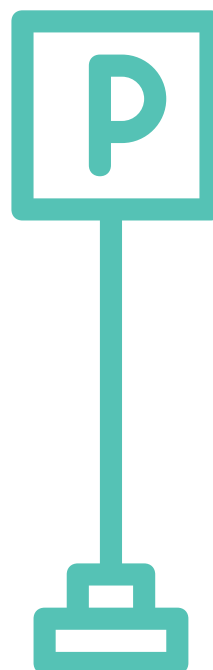
Touring vehicles: BRL 48,00 period of 12h

Motorcycles: BRL 22,00 period of 12h

Buses and Minibuses: BRL 90,00 period of 12h

Vans: BRL 65,00 period of 12h

*BRL 5,00 per extra hour



EAST SIDE



EAST SIDE

It is the most populous area of São Paulo with approximately 326 km², but it is now well known when it comes to tourism. Home to 1/3 of paulistanos, the East End offers good surprises to its visitors that go beyond Brás and Itaquera.

PARQUE DO CARMO

Av. Afonso de Sampaio e Souza, 951 – Itaquera.

Operating Hours: daily, 5:30am - 8pm.

Phone: (11) 2748-0010

Admission: Free.

CATAVENTO CULTURAL PALÁCIO DAS INDÚSTRIAS

Praça Cívica Ulisses Guimarães, s/n -

Palácio das Indústrias - Parque Dom Pedro II.

Operating Hours: Tuesday - Sunday, 9am - 5pm.

Phone: (11) 3315-0051

www.cataventocultural.org.br

ARENA CORINTHIANS

Av. Miguel Ignácio Curi, 111 – Itaquera.

Operating Hours: the Corinthians Arena is open only for Corinthians matches and for pre-scheduled corporate events. The sports store located at the stadium is open daily from 10am to 6pm.

Phone: (11) 3152-4099

www.arenacorinthians.com.br

MUSEU DA IMIGRAÇÃO (IMMIGRATION MUSEUM)

Rua Visconde de Parnaíba, 1316 – Mooca.

Operating Hours: Tuesday - Saturday, 9am - 5pm; Sundays, 10am - 5pm.

Phone: (11) 2692-1866

www.museudaimigracao.org.br

Admission: BRL 6 (adults) and BRL 3 (students); free on Saturdays.



EAST SIDE



SHOPPING ANÁLIA FRANCO (ANÁLIA FRANCO MALL)

Av. Regente Feijó, 1739 – Tatuapé.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays, 2pm - 8pm.

Phone: (11) 2643-4520

MOOCA PLAZA SHOPPING (MOOCA MALL)

Rua Capitão Pacheco e Chaves, 313 – Mooca.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays, 2pm - 8pm.

Phone: (11) 3548-4502

SHOPPING METRÔ TATUAPÉ (TATUAPÉ MALL)

Rua Dr. Melo Freire, s/n – Tatuapé.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays, 2pm - 8pm.

Phone: (11) 2090-7400

CADILLAC BURGER

Rua Juventus 296 – Mooca.

Operating Hours: Tuesdays - Thursdays, 12pm - 3pm and 7pm - 11pm; Fridays, noon - 3pm and 7pm - 11:30pm; Saturdays, 12pm - 4pm and 7pm - 11:30pm; Sundays, 6:30pm - 10:30pm.

Phone: (11) 2273-8074 / 2069-9982

www.cadillacburger.com

JORDÃO BAR

Rua Apucarana, 1452 - Jd. Anália Franco.

Operating Hours: Mondays and Tuesdays, 5pm - 11pm; Wednesday and Thursdays, 5pm - 12am; Fridays, 4pm - 1am; Saturdays, 12pm - 1am; Sundays, 12pm - 11pm.

Phone no.: (11) 2671-0670

www.jordaobar.com.br

LA PERGOLETTA

Rua Itapura, 1478 – Tatuapé.

Operating Hours: Tuesday - Thursday, 10am - 11pm; Fridays, 10am - 11:30pm; Saturdays, 8am - 11:30pm; Sundays, 8am - 5pm.

