



Secretaria da
Cultura, Economia e Indústria Criativas



SÃO PAULO
GOVERNO DO ESTADO
SÃO PAULO SÃO TODOS



TUDO VIRA CULT SP

Letter from Governor

Culture, economy and creative industries play an essential role in human and economic development. In the state of São Paulo, we understand that these sectors are much more than just drivers of artistic expression; they are also strategic pillars for sustainable growth and the creation of new job opportunities. Investing in these domains is investing in the future, creating an environment that is conducive to the improvement of talent and the strengthening of innovative markets, which are fundamental to social and economic transformation.

Through public policies focused on professional development, encouraging production and increasing the visibility of artists, the state has brought culture to every corner of São Paulo, promoting diversity and local talent. These initiatives not only strengthen the regional cultural scene, but also contribute to the internationalization of São Paulo culture, bringing the representatives from São Paulo to the largest and most prestigious artistic events in the world. This expands opportunities for artists and creative entrepreneurs, while generating significant impacts on the local economy.

These measures not only contribute to the valorization of cultural production, but also prepare professionals for the challenges imposed by an increasingly globalized market. By strengthening culture, the economy and the creative industry, São Paulo builds a dynamic, inclusive and innovative future, where new generations of talent stand out and thrive in the face of the constant transformations of the contemporary world.

Tarcísio de Freitas

Governor of the State of São Paulo

Letter from Secretary

The state of São Paulo is one of the largest cultural hubs in Brazil and the world, reflecting the richness of cultures that permeate each region. Here, influences from different parts of Brazil and other countries come together, forming a vibrant mosaic of knowledge, traditions, and artistic expressions. This harmonious coexistence strengthens the community ties and stimulates creative and economic development.

As Secretary, I have the honor of leading a team dedicated to transforming culture into a true driver of progress and innovation. Our work is guided by the conviction that culture is crucial for human and economic development. The public policies we implement aim to enhance this cultural wealth, creating jobs, income and new opportunities for the people of São Paulo, while stimulating the creative potential of the different regions.

We live in an era where creativity is essential, and São Paulo, by recognizing the culture, economy and creative industries as forces of the 21st century, stands out in this global movement. With a favorable environment to cultural production, we implement programs and actions that enrich the lives of the population and build a more prosperous and sustainable future, ensuring that all São Paulo residents have access to this heritage and reaffirming our state as a driver of development and a reference in the Brazilian cultural scene.

I invite everyone to learn more about our initiatives and join us in building a culturally enriching and economically vibrant future for all.

Marilia Marton

Secretary of Culture, Economy, and Creative Industry of the State of São Paulo

vi
sion

Promote a free, plural, and innovative cultural policy that is accessible to all as a path to human, economic, and creative development.

mis
sion

Democratize access to culture throughout the State of São Paulo, promoting cultural plurality as an entrepreneurial force and job creator, and transforming culture into a progress and inclusion driver.

values

ethics

Commitment to honesty, integrity, and transparency.

innovation

Encouraging experimentation, creative thinking, and the use of new technologies.

reliance

Valuing experience and accumulated knowledge.

diversity

Providing equal, plural, and inclusive opportunities, working with fairness and respect.

dignity

Promotion of human development and appreciation of local identity.

participation

Involvement of cultural agents and society in processes and decisions, prioritizing production, reflection, and collective construction.

These principles guide our actions and support our commitment to ensure that culture is a means of personal and community transformation and enrichment, promoting

cultural entrepreneurship, the autonomy of cultural agents and the responsible management of public resources.



INFORMATION

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**Culture: journey, enjoyment
and transformation**

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**Culture: identity, belonging
and memory**

CULTURE

journey,
enjoyment and
transformation

Culture: journey, enjoyment and transformation

The theme “Culture: journey, enjoyment and transformation” encompasses a set of actions and measures focused on promote access to the culture and the development of cultural formation. This approach not only aims to expand opportunities for people to experience and participate in cultural experiences, but also seeks to foster creative economic development. By recognizing and valuing the multiplicity and diversity of cultural expressions, the Secretariat seeks to stimulate the creation and improvement of new forms of expression, enriching the cultural scene of São Paulo.

This concept is fundamental to building a dynamic and inclusive cultural environment, where cultural activities become a driving force for personal and community transformation. Through these initiatives, we promote the development of new audiences and innovation in cultural creation, building a continuous cycle of cultural enjoyment and transformation that, by engaging different segments of the population, strengthens cultural identity and drives creative economic growth throughout the state.



Fábricas de

Cultura

[Culture factories]

Learn more: fabricasdecultura.sp.gov.br

The Fábricas de Cultura [Culture Factories] Program is an initiative of the Government of the State of São Paulo, in partnership with the Inter-American Development Bank (IDB), through the Secretariat of Culture, Economy and Creative Industry. The initiative arose from a study by the Seade Foundation, which mapped the neighborhoods with the greatest youth vulnerability and proposed a solution in the area of culture. Designed to promote creativity and artistic expression, aiming at democratizing access to culture, the Fábricas de Cultura Program offers free activities that includes children, young people and adults from different social back-

The program's activities include a wide range of cultural programs and courses related to music, theater, dance, circus, audiovisual and technological languages, as well as access to libraries and audio studios. The factories also have theaters equipped for presentations by local artists, theater, dance and concert performances, as well as classrooms and multipurpose rooms, among others.

The Fábricas de Cultura Program have already served more than 15 million people and received more than 400 thousand apprentices, in the thousands of activities developed. Currently, the program has 15 units in the state that are managed by the social cultural organizations Catavento Cultural e Educacional and Poiesis.

The Units of Factories are located in the capital of São Paulo (Brasilândia, Capão Redondo, Jaçanã, Jardim São Luís, Vila Nova Cachoeirinha, Cidade Tiradentes, Parque Belém, Itaim Paulista, Sapopemba, and Vila Curuçá) and also in the municipalities of Greater São Paulo and the coast (Iguape, Santos, Diadema, Osasco, and São Bernardo do Campo).

There are several actions that transform the lives of the community around the Factories units.



It is an innovative initiative aimed at democratizing access to the arts. Through training activities, it provides to young people the opportunity to explore and improve their skills in theater, dance, circus, music and visual arts. The proposal goes beyond theoretical and practical teaching, seeking to stimulate creativity and critical thinking, thus expanding the cultural and artistic repertoire of participants.

The highlight of the Projeto Espetáculo is the public performances, where participants exhibit their work. These performances not only highlight the talent and dedication of those involved, but also provide the community with an opportunity to experience and value art. In this way, the project contributes to cultural engagement and reinforces the importance of the arts in building a more equitable and inclusive society.

Cultural Tour — "Rolê Lovers"

São Paulo is the cultural capital of Latin America, where great musicals, concerts and shows take place regularly, which is why "Rolê Lovers" was created.

Tours are organized and the residents and schools around the factories have free transportation and tickets so they can attend the main cultural events. The project is carried out in partnership with major cultural producers, who provide tickets. In 2024, more than three thousand people participated in Rolê Lovers.





Minha primeira Hīstorīnhā

[[My first short history]]

Storytelling in Early Childhood Education Centers (CEIs) and Municipal Schools located near Fábricas de Cultura units is an enriching initiative that can promote children's cognitive, emotional and social development. Storytelling is a powerful pedagogical tool that helps stimulate children's imagination, vocabulary and language skills, as well as strengthens emotional bonds.

To implement this activity effectively, considering the particularity of the CEIs, some strategies adopted are the selection of appropriate stories; hiring storytellers; attention to the age range of the audience and selection of narratives that explore values such as friendship, respect, and cooperation.

Quebrada

In an era where nothing happens without going through social media, promoting an artist and their music needs to go beyond a simple audio recording. The Clípe da Quebrada project hires directors from small video production companies to produce music videos for artists who record and produce their music in the Fábricas de Cultura studios. In addition to providing artists from the outskirts of the city with an opportunity to promote their music, the project also encourages and creates portfolios for the video directors of these small production companies. The project has the support of director KondZilla.





Guri

A reference in musical training, the program offers, free of charge, more than 100 thousand places for children, teenagers and young people per year and is present in more than 500 teaching centers throughout the state of São Paulo.

Guri provides music, art and culture education. In addition to regular courses (initial and sequential), it offers extracurricular activities, free courses (such as modular courses, musical initiation for adults and luthieria), Guri 4.0 (which includes distance learning courses), Guri in Schools and polo groups. And for those who wish to improve their artistic and pedagogical challenges, it also has 29 musical groups.

(ensembles formed by symphonic orchestras, string orchestras, symphonic bands, big bands, string chamber groups, guitar chamber groups, choirs, regional choro groups, popular orchestras, and percussion).

Since its creation in 1995, the program has benefited (and continues to benefit) more than 1 million children, adolescents and young people, as well as their families and communities. All Guri activities are free.

The program is managed by the social cultural organization Santa Marcelina Cultura.

Learn more: www.souguri.art.br



Orquestra Sinfônica do Estado de São Paulo

Oseesp

[São Paulo State Symphony Orchestra]

The Orquestra Sinfônica do Estado de São Paulo – Oseesp has been changing the musical landscape of the country and preparing a solid path both within and outside Brazil. At Sala São Paulo, its headquarters, it performs an average of 130 performances per year for more than 150,000 people. Over the past 25 years, it has performed 14 international tours and four national tours and recorded more than a hundred albums, receiving recognition from specialized magazines, such as Gramophone and Diapason, and important awards, such as the Latin Grammy for Best Classical Music Album in 2007 and the Brazilian Music Awards in 2024.

The Oseesp stood out itself by participating in some of the most important European summer festivals, in 2016 and 2024; by becoming the first Latin American professional orchestra to tour China, in 2019; and by making its debut, in 2022, at Carnegie Hall, in New York, in the house's official subscription series. Since 2020, the Swiss Thierry Fischer has been its Music Director and Principal Conductor, preceded by Marin Alsop [2012-19], Yan Pascal Tortelier [2010-11], John Neschling [1997-2009], Eleazar de Carvalho

[1973-96], Bruno Roccella [1963-67], and Souza Lima [1953-54].

Oseesp also includes other artistic groups and educational and diffusion initiatives, such as the Symphonic, Youth and Children's Choirs, the Music Academy, the Oseesp Publishing House, free live broadcasts and the Discover the Orchestra music education program, which offers training courses for teachers and free educational events that introduce the world of symphonic and choral music. Since 2008, it has maintained the Oseesp Itinerant project, promoting concerts and workshops in the interior and coastal areas of the state of São Paulo.

Founded on September 13, 1954, the Orchestra underwent a major restructuring in 1997. Oseesp is managed by the social cultural organization Oseesp Foundation.

Learn more: www.oseesp.art.br



Descubra a

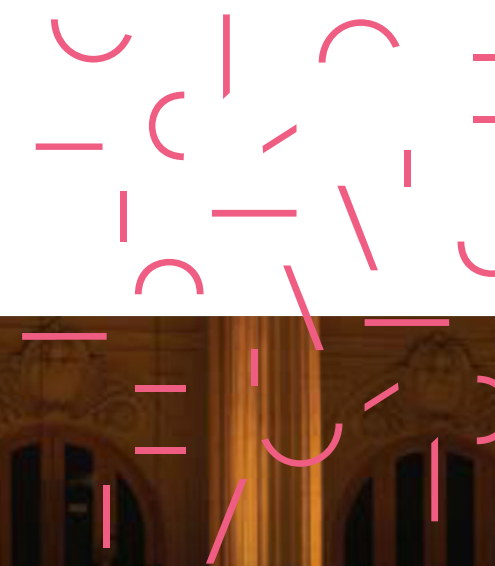
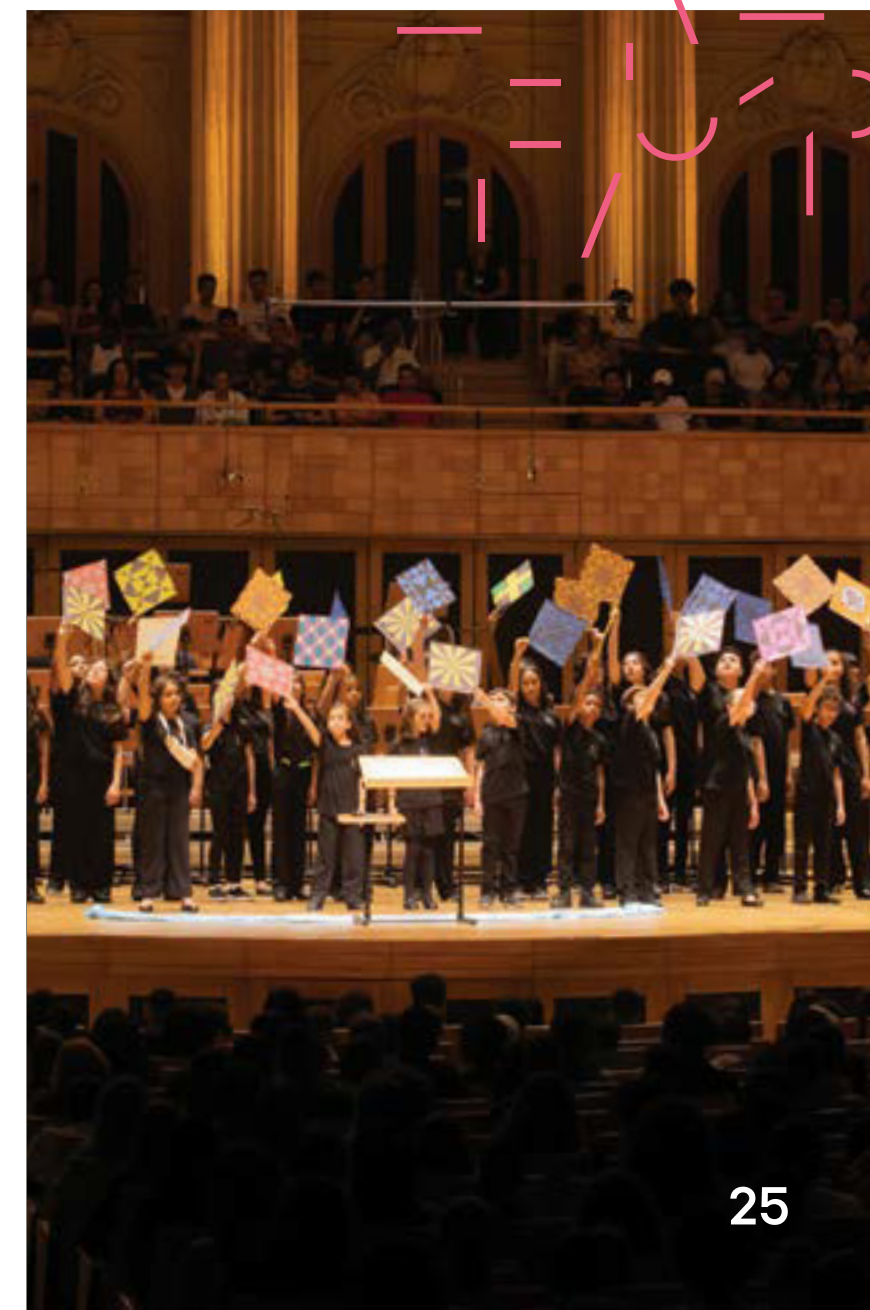
Orquestra

[Discover the Orchestra]

Music education program dedicated to teachers and students of the São Paulo State School System. Created in 2001, it offers free training courses and educational events that aim introduce the world of symphonic and choral music.

Structured in different workfront, the program offers courses for teachers with or without prior musical knowledge, offered in a hybrid format with in-person activities and remote monitoring. During the training, the basic notions of elements of musical language and the expansion of cultural repertoires are worked on, in order to enable the construction of classroom activities and interdisciplinary projects.

Learn more: www.osesp.art.br



Conservatório Dramático e Musical

Dr. Carlos de Campos de Tatuí

[Dramatic and Musical Tatuí Conservatory Dr. Carlos de Campos]

The Conservatório de Música e Teatro de Tatuí [Tatuí Conservatory of Music and Theater] is one of the most respected music and performing arts schools in Latin America. Founded in 1954, for 70 years the institution has fulfilled its mission of training instrumentalists, singers, actors/actresses, educators, and luthiers.

It serves more than 3,000 students annually, coming from 200 cities in Brazil and abroad. It offers 75 regular professional qualification courses in the areas of Performing Arts, Classical Music, Popular Music and Music Education, in addition to promoting dozens of other free and advanced courses, master classes, festivals, and meetings.

The school has a large structure, with classrooms, libraries, auditoriums and studios. The Tatuí Conservatory promotes around 800 cultural events per year, both inside and outside the city, with an audience of over 120 thousand people. Since 2006, an extension of the Conservatory has been implemented in São José do Rio Pardo, which serves around 200 students annually.

The Tatuí Conservatory is managed by the social culture organization Sustenidos.

Learn more: www.conservatoriodetatui.org.br



Artistic groups of the Tatuí Conservatory

The Conservatory maintains 10 excellent artistic groups formed by 182 scholarship students – Symphonic Band, Big Band, Guitar Chamber Orchestra, Theater Company, Choir, Choral, Group, Root Music Group, Percussion Group, Jazz Combo and Symphonic Orchestra – in addition to 44 Pedagogical Theater and Music Groups, with varied formations. These groups perform several times throughout the school year and guarantee an intense artistic experience for students from the first year of the course until its conclusion.

Learn more: www.conservatoriodetatui.org.br



/ EMESP Tom Jobim

The Escola de Música do Estado de São Paulo [São Paulo State Music School] – EMESP Tom Jobim provides a comprehensive music education for children, teenagers, young people and adults. The institution serves around 2,000 students, who have access to over 190 qualifications and free courses in singing and musical instruments.

The courses provide a pluralistic musical experience. Group theoretical classes encourage reflection on the world, and history; Practical classes develop collaboration and appreciation for working together; Individual classes enhance instrumental skills with qualified professionals and references in the music industry. To join EMESP Tom Jobim, candidates must participate in the selection processes held annually.

These processes aim to select and classify candidates for the courses offered, evaluating their musical, technical and theoretical knowledge, as well as their aptitude and potential for the intended course. EMESP Tom Jobim is administered by the Santa Marcelina Cultura social organization. Learn more: www.emesp.org.br





ARTISTIC GROUPS LINKED TO EMESP **TOM JOBIM**

— Orquestra Jovem do Estado de São Paulo

[The São Paulo State Youth Orchestra]



A reference both for its successful pedagogical plan and for its careful artistic curation, the State Youth Orchestra is synonymous with musical excellence in Brazil. For over 40 years, it has contributed to the technical and artistic enhancement of its scholarship students, helping them prepare themselves for professional life. Under the musical direction of conductor Cláudio Cruz, the group has performed on major Brazilian stages and festivals and around the world, with the participation of renowned soloists, recorded CDs, and received awards. In partnership with Machado Mayer Advogados, it has held the Ernani de Almeida Machado Award since 2012.

