



Student Guide - FAAP

ENGLISH



1.1 Historical review



Brazil Colony

April 22, 1500 - The Portuguese navigator Pedro Alvares Cabral's fleets commander to India, arrives in

the south coast of Bahia, in the same area of the actual Porto Seguro city, thus discovering Brazil.

Brazil Empire

- September 07, 1822 - Dom Pedro I proclaims in São Paulo the independence of Brazil and in October is acclaimed Emperor.
- 1824 - The first Brazilian Constitution is elaborated.
- 1847 - The Parliament is instituted and the Government is exercised through the Ministry, based on the parliamentary majority, indicated by the Emperor.
- 1870 - Farmers, politicians, journalists and intellectuals launch "The Republican Manifest" in Rio de Janeiro city defending a Presidential, Representative and Federal Regime.

Brazil Republic

- November 15, 1889 - Proclamation of Marshal Deodoro da Fonseca that finishes the Monarchism establishing a Federal Republic (1889 to 1930).
- 1891 - The Legislative Congress promulgates the second Brazilian Constitution, the first of the Republic.
- 1930 - Starts the so-called "Revolution of the 30" overthrowing the President Washington Luiz and initiating the "Vargas Era" (1930 to 1945).
- April, 1964 - A coup D'État brings up the Military Regime that finishes in 1984.
- 1989 - The first election by popular vote for the Presidency is conducted and Fernando Collor de Mello is elected President of Brazil.
- 1992 - Collor renounces and Itamar Franco becomes the new President.
- 1993 - A referendum chooses the Republic and Presidential Regime to be the governmental system of Brazil.
- 1994 - Fernando Henrique Cardoso, one of the articulators of the "Real Plan", is elected President and reelected in 1998.
- 2002 - Luiz Inácio Lula da Silva is elected with over 60 millions votes coming up to be the second president in the world chosen by the largest number of votes.

1.2 Geography

Located on the east side of the South American continent, the Federal Republic of Brazil, with the total area of 8.547.403,5 km², occupies almost 50% of the continental territory. Around 58% of Brazil is covered by forests, including the Amazon Forest, the largest in the world. The country has eight fluvial basins, containing approximately 20% of the freshwater of the planet.

Brazil is divided into 5 regions (North, Northeast, Center-West, South and Southeast), with 26 states (Acre, Alagoas, Amapá, Amazonas, Bahia, Ceará, Espírito Santo, Goiás, Maranhão, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Pará, Paraíba, Pernambuco, Piauí, Rio de Janeiro, Rio Grande do Sul, Rondônia, Roraima, Santa Catarina, São Paulo, Sergipe and Tocantins) plus the Federal District.

1.3 Capital

Brasília, located in the Federal District, in the Center-West region.

1.4 Language

The official language is Portuguese.

1.5 Major cities

CITY	STATE	POPULATION
São Paulo	SP	10.927.985
Rio de Janeiro	RJ	6.094.183
Salvador	BA	2.673.560
Belo Horizonte	MG	2.375.329
Fortaleza	CE	2.374.944
Brasília	DF	2.333.108
Curitiba	PR	1.757.904
Manaus	AM	1.644.690
Recife	PE	1.501.008
Porto Alegre	RS	1.428.696

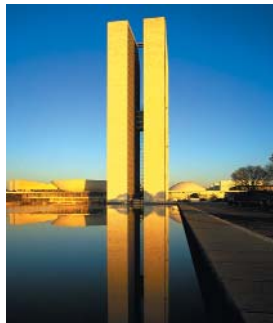


Foto: courstun.com.br/eps-op-1prunjan-usdftu

1.6 System of Government

Brazil is a Federative Republic, governed by the constitution of 1988.

The Government is organized in three powers:

Executive Power: Exercised by a President who is elected through popular and direct vote every four years. The President, in this case, is helped by his Ministers of State;

Legislative Power: Exercised by the National Congress, Legislative Assemblies and Municipal Chambers;

Judicial Power: Composed by the Supreme Federal Court; Higher Tribunal of Justice; Federal Courts, State Courts, Labor Courts, Electoral Courts and Military Courts.

The vote is secret and duty for people of 18 years, although at the age 16 it is optional.

1.7 Population indexes¹

According to survey conducted in the year 2000, Brazil has approximately 170 million inhabitants, being:

- 81% urban / 19% rural;
- 49,2% men / 50,8% women;
- distribution by age: 29,7% below 15 years; 28,2% from 15 to 29; 21,1% from 30 to 44; 12,5% from 45 to 59; 6,4% from 60 to 74; 2,1% above 75.

1.8 Currency

The official currency is the Real.

1.9 Brazilian foreign trade²

Through the nineties, the quality of agricultural production in Brazil increased significantly, becoming it the worldwide leader producer of soy, cotton, orange, sugar, cocoa, coffee, rice and corn.

According to the Brazilian Secretariat of International Commerce (SECEX), in 2005, the main Brazilian exports for basic products were chicken, bovine meat, soy, crude oil, and iron ore. For the semi-manufactured goods such as paper and cellulose, sugar and casting ore, Brazil had its best performance.

Despite this positive leap and as consequence of the Federal Government reforms, the Brazilian exports were diversified, including a huge amount of high value-added products, such as airplanes, load vehicles, cell phones, jewels and textiles

In 2005, manufactured products or of high value-added corresponded to 55% of the exporting guidelines. Consequently, successive surpluses in the Brazilian trade balance occurred, even considering the fact that the "Real" was overvalued.

