

Living in São Paulo, Brazil

São Paulo is the largest city in Brazil, with a city population of about 11 million and almost 20 million in its metropolitan region. It is the capital of the Southeastern state of São Paulo, and also a beehive of activity that offers a jovial nightlife and an intense cultural experience.

The best of São Paulo's gastronomy, nightlife, and museums are concentrated in the historic downtown and neighboring areas to the west. Consequently, this is where most visitors to the city tend to stay.

Diverse City

Don't be surprised at the diversity of Paulistanos. For example, São Paulo is home to the largest Japanese population outside of Japan. It is not uncommon to see businesses and churches being conducted by Chinese and Korean-Brazilians in Liberdade, which was originally an Italian district, then Japanese and currently is heavily populated by Koreans and Chinese. The city's Italian influence is also very strong, mainly in the upper and middle-class spots, with about 6 million people in the metropolitan area having Italian background. The small but notable Arab and Jewish communities are also represented in the high-levels of society, from arts to real estate businesses, and notably in politics.

The citizens of São Paulo have a reputation as hard-working and industrious or shallow money-grubbers. It is common to hear that the people in São Paulo work while the rest of Brazil relaxes; even though many say this, it is plainly wrong. It is a fact, nonetheless, that the city of São Paulo alone actually contributes with 15 percent of the country's gross national product.

Language

Portuguese is the official language. Although traditionally a working and not a tourist city, its inhabitants, if more educated, probably speak better English (and perhaps Spanish, Italian or French) than anywhere else in Brazil. English is generally spoken at main hotels and tourist-related businesses, although a menu in English is a rare find. Several Portuguese language schools teach English as a second language. You may ask a person if he or she speaks English, especially younger people.

Climate

The city has a monsoon-influenced humid subtropical climate. In summer (January through March), the mean low temperature is about 19 °C (66 °F) and the mean high temperatures is near 28 °C (82 °F). In winter (May through July), temperatures tend to range between 08 and 21 °C (46 and 70 °F).

Places to visit and main events

Avenida Paulista, Historic center (downtown), Parks as Ibirapuera, , Museums and cultural centers as MASP, Memorial da America Latina, Instituto Tomie Ohtaki, Museu de Arte Moderna and beautiful views as Banespa Tower, Jockey Club, Skye Restaurant at Unique Hotel.

According to the São Paulo Convention & Visitors Bureau, São Paulo hosts 90,000 events a year, from meetings and conferences to sports and cultural events. The following events are considered important to the city as a whole: The São Paulo Carnival, Gay Pride Parade, Virada Cultural, São Paulo Indy 300, Brazilian Grand Prix of Formula One.

Source:

Wikipedia

Wikitravel