Coral Jovem do Estado de São Paulo

[The São Paulo State Youth Choir]

The eclectic repertoire and dynamic performances of the State Youth Choir reflect an artistic-pedagogical approach that goes beyond singing. The artistic group works not only on the human voice, but also on body language and musical sensitivity. The Youth Choir maintains an important artistic tripod: in addition to the lyrical repertoire, the group explores ancient and popular music. Tiago Pinheiro has been the principal conductor of the State Youth Choir since February 2015, in partnership with Marília Vargas in vocal training.



Banda Sinfônica Jovem do Estado de São Paulo

[The São Paulo State Youth Symphonic Band]

In over 30 years of activity, the State Youth Concert Band balance in its programs the traditional concert band repertoire, with arrangements of classical pieces, popular compositions and themed concerts. With a proposal that provides pedagogical experience and versatile artistic practice to scholarship students, the Band prepares them for the professional routine.



Orquestra Jovem Tom Jobim

[Tom Jobim Youth Orchestra]

Dedicated especially to Brazilian music, the Orquestra Jovem Tom Jobim has a very particular sonority. Besides the flexibility and versatility of the old times ensembles, Tom Jobim has a contemporary face, the result of a repertoire formed mostly of arrangements conceived especially for the group. On stage, the power and expressiveness of a symphony orchestra (with string, woodwind and brass instruments) is combined with the strength and energy of a rhythmic section (piano, electric bass, guitar, drums and percussion). This combination, full of vitality, results in a distinct sound, a typically Brazilian pronunciation of concert music. Created in 2001, it is a group for the diffusion and musical education of EMESP Tom Jobim, an institution of the Secretariat of Culture, Economy and Creative Industry, managed by the social organization Santa Marcelina Cultura.



Orquestra do Theatro São Pedro

[Orchestra of São Pedro Theater]



The Orquestra do Theatro São Pedro, created in 2010, quickly established itself as one of the country's leading opera orchestras. Throughout its history, it has performed notable works from the repertoire, such as Mozart's *The Marriage of Figaro* and Verdi's *Falstaff*, standing out for exploring new possibilities in the opera universe.

Among its achievements, it staged the national premiere of plays such as Britten's *The Turn of the Screw*, Paisiello's *The Barber of Seville*, and Busoni's *Arlecchino*. It also revisited rarely staged works, such as Cilea's *Adriana Lecouvreur*, Massenet's *Don Quixote*, Stravinsky's *Oedipus Rex*, Prokofiev's *Betrothal in a Monastery*, Montemezzi's *The Love of the Three Kings*, Gluck's *Iphigénie in Tauride*, and Alberto Nepomuceno's *Artemis*.

In its new phase, the Orquestra do Theatro São Pedro follows a new work model, with guest conductors and a greater variety of repertoire, covering both opera and symphonic and chamber music, in a routine that aims to deepen the investigation of different forms of music making, further elevating the excellence of its performances.

The Orquestra do Theatro São Pedro is an artistic group linked to the São Pedro Theater, which is managed by the social cultural organization Santa Marcelina Cultura.

Learn more www.theatrosaopedro.org.br

São Paulo

Escola Teatro

[São Paulo School of Theater]

Opened in 2010, the SP Escola de Teatro [SP School of Theater] – Center for the Training of Performing Arts offers free two-year technical courses in eight areas of study: Acting, Set Design and Costume Design, Directing, Dramaturgy, Humor, Lightening, Sound Design and Stage Techniques. Its non-hierarchical-non-cumulative-and-modular-innovative pedagogical project – is studied and reproduced internationally, at universities in countries such as Sweden, Norway and Finland.

Each year, an average of 400 students attend the technical courses, in morning and afternoon classes. The selection process that consists of an essay, interview and specific tests is held biannually, and students over 18 years old with a high school diploma are eligible to enroll. In addition, the school offers several workshops, ateliers and extension courses for free to the general public every year, and with the issuance of certificates, in areas such as film, dance, circus, writing and acting.

Beyond to regular and free courses, the school also hosts Book Launch Events, seminars and theater performances. The activities take place at its two locations, in Praça Roosevelt and in Brás. The buildings have extensive facilities, including a library with over 15,000 books, a carpentry workshop, a sewing workshop and a sound studio.

For its work, it has received awards such as the Shell Award in the Innovation category (2017), the Racial Equality seal from the Municipal Secretariat for Human Rights and Citizenship of the City of São Paulo (2021, 2022, 2023) and the European Awards for Best Practices (Switzerland, 2022).

The school is managed by the cultural and social organization Associação dos Artistas Amigos da Praça (Adaap). Learn more: www.spescoladeteatro.org.br



São Paulo Escola de Dança

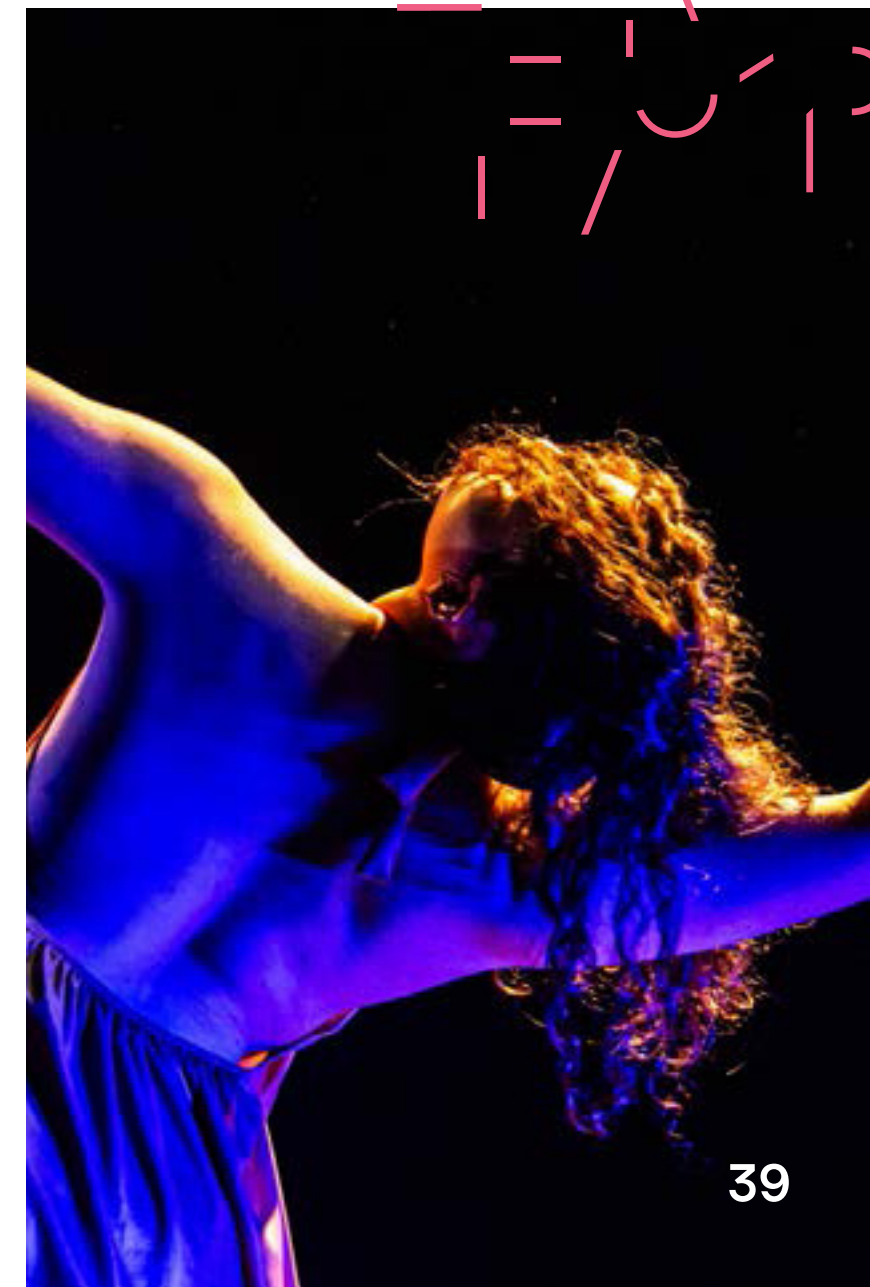
[São Paulo School of Dance]

The São Paulo Escola de Dança [São Paulo School of Dance] is an institution committed to providing a voice and consistent space for reflection, learning and the exchange of knowledge based on the specificity of dance interconnected with all artistic languages, with a focus on an essential appreciation of plurality.

Its objective is to provide the construction of knowledge in the domain of dance, understanding the diversity of bodies and aesthetics as premises for the training and professionalization of students in order to increase the possibility of their insertion in the job market.

SPED has several complementary workfront, such as: Regular Courses, which aim to offer technical training in courses such as: Dance and Performance, Dance Techniques, Musical Theater, Choreography, Costume Design for Dance, Multimedia for Dance and Cultural Production and Management; Free Courses, which aim to promote access to the language of dance (classical ballet, urban dances, ballroom dance and contemporary dance) for the general population; and Cultural Extension Courses, intended to contribute with the creation, production and discussion of dance and can be online, in-person and/or hybrid with a course load of 32h or 64h), in addition to projects that enable affirmative and permanence actions for low-income and/or social vulnerability students.

The São Paulo School of Dance is managed by the cultural and social organization Associação PróDança. Learn more: www.spescoladedanca.org.br





Since its creation, it has been seen by an audience of over 1 million people in 22 different countries, passing through approximately 180 cities in more than 1,250 performances and accumulating more than 50 national and international awards and nominations.

Besides the diffusion and circulation of shows, the activities include educational activities, audience awareness-raising, and dance recording and memory activities. The educational programs include shows, lectures, and workshops, which increase the opportunity to discuss this art form. In the memory area, the documentary series Figuras da Dança [Dance Figures] stands out, which already has more than 40 episodes. The SPCD has also published eight books of essays, as well as documentaries for teachers and others that record the behind-the-scenes of its work.

The São Paulo Dance Company is managed by the social cultural organization Pro-Dance Association.

Created in January 2008, the São Paulo Companhia de Dança [São Paulo Dance Company] (SPCD) is a repertoire company, that is, it performs works of artistic excellence, which include works from the 19th, 20th and 21st centuries, from great classical and modern pieces to contemporary works, especially created by national and international choreographers. Among the pieces already danced by the Company, the following choreographies stand out: Jíri Kylián, Nacho Duato, George Balanchine, Marco Goecke, Joelle Bouvier, Édouard Lock, Rodrigo Pederneiras, Cassi Abranches, Henrique Rodovalho, Jomar Mesquita, Leilane Teles, among others.

The diffusion of dance, production and circulation of shows is the main core of its work. SPCD presents dance exhibitions in the State of São Paulo, in Brazil and abroad and nowadays is considered one of the most important dance companies in Latin America by specialized critics.



Learn more: www.spcd.com.br

CULTURE

portunity,
entrepreneurship
and autonomy

Culture: opportunity, entrepreneurship and autonomy

The theme “Culture: opportunity, entrepreneurship and autonomy” represents a set of actions aimed at promoting and valuing the cultural production chain. This approach is essential for economic, human, sustainable and creative development, covering all dimensions of the cultural and regional sector. By encouraging cultural entrepreneurship, the Secretariat seeks to create an environment conducive to innovation and growth, offering support and resources that enable new initiatives and promote collaboration among the various cultural actors.

Furthermore, it seeks to establish a mentality that encourages creativity and autonomy, valuing entrepreneurial capacity in the domain of culture and the cultural industry.

By driving these initiatives, we not only strengthen the cultural economy, but also promote an environment where innovative ideas can flourish and generate positive impact on multiple fronts. The goal is to build a vibrant and dynamic cultural ecosystem, where opportunities are widely available and collaboration becomes a central pillar of cultural and creative development.

The set of actions by the Government of São Paulo to promote culture, called Fomento CultSP, is made up of the notices of the Cultural Action Program (ProAC), the notices of the Aldir Blanc National Policy for the Promotion of Culture (PNAB), the ProAC ICMS and the notices of cultural diffusion.

CULTSP PRO

Escola de Profissionais da Cultura [School of Cultural Professionals]

CultSP PRO - Escolas de Profissionais da Cultura [Schools of Cultural Professionals] is the largest training and qualification program for the cultural and creative sectors in the country. It offers unprecedented opportunities for development and improvement for professionals who work or wish to work in the various segments and languages of the production chain, as it seeks to both train people in new workfront and improve the skills that professionals already have.

This program repositions the Secretariat's training policy with a focus on the production chain and employability, in line with the sector's thriving context. After all, according to the Itaú Cultural Observatory's Data Panel, the Gross Domestic Product of the Economy of Culture and Creative Industries (ECIC) of the State of São Paulo contributes 3.7% of the Gross Domestic Product (GDP) of the entire State, based on 2020 data.

Furthermore, creative companies in the State of São Paulo generate more than R\$190 billion in revenue per year and employ more than 2.5 million professionals, which represents approximately 11% of the entire workforce in São Paulo. In Brazil, the Creative Economy represented 3.1% of the GDP (approximately R\$230 billion), standing out as a segment with many opportunities for development.

CultSP PRO is an innovative policy of the Secretariat. Recently launched, the program will reach, by the end of 2025, with more than 2,500 activities implemented, directly impacting 130,000 people throughout the State.

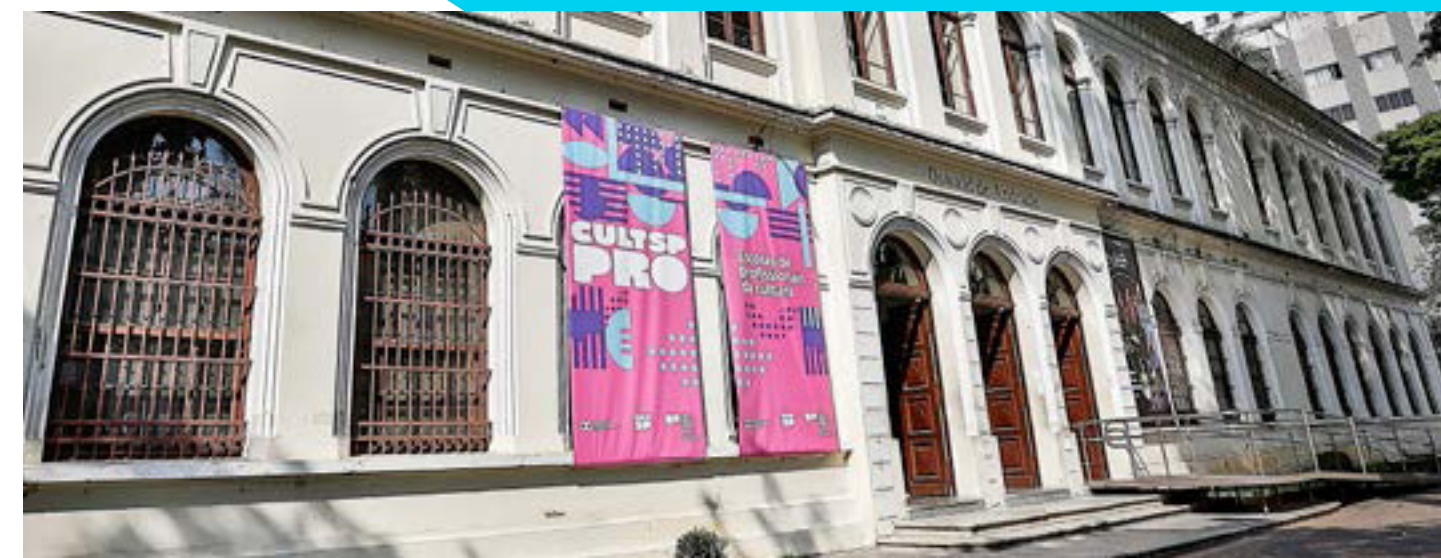
It includes from young people aged at minimum 16 years old to experienced professionals, as well as people in vulnerable situations.

The Program's major differential is that it provides for an agile and dynamic Pedagogical System, which will be built and will always be transformed in dialogue with professionals from the Productive Sector and with the identification of demands from the different territories of the State of São Paulo.

In the capital of São Paulo, CultSP PRO is headquartered in the Oswald de Andrade Building, in the city center. This symbolic space is being modernized to house a wide range of courses and artistic and cultural programming.

Throughout the state, the program will be carried out in diverse physical spaces, through partnerships with companies, city halls, universities, cultural facilities, among many others, enhancing regional talents and vocations.

The wide range of courses includes the creation of six thematic schools and a special qualification program:





School of Arts

Training in artistic performance (Dance, Theater, Circus, Opera and Music) and backstage techniques, such as set design and music production.

School of Heritage and Equipment

Focus on the management and preservation of cultural heritage, with courses in curation, conservation and museum management.

School of Audiovisual, Games and Technologies

Training in audiovisual production, 3D animation and game creation, focused on cinema, TV and new media.

School of Content, Design and Visual Arts

Training in content creation, graphic design, photography and visual arts.

CULTSP PRO



School of Traditions and Creative Expressions

Courses in gastronomy, sustainable fashion and craftwork, promoting creative businesses based on cultural traditions.

School of Innovation and Sustainability

Focus on entrepreneurship, cultural management, legislation and languages for innovative and sustainable cultural projects .

Special Qualification Program in Arts: Theater and Dance

Improvement of dance and theater groups, encouraging artistic exchanges and valuing regional cultures.

Therefore, **CULTSP PRO** is a program that provides training and qualification for professionals, with a focus on innovation and sustainability for the cultural and creative development of the State of São Paulo. The program is administered by the social cultural organization Instituto de Desenvolvimento e Gestão (IDG).



Creative

SP▶▶▶

CreativeSP is the creative economy internationalization program developed by the Secretariat of Culture, Economy and Creative Industry of the State of São Paulo and InvestSP, an investment promotion agency linked to the Secretariat of Economic Development. Its aims to promote new businesses, attract foreign investment and boost the jobs creation and income in the cultural industry of São Paulo, through the organization of international missions, enabling the participation of companies from the state in some of the main cultural events in the world.

It offers a maximum reimbursement of US\$3,000 in eligible expenses to cover up to 50% of the selected companies' travel expenses. It also promotes networking events during the missions and offers consulting, results monitoring and post-event follow-up.

Twenty-five missions have already been carried out, taking 226 companies to events on innovation, technology, entertainment, audiovisual, cinema and literature, for example. Among them: GDC (Games Developers Conference), in the United States, Cannes Film Festival, in France, Frankfurt Book Fair, in Germany, and Web Summit Lisbon, in Portugal.