Nowadays, the main imported products are mechanical equipment, electric and electronic products, fuel, lubricants, chemical products, manure and fertilizers, medical instruments and plastics.

According to 2005's survey, the main Brazilian exports destinations were: United States 19.2%, Argentina 8.4%, China 5.8%, the Netherlands 4.5% and Germany 4,2%. The main origins of the Brazilian imports were: United States 17.5%, Argentina 8.5%, Germany 8.4%, China 7.3% and Japan 4.6%.

1.10 Religion

A great majority of Brazilians is Catholic (71%), although all are free to practice any religion.

1.13 National Symbols

National Weapons



National Flower:
Ipê-Amarelo
(*Tecoma
chrysostricha*)



National Bird:
Sabiá





2.1 History

Founded in 1554 by Jesuits priests, São Paulo is the main city of Brazil. The fourth biggest city in the world and the biggest of South America, São Paulo was born destined to become the economical and cultural heart of the country.

São Paulo is also the largest port for all foreign visitors with a total of 1,345,000 arrivals by air per year. The business tourism and events, place São Paulo as a very important door for Mercosul and a straight line to all main cities in the world.

2.2 Data

- | | |
|--------------------------------------------------|------------------------------------------|
| • Extensión - 1.509 kilómetros cuadrados de área | • Servicios - 89.813 |
| • Altitud - promedio en torno de 860 metros | • Hora: -3 que Greenwich |
| • Latitud: 23°32.0'S | • Electricidad: 220 y 110 volts |
| • Longitud: 46°37.0'W | • Clima: |
| • Población - 10.406.166 habitantes | - Verano caluroso y lluvioso |
| • Agencias bancarias - 1.795 | - Invierno frío y con épocas de sequía |
| • Industrias - 33.921 | - Temperatura promedio anual: 19°C |
| • Comercio - 71.256 | - Temperatura promedio en verano: 24°C |
| | - Temperatura promedio en invierno: 15°C |

2.3 Distance from the main cities

- Rio de Janeiro - 429 km
- Brasília - 1,015 km
- Recife - 2,660 km
- Porto Alegre - 1,109 km

2.4 São Paulo in business

Every year the city hosts about 70,000 people for fairs and more than 15 million of visitors. Nowadays, São Paulo represents the highest national consumer market, attracting the most important Brazilian fairs. If there are 170 fairs going on in the country, 150 are done in São Paulo.

Teatro Municipal



2.5 Cultural São Paulo

Entertainment and Art have the face of São Paulo, there is a feeling of culture everywhere. The city has 223 cinemas, 92 theatres, 11 cultural centers, 70 museums, and dozens of historical buildings. The five amusement parks and the great number of leisure places are the icons of the city. São Paulo has 7 big soccer stadiums and the automobile racecourse of Interlagos, seat of the World Championship of Formula 1, the only one in the entire Latin America.

Main Tourist Places

➔ Benedito Calixto Square – Vila Madalena

- **Benedito Calixto Square:** Since 1987, the plaza is a scene of a famous cultural fair. Every Saturday, it joins 320 expositors of assorted handicrafts, arts and antiques, as well as little tents where you can buy food.
- **Goethe Institute:** On Lisbon Street, it is possible to confer the Goethe Institute program: movie projections, musical groups, lectures, art exhibitions, among others.

- **Thrift Stores:** For those who like to bargain, Brechó Calixto at rua Cardeal Arcoverde, 948, Brechó Stylo at rua Cardinal Arcoverde, 1123 and Brechó Luar at rua Cônego Eugênio Leite, 1127.

- **Mateus Grou Street:** On this street, there are designing stores such as Estúdio Pechman, at number 597, and Empório Beraldini, at number 604. LP's Marche, which has more than 20 thousand vinyl records, is at 634. You can find both Carlos Colabone Studio, theatrical designer and Pedro Arnoni Studio, jewels designer, at number 505.

- **Fradique Coutinho Street:** Besides the charming bookstore – Livraria da Vila – at 915, we can find typical designing stores. One of them is Tomas R. Bezzegh, at 816. You can also taste home-made chocolate at Busy Bee - 1109.

➔ Old Downtown

- **Zero Mark:** Inaugurated in 1934, it is the geographical and historical center of São Paulo, The landmark indicates the directions of the states that are located around its borders. It is located in front of the Sé Cathedral. Distances in kilometers are measured, to any direction in the city, from this landmark.

- **Sé Cathedral:** Inaugurated in 1954, it is the eighth biggest cathedral of the world and the biggest church of São Paulo, mixing the Gothic with the Byzantine styles.



- **São Francisco Plaza:** The two oldest churches of São Paulo are located at Largo São Francisco.

- **Banco do Brasil Cultural Center:** A cultural center since 2001, where you can have several programs including cinema, theater, plastic arts, music, and dances.

- **Pátio do Colégio:** In 1554, after an expedition, priest Anchieta, a Jesuit, decided to build a place to accommodate Brazilian native Indians and to be

used as a school to teach religious subjects to them. That was how the city of São Paulo was founded. Today, the place is the home for Padre Anchieta Museum, which includes sacred-baroque works from XVII and XVIII centuries in its collection.

- **São Bento Plaza:** Largo de São Bento arose from an Indian village, in 1660. The village became a plaza where São Bento Monastery was built. The Monastery gave the name to the church - São Bento - In 1864, the plaza was urbanized since it was next to the city's largest hotels, and it became a very busy place. In 1910, the old monastery and the church were demolished and a new building was inaugurated in 1922. Later, during the 70's, a subway station was built in the neighborhood - São Bento Station - and the plaza got new pavement, benches and gardens.