Phone: (11) 2092-3330

www.lapergoletta.com.br

NORTH SIDE



NORTH SIDE

Entry point for those travelling by bus to the Tietê Bus Station, the North Side of São Paulo has famous districts, such as Casa Verde, Santana, Jaraguá, Limão, Freguesia do Ó and Vila Maria. This region stands out for offering several leisure options, especially for those who enjoy relaxing and nature.

CENTRO DE TRADIÇÕES NORDESTINAS (NORTHEAST TRADITIONS CENTRE)

Rua Jacofer, 615 - Bairro do Limão.

Operating Hours: Monday - Thursday, 12pm - 4pm; Fridays and Saturdays, 12pm - 5am; Sundays, 1pm - 10pm.

Phone: (11) 3488-9400

www.ctn.org.br

Admission: Free.

PARQUE ESTADUAL DA CANTAREIRA (CANTAREIRA STATE PARK)

Rua do Horto, 1799 - Horto Florestal.

Operating Hours: Saturdays, Sundays and Holidays, 8am - 5pm.

Phone: (11) 2203-0115

Admission: adult tickets are BRL 12. Children under 12 and senior citizens over 60 do not pay. Students pay half the price.

PICO DO JARAGUÁ AND PARQUE ESTADUAL DO JARAGUÁ (JARAGUÁ PEAK AND STATE PARK)

Rua Antônio Cardoso Nogueira, 539 - Jaraguá.

Operating Hours: every day, 7am - 5pm.

Phone: (11) 3945-4532

www.ambiente.sp.gov.br/parque-estadual-do-jaragua

PARQUE DA JUVENTUDE

Avenida Cruzeiro do Sul, 2.630 - Santana.

Operating Hours: the park is open every day.

The Green Area from 6am - 6pm and the Sports Area from 6am - 10pm.

Phone: (11) 2089-8600

www.parquedajuventude.sp.gov.br

Admission: Free





NORTH SIDE

MERCADO MUNICIPAL TUCURUVI (TUCURUVI MARKET)

Avenida Nova Cantareira, 1686 – Tucuruvi.

Operating Hours: Tuesday - Saturday, 8am - 7pm; Sundays 8am - 1pm.

Phone: (11) 2203-8850

SHOPPING CENTER D

Avenida Cruzeiro do Sul, 1100 – Canindé.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays, 2pm - 8pm.

Phone: (11) 4506-6000

www.shoppingd.com.br

SHOPPING CENTER NORTE

Travessa Casalbuono, 120 – Vila Guilherme.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays 2pm - 8pm.

Phone: (11) 2224-5959

www.centernorte.com.br

MOCOTÓ BAR E RESTAURANTE

Av. Nossa Senhora do Loreto, 1100 – Vila Medeiros.

Operating Hours: Monday - Saturday, 12pm - 11pm; Sundays, 12pm - 5pm.

Phone: (11) 2951-3056

www.mocoto.com.br

FRANGÓ

Largo da Matriz de Nossa Senhora do Ó, 168 – Freguesia do Ó.

Operating Hours: Tuesday - Thursday, 11am - midnight; Fridays and Saturdays, 11am - 1:30am; Sundays, 11am - 10pm.

Phone: (11) 3932-4818

www.frangobar.com.br

BAR BRAHMA

Avenida Olavo Fontoura, 650 – Santana.

Operating Hours: Monday - Thursday, 8am - 1am; Fridays and Saturdays, 8am - 2am; Sundays, 8am - 8pm. Reservations from Monday - Friday, 9am - 9pm, and Saturdays, 9am - 8pm.

Phone: (11) 3367-3601

www.barbrahmaaeroclube.com

SOUTH SIDE



SOUTH SIDE

A region with entertainment, good restaurants and offices of many multinational companies, the South Side is the entry point for those travelling through Congonhas National Airport. The region has 22 districts and a population that represents 30% of São Paulo residents. With green parks and plazas sharing space with tall, concrete buildings, the South Side is a place you must visit in São Paulo capital city.

PARQUE IBIRAPUERA (IBIRAPUERA PARK)

Av. Pedro Álvares Cabral, s/nº – Vila Mariana.