The projected business generated thanks to the missions is R\$1.4 billion, in addition to more than 19 thousand jobs in the cultural industry.

Also should be highlighted the realization of Casa SP in 2024 at SXSW, the world's largest innovation event, in the United States. With an area of 1,000 m² in front of the main hangar of the fair, the space received entrepreneurs, investors, authorities and people from all over the world interested in learning about the characteristics of the creative industry in São Paulo and business opportunities in São Paulo.



Fomento

CultSP

[Promotion Cult SP]

Fomento CultSP is the unification of the ProAC and PNAB notice lines. More than R\$500 million were invested in 50 funding lines, covering several artistic languages and sectors linked to the economy and creative industry. The sectors benefiting include audiovisual, historical heritage, citizenship, pop culture, theater, dance, music, circus, visual arts and many others.

/ **ProAC ICMS**

This is the modality of the Programa de Ação Cultural [Cultural Action Program] for the promotion of São Paulo that operates through incentivized sponsorships and tax exemptions. Proponents who have approved projects can request sponsorship from companies based in São Paulo that are interested in supporting cultural actions with part of the amount of ICMS due.

/ **Paulo Gustavo Law**

The Paulo Gustavo Law, enacted to support the cultural sector impacted by the COVID-19 pandemic, made available a total amount of R\$356 million for the realization of cultural projects. This law covered 877 projects in various areas, 368 of which were in the audiovisual area through 16 specific notices and 509 in other cultural segments through 8 notices. With an average value of R\$387.8 thousand per project, the Paulo Gustavo Law aims to strengthen national culture and support the recovery and creative development of the sector.

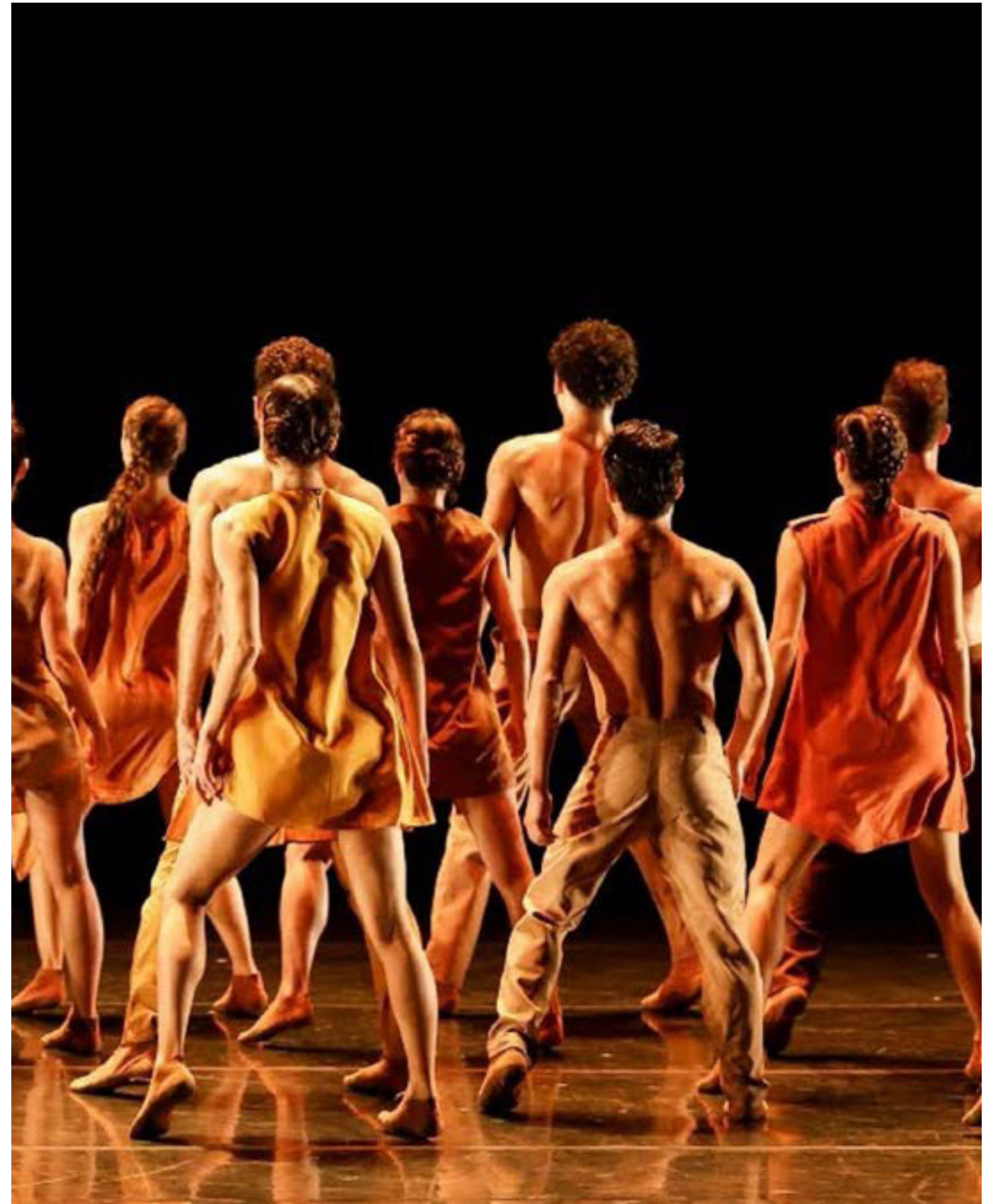


cultural — difusão

notices • • •

With the aim of promoting and expanding access to culture, benefiting both cultural diversity and the strengthening of regional identities, the Secretariat has notices that exceed R\$45 million in investments, with the purpose of supporting a wide range of cultural initiatives throughout the state.

The Difusão CultSP [CultSP Difusion] program already serves 462 municipalities with an investment of R\$9.3 million, supporting local festivals, celebrations and cultural events. The Circuito CultSP [CultSP Circuit], present in 70 municipalities, receives R\$5.4 million to promote decentralized and accessible artistic and cultural activities. The Festival Support program allocates R\$3.2 million to 32 festivals, boosting cultural development and the creative economy in the regions. The + Orgulho program invests R\$1.15 million in 35 institutions, supporting parades and festivals focused on diversity. With an investment of R\$1.188 million, CultSP Play offers free, quality audiovisual content on several platforms.



REWARDS

Prêmio Governador do Estado [State Governor's Award]

The Prêmio Governador do Estado [State Governor's Award] was established in 1950 and stands out as the most prestigious cultural award in the State of São Paulo, and is also the largest statewide award in Brazil. The award aims to recognize and honor professionals in the cultural and creative sector of São Paulo who have distinguished themselves for their achievements in various categories such as Visual Arts, Circus, Theater, Museums and Cultural Centers, Appreciation of Cultural Heritage, Audiovisual, and others. The state government has invested more than R\$400,000 in the award.

Learn more: cultura.sp.gov.br

Prêmio São Paulo de Literatura [Sao Paulo Literature Award]

The Prêmio São Paulo de Literatura [São Paulo Literature Award] was launched in 2008 and annually selects the best fiction books in the romance genre, written in Portuguese, originally edited and published in Brazil. There are two awards: the São Paulo Literature Award for “Best Novel of the Year” and another for “Best Debut Novel of the Year”. It is the largest individual award in the country for the genre.

The main objective of the Secretariat of Culture, Economy and Creative Industry of the State of São Paulo is to stimulate the production and diffusion of Brazilian literature with an exclusive focus on the romance genre, annually awarding authors and works that stand out for their quality and contribution to the literature of our country. At the same time, it is an action to encourage new talent and strengthen public policies for books and reading in the State of São Paulo.

Learn more: premiosapaulodeliteratura.org.br



CULTURE

accessible,
diverse and
innovative

Culture: accessible, diverse and innovative

The concept of “Culture: accessible, diverse and innovative” represents a commitment to promoting a cultural environment that values experimentation and creative diversity. Through a set of actions and measures, we seek to encourage the adoption of innovative techniques and agile methods that favor flexibility and multidisciplinary. This approach allows the exploration of new forms of cultural expression and the integration of emerging technologies, enriching the cultural landscape and making it more dynamic and accessible to different audiences.

By promoting an approach that encourages the creative and autonomous thinking, the Secretariat aims to ensure that culture non only is an enriching experience, but also a space of continuous renovation and adaptation. This outlook is essential to create opportunities to the cultural innovation and development, ensuring that all voices and expressions be recognized and valued.

games

Fábrica de Games

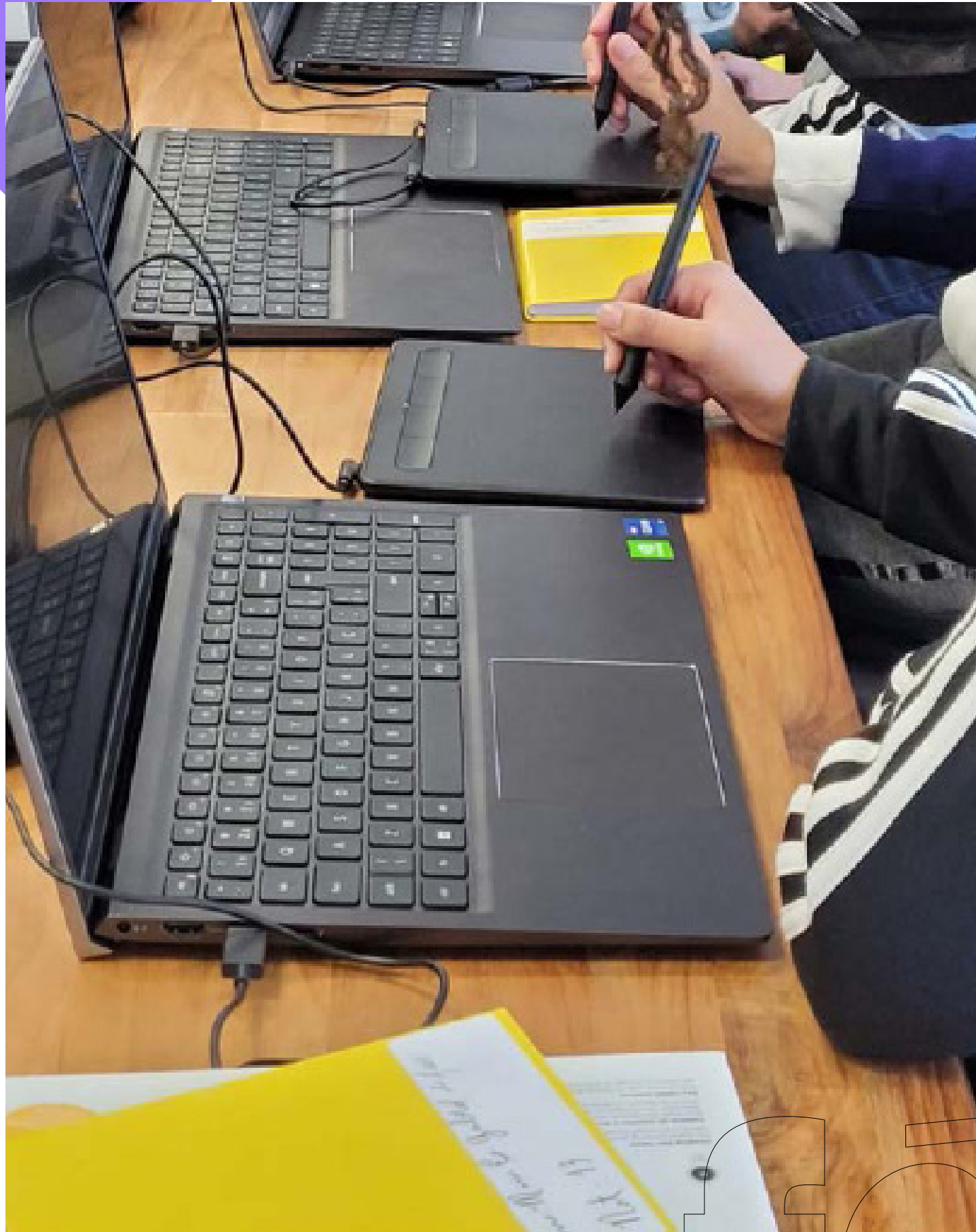
[Games Factory]

Fábrica de Games [Games Factory] is an initiative aimed at young people interested in a career in game development. With courses offered at 15 Fábricas de Cultura units, the program provides comprehensive and practical training in the domain of games. Aimed at young people between 14 and 21 years old with prior knowledge in technology or related areas, it aims to fill the qualification gap in the sector and open up new opportunities for participants.

The qualification course lasts two semesters and covers everything from the fundamentals of game design to advanced aspects such as audio and soundtrack creation. In addition to the main classes, the program includes short tracks focused on specific technical aspects, providing an in-depth and diverse training. In addition, it is structured with a creation studio and technical tracks, totaling 294 hours of coursework.

This approach not only prepares young people for the job market, but also contributes to the growth of the gaming industry by promoting innovation and creativity among new talent.

fábrica



Cosplay Encouragement

Culture takes many forms and faces, transforming into various characters. To show the full creative potential of our pop culture, cosplay was present at several events, from Geek Pride Day to CCXP. Parades, contests, and even a dressing room where the public could transform into their favorite character were part of our programming. Pop culture is also a force in the state of São Paulo.



Geek Pride day

Geek Pride Day, held at the Bienal Pavilion in Ibirapuera Park, was a huge success, bringing together over 5,000 people for a vibrant celebration of nerd culture in São Paulo. The event offered a wide range of free programming, including cosplay parades, exhibitions, gaming stations, and anime and tokusatsu screenings. Participants also enjoyed live shows and a variety of interactive activities, providing a complete immersion into the geek universe.



Gamescom Latam



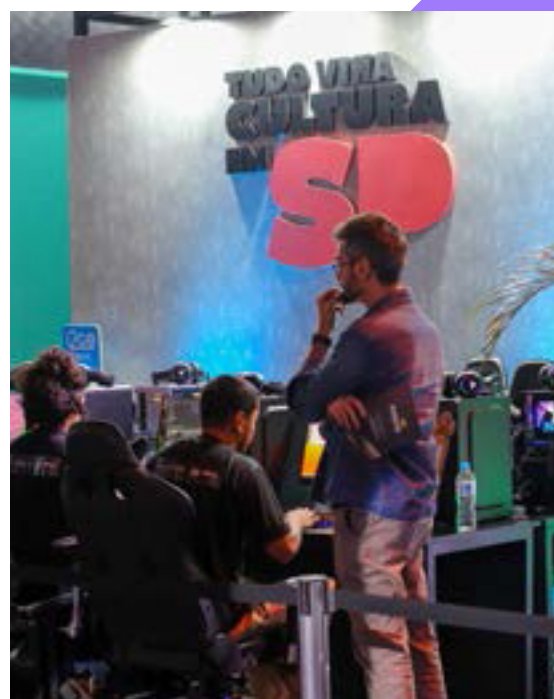
Gamescom Latam 2024, held at São Paulo Expo from June 26 to 30, marked Gamescom's debut in Latin America. With over 400 games available for testing and the participation of the industry's biggest publishers, such as Nintendo, Warner Bros. Games and Bandai Namco, the event has provided an immersive experience for fans.

The idea of bringing the event to Brazil gained momentum within CreativeSP, a program of the Secretariat of Culture, Economy and Creative Industry and InvestSP, an investment promotion agency linked to the Secretariat of Economic Development, which acted as intermediary between the Government of São Paulo and the organizers of the fair abroad.

Besides the game testing, the event featured a diverse program with lectures, competitions, meet & greets with content creators and a space dedicated to cosplay, consolidating itself as an essential meeting point for the gamer community.

With a projected business generation of around R\$1 billion, the event attracted more than 100,000 visitors from over 70 countries and generated more than four million online views. With the presence of 636 Brazilian companies and a total of 1,020 representatives from the entertainment industry, the fair highlighted the growing interest and importance of the gaming market in the region.

The Government of São Paulo was honored with special recognition for hosting Gamescom Latam, receiving the awards for "Best Home for Gamescom Latam" and "Most Important Supporter" during a ceremony in Cologne, Germany.





Located in the Água Branca neighborhood and consisting of two main warehouses and a large outdoor area, MIS Experience was opened on November 2, 2019 and is a space linked to the Museum of Image and Sound (MIS) – an institution of the Secretariat of Culture, Economy and Creative Industry of the Government of the State of São Paulo. It brings to the city of São Paulo a new concept of immersive cultural exhibitions, which use new technologies, leading the public to interact in a more engaging and synesthetic way with artists and their works of art.

The space opened with “Leonardo da Vinci – 500 years of a genius”, an exhibition that was a success with the public and critics. In the following years, MIS Experience hosted the immersive mega-exhibitions “Portinari for everyone” (2022), “Michelangelo: The Master of the Sistine Chapel” (2023) and “Chaves: The Exhibition” (2024), in addition to exhibitions and interactive experiences in its other spaces. The location of the Museum also makes the space unique, as it makes it an important cultural hub for audiences from areas further away from the city center to have access to quality programming designed for the whole family. Another highlight of the space is the actions of the Educational Center, which promotes guided tours especially for children and teenagers, in addition to holding workshops and diverse activities, integrating other artistic languages in addition to those highlighted in the exhibitions on display.

The MIS Experience is managed by the social cultural organization Associação Cultural Ciccillo Matarazzo – ACCIM.

Learn more: misexperience.org.br.

Museu CataVento

[CataVento Museum]

The Museu Catavento [Catavento Museum] opened in March 2009. With 12,000 m² of exhibition space, the museum has over 200 installations covering topics such as astronomy, biology, chemistry, physics, history and geography, divided into four main sections: Universe, Life, Ingenuity and Society. Recognized as a zoo by the State Department of the Environment, the museum also offers living collections, such as butterflies, allowing visitors to observe their life cycle.

