



LOCAL LIVING

SANTA CECILIA, SÃO PAULO

AUTUMN 2016

INTRO

Located in the central region of São Paulo, Santa Cecilia was one of the first areas of the city where farmers once harvested coffee. Until the 1940s, the neighbourhood was occupied by beautiful, spacious homes and later, the district expanded to encompass other neighbourhoods with the construction of Minhocão, a major highway, in 1970. This made it easier for young people to travel around the area, fostering a cross-pollination of contemporary ideas and new ways of life.

Nowadays, various establishments have changed the face of the neighbourhood. With a more collaborative economy, new and notable concept stores are opening up here. Moreover, Santa Cecilia's minimalist stores, bars and galleries cater to hipsters, architects and artists who support grassroots efforts by creating, selling, and purchasing locally made products.

[VIEW LISTINGS ON MAP](#)



Santa Cecilia



Ademilair



Raphael Igor



Higienopolis Hotel Suite



Santa Casa



Roberto Burle Marx



AGAIN

*Rua Alagoas, 651, Consolação
55 11 3662 3372*

Textile designers Attilio Baschera and Gregorio Kramer have collaborated for 40-plus years; their concept store, Again, sells chic designs full of precious fabrics and folk-style prints drawn by Baschera himself. The products celebrate Brazilian and South American culture, perfect for print and pattern inspiration.



BANCA TATUI

*R. Barão de Tatuí, 275
55 11 97617 1538*

Banca Tatui is a corner space that sells independent publications; here, you can peruse independent art, design and culture publications across various genres by publishers from different regions of Brazil and Argentina. The corner is open from Monday to Saturday from 10am-6.30pm.



ATELIÊ DIANA AMARAL

*Rua Goitacaz, 167
55 11 3825 8494*

Ceramicist Diana Amaral's studio and store is situated in a charming little blue house. Here, the artist sells handpainted ceramics and hosts creative workshops.



BRECHÓ XODÓ

R Doutor Albuquerque Lins, 322
55 11 36613470

This vintage shop hosts a variety of international fashion labels and locally made products. Its online shop is highly popular, but be sure to visit the store and peruse its colourful and eclectic racks. It has a robust selection of womenswear, but there is also a special room for menswear.

BRECHÓ CHAMONIX

R Barão de Tatuí, 183
55 11 3828 0819

With a focus on women's secondhand apparel and footwear, Brechó Chamonix is another simple yet special vintage shop that is a staple in the Santa Cecilia area.





BUSSO

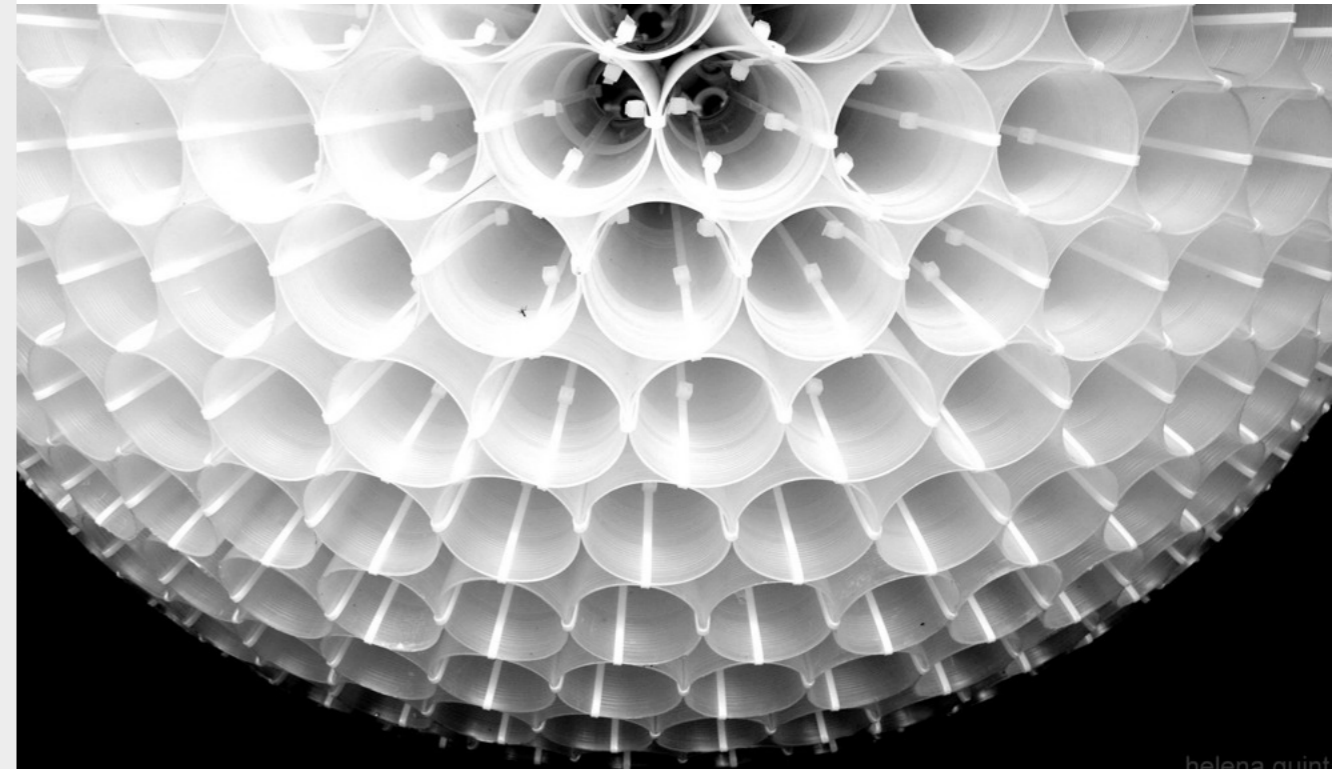
*Rua Major Sertório, 452
55 11 3256 9435*