Every Sunday, at 10 a.m., a mass is held at the monastery, and a choir singing beautiful Gregorian chants can be heard.

- **Municipal Theater:** Inaugurated in 1911, its first attraction was the opera "Hamlet", by Ambrósio Thomas. It has already been the home for several renowned international artists. It is a replica of Opera of Paris and the project took nine years to be completed. Ramos de Azevedo, the architect, and the team responsible for its construction got in contact with companies from all over the world, making use of an



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endless number of decorative elements, part of the theater's architecture until today. In 1951, the theater received a radical modernization and new floors were built in the areas previously occupied by the dressing rooms. Now it has 11 dressing rooms - and the remaining area was changed into balconies.

- **Terraço Itália:** Constructed in 1967, the Italy Building has 165 meters and 46 floors. On the top floor, it has a terrace with a luxurious restaurant, named Terraço Itália. It has the best panoramic view of São Paulo, surrounded by works of art, plus the lighting of São Paulo night and the seasoning flavor of an authentic Italian cuisine.

➔ Luz – Bom Retiro

- **Santa Efigênia Viaduct:** It was built in 1913 and connects two Plazas: São Bento and Santa Efigênia. Santa Efigênia Street has hundreds of electrical/electronic stores.
- **José Paulino Street:** It has great variety clothing stores, both wholesale and retail. In its neighborhood, at 356, Silva Pinto Street we have Casa Búlgara, for a delicious Bulgarian food.
- **Luz Park– Pinacoteca:** Pinacoteca is the oldest Museum of Plastic Arts in the city. Usually, after observing sculptures of Rodin or XIX-XX centuries' paintings from Brazilian painters, visitors go drinking some coffee, making this program much more pleasant.
- **Sacred Art Museum:** It was built in 1774. It has one of the most important Brazilian sacred art collections: 4,000 pieces.

Museums

Museu de Arte Brasileira – MAB
Rua Alagoas, 903 – Pacaembu
Phone: 55 11 3662-7198 / 3662-7199

Museu de Arte Contemporânea – MAC
 Pq. Ibirapuera - Pavilhão da Bienal – Ibirapuera
 Phone: 55 11 5573-5255

Museu de Arte Moderna
 Pq. Ibirapuera, Portão 3 – Gde Marquise
 Phone: 55 11 5085-1300

Museu de Arte Sacra
 Av. Tiradentes, 676 – Luz
 Phone: 55 11 3326-1373



Museu de Arte Brasileira - MAB

Museu de Arte de São Paulo – MASP
 Av. Paulista, 1578 – Bela Vista
 Phone: 55 11 3251-5644

Museu do Automóvel de São Paulo
 Rua 1822, 1472 – Ipiranga
 Phone: 55 11 6168-1900

Museu Brasileiro da Escultura – MUBE
Rua Alemanha, 221 – Jd. Europa
Phone: 55 11 3081-8611

Museu da Caixa Econômica Federal
Praça da Sé, 111, 112 – Centro
Phone: 55 11 3107-0498

Museu e Capela Padre Anchieta
Praça Pateo do Colégio, 2 – Centro
Phone: 55 11 3105-6898

Museu da Casa Brasileira
Av. Brig. Faria Lima, 2705 – Jd. Paulistano
Phone: 55 11 3032-3727

Museu Contemporâneo das Invenções
Rua Dr. Homem de Mello, 1109 – Perdizes
Phone: 55 11 3873-3211

Museu da Imagem e do Som - MIS
Av. Europa, 158 – Jd. Europa
Phone: 55 11 3062-9197

Museu da Imigração
Rua Visc. de Parnaíba 1316 - Brás
Phone: 55 11 6693-0917

Museu da Imigração Japonesa
Rua São Joaquim, 381 - Liberdade
Phone: 55 11 3209-5465

Museu do Óculos
Rua dos Ingleses, 108 - Bela Vista
Phone: 55 11 3253-2000

Museu Paulista (Ipiranga)
Pq. da Independência, s/n – Ipiranga
Phone: 55 11 6165-8000

Museu da Polícia Militar
Rua Dr. Jorge Miranda, 308 – Luz
Phone: 55 11 3311-9955

Museu do Relógio
Av. Mofarrej, 840 – Vila Leopoldina
Phone: 55 11 3646-4000

Museu da Tecnologia
Av. Eng. Billings, 526 – Jaguaré
Phone: 55 11 3768-5785

Theaters

Teatro FAAP
Rua Alagoas, 903 – Higienópolis
Tel: 55 11 3662-7233

Teatro Abril
Av. Brig. Luiz Antônio, 411 – Bela Vista
Tel: 55 11 6846-6060

Teatro Folha
Shopping Higienópolis
Av. Higienópolis, 618 – Higienópolis
Phone: 55 11 3823-2326