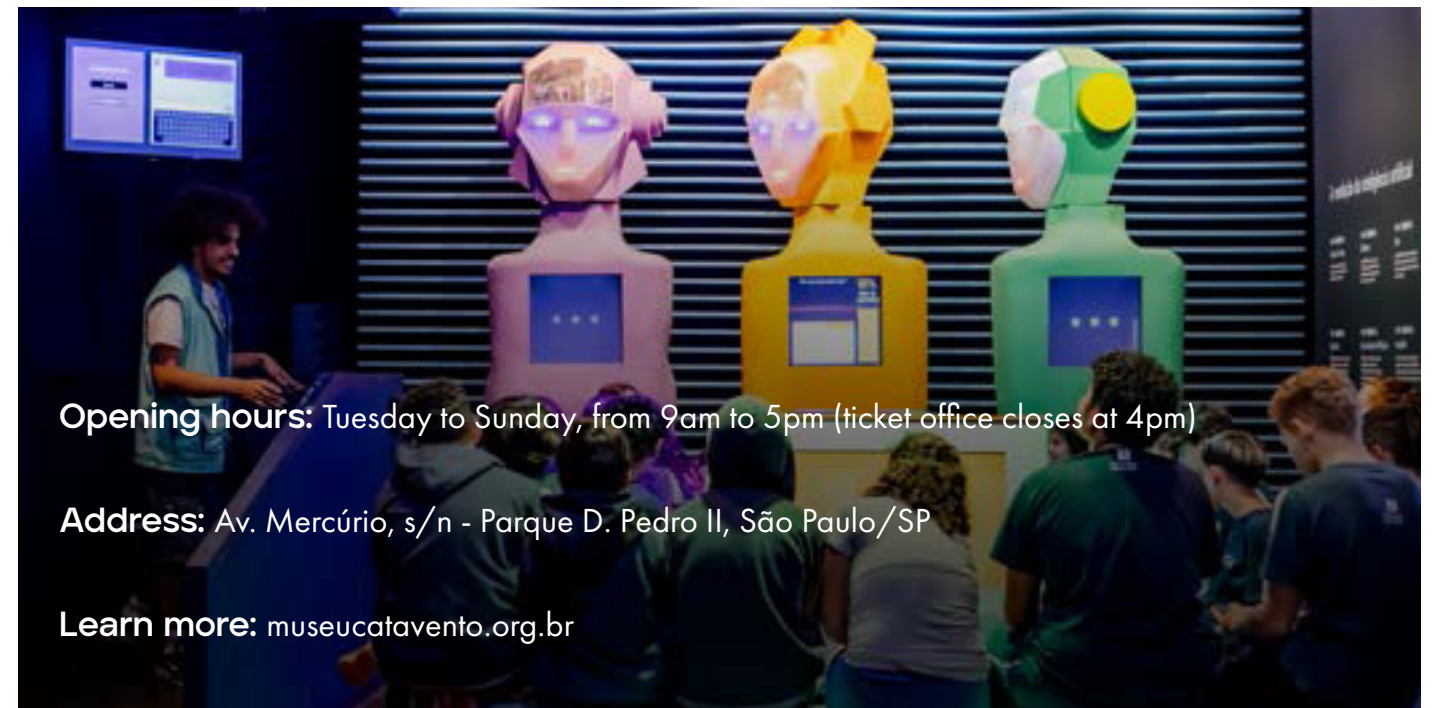
Since its creation, Catavento has received more than 7 million visitors, standing out as one of the most visited museums in São Paulo. In 2023, 58% of the 860 thousand visitors benefited from the free admission policy, reinforcing the museum's commitment to inclusion. In addition, the space is one of the most sought after by schools, serving more than 2.3 million students over the years.

Located in the historic Palácio das Indústrias, the museum is also an architectural landmark in São Paulo. Its long-term exhibitions explore themes ranging from the Solar System to the development of civilizations. Continuously innovating, it offers virtual activities, such as interactive workshops and online guided tours, attracting 1.4 million virtual visitors per year.

The Museu Catavento has already won more than 20 awards, including the “Traveler’s Choice Awards”, which places it among the 10% best attractions in the world (2014 to 2024), the “CIEE Employability Brazil Award” (2023 and 2024), and the “Museum Modernization Award” (2018). It has also received important municipal seals, such as the “Cultural Diversity Seal” and the “Accessibility

Seal”, reinforcing its commitment to inclusion. With this trajectory, the institution continues to be an educational and cultural reference.

The Museum is managed by the social cultural organization Catavento Cultural e Educacional



Opening hours: Tuesday to Sunday, from 9am to 5pm (ticket office closes at 4pm)

Address: Av. Mercúrio, s/n - Parque D. Pedro II, São Paulo/SP

Learn more: museucatavento.org.br

CULTURE

identity,
belonging and
memory

Culture: identity, belonging and memory

The concept of “Culture: identity, belonging and memory” encompasses actions aimed at preserving material and immaterial heritage, essential for maintaining and enhancing the cultural identity of São Paulo.

These initiatives include the protection and promotion of cultural practices that reflect the history and traditions of the region, such as folk culture, music, traditional cuisine and religious celebrations. They also emphasize the importance of crafts and built structures, which are tangible testimonies of cultural heritage and contribute to the understanding and appreciation of local identity.

Preserving these cultural elements not only reinforces a sense of belonging and social cohesion, but also ensures that future generations can continue to experience and value their origins and traditions. By integrating contemporary cultural practices with historical traditions, the Secretariat seeks to ensure that São Paulo’s cultural memory remains alive and relevant, enriching the collective heritage and promoting a deep sense of continuity and connection with the past.

EVENTS

Revelando SP [Revealing SP]

It is the largest festival to celebrate traditional São Paulo culture, which has already had more than 60 editions over almost three decades and offers the public a journey through the traditions of the state of São Paulo. The festival showcases artisanal productions, typical cuisine and cultural manifestations, such as viola music, expressions of tropeiro culture, catira, congada, music and dance of native peoples. These are knowledge passed down from generation to generation and represent the richness and cultural diversity of São Paulo.

In addition, Revelando SP is a stage for the performance of great Brazilian music artists and has already hosted names such as Rolando Boldrin, Demônios da Garoa, Almir Sater, Gabriel Sater, Renato Teixeira, Sérgio Reis, Roberta Miranda, Tetê Espíndola and Guito. The event is managed and produced by the social and cultural organization Associação Paulista dos Amigos da Arte (APAA).



FÉstival

[FAITHstival]

The FÉstival is an event created by the Secretariat of Culture, Economy and Creative Industry to promote the celebration of Christian culture in the state of São Paulo. Its program includes musical and theatrical performances, workshops, an exhibition, a food and rest area. Its first edition was held in 2023, in the capital of São Paulo, and in 2024 it was expanded, with editions also taking place in the interior of the state, in Santa Bárbara d'Oeste and Guaratinguetá, in addition to the “FéstiVal Kids – a faith experience”, with activities aimed at children, as part of Summer Beats, one of the largest festivals of Catholic culture in Latin America. It is managed and produced by the social cultural organization Associação Paulista dos Amigos da Arte, in addition to the support of the city governments of the cities that host the event in the interior of the state. **Learn more:** cultura.sp.gov.br



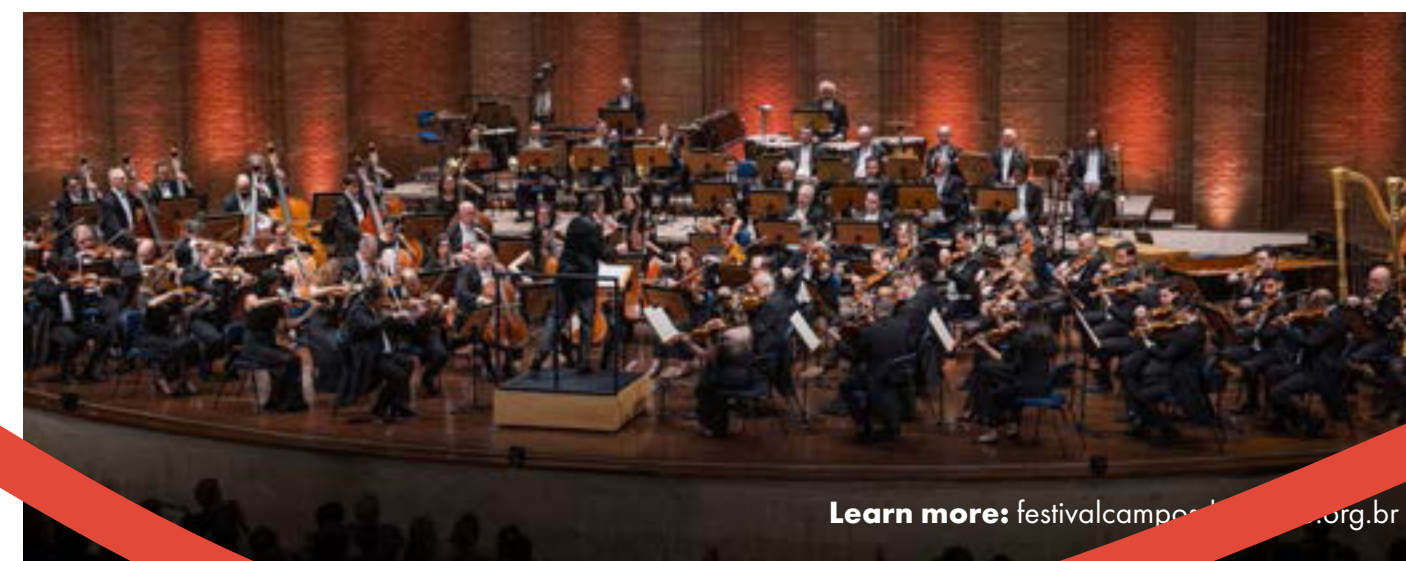
Festival de — Inverno de Campos do Jordão

[Winter Festival of Campos do Jordão]



Created in 1970 by conductors Eleazar de Carvalho, Camargo Guarnieri and Souza Lima, Campos do Jordão Festival combines, with excellence, a concert music program with broad and qualified pedagogical work.

Over its 54 editions, the event has established itself as the largest and most important classical music festival in Latin America, offering an average of 140 scholarship holders an annual experience with important names in national and international music, and, at the same time, a quality cultural program that benefits not only the city of Campos do Jordão (SP) but also its surrounding area, expanding opportunities for access to classical music. It is organized by the Government of the State of São Paulo, through the Secretariat of Culture, Economy and Creative Industry, and, since 2012, by the social cultural organization Osesp Foundation.



Learn more: festivalcamposdojordo.org.br

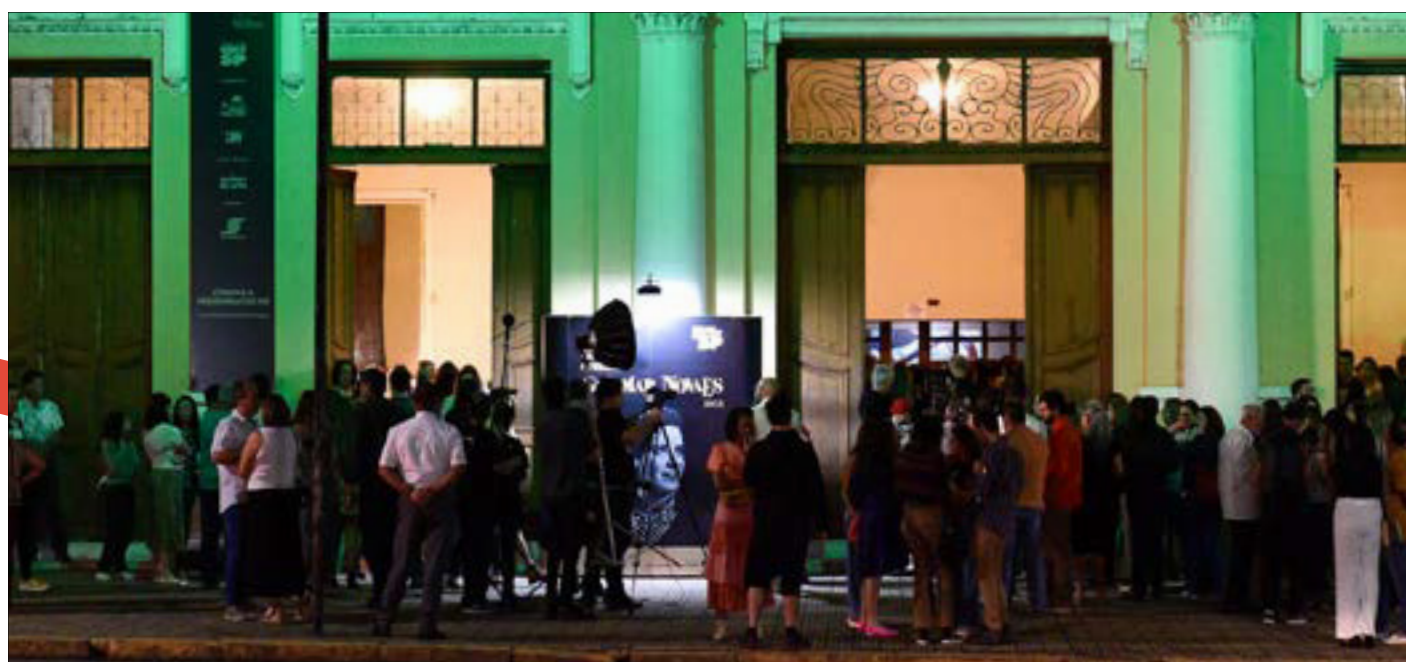
Semana Guiomar Novaes

[Guiomar Novaes Week]

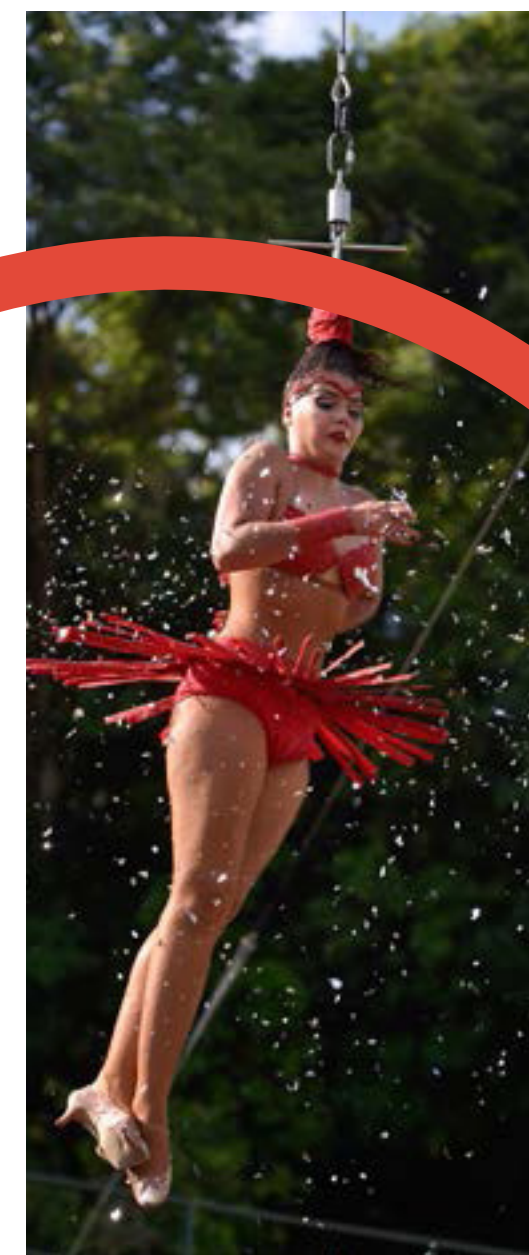


São João da Boa Vista celebrates the life and work of Guiomar Novaes (1894 – 1979), a pianist born in the city whose talent is appreciated worldwide. The reverence for her legacy is present in the form of Semana Guiomar Novaes, which has already had more than 45 editions. During the event, the erudite and the popular go hand in hand and the artistic attractions take over the concert halls and the streets and squares of the city, where culture is also alive and vibrant. The programming is intended for all ages and for the most varied tastes. It is organized by the Secretariat of Culture, Economy and Creative Industry of São Paulo, co-organized by the City Hall of São João da Boa Vista and managed and produced by the social cultural organization Associação Paulista dos Amigos da Arte (APAA).

Learn more: cultura.sp.gov.



The São Paulo Circus Festival had its first editions in the city of Limeira, between 2008 and 2011. From 2012 onwards, it began to be held in Piracicaba, with an edition in the capital of São Paulo in 2022. Over the years, the festival has offered more than 1,000 activities, with a wide range of traditional and contemporary circus artists, and has received an audience of over 400,000 people. The festival also has a history of serving students from schools and non-profit organizations, promoting access to culture and fun. The event is managed and produced by the social cultural organization Associação Paulista dos Amigos da Arte (APAA).



FESTIVAL DE CIRCO SP

[SP CIRCUS FESTIVAL]

Jornada do Patrimônio

[Heritage Journey]

The Jornada do Patrimônio [Heritage Journey] stands out as a crucial event for the appreciation of the history and cultural identity of São Paulo. In the 2024 edition, with the theme “Railways”, the event covered more than 40 municipalities throughout the state, highlighting the relevance of the old railway networks not only as a means of transportation, but as symbols of economic, social and cultural development. By bringing artistic programming to historical spaces linked to the railway system, the Journey promotes a profound recovery of the memory and stories that shaped the region.

The initiative reflects the State Government’s commitment to preserving and celebrating cultural heritage, offering a rich opportunity for the population to recognize and value the legacy of the railways. By connecting different cities and promoting cultural exchange through the activities carried out, the Jornada do Patrimônio strengthens the sense of belonging and offers a new perspective on the influence of railways in the formation of São Paulo’s cultural identity. With the participation of cities from all regions of the state, the event highlights the importance of railways in building a common past and promoting cultural diversity.



The Sistema Estadual de Museus [State Museum System] (SISEM-SP) is linked to the Museum Heritage Preservation Unit of the Secretariat of Culture, Economy and Creative Industry. It focuses on developing public policies for the museum sector in the State of São Paulo, in addition to qualifying and strengthening museums for the protection, research and diffusion of cultural heritage.

Carrying out actions throughout the state, SISEM-SP seeks to promote the preservation, research and communication of the cultural heritage of São Paulo museums so that the entire population can have access to the vast collection available.