Operating Hours: daily, 5am - midnight.

Phone: (11) 5574-5045

www.parqueibirapuera.org

Admission: Free.

MUSEU DE ARTE CONTEMPORÂNEA MAC USP IBIRAPUERA (MUSEUM OF CONTEMPORARY ART)

Av. Pedro Álvares Cabral, 1301 - Vila Mariana.

Operating Hours: Tuesday - Sunday, 10am - 6pm.

Phone: (11) 5573-9932

www.mac.usp.br

Admission: Free.

JARDIM BOTÂNICO (BOTANICAL GARDEN)

Av. Miguel Estéfano, 3031 - Água Funda.

Operating Hours: Tuesday - Sunday, 9am - 5pm.

Phone: (11) 5067-6219 and (11) 5067-6220

www.jardimbotanico.sp.gov.br

Admission: BRL 3 to BRL 6.

AUTÓDROMO DE INTERLAGOS (INTERLAGOS MOTOR SPEEDWAY)

Av. Senador Teotônio Vilela, 261 - Interlagos.

Phone: (11) 5666-8822

www.autodromodeinterlagos.com.br



SOUTH SIDE

ZOOLÓGICO DE SÃO PAULO (SÃO PAULO ZOO)

Avenida Miguel Estefano, 4241 - Água Funda.

Operating Hours: daily, 9am - 5pm.

Phone: (11) 5073-0811

www.zoologico.com.br

Admission: BRL 33 (adults) and BRL 11 (children).

SHOPPING MORUMBI (MORUMBI MALL)

Avenida Roque Petroni Júnior, 1089 - Jardim das Acácias.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays 2pm - 8pm.

Phone: (11) 4003-4132

www.morumbishopping.com.br

SHOPPING JK IGUATEMI (IGUATEMI MALL)

Av. Presidente Juscelino Kubitschek, 2041 - Itaim Bibi.

Operating Hours: Monday - Saturday, 10am - 10pm; Sundays 2pm - 8pm.

Phone: (11) 3152-6800

www.iguatemi.com.br/jkiguatemi

KHAN EL KHALILI

Rua Dr. José de Queiroz Aranha, 320 - Vila Mariana.

Operating Hours: Tuesday - Sunday. The coffee shop opens at 4pm; the dance performances start at 7pm.

Phone: (11) 5575-6647

www.khanelkhalili.com.br

THE HISTORY

Rua Gomes de Carvalho, 820 - Vila Olímpia.

Operating Hours: Thursdays, 11pm until closing. Fridays and Saturdays, 10pm until closing.

Phone: (11) 3846-4498

www.thehistory.com.br

Admission: BRL 35 to BRL 140.

RESTAURANTE JUCALEMÃO

Rua Alvaro Rodrigues, 304, Brooklyn.

Phone: (11) 5041-5616

www.jucalemao.com.br

WEST SIDE



WEST SIDE

This is where the USP (University of São Paulo) is located, the largest Brazilian university and one of the oldest ones in the city. In a high-value, quiet and green area full of cultural sites, the West Side includes middle class districts such as Vila Leopoldina, Lapa, Pinheiros and Vila Madalena.

PARQUE DA ÁGUA BRANCA

Avenida Francisco Matarazzo, 455.

Operating Hours: Every day, 6am - 8pm.

Phone: (11) 3803-4200

www.ambiente.sp.gov.br/parqueaguabranca

MEMORIAL DA AMÉRICA LATINA

Avenida Auro Soares de Moura Andrade, 664.

Operating Hours: Marta Traba Gallery, Salão de Atos Tiradentes and Pavilhão da Criatividade Darcy Ribeiro: 9am - 6pm, Tuesday - Sunday. Library: Monday - Friday, 9am - 6pm; Saturdays, 9am - 3pm.

Phone: (11) 3823-4600

www.memorial.org.br

INSTITUTO TOMIE OHTAKE

Av. Brigadeiro Faria Lima, 201 - Pinheiros.

Operating Hours: Tuesday - Sundays, 11am - 8pm.

