

## **Sao Paulo City: Tips and Information**

The arrival in the city of São Paulo is the Guarulhos International Airport, which is 29 km from the central region, where is located the comKids Prix Jeunesse 2013 Festival. These are the two best ways to get to the festival and hotels from the Airport.

**Airport taxi:** \$ 107.44 – US\$ 53

Guarucoop taxi *to the event (tariff price):* - Phone: 11 24407070

Rádio Táxi Vermelho e Branco- Phone: 11 3146 4000

**Airport service:** – Bus Executive - Phone: 0800 7702287 – Two options:

**Bus line to Avenida Paulista** (Paulista Avenue) - It serves the region of hotels near to the avenida Paulista, stopping at the Hotel Golden Tulip Belas Artes.

(Approximate travel time: 1h15m) - Price: R\$ 35 - US\$ 17 - The destination is about 2 km from the Festival.

**Departure time:** 05:50 - 06:50 - 07:40 - 08:40 - 09:50 - 11:00 - 12:20 - 13:30 - 14:30 - 15:30 - 16:40 - 17:40 - 18:50 - 20:00 - 21:10 - 22:10 - 23:10

**Bus line to Praça da República (Republica square)** – It serves the region of Praça da República, in central region of São Paulo (estimated travel time: 1h) - Price of ticket: R\$ 35 - US\$ 17 - The destination is about 1 km from the Festival.

**Departure time:** 05:40 - 06:10 - 06:40 - 07:10 - 07:40- 08:10 - 08:40- 09:10 - 09:50 - 10:20- 11:00- 11:30- 12:10- 12:50- 13:30- 14:00- 14:30- 15:00- 15:30 - 16:00 - 16:40 - 17:10 - 17:40 - 18:10 - 18:50 - 19:20 - 20:00 - 20:30 - 21:10 - 21:40 - 22:10 - 22:40 - 23:40

## **PUBLIC TRANSPORTATION IN SAO PAULO**

### **Taxis**

Taxis in the city of São Paulo are white. Can be hailed on the street, at taxi stops around the city or by telephone, through various companies. Here are some of them:

Bat Táxi: 11 3851 4268 e 11 3538 6990

Chame Táxi: 11 3103 8100

Ligue Táxi: 11 2101 3030 e 11 3973 3030

Táxi Guarucoop: 11 24407070

**São Paulo Subway:** See [www.metro.sp.gov.br](http://www.metro.sp.gov.br) or Call 0800-7707722 from 5:30 a.m. to 23:30.

**Single tickets R\$ 3.00 (valid for one journey) - The Metro operates from 4:40 am to 0h15 - Sunday to Friday and on Saturdays until 1pm**

Bus system: The bus ticket costs \$ 3 and can be paid directly to the collector. The passenger embarks and disembarks from the front from the back. In bus lanes, boarding and disembarkation are made through the doors that get the driver's side.

### **Terminal Rodoviário do Tietê – Tiete Bus Station - A cheap way to travel by bus to different parts of Brazil**

Av. Cruzeiro do Sul, 1.800, Santana

Telephone: (11) 3235-0322, 6:00 am to 10:30 pm.

[www.socicam.com.br](http://www.socicam.com.br) - Access using Tietê-Portuguesa subway station (line North-South) and bus.

### **AEROPORTO DE CONGONHAS – Municipal Airport for local flight**

### **Weather in Sao Paulo during the festival**

We will be in the winter time during the festival. This time of year, the weather in Sao Paulo is dry and sunny with temperatures ranging between 12 ° and 27 ° C degrees, with little chance of rain.

**Currency:** Since 1994, the Brazilian currency is Real (R\$). In Brazil, exchange operation means exchanging a foreign currency for its counter value in Brazilian currency.

### **Useful addresses:**

#### **Festival Prix Jeunesse Iberoamericano**

SESC Consolação

Rua Dr. Vila Nova, 245 Vila Buarque, São Paulo.

Nearest Subway Station: República

#### **Screening ComKids**

Unibanco Arteplex - Shopping Frei Caneca

Rua Frei Caneca, 569 Consolação, São Paulo - SP

Nearest Subway Station: Consolação

Espaço Itaú Augusta

Rua Augusta, 1475 Consolação, São Paulo - SP

Email: [comkids@mediativa.tv](mailto:comkids@mediativa.tv) e 11 3078 3874

Nearest Subway Station: Consolação

### **Workshops**

SESC Consolação

Rua Dr. Vila Nova, 245 Vila Buarque, São Paulo - SP

Nearest Subway Station: República

SENAC São Paulo - Unidade Consolação

Rua Dr. Vila Nova, 228 1º andar Centro, São Paulo - SP

Nearest Subway Station: República

Phone: 11 3078 3874

### **Business meeting**

12º Fórum Brasil de Televisão – Brazilian TV Forum

Centro de Convenções Frei Caneca – Frei Caneca Convention Center

Rua Frei Caneca, 569 Consolação, São Paulo SP

Nearest Subway Station: Consolação

Email: [jornada@mediativa.tv](mailto:jornada@mediativa.tv) - Phone: 11 3078 3874

### **OFFICIAL HOTELS OF THE EVENT**

**Tryp Higienópolis** - distance from the Sesc: 800 metros

Phone: (11) 3665-8200 – Email: [tryp.higienopolis@melia.com](mailto:tryp.higienopolis@melia.com)