SISTEMA ESTADUAL DE MUSEUS

[State System of Museums]

DISCOVER OUR MUSEUMS IN THE CAPITAL



Casa das Rosas

[House of Roses]

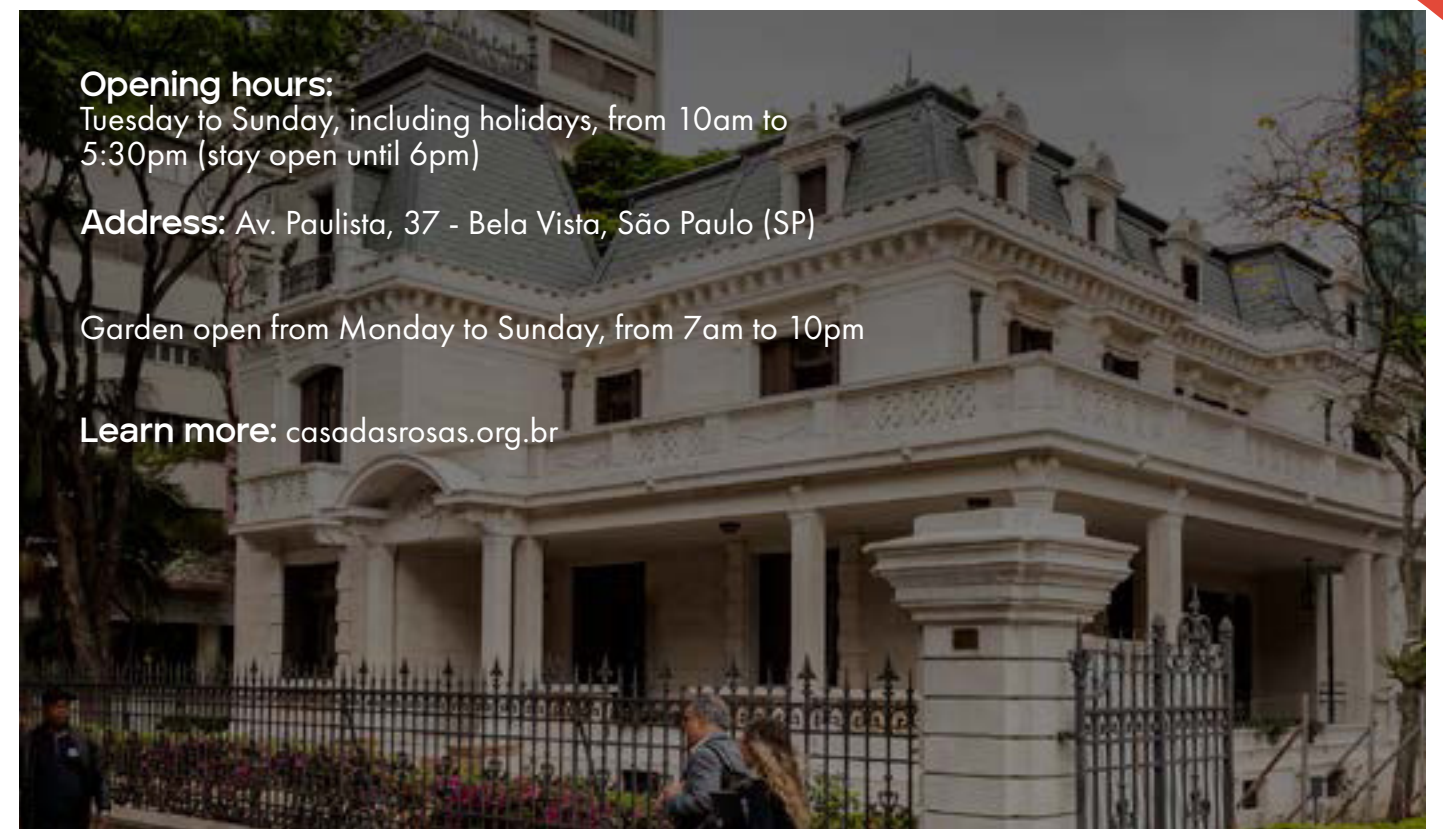
Casa das Rosas [House of Roses] is a house-museum located on Avenida Paulista, one of the main symbols and consolidated cultural corridors of São Paulo. Dedicated to the history of the mansion in which it is located and its territory, the museum offers a varied exhibition, cultural and educational program and training courses in the area of literature. Outside, visitors can enjoy the garden and the menu offered in a café and restaurant.

Built in 1935, Casa das Rosas is a remnant of a time when mansions were part of the landscape of the city's most famous avenue, thus bearing witness to the profound urban transformations of this street – from an upscale residential area to an economic, cultural and social and political hub – and to the ways of life and living in São Paulo.

Comprising an eclectic architectural ensemble consisting of a mansion, an outbuilding and a French-style garden with a rose garden that gives it its name, Casa das Rosas was designed by the firm of architect Ramos de Azevedo, who was responsible for important buildings in the city, including the Municipal Theater and the São Paulo Pinacoteca. It was inhabited by the architect's family for 50 years and remains one of the only mansions of its kind still preserved in this urban space.

In October 2023, the Casa das Rosas museum was reopened to the public after a two-year restoration that recovered the property's original structures, such as wallpapers and gargoyles, in addition to expanding accessibility resources for people with disabilities.

Between 2019 and 2023, 1,627,712 people visited Casa das Rosas in person. In the same period, the museum held 1,097 activities. The Museum is managed by the social cultural organization Poiesis.



Opening hours:

Tuesday to Sunday, including holidays, from 10am to 5:30pm (stay open until 6pm)

Address: Av. Paulista, 37 - Bela Vista, São Paulo (SP)

Garden open from Monday to Sunday, from 7am to 10pm

Learn more: casadasrosas.org.br

Casa

Guilherme de Almeida

[Guilherme de Almeida House]

The first biographical and literary house-museum in the city of São Paulo is located in the residence where writer and journalist Guilherme de Almeida lived from 1946 until his death in 1969, with his wife, Belkiss Barroso do Amaral (Baby de Almeida), and their only son, Guy. Opened in 1979, Casa Guilherme de Almeida houses works of art that were part of the couple's former residence, as well as furniture and decorative objects from different periods and styles that express aspects of middle-class living in São Paulo in the mid-20th century.

The museum's collection bears witness to important moments in the symbolic construction of a collective identity for São Paulo in the last century, such as the Modern Art Week (1922), the Constitutionalist Revolution (1932) and the Fourth Centenary of the city of São Paulo (1954), in which the poet actively participated. The House contains a significant collection of modern art, partly produced especially for Baby and Guilherme de Almeida, portrayed by different painters. Among the artists present in the collection are names such as Anita Malfatti, Emiliano di Cavalcanti, Lasar Segall, Tarsila do Amaral and Victor Brecheret.

Between 2019 and 2023, 38,613 people visited Casa Guilherme de Almeida in person. During this period, the museum held 581 activities. The Casa Guilherme de Almeida Museum obtained the Museum Registration from the Ministry of Culture – Brazilian Institute of Museums (IBRAM) in 2009. The Museum is managed by the social culture organization Poiesis.



Openin hours:
Tuesday to Sunday, 10am to 6pm

Address:
R. Macapá, 187 – Sumaré – São Paulo-SP

Learn more:
casaguilhermedealmeida.org.br





Museu Casa Mário de Andrade

[Mário de Andrade House Museum]

The Museu Casa Mário de Andrade, located on Rua Lopes Chaves, in the Barra Funda neighborhood, occupies the three semi-detached houses where the writer and his family lived, and which underwent renovations between 2022 and 2024 to expand the museum. The buildings, in an eclectic style, were designed by Oscar Americano in 1920.

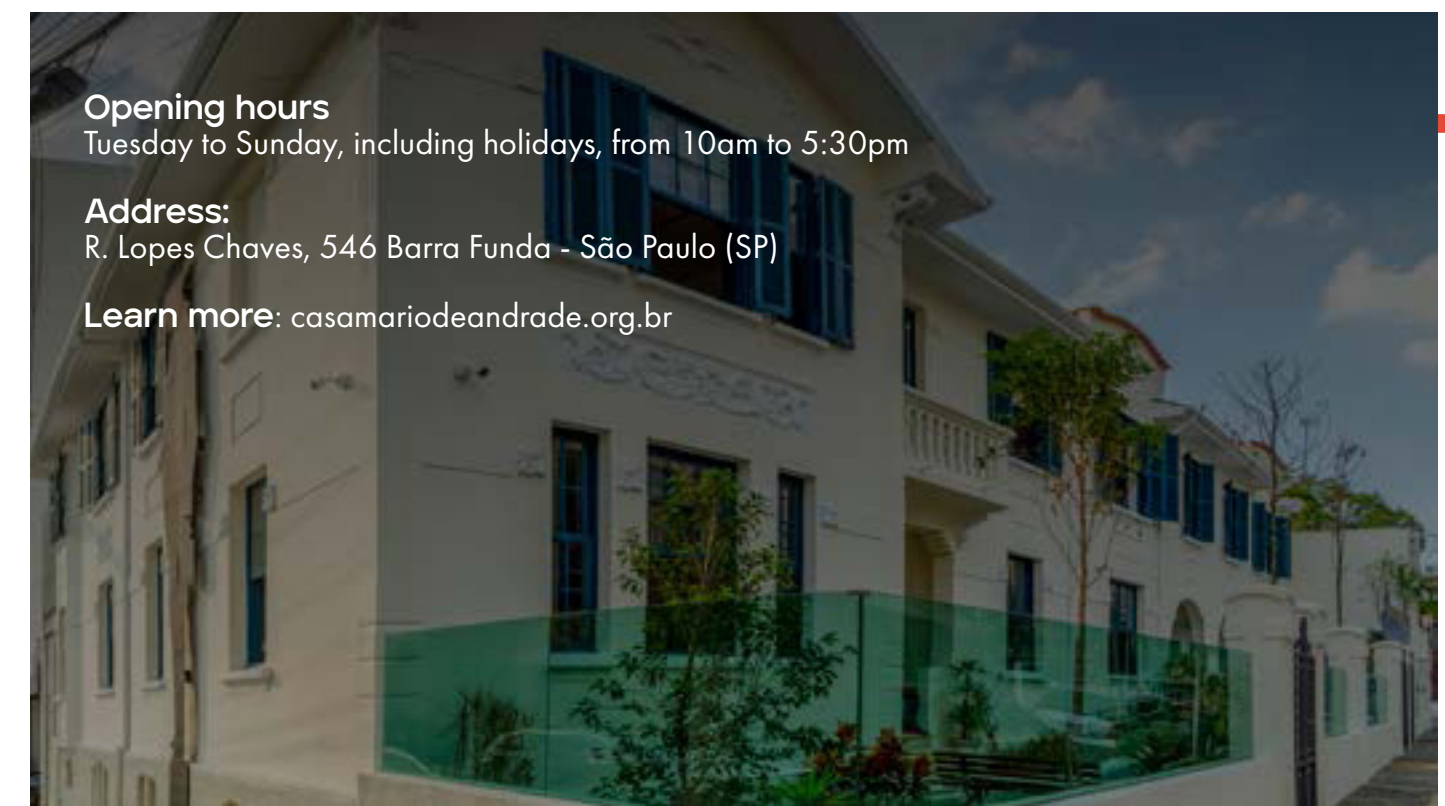
The first house was occupied by Mário, his mother Maria Luísa, his aunt and godmother Ana Francisca (tia Nhanhã), his sister Maria de Lourdes and Sebastiana de Campos, or “Bastiana”, a domestic worker, and by Mário de Andrade who lived in the corner house from 1921 until his death in 1945. The residence was one of the first spaces of modernist socialization and the place where most of the extensive work of the author of Macunaíma was produced.

The Mário de Andrade Casa Museu has become an important space for the memory of the modernist movement and the legacy of Mário de Andrade, and as its inhabitant, it has the character of being a polyphonic and plural center, promoting research, referencing, and cultural production

and socialization, with a strong connection to the territory.

Between 2019 and 2023, 15,086 people visited Casa Mário de Andrade in person.

In the same period, the museum carried out 900 activities. The Museum is managed by the social cultural organization Poiesis.



Opening hours

Tuesday to Sunday, including holidays, from 10am to 5:30pm

Address:

R. Lopes Chaves, 546 Barra Funda - São Paulo (SP)

Learn more: casamariodeandrade.org.br



Opening hours:
Wednesday to Monday (closed on Tuesdays),
from 10 am to 6 pm Free programming

Address: Largo General Osório, 66 -Santa
Ifigênia, São Paulo, SP

Learn more: memorialdaresistencia.sp.org.br

Memorial da Resistência de São Paulo

[Memorial of the **Resistance** of São Paulo]

Located in the same building where the Departamento Estadual de Ordem Política e Social [State Department of Political and Social Order] (Deops/SP) operated as a repression apparatus and implemented in 2009 based on a state policy of the Government of São Paulo, it is the Brazilian museum about memories of the civil-military dictatorship and its developments in the present, becoming a reference in the promotion of active citizen education, focused on awareness and the defense of democracy and human rights.

Acting with historical and social responsibility, the Memorial has already received more than 1 million visitors, more than 3 thousand educational institutions on visits mediated by the educational center, held more than 40 exhibitions and more than 800 cultural activities that interact with society.

The museum works on its themes in an accessible, inclusive and welcoming way. The Memorial Para Todos accessibility program has already won three national awards for accessibility in museums and has educators prepared to serve all people with disabilities.

The museum's work is unique due to its oral history collection, which brings to the public memories of political repression and resistance in Brazil. There are hundreds of audiovisual testimonies of memory from former political prisoners and those persecuted, family members of the dead and disappeared, and activists in social movements, supported by a vast database of bibliographic and iconographic references of places of memory in the State of São Paulo.

The Museum is managed by the social cultural organization Associação Pinacoteca Arte e Cultura (APAC).



Founded on March 18, 1989, the Memorial da América Latina [Latin America Memorial] is a cultural complex dedicated to the integration and diffusion of the culture of various Latin American countries. The architectural project, of a monumental and modernist nature, was conceived by Oscar Niemeyer in an area of over 84,000 m², of which 12,000 m² is green space. The space has nine large buildings, among which the highlights are the Darcy Ribeiro Pavilion of Creativity, the Marta Traba Gallery, the Tiradentes Hall of Acts, the Victor Civita Latin American Library and the Simón Bolívar Auditorium.

Darcy Ribeiro bequeathed to the space his cultural project and the mission of reflecting on and showcasing our culture. The collection includes modernist artists, more than 50,000 books and documents, and around 3,600 works of Latin American folk art. From Pablo Neruda's poems to Portinari's Tiradentes Panel; from Pedro Linares López's alebrijes to Mestre Nuca's lions; from Izabel Mendes da Cunha's brides to Marianne Peretti's stained glass window, the Memorial contains and disseminates the infinite Latin America richness.

The Foundation plays an important role in academic life, promoting the granting of research grants, courses and publications, in addition to organizing exhibitions, plays and musical activities. Partnerships with consular bodies, the third sector and the private sector have also transformed the Memorial into a hub for gastronomic and musical events and forums that promote the diverse expressions of the Latin American creative industry.



Address:

Av. Mário de Andrade, 664 - Barra Funda, 01156-001

Visiting hours:

Tuesday to Sunday, from 10am to 5pm

Learn more:

memorial.org.br

Memorial da América Latina

[Latin America Memorial]

Museu da

Imagem e do Som . . .

[Museum of Image and Sound]

It opened in 1970 and has a collection of over 200,000 items, including photographs, cameras, films, videos, posters and testimonials. Known for immersive exhibitions of icons such as Stanley Kubrick, David Bowie, Tim Burton, Renato Russo, Rita Lee and B.B King, as well as the successful “Castelo Rá-Tim-Bum – The Exhibition” and photography exhibitions.

It keeps pace with new technological tools, presenting sensory exhibitions that seek to attract audiences that are not necessarily accustomed to visiting museums. It offers courses and a variety of cultural programs in the areas of music, cinema, video and literature, in addition to hosting festivals and fairs, which, together, create a vibrant cultural environment that looks to memory and to the new that emerges every day.

The Museum is also responsible for Pontos MIS, a cultural education and diffusion program throughout the state of São Paulo. The partner cities – which total around 120 – host film screenings, workshops, lectures, exhibitions and training in cultural management, targeting new agents and audiences for culture and cinema.

The MIS is managed by the social cultural organization Associação Cultural Ciccillo Matarazzo – ACCIM.

Address:
Av. Europa, 158, Jardim Europa, São Paulo (SP)

Opening hours:
Tuesday to Friday, from 10am to 7pm; Saturdays, from 10am to 8pm; Sundays and holidays, from 10am to 6pm (stay until 1 hour after the last time)

Learn more: mis-sp.org.br



Museu Afro Brasil

Emanoel Araújo

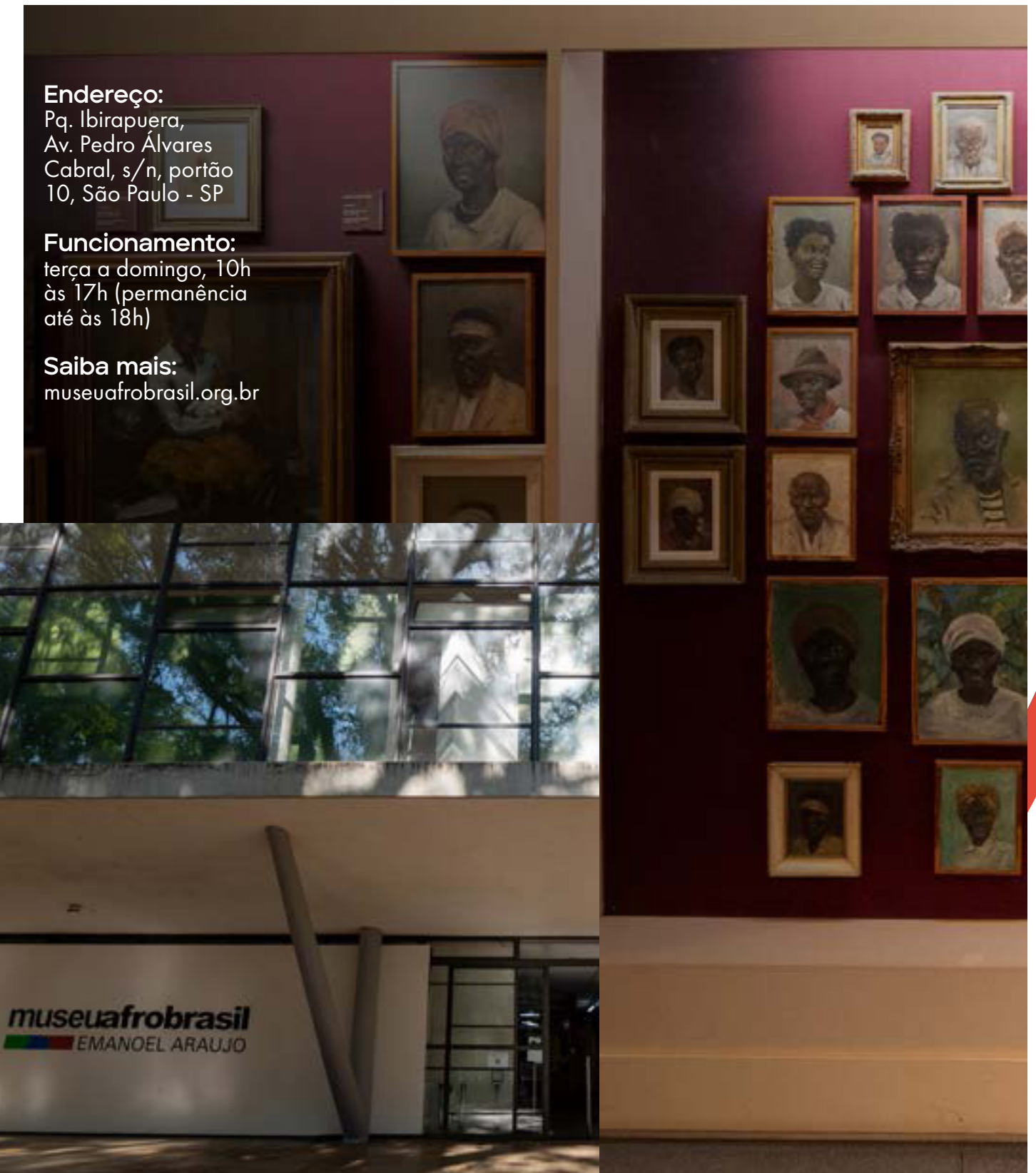
[Brazilian Afro Museum Emanoel Araújo]

Opened in 2004, based on the private collection of its founder, Emanoel Araújo (1940-2022), the Museu Afro Brasil Emanoel Araújo is an important space dedicated to history, memory and art. Located in the Padre Manoel da Nóbrega Pavilion, at Ibirapuera Park, in São Paulo, the museum occupies an area of approximately 12 thousand m² and preserves a collection of more than 9 thousand pieces. This collection covers various aspects of African and Afro-Brazilian cultures, addressing themes such as religion, art, history, work and technology, highlighting the contributions of the black population to the construction of Brazilian society and national culture. The museum presents part of its collection in the long-term exhibition and promotes temporary exhibitions that complement its central themes.