Phone: (11) 2245-1900

www.institutotomieohtake.org.br

Some exhibitions are paid.

MUSEU DO FUTEBOL (SOCCER MUSEUM)

Estádio do Pacaembu - Praça Charles Miller, s/n.

Operating Hours: Tuesday - Sunday, 9am - 4pm. Saturdays, Sundays and Holidays, 10am - 5pm.

Phone: (11) 3664-3848

www.museudofutebol.org.br

Admission: BRL 10



WEST SIDE



FEIRA DE ARTES, CULTURA E LAZER DA BENEDITO CALIXTO (BENEDITO CALIXTO ARTS, CULTURE AND LEISURE FAIR)

Praça Benedito Calixto – Pinheiros.

Operating Hours: Saturdays, 9am - 7pm.

www.pracabeneditocalixto.com.br

MERCADO DE PINHEIROS (PINHEIROS MARKET)

Rua Pedro Cristi, 89 – Pinheiros.

Operating Hours: Monday - Saturday, 8am - 6pm.

Phone: (11) 3032-3551

MERCADO DA LAPA (LAPA MARKET)

Rua Herbart, 47 – Lapa.

Operating Hours: Monday - Friday, 8am - 7pm; Saturdays, 8am - 6pm.

Phone: (11) 3832-1834

PARQUE VILLA LOBOS

Av. Professor Fonseca Rodrigues, 2001

Alto de Pinheiros.

Opening Hours: Tuesday - Sunday, 10am - 7pm.

Phone: (11) 2683-6302

www.ambiente.sp.gov.br/parquevillalobos

BRASILIANI

Rua Marco Aurélio, 102 – Vila Romana.

Operating Hours: Tuesday - Sunday, 12pm - 3pm.

Phone: (11) 3875-3915

www.brasiliani.com.br

BANANA VERDE

Rua Harmonia, 278 – Vila Madalena.

Operating Hours: Tuesday - Sunday, 12pm - 3:30pm.

Phone: (11) 3814-4828

www.bananaverde.com.br

DOWNTOWN



DOWNTOWN

This region of São Paulo is perfect for those who appreciate architecture since its centenary buildings portray influence from several artistic periods in history. Downtown was the city's financial center until the '70s and now is the city's cultural hub for artists and intellectuals. For this reason, the region stands out for its cultural effervescence, especially alternative productions. The food is another strong attraction, since it has many options for both Brazilian regional and contemporary cuisines.

EDIFÍCIO MARTINELLI (MARTINELLI BUILDING)

Rua São Bento, 405 – Centro.

Operating Hours: Monday - Friday, 9:30am - 11:30am and 2pm - 4pm.

Phone: (11) 3104-2477

www.prediomartinelli.com.br

Admission: Free.

PINACOTECA DO ESTADO DE SÃO PAULO

Praça da Luz, 2 – Luz.

Operating Hours: Wednesday - Monday, 10am - 5:30pm.

Phone: (11) 3324-1000

www.pinacoteca.org.br

Admission: from BRL 3 to BRL 6.

MUSEU DE ARTE SACRA DE SÃO PAULO (MUSEUM OF SACRED ART)

Avenida Tiradentes, 676 – Luz.

Operating Hours: Tuesday - Sunday, 9am - 5pm.

Phone: (11) 3326-3336

www.museuartesacra.org.br

Admission: BRL 6.00 – Free on Saturdays.