Teatro Alfredo Mesquita
Av. Santos Dumont, 1770 – Santana
Phone: 55 11 6221-3657



Teatro FAAP

Teatro Aliança Francesa

Rua Gen. Jardim, 182 – Vila Buarque
Phone: 55 11 3129-5730

Teatro Bibi Ferreira

Av. Brig. Luís Antônio, 931 – Bela Vista
Tel: 55 11 3188-4141

Teatro Cacilda Becker

Rua Tito, 295 – Lapa
Phone: 55 11 3864-4513

Teatro Colégio Santa Cruz

Rua Orobó, 277 – Alto De Pinheiros
Phone: 55 11 3024-5199

Teatro Cultura Artística

Rua Nestor Pestana, 196 –
Consolação
Phone: 55 11 3258-3616

Teatro São Pedro

Rua Barra Funda, 171 – Barra
Fundu
Phone: 55 11 3667-0499

Teatro Sérgio Cardoso

Rua Rui Barbosa, 153 – Bela Vista
Tel: 55 11 3251-5122

Espaço Cultural Santo Agostinho

Rua Apeninos, 118 – Aclimação
Phone: 55 11 3209-4858

Teatro Sesc Consolação

Rua Dr. Vila Nova, 245 – Vila
Buarque
Phone: 55 11 3234-3000

Teatro Sesc Pompéia

Rua Clélia, 93 – Pompéia
Phone: 55 11 3871-7700

Teatro Sesc Avenida Paulista

Av. Paulista, 119 – Paraíso
Phone: 55 11 3179-3700

Movie theaters

Cinemark Pátio Higienópolis

Av. Higienópolis, 618 – Higienópolis
Phone: 55 11 3823-2875

Cinemark Central Plaza

Av. Dr. Francisco Mesquita, 1000 –
Ipiranga
Tel: 55 11 6914-7859

Cinemark Center Norte

Travessa Casalbuono, 120 – Vila
Guilherme
Phone: 55 11 6222-2395

Anália Franco UCI

Av. Regente Feijó, 1739 – Anália
Franco
Tel: 55 11 6643-4225

Centerplex Lapa

Rua Catão, 72 – Lapa
Phone: 55 11 3675-4681

Cine Arte

Av. Paulista, 2073 – Cerqueira César
Tel: 55 11 3285-3696

Frei Caneca Unibanco Arteplex

Rua Frei Caneca, 569 – Centro
Phone: 55 11 3472-2365

Iguatemi

Av. Brig. Faria Lima, 2232 – Jd. Paulistano
Phone: 55 11 3032-1409

Kinoplex Itaim Bibi

Rua Joaquim Floriano, 466 Lj. 29 – Itaim Bibi
Phone: 55 11 3131-2004

Top Cine

Av. Paulista, 854 – Jardins
Phone: 55 11 3287-3761

Sala UOL de Cinema

Rua Fradique Coutinho, 361 – Pinheiros
Phone: 55 11 5096-0585

Espaço Unibanco

Rua Augusta, 1470/1475 – Cerqueira César
Phone: 55 11 3288-6780 / 3287-5590

Parks

Centro Campestre – Sesc Interlagos

Rua Manoel Alves Soares, 1100 – Cidade Dutra
Phone: 55 11 5928-9911

Horto Florestal

Rua do Horto, 931 – Cantareira
Phone: 55 11 6231-8555

Jardim Botânico

Av. Miguel Estéfano, 3031 – Água Funda
Tel: 55 11 5073-6300

Parque da Água Branca

Av. Prof. Francisco Matarazzo, 455 – Água Branca
Phone: 55 11 3865-4131

Parque Alfredo Volpi

Rua Eng. Oscar Americano, 480 – Morumbi
Phone: 55 11 3031-7052

Parque Buenos Aires

Av. Angélica, s/n – Higienópolis
Phone: 55 11 3666-8032

Parque Ecológico do Guarapiranga

Estrada da Riviera, 3286 – Riviera Paulista
55Phone: 11 5517-6707

Parque Ecológico do Tietê

Rua Guirá Acangatara, 70 – Jardim São Francisco
Tel: 55 11 6958-1477

Parque Estadual da Cantareira

Rua do Horto, 1799 – Cantareira
Phone: 55 11 6231-8555

Parque Estadual e Pico do Jaraguá

Rua Antonio Cardoso Nogueira, 539 – Jaraguá
Phone: 55 11 3941-2162

Parque Guarapiranga
Estrada de Guarapiranga, 575 –
Capela do Socorro
Phone: 55 11 5514-6332

Parque do Ibirapuera
Av. Pedro Álvares Cabral, s/n – Vila
Mariana
Phone: 55 11 5574-5177



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2.6 Gastronomic Sao Paulo

The gastronomy of São Paulo, one of the many tourist attractions of the city, offers 12,500 restaurants representing 42 different countries' food. For the past five years it is internationally recognized as the largest and most diversified gastronomic capital in the world. In addition to restaurants, there are about 15,000 pubs spread around the different districts, for those interested in a piano bar or a happy hour.

Restaurants

América
Av. Nove de Julho, 5363 – Jardim
Paulista
Phone: 55 11 3078-3620

Arábia
Rua Haddock Lobo, 1397 –
Cerqueira César
Phone: 55 11 3064-4776

Bella Donna
Rua Tabapuã, 749 – Itaim Bibi
Phone: 55 11 3078-6889

Churrascaria Fogo de Chão
Av. Moreira Guimarães, 964 –
Moema
Phone: 55 11 5056-1795

Churrascaria Vento Haragano
Av. Rebouças, 1001 – Jardim Paulista
Phone: 55 11 3083-4265