Since its founding, the Brazilian Afro Museum has received 2,973,622 visitors and won several awards, including 3 APCA (São Paulo Association of Art Critics) awards, 2 ABCA (Brazilian Association of Art Critics) awards and 2 Darcy Ribeiro awards, granted by the Brazilian Institute of Museums (IBRAM). The museum was also recognized with the Human Rights and Diversity Seal from the Municipal Secretariat for Human Rights and Citizenship in 2022 and 2023, in addition to the 2nd Municipal Award for Education in Human Rights of São Paulo.

Brasileiro de Museus (IBRAM). The museum was also recognized with the Human Rights and Diversity Seal from the Municipal Secretariat of Human Rights and Citizenship in 2022 and 2023, in addition to the 2nd Municipal Award for Education in Human Rights of São Paulo.

The Museum is managed by the social cultural organization Associação Museu Afro Brasil.





Address:

R. do Arouche, 24 - Estação República do Metrô (Mezzanine floor), São Paulo (SP)

Opening hours:

Tuesday to Sunday, from 10am to 6pm (entry until 5pm)

More information:

museudadiversidadesexual.org.br

MUSEU DA DIVERSIDADE SEXUAL

[MUSEUM OF SEXUAL DIVERSITY]

The Museu da Diversidade Sexual [Museum of Sexual Diversity] (MDS) is a space dedicated to preserving the memory, art, culture and valuing the lives of the LGBTQIA+ community. Besides promoting acceptance and research, the museum seeks to recognize this diversity in Brazilian society. Acting on three main fronts — Exhibitions, Education and Entrepreneurship — the MDS stands out as an important agent of cultural promotion and social transformation. With an exhibition area of over 500 m², it is one of the few museums in the world dedicated exclusively to this theme.

Located in São Paulo, a city recognized as one of the main hubs for LGBTQIA+ tourism, the MDS is part of an industry that generates more than R\$3 billion globally per year. The museum was recently awarded the Darcy Ribeiro Prize for Museum Education and also won a Silver Lion at Cannes for the “Tour do Orgulho” campaign, in partnership with Mercado Livre.

The Museum is managed by the social cultural organization Odeon Institute.



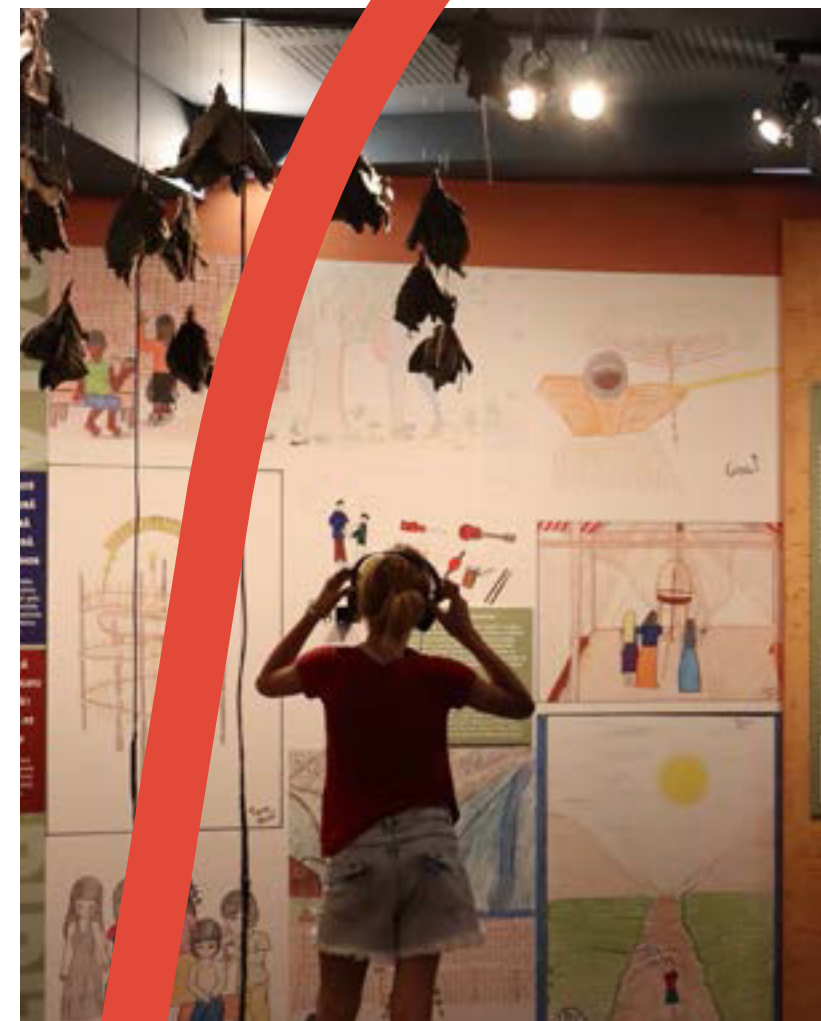
Museu das Culturas Indígenas

[Museum of Indigenous Cultures]

Opened in 2022, the MCI is a museum institution with a dialogical, participatory character and an expression of diverse indigenous voices and cultures. It was created with the purpose of articulating, researching, strengthening and communicating the stories and memories of indigenous resistance and resilience, as well as the art and artistic, intellectual and technological productions of the diverse indigenous peoples and ethnicities in São Paulo.

It develops an innovative proposal for shared management with the leading role of the Aty Mirim Indigenous Council, made up of leaders from various indigenous peoples in the State of São Paulo. Since its inauguration in 2022 until the end of 2023, the Museu das Culturas Indígenas has registered 37,449 visitors to its exhibitions. It is one of the spaces in the capital of São Paulo that stands out for its innovative profile, promoting the appreciation of indigenous cultures and promoting intercultural dialogue.

The Museu das Culturas Indígenas is managed by the social cultural organization ACAM Portinari in partnership with the Maracá Institute.



Address:

R. Dona Germaine Burchard, 451
Água Branca, São Paulo/SP

Opening hours:

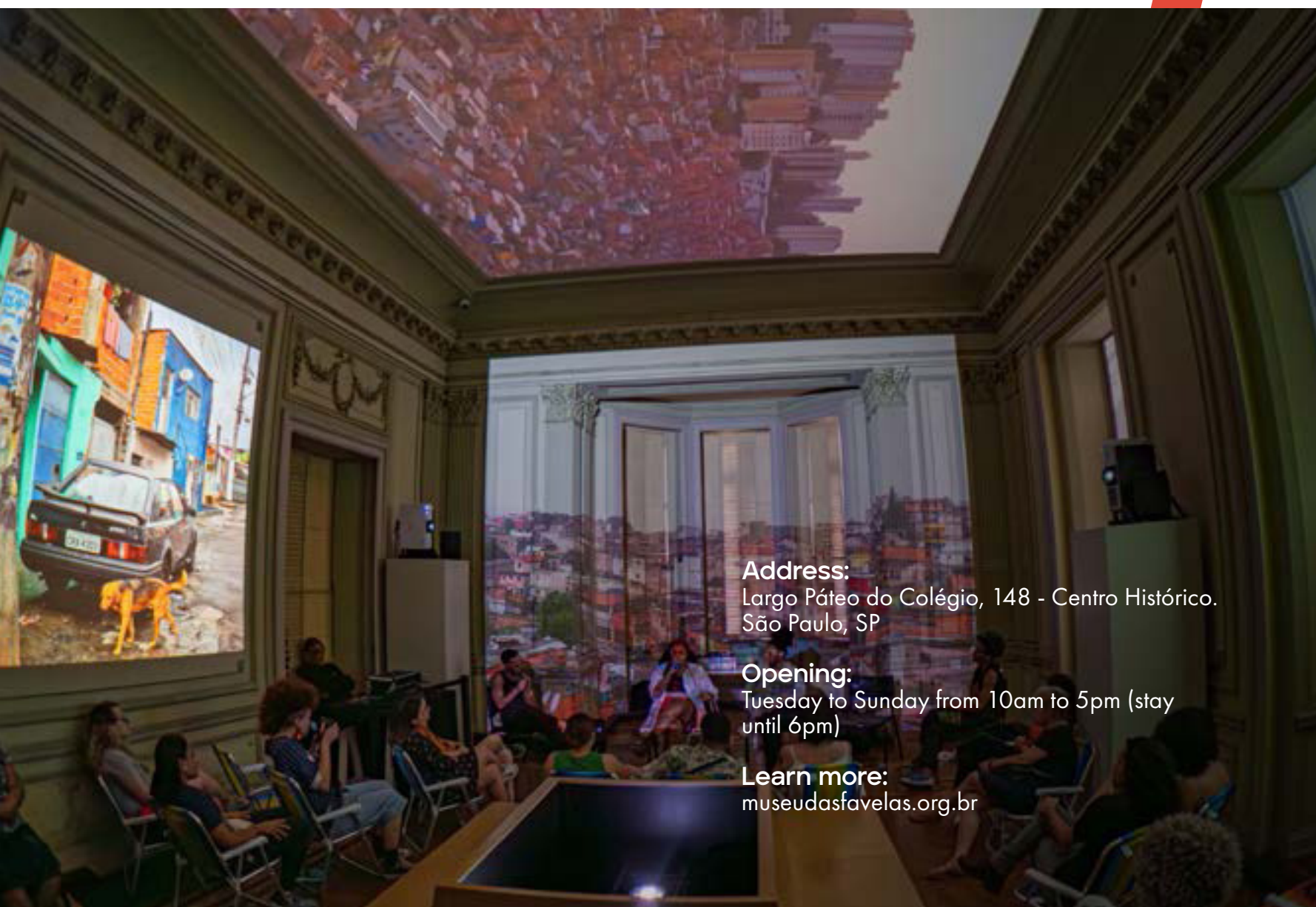
Tuesday to Sunday, from 9am to 6pm. On Thursdays, opening hours are extended until 8pm.

Learn more:

museudasculturasindigenas.org.br

Museu das Favelas

[Museum of Favelas]



Address:
Largo Páteo do Colégio, 148 - Centro Histórico.
São Paulo, SP

Opening:
Tuesday to Sunday from 10am to 5pm (stay
until 6pm)

Learn more:
museudasfavelas.org.br

The Museu das Favelas [Museum of Favelas] has the mission of connecting and ensuring the protagonism of the many Brazilian favelas, preserving their memories and enhancing their artistic and cultural productions, through exhibitions, programs, educational activities, research and diffusion of information.

The institution, inaugurated at the Campos Elíseos Palace in November 2022, opened to the public with temporary exhibitions, the CRIA – Reference, Research and Library Center and the CORRE – Training and Entrepreneurship Center. Currently, the Museum is based in the Historic Triangle of São Paulo.

In 2024, the Museu das Favelas celebrated two years of operation, during which it received more than 170,000 visitors, including around 11,000 students from public and private schools. During this period, twelve favela art exhibitions were presented in different vehicles – in person, virtual, traveling and temporary. In addition, more than 110 actions were carried out, such as workshops, lectures, training sessions and book launches by black and peripheral artists.

The Museum is managed by the social culture organization IDG – Institute of Development and Management.





Museu da Imigração

[Immigration Museum]

Founded in 1993, the museum is located in the historic complex of the Brás Immigrant Hostel, which housed 3 million people of more than 70 nationalities. The Museu da Imigração [Immigration Museum] preserves the memory of the people who arrived in Brazil through the former hostel, fosters dialogue about migration as a contemporary phenomenon, and safeguards relationships with migrant communities in the city and state.

Through its collection, exhibitions and cultural and educational programming, the MI positions itself as a space for memory, criticism and defense of rights such as diversity and equity, shedding light on the multiplicity and representation of migrants in the present day, with actions that celebrate different cultures.

Comprising over 12,000 objects, textual and iconographic records, the MI collection documents and illustrates the history of migrations in the country. At the Preservation, Research and Reference Center, the public can find over 250,000 images in the Digital Collection,

around 10,000 titles in the library and 500 oral history testimonies, in addition to the free service of assistance in researching family documents. Among the attractions, the Museum's garden, with 2,900m², allows visitors to practice outdoor activities, picnics and reading, while the steam train ride and the Period Portraits invite the public to immerse themselves in the history of the building.

The Museu da Imigração is managed by the social cultural organization Institute for the Preservation and Diffusion of the History of Coffee and Immigration (INCI).



Address:

Rua Visconde de Parnaíba, 1.316 - Mooca – São Paulo/SP

Opening hours:

Tuesday to Saturday, from 9am to 6pm, and Sunday, from 10am to 6pm (Ticket office closes at 5pm)

Learn more:

museudaimigracao.org.br

A vibrant, colorful hallway with people interacting with digital displays. The walls are covered in large, illuminated panels of various colors (red, orange, yellow, green, blue, purple) that create a dynamic and immersive environment. Several people are seen walking through the hallway, some looking at the displays. The floor is polished and reflects the bright lights. The overall atmosphere is modern and technological.

Museu da Língua Portuguesa

[Museum of Portuguese Language]

Address:

Praça da Luz, s/nº - Luz – São Paulo

Opening hours:

Tuesday to Sunday, from 9am to 4:30pm
(staying allowed until 6pm)

Learn more:

museudalinguaportuguesa.org.br

Located in the historic Luz Station building in downtown São Paulo, the Museu da Língua Portuguesa [Museum of the Portuguese Language] invites the public on a sensorial and subjective journey that presents Brazilian Portuguese as a living, rich, diverse and constantly evolving cultural expression. It is a pioneer in the use of technology and interactive media to present its perspective on the language as a cultural and intangible heritage.

The Museum was reopened in 2021, completely renovated, after reconstruction work following the fire that hit it in 2015. In its new cycle, it has deepened the presentation of Portuguese as a dynamic cultural object and has highlighted the influences on the formation of Portuguese Language in Brazil. It has also expanded its relationship with the territory in which it is located, establishing itself as a space for exchange and dialogue between cultural institutions and public service in the surrounding neighborhoods.

Throughout its history, it has received more than 4.7 million visitors to its headquarters, in addition to holding several traveling exhibitions in the interior of São Paulo and in other Portuguese-speaking countries, such as Portugal, Angola, Mozambique and Cape Verde. It has received several awards, such as the Racial Equality Award, granted by the City of São Paulo (2022), in addition to being a finalist for the Arts & Homelessness International Award with the Festival de Cultura e Pop Rua (2023).

The Museum is managed by the social cultural organization IDBrasil Cultura, Educação e Esporte.



Address: Avenida Tiradentes, 676 - Luz
- São Paulo/SP – access through R. Dr.
Jorge Miranda, 43 – Luz – São Paulo –
SP

Opening hours: Tuesday to Sunday, from
9am to 5pm (entry until 4:30pm) – free on
Saturdays

Learn more: www.museuartesacra.org.br



MUSEU DE ARTE SACRA

[MUSEUM OF SACRED ART]

The Museu de Arte Sacra de São Paulo [São Paulo Museum of Sacred Art] (MAS SP) is located within the Mosteiro da Luz complex, which, in addition to the museum, houses the convent of the Order of the Immaculate Conception Sisters and the Chapel of São Frei Galvão. The complex, which is 250 years old, is the last colonial farm in the city of São Paulo that maintains its original structure. It is a historic building listed in all Brazilian jurisdictions.

The MAS SP collection has over 15,000 pieces, a cultural, artistic, archaeological and architectural ensemble comprising goldsmithing, numismatics, paintings and religious imagery, as well as rare books and documents, which are presented in long-term and temporary exhibitions held both at the headquarters and in the MAS/Subway Room at Tiradentes Station (with free admission for subway users). Another highlight is the permanent exhibition of the Neapolitan Nativity Scene.

The museum's activities include more than 120 exhibitions (long-term, temporary and traveling), more than 200 educational activities and more than 140 events, including musical performances, book launches and exhibition openings. In addition, the museum has promoted more than 120 free lectures and offered more than 320 courses. MAS SP is managed by the cultural social organization Associação Museu de Arte Sacra de São Paulo (SAMAS).



Address:

Praça Charles Miller, s/n Estádio Paulo Machado de Carvalho – Pacaembu, São Paulo/SP – Brasil

Opening hours:

Tuesday to Sunday, 9am to 6pm (entry permitted until 5pm). Closed on Mondays. Every first Tuesday of the month, 9am to 9pm (entry permitted until 8pm)

Learn more:

museudofutebol.org.br

Museu do FUTEBOL

[SOCCER Museum]

Located in an area of 6,900 m² in the Paulo Machado de Carvalho Municipal Stadium – Pacaembu – the Museu do Futebol [Soccer Museum] was inaugurated in 2008 as one of the country’s pioneers in the use of audiovisual and interactive resources to address Brazilian football as history, culture and intangible heritage. It was renovated in 2024 with the aim of promoting technological updates, implementing new interactive experiences and including new content in its main exhibition. Highlights include the increased presence of women’s football and a new room in honor of Pelé.

Over the first 16 years of operation, the Museum has received over 4.8 million in-person visitors, in addition to holding temporary, traveling, and virtual exhibitions and cultural programming events. Its Educational Center has already served over 890,000 students from public and private schools and non-profit institutions. It is a reference in accessibility for all audiences, having received several awards in the area, such as the Darcy Ribeiro Award for the educational Resident Disabled Project (2012) and the international F@IMP 2021-2022 award for the documentary Reviving Memories, about the educational work with people with Alzheimer’s disease during the coronavirus pandemic.

The Museum is managed by the social cultural organization IDBrasil Cultura, Educação e Esporte.



Paço das Artes

[Palace of Arts]

The activities at Paço das Artes, all free of charge, cover various segments of the visual arts and consolidate the space as one of the most important in the national scene in the sphere of contemporary art. It has currently dedicated itself to collective curatorships that affirm the transformative potential of art, by approaching it in a transversal way, and offers a program of performances, visits with artists and online courses, among others.