This footwear shop has been in the neighbourhood for 70 years now. Best known for its tailor-made footwear, local shoppers swear by the shoes that are not only well-made, but also stylish and comfortable.

ESTÚDIO NIDO CAMPOLONGO

*Rua Tupi, 843
55 11 3826 7901*

Shop sustainably designed lamps, sculptures and clothing created from recycled plastic bottles. The beautiful store also doubles as the designer's studio space, where he comes up with ideas and creates ecofriendly designs.



helena quint



STUDIO BERGAMIN

Rua Barão de Tatuí, 339

Located in an old house dating back to the 1920s, Studio Bergamin is full of boho printed fabrics, oriental lamps and kitsch ceramics. The studio's architect also works on concept development and interior design projects.



VERNIZ

*Rua Álvaro de Carvalho, 318
55 11 97584 8921*

Located in downtown São Paulo, Verniz sells vintage designs with an industrial footprint. It specialises in home furnishings and decorative objects that are full of character. Be sure to call ahead and make an appointment.



PAIR

*R Barão de Tatuí, 195
55 11 3729 8799*

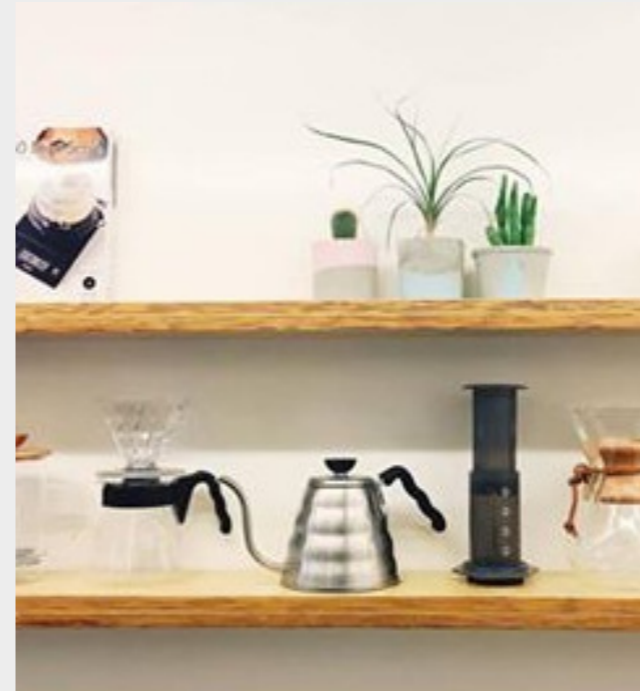
This concept store only sells black and white fashion and interior objects. Be sure to check out its unique pieces such as the special T-shirt collection created by the Brazilian artist Felipe Morozini, vintage clothes from B Luxo and handmade art pieces made by Monica Figueiredo. It's also possible to find products from Brazilian brands such as Amapô, Haight Clothing and Pedro Lourenço.



ARMAZÉM ALVARES TIBIRIÇÁ

R. Marquês de Itu, 847
55 11 23651671

Opened in late 2014 by businessman Tibiriçá Martins, this restaurant is one of many new developments in the neighbourhood. Set in a rustic and lively space, the menu includes varied dishes, including snacks and sandwiches, in addition to tasty drinks and craft beers.



BELUGA CAFÉ

Rua Doutor Cesário Mota Júnior, 379
55 11 3214 5322

This sophisticated cafe serves crafted cocktails, snacks and pies. Owners Flávio Seixlack and Rodolfo Herrera were once journalists, who changed careers and opened the minimalist-design restaurant. Every detail is well thought out and the service is top-notch: the founders are often seen working behind the counter serving espresso to customers.