Don Curro
Rua Alves Guimarães, 230 –
Pinheiros
Phone: 55 11 3062-4712

Feijoada da Lana
Rua Aspícueta, 421 – Vila Madalena
Phone: 55 11 3814-9191

Le Chef Rouge
Rua Bela Cintra, 2238 – Consolação
Phone: 55 11 3081-7539

Piola Pizzaria
Al. Lorena, 1765 – Cerqueira César
Phone: 55 11 3064-6570

Nagayama
Rua Bandeira Paulista, 369 – Itaim
Bibi
Phone: 55 11 3079-7553

Lellis Tratoria

Rua Bela Cintra, 1849 – Consolação
Phone: 55 11 3064-2727

Forneria San Paolo

Rua Amauri, 319 – Itaim Bibi
Phone: 55 11 3078-0099 / 3078-4888

Dinho's

Al. Santos, 45 – Paraíso
Phone: 55 11 3016-5333

Rockets

Al. Lorena, 2090 – Jardim Paulista
Phone: 55 11 3081-9466

Chumar

Rua Morato Coelho, 1373 – Pinheiros
Phone: 55 11 3811-9565

Bars and Pubs

Black Jack

Rua João Cachoeira, 477 – Itaim Bibi
Phone: 55 11 3168-3585

Democrata

Rua Chipre, 163 – Vila Olímpia
Phone: 55 11 3849-7155

Favela

Al. Jauaperi, 597 – Indianópolis
Phone: 55 11 5055-2892

Fidel

Rua Girassol, 398 – Vila Madalena
Phone: 5 11 3812-4225

Metrópolis

Av. Paulista, 2668 – Bela Vista
Phone: 55 11 3255-1225

Notre Dame

Av. Helio Pellegrino, 1170 – Vila Nova Conceição
Phone: 55 11 3849-3663

Pero Vaz

Rua Fradique Coutinho, 1100 – Vila Madalena
Phone: 55 11 3814-8015

Rey Castro

Rua Min. Jesuíno Cardoso, 181 – Vila Nova Conceição
Phone: 55 11 3044-4383

2.7 Shopping

The verb 'shop' is intimately linked to São Paulo, which displays products from all over the world. Like in any grand metropolis of the planet, the city assures options for all tastes, from handicraft fairs and art galleries to 50 shopping centers. The most famous brands from all corners of the world are also here. Another big difference are the streets with specialized shops, offering antiquities, electronic equipment and costume jewelry, among other articles.

Principal shopping locations

Shopping Pátio Higienópolis

Av. Higienópolis, 618 – Higienópolis
Phone: 55 11 3823-2326
www.patiahigienopolis.com.br

Shopping Frei Caneca

Rua Frei Caneca, 569 – Consolação
Phone: 55 11 3472-2000
www.freicanecashopping.com.br

Shopping Iguatemi

Av. Brigadeiro Faria Lima, 2232 – Jardim Paulistano
Phone: 55 11 3095-3000
www.iguatemisaopaulo.com.br

Shopping Jardim Anália Franco

Av. Regente Feijó, 1739 – Vila Regente Feijó
Phone: 55 11 6643-4360
www.shoppingjardimaniafranco.com.br

Shopping Light

Rua Cel. Xavier de Toledo, 23 – República
Phone: 55 11 3257-2299
www.centerlight.com.br

Shopping Morumbi

Av. Roque Petroni Júnior, 1089 – Jardim das Acácias
Phone: 55 11 5189-4500
www.morumbishopping.com.br



Shopping Villa-Lobos

Av. das Nações Unidas, 4777 – Jardim Universidade Pinheiros
Phone: 55 11 3024-4200
www.shoppingvilla-lobos.com.br

Shopping West Plaza

Av. Francisco Matarazzo, s/n – Água Branca
Phone: 55 11 3677-4000
www.westplaza.com.br

Shopping Eldorado

Av. Rebouças, 3970 – Pinheiros
Phone: 55 11 3819-0688
www.shoppingeldorado.com.br

Shopping Ibirapuera

Av. Ibirapuera, 3103 – Moema
Phone: 55 11 5095-2300
www.ibirapuera.com.br

2.8 Higienópolis

In the end of the 19th century, two Anglo-Saxon immigrants Martinho Buchard and Victor Northman formed an enterprise group and founded one of the noblest residential quarters in São Paulo: Higienópolis. The constant growth and prosperity of its neighbors attracted luxurious commerce, importing shops, bookstores, hotels and sewing ateliers.

Buenos Aires Square, in the heart of Higienópolis, is the main space for leisure. Traditional educational institutions such as Sion, Rio Branco and FAAP are located in Higienópolis. In 2000, the Shopping Pátio Higienópolis, a State-of-the-Art Shopping Center, opened its doors to the public, facing conservative neighbors' complaints.

Hotels

Four Seasons

Rua Cardeal Arcoverde, 201 – Pinheiros
Phone: 55 11 3088-4412
www.riema.com.br
riemafourseason@terra.com.br

Park Hall

Rua Aracaju, 66 – Higienópolis
Phone: 55 11 3824-9311
www.residence.com.br
reservas@theparkhall.com.br

Transamérica – Flat Higienópolis

Rua Alagoas, 974 – Higienópolis
Phone: 55 11 3826-0666
www.transamericaflats.com.br
higienop@transamericaflats.com.br

Transamérica – Flat Perdizes

Rua Monte Alegre, 835 – Perdizes
Phone: 55 11 3866-1250
www.transamericaflats.com.br
rsperdizes@transamericaflats.com.br

Dublin Hotel

Rua Conselheiro Brotero, 854 – Pacaembu
Phone: 55 11 3826-9833

Formule 1

Rua Frei Caneca, 80 – Consolação
Phone: 55 11 3120-2021
www.pergamon.com.br
reservas@pergamon.com.br

San Gabriel Palace

Rua Frei Caneca, 1006 – Consolação
Phone: 55 11 3253-2279
www.sangabriel.com.br

Hotel San Michel

Largo do Arouche, 200 – Centro
Phone: 55 11 3223-4433
reservas@sanmichelhotel.com.br
<http://www.sanraphael.com.br/>