Relevant artists such as Bill Viola, Carmela Gross, Cildo Meireles, Francis Bacon, Lenora de Barros, Marina Abramovic and Regina Silveira have had their works exhibited at the Paço. Another aspect that elevates the institution to one of the most important in terms of fostering new artistic expressions is the Season of Projects, which was created with the aim of opening up space for the production, fostering and diffusion of young artistic practice. Every year, artistic and curatorial projects are selected through a call for proposals, which receive critical monitoring, the publication of a (collective) catalogue and an award. Since its inception, when it was still a biennial (becoming annual in 2009), the program has enabled the emergence of numerous artists, curators and critics, many of whom are present in the current art scene. Several relevant names in Brazilian contemporary art have already been present at the Project Season, such as Leda Catunda, Marcos Chaves, Adalgisa Campos, Lenora de Barros, Jorge Menna Barreto, Regina Parra, Henrique Oliveira and Nino Cais.

The Palace is managed by the social cultural organization Associação Cultural Ciccillo Matarazzo – ACCIM.



Address:
Rua Albuquerque Lins, 1345 -
Higienópolis - São Paulo, SP

Openin hours:
Tuesdays to Saturdays, from 11 am to 7pm,
Sundays and holidays, from 12pm to 6pm

Learn more:
pacodasartes.org.br





PINACOTECA DE SÃO PAULO

[SÃO PAULO PINACOTECA]

Founded in 1905 by the Government of the State of São Paulo, the Pinacoteca de São Paulo is the oldest art museum in the city. Focused on Brazilian production from the 19th century to the present day, the Pinacoteca is a visual arts museum that considers dialogues with world cultures. The museum holds exhibitions of its renowned collection of Brazilian art and temporary exhibitions of national and

international artists. It also presents a broad cultural program, in addition to promoting diverse and inclusive educational programs. The Pinacoteca with its three buildings – Pina Luz, Pina Estação and Pina Contemporânea – is managed by the social cultural organization Associação Pinacoteca Arte e Cultura – APAC and received 880 thousand visitors in 2023.

Pina Luz

Pina Luz, the first headquarters of the São Paulo Pinacoteca, was designed in the late 19th century by the firm of architect Ramos de Azevedo. It underwent extensive renovations to better adapt it to museum functions in the late 1990s, with a design by architect Paulo Mendes da Rocha. The building also houses one of the country's main conservation and restoration laboratories and is one of the state's most important tourist attractions, appreciated for its architecture, collection, temporary exhibitions, and as a reference for leisure and culture. **Address:** Praça da Luz, 2 - Luz - São Paulo/SP, **Opening hours:** Wednesday to Monday, from 10 am to 6 pm (entry until 5 pm). **Learn more:** www.pinacoteca.org.br

Pina Estação

It takes the former Sorocabana Railroad Central Warehouse, a wide building constructed in 1914 by Ramos de Azevedo that also housed the Departamento de Ordem Política e Social [Department of Political and Social Order] (DEOPS) between 1942 and 1983. In 2004, the building was completely renovated by São Paulo architect Haron Cohen to house part of the Pinacoteca de São Paulo's temporary exhibition program. The building has five floors, approximately 8,000 m² of space, a café, an auditorium, technical reserves, and a dynamic program of temporary exhibitions. The building also houses the Memorial da Resistência de São Paulo [São Paulo Resistance Memorial]. **Address:** Largo General Osório, 66, Santa Ifigênia, São Paulo/SP, **Opening hours:** Wednesday to Monday, from 10 am to 6 pm (entry until 5 p.) **Learn more:** www.pinacoteca.org.br

Pina Contemporânea

Pina Contemporânea is the most modern building of the São Paulo Pinacoteca, inaugurated in March 2023. It is a space with a public square for artistic and cultural activities, two galleries for large-format exhibitions, studios for educational activities, a library of visual arts, as well as a store, restaurant, auditorium, observation deck and reception area. **Address:** Av. Tiradentes, 273 - Luz, São Paulo/SP, **Opening hours:** Wednesday to Monday, from 10 am to 6 pm (entry until 5 pm), **Learn more:** www.pinacoteca.org.

Mundo do Circo

[Circus World]

The program was created based on the desire to enhance the playful and emotional experience of the circus universe. Divided into three large tents – Picolino Tent, Multipurpose Tent and Exhibition Tent – the program occupies a space of over 10,000 m² in Parque da Juventude, in the capital of São Paulo. Mundo do Circo SP [SP Circus World] has a varied program, with national and international artists, who cover the entire circus universe, promoting shows for all audiences, as well as performances and street acts, exhibitions, workshops, seminars and workshops.

The space has already hosted shows by the circuses DI Napoli, Spacial, Mínimo, Zanni, Moscou, Tubinho, Parlapatões, Grupo La Mínima and Circo de Ébano. It is managed and curated by the social and cultural organization Associação Paulista dos Amigos da Arte (APAA).



Address:
Av. Cruzeiro do Sul, 2630 – Carandiru.
São Paulo/SP

Opening hours:
Tuesday to Friday, 10am to 5pm | Saturday
and Sunday, 11am to 6pm

Learn more: www.mundodocircosp.com.

DISCOVER OUR MUSEUMS IN THE INTERIOR AND COASTAL REGIONS



Museu Casa de Portinari [Brodowski]

[Portinari House Museum]

Opened on March 14, 1970, in Brodowski, the Museu Casa de Portinari is housed in Candido Portinari's former residence and represents the painter's strong connection with his homeland, origins and family ties. It is the place where he carried out his first experiments with mural paintings and delved deeper into the technique over the years. Among the most notable spaces are the studio, with the artist's work objects, and the "Nonnas Chapel", which Portinari painted for his grandmother.

In 2023, the Museu Casa de Portinari received more than 84 thousand visitors, making it one of the main cultural tourist destinations in the Ribeirão Preto region, welcoming people from different parts of the country and abroad. The seriousness of the work carried out by the institution has led the Museum to receive, in several consecutive editions, the "Travellers' Choice" seal from the Tripadvisor website, which recognizes institutions from around the world that have received praise and ratings systematically from in-person visitors. The Museum is managed by the social cultural organization ACAM Portinari.



Opening hours:
Tuesday to Sunday, 9am to 6pm (Wednesday, extended hours until 8pm).

Address:
Pça. do Portinari, 298, Centro - Brodowski/SP

Learn more: museucasadeportinari.org.br

Museu do Café [Santos]

[Coffee Museum]

Located in the historic building of the former Official Coffee Exchange, the Museu do Café [Coffee Museum] is a national landmark and one of the main tourist attractions in the city of Santos. Opened in 1998, the museum aims to preserve and promote the history of coffee in Brazil and around the world, receiving around 450,000 visitors per year. Through its collection, the museum shows the public how the evolution of coffee farming and the political, economic and cultural development of the country are linked, from the mid-18th century to nowadays.

The institution's highlights include three paintings and a large stained glass window by the painter Benedicto Calixto, the chairs in the Trading Hall, where daily grain quote negotiations took place, more than 2,000 objects - including coffee machines, grinders, planting and harvesting tools -, and around 3,000 publications and rare works in the bibliographic collection, which add up to 26 linear meters of historical documents.

Beyond to disseminating the history of the beverage through long-term exhibitions and temporary exhibitions related to the theme, the museum also works on other fronts, providing educational programs, barista courses and online activities. With the aim of making the Coffee Museum a space for building and sharing culture open to all audiences, the institution also promotes various monthly activities such as workshops, lectures, presentations and children's

activities. The Museum is managed by the cultural social organization Instituto de Preservação e Difusão da História do Café e da Imigração (INCI).



Opening hours: Tuesday to Saturday, from 9am to 6pm, and Sunday, from 10am to 6pm
(ticket office closes at 5pm)

Address:
Rua XV de Novembro, 95 - Centro Histórico - Santos/SP

Learn more: museudocafe.org.br



Museu Felícia Leirner

[Campos do Jordão]

[Felícia Leirner Museum]

Located in Campos do Jordão, in a 35,000 m² wooded area, the museum brings together a set of 88 art works of bronze, white cement, granite and plaster by the artist Felícia Leirner, distributed outdoors, in the garden of the space that it shares with the Claudio Santoro Auditorium. The art works displayed in the garden follow the artist's own criteria, the sculptures are grouped by phases of Felícia's career: figurative (1950-1958), on the way to abstraction

(1958- 1961), abstract (1963-1965), organic (1966-1970) and landscape cutouts (1980-1982).

In 2023, the Museu Felícia Leirner [Felícia Leirner Museum] and Auditório Claudio Santoro [Claudio Santoro Auditorium] received more than 76,000 in-person visitors. They are mandatory spaces on the route of tourists who go to Campos do Jordão (SP), receiving people from different parts of the country.

The commitment to the work carried out by the institution has led the Museum to receive, in several consecutive editions, the "Travellers' Choice" seal from the Tripadvisor website, which recognizes institutions around the world that systematically record praise and good ratings from in-person visitors.

The Museum is managed by the social cultural organization ACAM Portinari.



Address:
Av. Dr. Luis Arrobias Martins, 1880 - Alto Boa Vista - Campos do Jordão/SP

Opening hours:
Tuesday to Sunday, from 9am to 6pm.

Learn more: museufelicialeirner.org.br



MUSEU HISTÓRICO e Pedagógico

[HISTORICAL and Pedagogical MUSEUM]

[Tupã]

Located in Tupã (SP), the Museum was founded in 1966 and housed in a building specially constructed to house it. It has a collection of around 38 thousand pieces related to the history of the region where it is located and with a focus on indigenous culture. It has one of the most important ethnographic collections in the country, representing different Brazilian indigenous communities.

In 2023, the Museu Índia Vanuïre received around 19,000 in-person visitors, with an emphasis on students from elementary schools in Tupã (SP) and the entire western region of São Paulo. Today, the museum has approximately 38,000 objects that record the history of the municipality and tell the story of the regional colonization process and the past and present relationship, between indigenous and non-indigenous people from different parts of Brazil. The Museum is managed by the social and cultural organization ACAM Portinari.

Address: Rua Coroados, 521 - Centro - Tupã/SP

Opening hours: Tuesdays, Wednesdays, Fridays, Saturdays and Sundays, from 9am to 6pm; Thursdays, from 9am to 8pm.

Learn more: www.museuindiavanuire.org.br

DISCOVER OUR LIBRARIES

Sistema Estadual De Bibliotecas De São Paulo

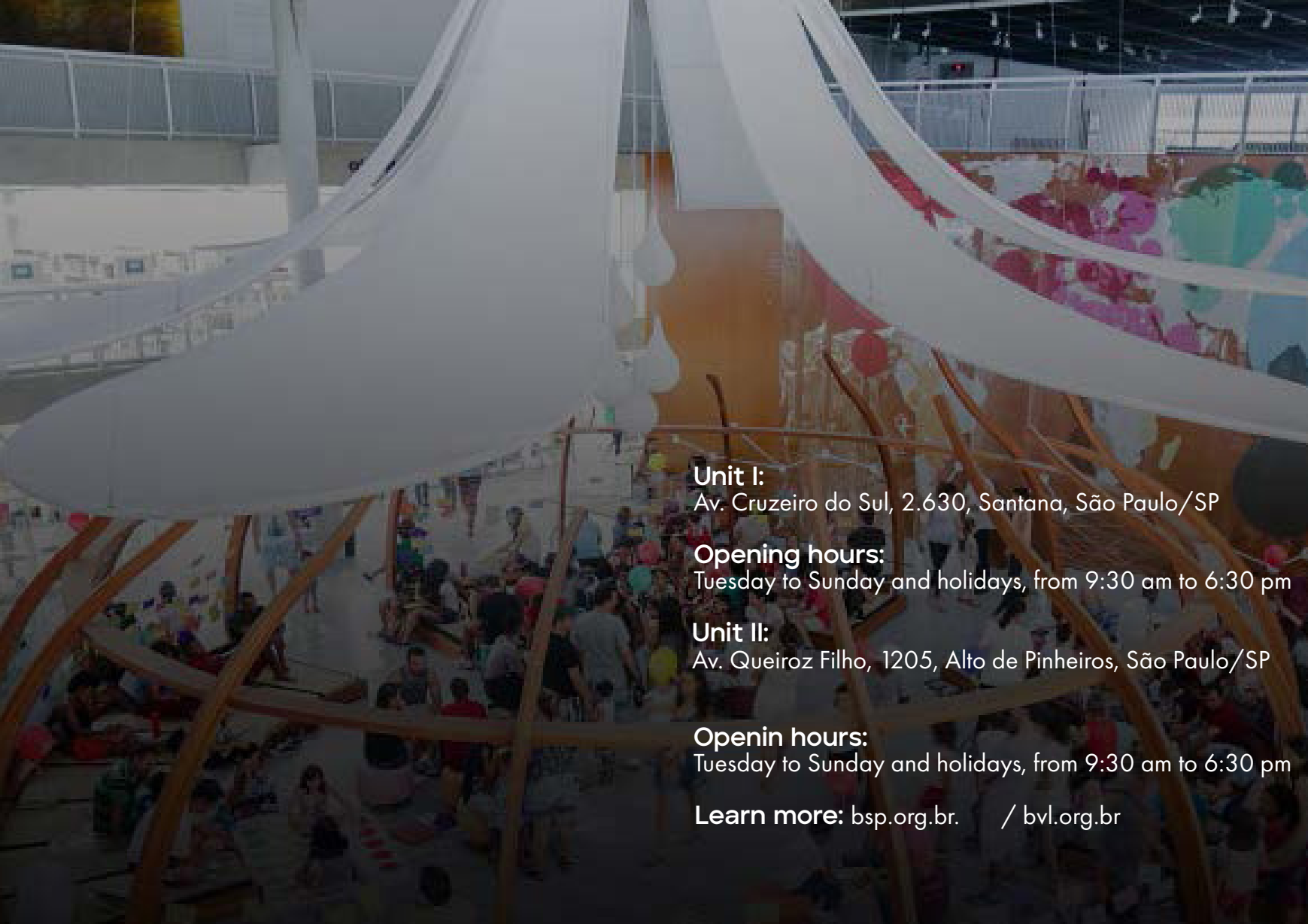
[São Paulo State Library System]

It houses and integrates 1448 libraries and/or reading rooms from 447 municipalities in São Paulo, including the São Paulo Library and the Villa-Lobos Park Library, considered laboratories for experiments in Living Library practices.

SisEB seeks to guarantee citizens of the State of São Paulo the right to access the new horizons that the library allows and to ensure that each library has a meaningful relationship with its territories, visitors and users, especially with communities in vulnerable situations.

Learn more: www.siseb.sp.gov.br



**Unit I:**

Av. Cruzeiro do Sul, 2.630, Santana, São Paulo/SP

Opening hours:

Tuesday to Sunday and holidays, from 9:30 am to 6:30 pm

Unit II:

Av. Queiroz Filho, 1205, Alto de Pinheiros, São Paulo/SP

Openin hours:

Tuesday to Sunday and holidays, from 9:30 am to 6:30 pm

Learn more: bsp.org.br / bvl.org.br

LIBRA RIES

Nominated for international awards in the “Best Library” category at IFLA - International Federation of Library Associations and at the London Book Fair, the São Paulo Library (BSP) and the Villa-Lobos Park Library (BVL) are a reference in the country, with the basic characteristic of an impressive diversity of audiences, in addition to working with books in all their formats, internet access and a program with more than 1,300 activities per year.

Incorporating their audiences into the curation of their programming, they were created based on the principle that they are unique, exclusive and free spaces, constituting themselves as centers of coexistence, access, enjoyment and creation. Their first service is the reception and the relationship of assistance and cooperation between the teams and all their users.

With a trained and attentive team, the library seeks to understand its surroundings and get to know its community in order to become an ever-growing part of it. Together, they have already surpassed the 6 million user mark. In total, the libraries have circulated more than 1 million books and received more than 670 thousand accesses to the cultural program, offered free of charge to the population.

The libraries are managed by the social culture organization SP Leituras.



BIBLION

[Free Digital Library of São Paulo]

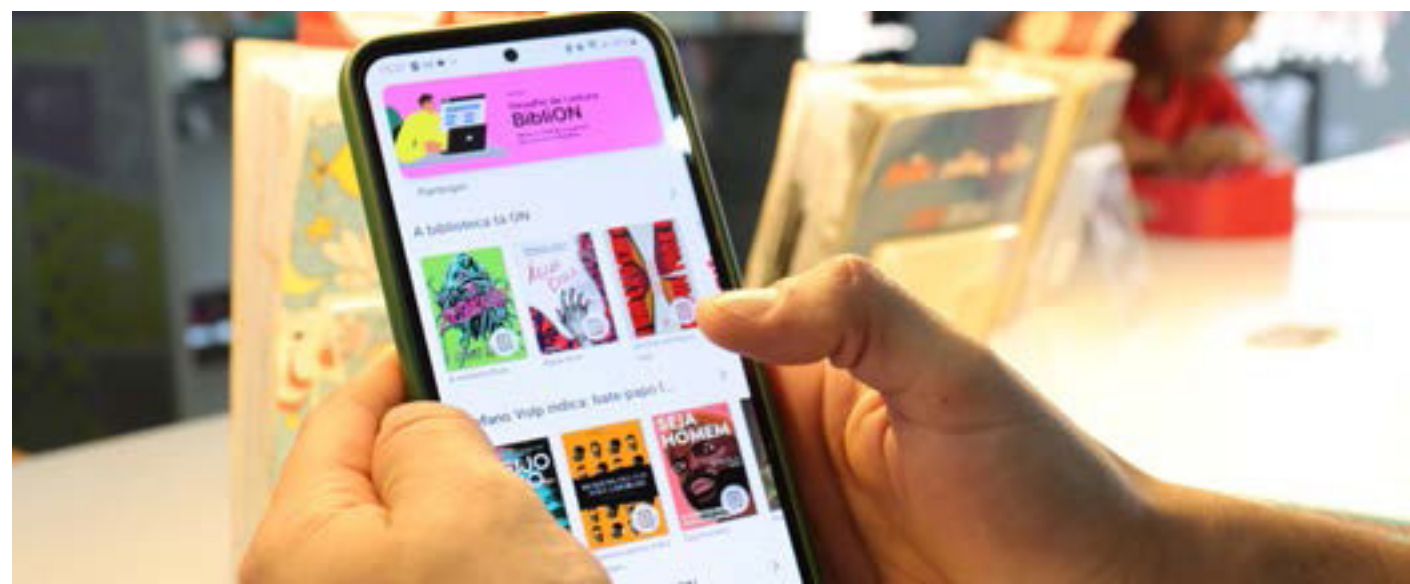
Transforming and expanding access to reading since June 2022, BibliON, the digital library of the government of São Paulo, guarantees free access to reading and culture for all citizens of the state of São Paulo.