Rua Maranhão, 371 - Higienópolis

[pt.solmelia.com](http://pt.solmelia.com)

**Hotel Golden Tulip** – distance from the Sesc: 2,6 km

Phone: (11) 2627 6300 - Email: [belasartesreservas@goldentulip.com.br](mailto:belasartesreservas@goldentulip.com.br)

R. Frei Caneca, 1199 – Consolação

<http://www.goldentulipbelasartes.com>

### **MORE HOTEL OPTIONS**

**Hotel Ibis Budget São Paulo Paulista** - distance from the Sesc: 3,5 km  
Phone: (11) 3123-7755 - Fax: (11) 3123-7756 - Email: h5323-re@accor.com.br  
Rua da Consolação, 2303 - Consolação  
[www.ibisbudgethotel.ibis.com.br](http://www.ibisbudgethotel.ibis.com.br)

**Hotel Ville** – distance from the Sesc: 350 metros  
Phone: (11) 3257-5288 / 0800-7705679  
Rua Dona Veridiana, 643 – Vila Buarque  
[www.hotelville.com.br](http://www.hotelville.com.br)

**Comfort Hotel Downtown** - distance from the Sesc: 1,1 km  
Phone: (11) 2137-4600  
Rua Araújo, 141 - República  
[www.atlantichotels.com.br](http://www.atlantichotels.com.br)

**HOSTEL Casa Club** - distance from the Sesc: 6 km  
Phone: (11) 3798-0051  
Rua Mourato Coelho, 973 – Vila Madalena – distance from the Sesc: 6 km  
[www.casaclub.com.br](http://www.casaclub.com.br)

### **Meals around Sesc Consolação and SENAC**

SESC Consolação, Snack bar - Rua Dr. Vila Nova, 245 Vila Buarque

Café Teatro (snackbar and self-service) - Rua Dr. Vila Nova, 241 Vila Buarque

Kikilo (self-service) - Rua Major Sertório, 671 Vila Buarque

Soho's Place (food court) - Rua Maria Antônia, 140 Vila Buarque

Villa Maria Antônia (self service) - Rua Maria Antônia, 90 Vila Buarque

Nhá Maria (self service) - Rua Dr. Vila Nova, 235 Vila Buarque

The Joy - Rua Maria Antônia, 330 Vila Buarque

### **Other restaurants**

Nutrisom (veggie/ lunch only) – Distance from the Sesc: 1.8 km  
Viaduto Nove de Julho 160 - mezzanine – Phone: 3255 4263

Piolin Cantina e Pizzaria (italian food) – Distance from the Sesc: 2 km  
Rua Augusta, 311, Consolação, São Paulo - SP  
Phone: 11 3256-9356

Famiglia Mancini (Italian food) - Distance from the Sesc: 2,5km  
Rua Avanhandava, 81, República, São Paulo – SP

Ramona (rockbar and restaurant) - Distance from the Sesc: 1,5km  
Av. São Luís, 282 – Phone: 11 3258-6385

Bar Sujinho (only cash) – Rua da Consolação, 2068 – Distance from the Sesc: 1,8km

### **Having fun and culture in São Paulo**

Almost all concerts, soccer matches and performance tickets in São Paulo are available on the Internet. Main companies:  
[www.ticketmaster.com.br](http://www.ticketmaster.com.br), [www.ingressoofacil.com.br](http://www.ingressoofacil.com.br), [www.ingressorapido.com](http://www.ingressorapido.com) and [www.ingresso.com](http://www.ingresso.com) .

*Soccer museum – Pacaembu Stadium*

Praça Charles Miller, Phone: 11 3664 3848

Opening hours: Tuesday to Sunday from 9h to 17h / Martes to Sunday from 10h to 17h

Museu da Língua Portuguesa

Praça da Luz – Luz Station - Phone: 11 3326 0775

Opening hours: Tuesday to Sunday from 9h to 18h / Martes to Sunday from 10h to 18h

Pinacoteca station

Largo General Osório, 66 - Centro, São Paulo - SP

Phone: 11 3335 4990

Opening hours: Tuesday to Sunday from 10h to 17h30 / Martes to Sunday from 10h to 17h30

MASP – Art museum of São Paulo

Avenida Paulista, 1578, Bela Vista, São Paulo - SP

Phone: 11 3251 5644

Opening hours: Tuesday (free admission) to Sunday from 10h to 17h30

Pinacoteca do Estado

Praça da Luz, 2 Centro, São Paulo - SP

Phone: 11 3324 1000

Opening hours: Tuesday to Sunday: 10h to 17h30 – Tuesday to Saturday - free admission

Altino Arantes Building - Banespão (panoramic view of Sao Paulo)

R. João Brícola, 24 - Centro

Phone: (11) 3249 7466

Opening hours: Monday to Friday from 10h to 17h – Monday to Friday - 10 to 17h  
free admission

**Parque do Ibirapuera: Largest city park, which has several attractions and museums such as:**

Museu Afro Brasil – Gate 10

Opening hours: Tuesday to Sunday – 10h to 17h - Free admission

Museu de Arte Moderna de São Paulo (MAM) – Modern art museum – Gate 3

Opening hours: Tuesday to Sunday – 10h to 17h30

OCA – Gate 3 Telephone: 11 3105-6118

Opening hours: Tuesday to Sunday – 10h to 21h

You can see more information also at <http://www.cidadedesapaulo.com>