Hotel San Raphael

Largo do Arouche, 150 – Centro
Phone: 55 11 3334-6000
reservas@sanraphael.com.br
www.sanraphael.com.br/

São Paulo Hostel

Rua Barão de Campinas, 94 – Centro
 Phone: 55 11 3333-0844 / 3225-0623
<http://www.hostel.com.br/>

Ville Hotel

Rua Veridiana, 643 – Higienópolis
 Phone: 55 11 3257-5288
www.hotelville.com.br
villehotel@uol.com.br

Hotel Meliá

Rua Maranhão, 371 – Higienópolis
 Phone: 55 11 3665-8200 / 3665-8201
www.solmelia.com
tryp.higienopolis@solmelia.com

Taxi service**24 hours Taxi: São Paulo and Brasil**

24 hours service. Bilingual drivers.
 Cars as Astra, Zafira, Blazer, Meriva
 and Vectra.

Phone: 55 11 3851-4268
www.battaxi.com.br

24 hours Taxi: São Paulo

24 hours service. Credit cards are
 accepted. Special rates for Guarulhos
 International Airport.

Phone: 55 11 3733-8000
www.chametax.com.br

Taxi Service Alagoas

Rua Alagoas, 903 (in front of the GI
 gate)
 Phone: 55 11 3661-1919

Taxi Service Atagoas

Rua Itacolomi, 333
 Phone: 55 11 3257-4883

Taxi Service Piratininga

Al. Barros eq. Av. Angélica
 Tel: 55 11 3825-7449

Taxi Service Praça Buenos Aires

Praça Buenos Aires eq. Av. Angélica
 Phone: 55 11 3663-5754

Taxi Service Sabará

Rua Sabará, 210
 Phone: 55 11 3255-1265

Taxi Service Barão de Campinas

Rua Barão de Campinas eq. Rua
 General Osório
 Phone: 55 11 3338-1418

Exchange Houses**KLT Câmbio e Turismo**

Open Monday through Friday - 10p.m. to 8p.m.;
 Saturday - 10p.m. to 5p.m.

Av. Higienópolis, 618 – Piso Veiga Filho – Shopping
 Pátio Higienópolis
 Phone: 55 11 3663-0061



Banks

Banco de Boston

Av. Angélica, 745 Lj A
Phone: 55 11 3825-9388

Banco do Brasil

Av. Angélica, 669
Phone: 55 11 3666-3119

Banco do Brasil

Praça Charles Miller, 14
Phone: 55 11 3875-5122

Banco Real

Av. Angélica, 719
Phone: 55 11 3826-3766

Banco Real

Praça Charles Miller, 108
Phone: 55 11 3872-4366

Banco Real

Av. Higienópolis, 646 Lj 123 e 124
Phone: 55 11 3823-2509

Santander Banespa

Av. Angélica, 1784
Phone: 55 11 3823-4300

Bradesco

Av. Angélica, 845
Phone: 55 11 3825-1344

Bradesco

Praça da República, 410
Phone: 55 11 3223-9111

Caixa Econômica Federal

Rua Dr. Veiga Filho, 402
Phone: 55 11 3825-1533

Caixa Econômica Federal

Praça Charles Miller, 16
Phone: 55 11 3873-8225

HSBC

Av. Angélica, 1992
Phone: 55 11 3665-6700

Itaú

Av. Angélica, 1170
Phone: 55 11 3825-4333

Itaú

Av. Angélica, 1946
Phone: 55 11 3661-7533

Itaú

Av. Higienópolis, 462
Phone: 55 11 3825-1233

Itaú

Av. Pacaembu, 1306
Phone: 55 11 3826-3566

Drugstores

Farma Ponte

Rua Alagoas, 900 (in front of FAAP)
Phone: 55 11 3822-4824

Dieta Farma

Av. Angélica, 2100
Phone: 55 11 3257-9133

Drogaria

Av. Angélica, 1062
Phone: 55 11 0800-909030

Drogaria Nova Tupi

Rua Tupi, 314
Phone: 55 11 3826-8437

Drogaria São Paulo

Rua Conselheiro Brotero, 978
Phone: 55 11 3826-7711

Drogão

Praça Vilaboim, 58/64
Phone: 55 11 3826-2783

Farmax

Av. Angélica, 1003

Phone: 55 11 3662-3099 (Delivery)

Farmácia da Gente

Rua Pinto Freitas, 33

Phone: 55 11 3361-3749

**Hospitals****Irmandade Santa Casa de Misericórdia de São Paulo (Public)**Rua Doutor Cesário Motta Júnior,
112 – Santa Cecília

Phone: 55 11 2176-7000

www.santacasasp.org.br**Hospital Samaritano**Rua Conselheiro Brotero, 1486 –
Higienópolis

Phone: 55 11 3821-5300

www.hospitalsamaritano.com.br**Hospital Santa Isabel**Rua Dona Veridiana, 311 – Santa
Cecília

Phone: 55 11 2176-7700

www.hsi.org.br**Supermarkets****Pão de Açúcar**

Rua Maranhão, 846 – Higienópolis

Av. Angélica, 1696 – Higienópolis

Wall Mart HipermercadosRua James Holland, 668 Lj 3705 –
Pacaembu**Supermercados Sé**

Alameda Barros, 192 – Higienópolis

Supermercados MadridRua Martim Francisco, 777 – Santa
Cecília**Futurama Supermercados**