From a pilot digital library project in the state of São Paulo, BSP Digital, launched in 2020 at the time of social isolation, BibliON has become a multiplatform of free, quality digital books.

In addition to providing a vast collection of over 19 thousand items, to date, the library, which has over 1 million loans and over 340 thousand members (numbers growing month by month), promotes cultural activities - such as reading clubs, podcasts, courses and workshops available free of charge and accessible to anyone.

The recognition of BibliON through the Mobile Time 2023 Award in the Innovation with Social/Environmental Impact category (popular vote) proves the appreciation of users throughout the state of São Paulo for one of the most powerful tools for accessing knowledge and reading for everyone.

Learn more: www.biblion.org.br



PROGRAMS



/ Viagem Literária [Literary Journey]

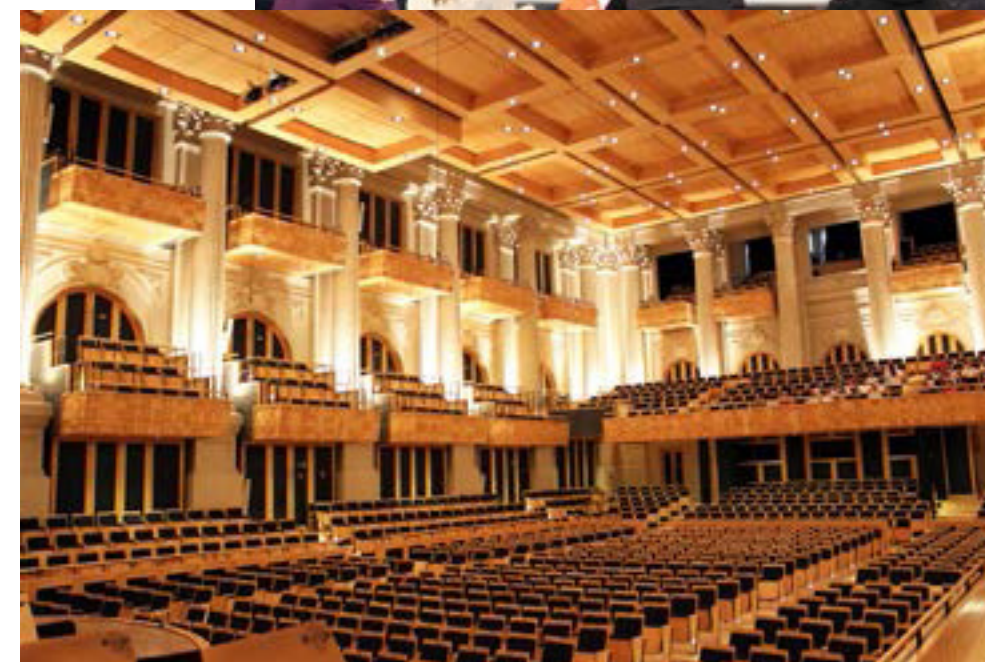
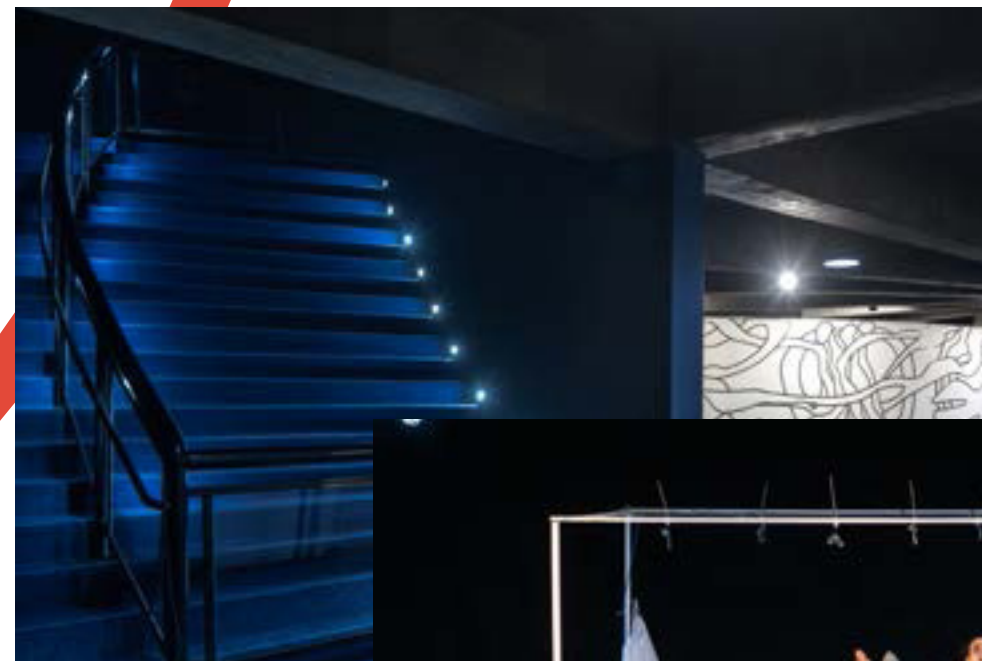
It seeks to empower public libraries in their territories through activities that interact and bring the public closer to culture and art, with workshops, storytelling sessions, reading clubs and meetings with writers. In its 15 years of history, the program has already visited 235 cities in São Paulo with around 4 thousand actions. There were more than 290 guests and more than 380 thousand people impacted.



/ Seminário Internacional Biblioteca Viva [International Seminar Living Library]

One of the most important events in Latin America, the Seminar is aimed at professionals in the areas of culture, reading, literature, library science, information science, education, as well as municipal managers. Its objective is to shed light on contemporary challenges, exchange experiences with those who produce literature and present innovative and collaborative ideas to improve the services and collections of Brazilian libraries, mainly to bring citizens closer to culture.

DISCOVER OUR PERFORMANCE VENUES



Auditório Claudio Santoro

[Campos do Jordão]
[Claudio Santoro Auditorium]

Located in Campos do Jordão (SP), the Auditorium's origins and institutional history are linked to the Campos do Jordão Winter Festival, the largest classical music event in Latin America. In addition to its outstanding architecture, it is a privileged cultural space with 814 seats and a backstage infrastructure with a freight elevator, two production rooms, three individual and two collective dressing rooms, accommodations and an administrative area. In the Auditorium, which shares space with the Felícia Leirner Museum, it is possible to enjoy a performance surrounded by beautiful landscapes.

The Auditório Claudio Santoro is the main venue for the Festival de Inverno de Campos do Jordão [Winter Festival of Campos do Jordão], which in 2024 hosted more than 60 concerts with orchestras from Brazil, Chile, Colombia and Uruguay, as well as chamber groups from England and Switzerland and a variety of symphonic ensembles from the State of São Paulo. More than 8,000 people attended the performances at the Auditorium.

The Auditorium is managed by the social cultural organization ACAM Portinari.

Address: Av. Dr. Luis Arrobas Martins, 1880 - Alto Boa Vista, Campos do Jordão - SP

Opening hours: Tuesday to Sunday, from 9am to 6pm.

Learn more: www.museufelicialeirner.org.br



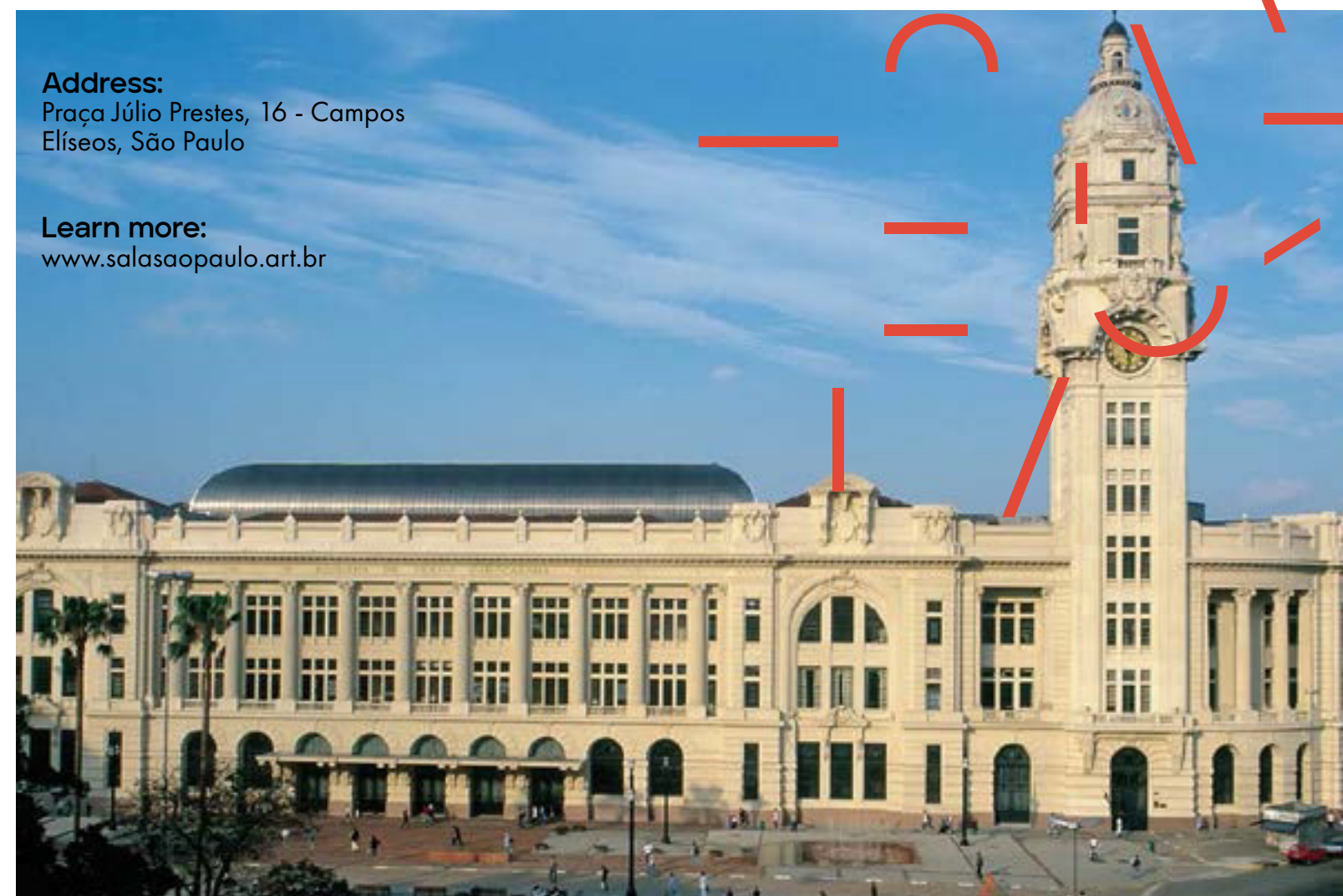
Sala São Paulo

The impressive Sorocabana Railroad building now houses the Sala São Paulo, headquarters of the São Paulo State Symphony Orchestra (Osesp) and one of the most important concert halls in Brazil. The station was designed by Christiano Stockler das Neves in 1925, a period in which the capital of São Paulo, stimulated by coffee and the railroad, was growing at a rapid pace. Marked by the sobriety of its ornaments and details in the Louis XVI style, the building would only be completed in 1938, when the urbanization of São Paulo was already characterized by the presence of automobiles, minimizing the use of trams and trains. In 1997, the Secretariat of Culture of the State of São Paulo took control of it to transform it into the Júlio Prestes Cultural Complex.

Listed as a historical heritage by Condephaat, the Sala São Paulo had acoustic consultancy from Artec (integrated with Arup) and architectural restoration project by Nelson Dupré. It was inaugurated on July 9, 1999 with the Osesp performing Symphony No. 2 – Resurrection, by Gustav Mahler, conducted by John Neschling. It receives more than 500 thousand people annually in its artistic and educational programs.

Its stage has featured major artists from the Osesp and from the classical world, such as Nelson Freire, Martha Argerich, Joshua Bell, Yuja Wang, Maria João Pires and Antonio Meneses, among others; as well as names from Brazilian popular music, such as Paulinho da Viola, Lenine, Gilberto Gil, Alcione and Martinho da Vila. In 2015, it was elected by the British newspaper The Guardian as one of the ten best concert halls in the world.

Sala São Paulo is managed by the social cultural organization Fundação Osesp.



Teatro - - - - - Estadual de Araras

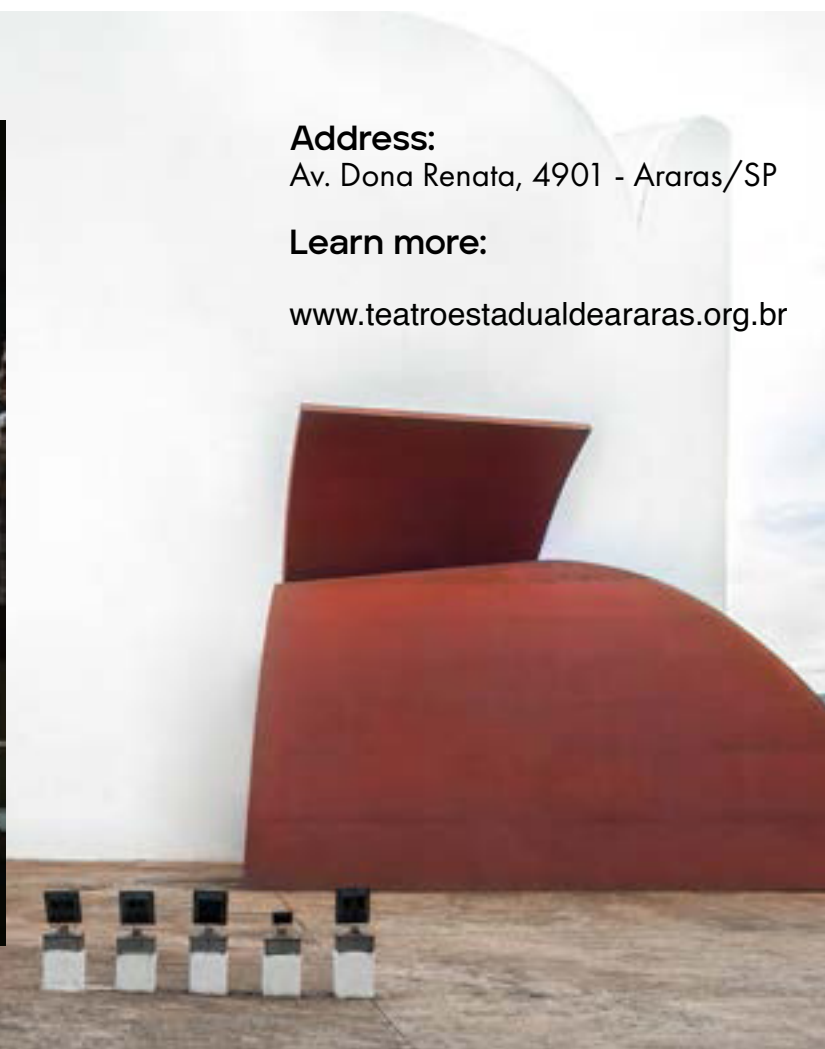
[State Theater of Araras]

Opened in 1991, the Teatro Estadual Maestro Francisco Paulo Russo was designed by architect Oscar Niemeyer, with 466 seats in its main auditorium and another 126 seats in the smaller auditorium in its basement. From 1995 to 2005, the theater was equipped with all the necessary facilities for the most diverse local, national and international cultural events. The theater is managed by the social cultural organization Associação Paulista dos Amigos da Arte (APAA).



Address:
Av. Dona Renata, 4901 - Araras/SP

Learn more:
www.teatroestadualdeararas.org.br



The Teatro Procópio Ferreira at the Conservatório Tatuí serves as an important center for cultural diffusion in the region, presenting a diverse program with renowned artists. Its preliminary design was developed by Nelson Marcondes do Amaral Filho and its architectural design was developed by Otávio Guedes de Moraes, with the support of architect Igor Sresnewsky (an acoustics specialist) and set designer Aldo Calvo. It is one of the few theaters in the interior of São Paulo with a pit and hydraulic lifting system. It also has a large hall and the Mário Covas Foyer – an extension designed to host exhibitions and small presentations that precede concerts and shows. The theater is managed by the social cultural organization Sustenidos.



Teatro Procópio - - - - - Ferreira

[Procópio Ferreira Theater]

Address:
Rua São Bento, 415 –
Centro, Tatuí/SP

Learn more:
conservatoriodetatu.org.br

Located in the bohemian neighborhood of Bixiga, São Paulo, the Teatro Sérgio Cardoso [Sérgio Cardoso Theater] maintains the tradition and relevance achieved in over 40 years of operation in the capital of São Paulo. A stage for musical shows, dance and plays, the facility is one of the last great street theaters in the capital, and was essential during the two years of the pandemic, when it opened its doors, based on strict health protocols.

Comprising two performance halls, four dedicated to rehearsals, as well as a recording and transmission room, the Theater has capacity to accommodate 827 people in the Nydia Licia room, 149 in the Paschoal Carlos Magno room, both with spaces for wheelchair users.

The theater also hosts performances in its lobby. Since its opening in 1980, the theater has welcomed over two million people, with shows starring names such as São Paulo Dance Company, Nathalia Timberg, Marco Nanini, João Carlos Martins, Grupo Corpo, Gal Costa and Gilberto Gil. The theater is managed by the social and cultural organization Associação Paulista dos Amigos da Arte (APAA).

Teatro Sérgio Cardoso

[Sérgio Cardoso Theater]



Address:
R. Rui Barbosa, 153 - Bela Vista, São Paulo/SP

Learn more:
teatrosergiocardoso.org.br

Theatro - - - - - São Pedro

[São Pedro Theater]

With over 100 years of existence, the Theatro São Pedro has one of the richest and most surprising histories in national music. Opened at a time of intense cultural flourishing, the theater stands out both for its insertion in the tradition of opera houses from the end of the 19th century and beginning of the 20th century and for its prominent presence among the performance venues that were springing up in the neighborhoods of São Paulo. Today, it is the only remnant of that era when culture was present on the streets of the city, with concerts, galas, evening shows, operas and operettas.

Over the years, its opera seasons have focused on diversity, with renowned titles from the traditional repertoire, rarely performed works and operas by Brazilian composers, making Theatro São Pedro a reference in the national opera scene. This diversity reaffirms its role as a center of innovation and cultural excellence.

The Theatro São Pedro is managed by the social cultural organization Santa Marcelina Cultura.



Address:
Rua Barra Funda, 171 - Barra Funda - São Paulo/SP

Learn more:
www.theatrosaopedro.org.br