



INSIDER TIPS - SÃO PAULO

JACKSON ARAUJO, JOURNALIST & CREATIVE CONSULTANT

Jackson Araujo is a journalist and creative consultant for various fashion companies in São Paulo. A long-time WGSN LATAM collaborator, he also consults for [Senai Brazil Fashion](#), an organisation dedicated to supporting emerging fashion designers. Currently, Jackson runs [SHHH.FM](#), an online Brazilian music platform. Here, he shares his insight into and favourite places around the city.

Jackson Araujo

Q: *What makes São Paulo so special?*

A: São Paulo is always in a hurry, a feeling that makes the city unique. You must have your eyes open to really see all of the changes happening. In some ways, São Paulo is unattractive, but at the same time, a very beautiful city.



Q: *Can you name an inspiring place that recently opened?*

A: [Flo Atelier Botanico](#). I love flowers and I dedicate part of my free time to the cultivation of orchids and bromeliads in my secret garden in the middle of the Mata Atlântica of São Paulo.



Q: *What is your favourite neighbourhood to shop?*

A: I don't shop often but when I do, I like the Pinheiros/Vila Madalena area because its designers are creating small collections and thinking about upcycling and sustainability. Favourites are [Flavia Aranha](#) and [Fernanda Yamamoto](#).



Q: *What would be your ideal day in São Paulo?*

A: My perfect day must include good friends. For lunch, I would go to **Ramona** downtown for the best Bloody Marys. Later, I would grab dinner at **Rinconcito Peruano** which has the city's best Peruvian food. Then I would have drinks at **Mandíbula** and check out the Mel Party at **PariBar** for good music and dancing.



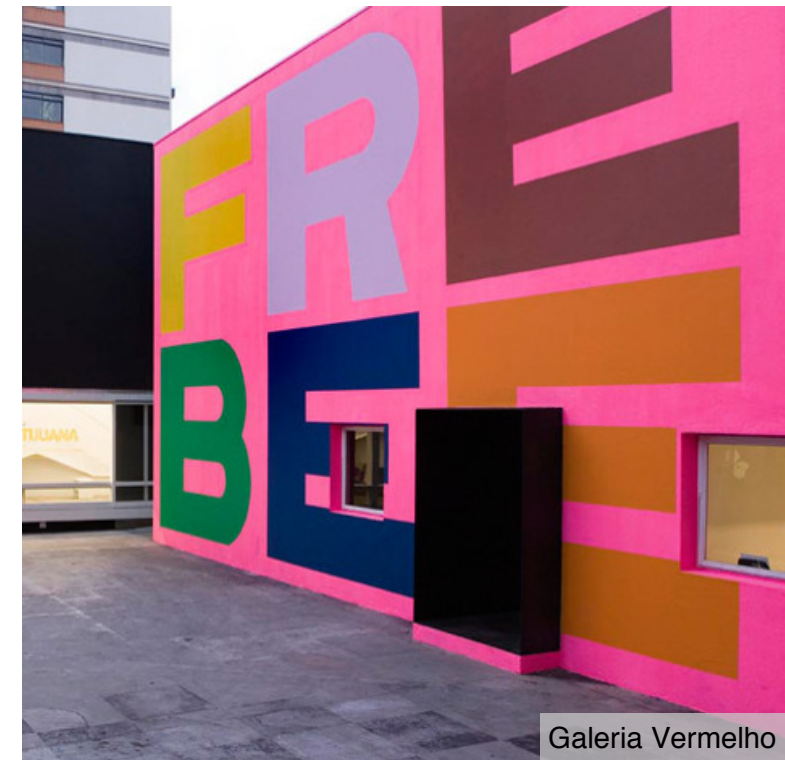
Q: *Where should art lovers go in the city?*

A: **Casa do Povo**, which is full of artists' studios. **Galeria Vermelho** showcases performing arts and has a printed matter shop called Tijuana. **Feira Plana**, which sells independent artist's books, zines and posters. **Tag Gallery** specialises in graffiti and art installations.



Q: *Where in your opinion is an emerging area of São Paulo?*

A: Downtown, the SP Centre. Creatives, artists and new intellectuals are bringing offices, shops and ateliers to the area. A few key places there include **Balsa**, **Galeria Metrópole**, **Redbull Station**, **Elevado** and **PhD Galeria**.





À LA GARÇONNE

*R. Francisco Leitão, 134
55 11 2364 3280
Neighbourhood: Vila Madalena*

This thrift store sells a new clothing line designed by Alexandre Herchcovitch.

SHOP



CASA DO POVO

*Rua Três Rios, 252
55 11 3227 4015
Neighbourhood: Centro*

Opened in 1953 in memory of those who died in Nazi concentration camps, Casa Do Povo is a contemporary cultural space with an experimental focus.

RELAX



ELEVADO

*Rua Dr. Albuquerque Lins, 489
Neighbourhood: Centro*

A great place for meeting friends and colleagues for tea or a snack. It's also an intimate space where there are exhibitions and lectures.

EAT



FAROL

*Ruas do Seminário e Capitão Salomão
Neighbourhood: Centro*

This new space is a four-storey building where a group of artists, designers, architects and journalists have created a new collaborative experience.

SEE



FEIRA NA ROSENBAUM

Rua Cristiano Viana, 224
Neighbourhood: Pinheiros

Taking place three to four times a year, Cristiane Rosenbaum curates this pop-up shop and fills it with the best pieces that combine storytelling, artisanal work and design.

SHOP



FLO ATELIER BOTANICO

Rua Turi, 184
55 11 2589 6116
Neighbourhood: Vila Madalena

Flo Atelier Botanico is a shop that creates beautiful floral designs without waste.

SHOP



GALERIA METR POLE

Av. S o Lu s, 187
Neighbourhood: Centro

This cocktail bar hosts live music with a bohemian atmosphere, plus an outdoor area with graffiti on the walls.

EAT



OBSERVAT RIO

Rua Sebast o Pereira, 98
Neighbourhood: Centro

A hidden art gallery on the rooftop of a residential building, near the Minhoc o area.

SEE



PARIBAR

*Praça Dom Pedro de Almeida, 42
55 11 3159 0219
Neighbourhood: Centro*

A charming space with an indoor and an outdoor area, plus an Italian-influenced menu, snacks and drinks. Famous for its brunches and parties on Sundays.

EAT



REDBULL STATION

*Praça da Bandeira, 137
55 11 3107 5065
Neighbourhood: Centro*

An historic building in the city centre that houses art residencies, exhibition spaces and a professional recording studio where some of the best new Brazilian music is recorded.

SEE



STUDIO MANUS

*R. Girassol, 310
55 11 3032 0679
Neighbourhood: Vila Madalena*

This interiors store, studio space and gallery offers a wide range of design and art objects.

SHOP