Av. Angélica, 546 – Santa Cecília

Restaurants in Higienopolis**Angélica Grill**

Av. Angélica, 430

Phone: 55 11 3664-0070

Barcarola Restaurante

Al. Barros, 930

Phone: 55 11 3666-1486



Baronesa Restaurante Pizza - Grill - Pasta

Rua Baronesa de Itu, 281
Phone: 55 11 3667-8229

Casa Búlgara Tradicional Food

Rua Baronesa de Itu, 357
Phone: 55 11 3825-6379

Casa das Massas

Rua Tupi, 610
Phone: 55 11 3825-7157

Casa do Pão de Queijo

Av. Angélica, 1569
Phone: 55 11 3661-4060

Disk Lanches - Bica Lanchonete

Av. Angélica, 1854
Phone: 55 11 3661-7332

Flying Sushi Japanese Food Delivery

Rua Albuquerque Lins, 137
Phone: 55 11 3662-4400

Gil Refeições

Rua Tupi, 460
Phone: 55 11 3826-9405

Kosher Delight

Rua Baronesa de Itu, 436
Phone: 55 11 3661-3106

La Villette

Praça Vilaboim, 113
Phone: 55 11 3667-8407

Lanchonete Flor do Morpara

Rua São Vicente de Paula, 563
Phone: 55 11 3666-5458

Restaurante Japonês – Aoyama

Praça Vilaboim, 63
Phone: 55 11 3666-2087

Restaurante Japonês – Koi

Praça Vilaboim, 7
Phone: 55 11 3666-7644

Roma Cantina Rotisserie Tradicional

Rua Maranhão, 512
Phone: 55 11 3825-1077

Sabor de Meio Dia Restaurante

Av. Angelica, 2162
5Phone: 5 11 3159-0999

The Fifties

Praça Vilaboim, 77
Phone: 55 11 3824-9370

Villa Paulistana Restaurante

Rua Pará, 210
Phone: 55 11 3661-8270

Jardim de Napoli

Rua Martinico Prado, 463
Phone: 55 11 3666-3022

Via Castelli

Rua Martinico Prado, 341
Phone: 55 11 3662-2999

Bráz Pizzaria

Rua Sergipe, 406
Phone: 55 11 3231-1554 / 3255-8090 (Delivery)

Pizzaria Veridiana

Rua Dona Veridiana, 661
Phone: 55 11 3120-5050 / 3151-5533

Carlota

Rua Sergipe, 753
Phone: 55 11 3661-8670

Esfiha Chic

Rua Baronesa de Itu, 375
Phone: 55 11 3662-1954

Bookstores & Stationary Stores**ai-Kai**

Rua Armando Penteado, 44 – Praça
Vilaboim
Phone: 55 11 3663-4616

Palavras Livraria

Rua Alagoas, 842/850 B
Phone: 55 11 3661-0365

Siciliano Mega Store

Av. Higienópolis, 618 – Shopping
Pátio Higienópolis – Piso
Higienópolis
Phone: 55 11 3823-2669 / 3823-
2670

Laundries**Clean Up**

Rua Albuquerque Lins, 1297
Phone: 55 11 3663-1030

**Quality Cleaners Lavanderia e
Tinturaria**

Av. Higienópolis, 195
Phone: 55 11 3258-7082

Las Vegas

Rua Barão de Tatuí, 284
Phone: 55 11 3667-4264

Lav Fast

Al. Barros, 164
Phone: 55 11 3826-4584

5 À SEC

Av. Angélica, 1745
Phone: 55 11 3663-0777

Lavanderia Royal

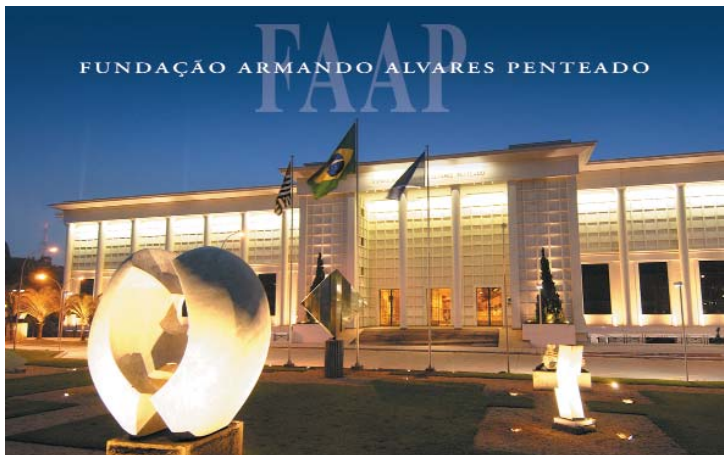
Rua Camaragibe, 22
Phone: 55 11 3666-7480 (Delivery)

5 À SEC

Rua Albuquerque Lins, 1170
Phone: 55 11 3826-1030

5 À SEC

Av. São João, 23
Phone: 55 11 3105-0653



3.1 History

FAAP was founded in 1947 as a small foundation destined to help and develop the Fine Arts. Today, it is considered one of the most important and respected Academic Institutions in Brazil.

Its campus houses the following schools: Business, Fine Arts, Communications Law, Economics, Engineering and Computer Science. In the graduation courses, around 50.000 students have completed their studies in 40 areas of knowledge.

The atmosphere of intense and cultural effervescence in the campus is reinforced by FAAP theatre and MAB – Museum of Brazilian Art. You will feel that learning experience goes beyond the classroom limits in FAAP.