CONCEIÇÃO DISCOS

Rua Imaculada Conceição, 151
55 11 3477 4642

Sit at the counter of this charming restaurant, where you can mingle with the chef who prepares special rices everyday such as lagostim and Thai chicken. With reasonable prices and vegetarian options, this is a restaurant not to miss.



BAR DA DONA ONÇA

Edifício Copan - Av. Ipiranga, 200 27 e 29
55 11 3257 2016

This traditional and charming restaurant is located within the famous Copan building. The eatery's innovative chef has won many awards for the contemporary cuisine and the bar has also been recognised for its caipirinhas, being named bar of the year in 2013.



ELEVADO

R Doutor Albuquerque Lins, 489

With a great view of downtown São Paulo, a cool crowd, delicious coffee and deli eats, Elevado is one of the most beloved coffee shops in the city. It regularly offers live music from local musicians, and also acts as a cultural venue with small exhibitions and events. Elevado is a great spot for meeting São Paulo's cultural makers and artists.

COSI

*R. Barão de Tatuí, 302
55 11 3826 5088*

Cosi celebrates fine, modern Italian cuisine in a sophisticated setting, with fish, meat, pasta and various speciality dishes. The restaurant is led by culinary duo Leonardo Recalde and creative chef Renato Carioni, who have previously worked at the Ritz (London), Enoteca Pinchiorri (Florence), Chateau de la Chevre d'Or (Cannes) and Cantaloup (São Paulo).





ESQUINA GRILL DO FUAD

R. Martim Francisco, 244
55 11 3666 4493

Esquina Grill is a corner restaurant that focuses on traditional Brazilian comfort food. Think grilled meat, polenta, pastries and salads. With an informal and relaxed atmosphere, the spot is ideal for a post-work dinner or working lunch.



KRAUT BAR

R. Barão de Tatuí, 405
55 11 4323 6390

The small yet sophisticated Kraut Bar is the newest must-visit bar in Santa Cecilia. The environment is simple and minimalist with a distinctly Berlin vibe. The menu offers only a few options, all at reasonable prices. Try the house hotdog and the crafted beers, which change weekly and are affordably priced.



HOLY BURGER

R. Dr. Cesário Mota Júnior, 527
55 11 3214 1314

Holy Burger is known for its hearty burgers with various filling options such as cheddar cheese, caramelised onions, sour cream, and bacon farofa. Order a side of chips to share, and the condensed milk pudding for dessert, which comes directly in the can.



GALERIA PILAR

*Rua Barão de Tatuí, 389
55 11 3661 7119*

Galeria Pilar is a minimalist space that showcases diverse works by artists across photography, painting, sculpture, installation and video. Its aim is to present Brazilian and international artists in dialogue with critics and curators.



PARÓQUIA DE SANTA CECÍLIA

*Largo Santa Cecília
55 11 3331 5195*

This beautiful historical church features paintwork and murals by artists Oscar Pereira da Silva and Benedito Calixto, as well as a piano aged over 100 years, which once belonged to celebrated musician Guiomar Novaes.



MINHOCÃO

Via Elevado Pres. Artur da Costa e Silva

Built in 1970 by mayor Paulo Maluf, the High Costa e Silva, better known as the Minhocão, begins in the Perdizes neighbourhood, in the city's West Zone, and ends at Roosevelt Square in the city centre. At 3.4km long, the track is closed to cars all night and on Sundays, so can be used as a recreational area for adults and kids who like to run and cycle.



HIGIENÓPOLIS HOTEL & SUITES

*Av Angelica, 310
55 11 3386 6000*

This hotel is located in the trendy Santa Cecilia neighbourhood, 200 metres from Marechal Deodoro subway station. It offers modern interiors, a sauna, gym, parking, wi-fi and self-catering accommodation. The rooms and apartments at this four-star hotel feature contemporary decor, a balcony, kitchenette, LCD cable TV and a minibar. Santa Cecilia is a great choice for travellers interested in different foods, theatre and culture.



TRAVEL INN CONDE LUCIANO

*Rua Doutor Gabriel dos Santos, 131
55 11 3826 7300*

Featuring practical accommodation, Travel Inn Conde Luciano is located in the Higienópolis district, three blocks from Marechal Deodoro Metro Station and seven blocks from the mall. The property features a rooftop pool and gym, while wi-fi and parking are free. Travel Inn also offers a breakfast buffet, lunch, local confectionery items, national dishes and fruit cocktails and an à la carte evening menu.



REDBLUE HOSTEL HIGIENÓPOLIS

*Rua Tupi, 804
55 11 2276 9287*

All rooms in this hotel have simple decoration and feature individual beds and shared bathrooms. In the shared areas, you will find a bar, a kitchen and lounge with TV. The hostel is 5km from Paulista Avenue and a five-minute drive from the lively lower Augusta Street and the MASP museum. In addition, the Guarulhos International Airport is 22km away.