PATEO DO COLLEGIO

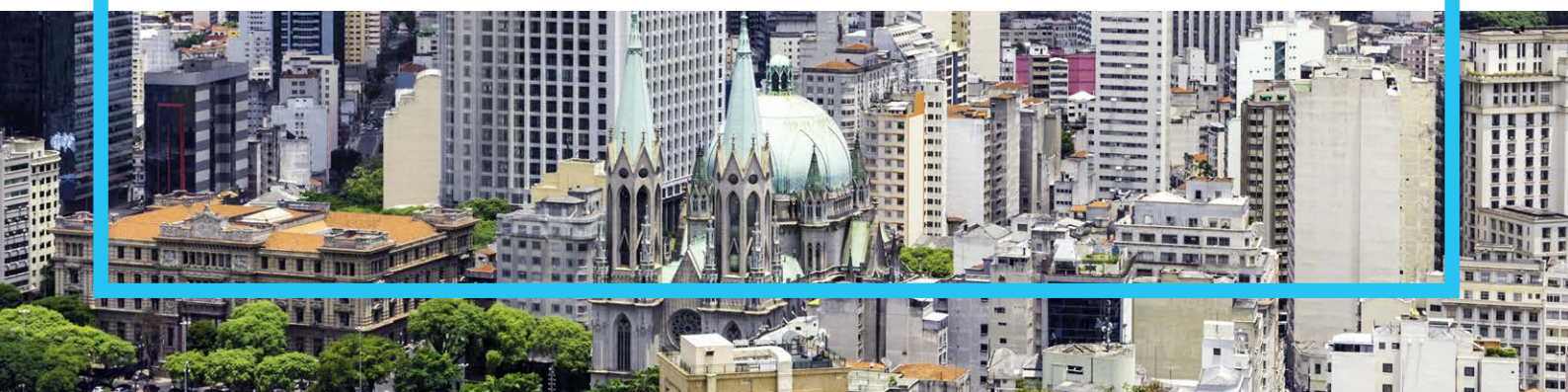
Praça Pateo do Collegio, 2 - Centro

Operating Hours: Reservations needed

Phone: (11) 3105-6899

www.pateodocollegio.com.br

Admission: BRL 8



DOWNTOWN



MERCADO MUNICIPAL CANTAREIRA (CITY MARKET)

Rua da Cantareira, 377 – Centro.

Operating Hours: from Monday to Friday, from 8 am to 6 pm; Saturdays, from 8 am to 2 pm.

COMÉRCIO POPULAR DA 25 DE MARÇO (25 DE MARÇO POPULAR TRADE)

Rua 25 de Março, 377 – Sé.

Operating Hours: Monday - Saturday, 3am - 3pm.

CAFÉ GIRONDINO

Rua Boa Vista, 365 – São Bento.

Operating Hours: Monday - Friday, 7:20am - 10pm. Saturdays, 8am - 8pm;

Sundays, 8am - 6pm.

Phone: (11) 3229-4574

www.cafegirondino.com.br

GATO QUE RI

Largo do Arouche, 37 – República.

Operating Hours: Sunday - Thursday, 11am – midnight. Fridays and Saturdays, 11am - 1am.

Phone: (11) 3331-0089

www.ogatoqueri.com.br

PONTO CHIC

Largo do Paissandú, 27 – Centro.

Opening Hours: Monday - Saturday, 12pm - 8pm.

Phone: (11) 3222-6528

www.pontochic.com.br

FAMIGLIA MANCINI

Rua Avanhadava, 81 - Bela Vista.

Opening Hours: Monday - Wednesday, 11:30am - 1am. Thursdays, 11:30am - 1:30am.

Fridays and Saturdays, 11:30am - 2:30am. Sundays, 11:30am - midnight.

Phone: (11) 3256-4320

www.famigliamancini.com.br

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ABOUT SERIGRAFIA SIGN FUTURETEXTIL

Held from July 25 to 28, 2018, Serigrafia SIGN FutureTEXTIL is the largest and most important trade show of technologies and solutions for the visual communication and printing segments.

Our history begins with the birth of Serigrafia in 90's - International Exhibition of Machinery and Products for Screen Printing, held in July 1990. In 1995, in parallel to the fair, Sign and Signage was held - I International Exhibition of Equipment and Products for Signage, Expanding the event's performance to this promising new niche market. The presence of companies in the gift sector also became more intense each year. In 2005 the fair was consecrated as the biggest event in the markets of screen printing and visual communication.

Year after year, the event sought market innovations, expanding its activities also to the digital textile printing and digital signage markets. In its 27 years of history Serigrafia SIGN FutureTEXTIL tracked the evolution of the print and visual communication segments, bringing brands and main launches to the market, as well as promoting important content for the training of visitors and professionalization of the sector.

CONTACT

www.serigrafiasign.com.br



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