3.2 Organization

FUNDAÇÃO ARMANDO ALVARES PENTEADO

Board of Trustees

President

Ms. Celita Procopio de Carvalho

Members

Dr. Benjamin Augusto Baracchini Bueno

Dr. Octávio Plínio Botelho do Amaral

Dr. José Antonio de Seixas Pereira Neto

Ms. Maria Christina Farah Nassif Fioravanti

Ambassador Paulo Tarso Flecha de Lima

Executive Directors

President Director

Dr. Antonio Bias Bueno Guillon

Treasure Director

Dr. Américo Fialdini Jr.

Cultural Director

Prof. Victor Mirshawka

Advisors to the Directors

Administrative and Finance Areas

Dr. Sérgio Roberto de Figueiredo Santos e Marchese

Academic Area

Prof. Raul Edison Martinez

3.3 Courses offered

High School



FAAP High School

With a complete different teaching method, the High School Student receives a remarkably good infrastructure with labs, computer rooms, art workshops, theater and museum.

Phone: 55 11 3662-7145

E-mail: col.secretaria@faap.br

Schools and Undergraduate Courses



School of Business

Courses offered: Business Management and Hotel Management.

The main mission of the School of Business of FAAP is to graduate high level managers. They are expected to



have critical capacity of their actions and be aware of their responsibilities in order to contribute for the social development of the country.

The Faculty of Business has already gotten eight “A” concepts in the National Higher Educational Assessment Examination, issued by the Ministry of Education.

The Hotel Management course has its focus on a business view, with an emphasis on the hotel segment. The aim is to train professionals who are capable of working at any part of the hotel industry. For practicing and developing purposes, the course offers a catering laboratory with rooms of Food & Beverage, and Hospitality – Housekeeping and Reception.

Phone : 55 11 3662-7282

E-mail: adm.secretaria@faap.br

School of Arts

Courses offered: Architecture, Fine Arts, Design and Fashion.

The Faculty of Arts has an intense calendar of events and offers, in its facilities, workshops of engraving, metal and wood, a pottery and modeling atelier, photography laboratories, environmental comfort and topography, informatics rooms and laboratories, construction technology, jewelry workshop and multimedia studios.

The Course of Fashion prepares professionals for a growing market in Brazil, and it has gained international repercussion.



Phone: 55 11 3662-7312

E-mail: art.diretoria@faap.br

School of Communication

Courses offered: Cinema, Radio and TV, Advertising and Public Relations.

The courses offered by the Faculty of Communications turn into creativity and not to intend to degree technicians. The Faculty prepares professionals for positions of directors, producers, text and interpretation.

There is a fascinating interest for diversity of this kind of work, because of the possibility of escaping from routine and seeing your product making changes, modifying habits and setting up fashion.



The Cinema course prepares professionals in the audio visual field, in interaction with other languages. Most of the professionals that are working in Advertising directing commercials received their degree in Cinema at FAAP. The Advertisement course prepares for the areas that go straight from creation to media.

The Radio and TV course follows functions of total creation or market feasibility.

The Public Relation course offers theory and practice to be able to work in the field of communications, improving the relationship with customers and providing advice in the Communication Management.

The Faculty has photo and cinema labs, radio studio, TV and cinema all complete with high-tech.

In spite the fact that the Communication is based on creativity, dreams and fantasy the Faculty administrates this course with an eye on market needs.

Phone: 55 11 3662-7332

E-mail: com.secdiretoria@faap.br



Law School

Course offered: Law.

The Law Course contains fundamental, professional and practical disciplines that makes the difference and shows innovations such as Juridical Computer Science and Theater-Art-Expression. The most modern disciplines like: Consumer Law, Environmental Law, Municipal and Urban Law, Agrarian Law, Real State Law, Copyrights, Business Accounting, Banking Law and Capital Market, Corporation Law, Psychology and Law, as well as Mediation, Negotiation, and Arbitration Techniques make the link between theory and practice.



Phone: 55 11 3662-7343

E-mail: dir.secretaria@faap.br

➔ School of Economics

Courses offered: Economics and International Relations.



The Faculty of Economics of FAAP has set national and international agreements in order to intensify the opportunities of improvement of the course. These agreements were set with institutions like Porto University, Rio Branco Institute, Fernand Braudel Institute and Commerce Federation of São Paulo State.

Phone: 55 11 3662-7352

E-mail: eco.diretoria@faap.br

➔ School of Engineering

Courses offered: Civil Engineering, Electrical Engineering and Mechanical Engineering.

Recently, the students from the Faculty of Engineering of FAAP developed a Remote-Operated Vehicle. VORI, the vehicle, can be operated at distance by means of remote control and video monitoring.

Laboratories: Construction Materials, Mechanics, Dimensional Metrology, Machine Tools, Computerized Numerical Command (CNC), Hydraulic Machines, Internal-Combustion Engine, Metallurgy, Casting, Oil-Hydraulic and Pneumatic, as well as Transportation Phenomena.



Phone: 55 11 3662-7371

E-mail: eng.diretoria@faap.br

➔ School of Computer Science

Course offered: Information Systems.

Being a Novell's partner, FAAP becomes a NEAP of it (Novell Education Academic Partner). Such partnership offers to FAAP's students business

courses around Novell's products and allow them to get important certifications needed in the market, thus, increasing their competitive field.

Phone: 55 11 3662-7391

E-mail: tec.secretaria@faap.br



FAAP - Graduate

FAAP offers graduate courses, Corporate MBA, Executive MBA, Luxury Management MBA, extension courses, advanced seminars, "in company" courses, training in distance (video conference), among other activities related to professional training. Since 1981, FAAP has graduated over 50,000 in about 40 knowledge areas.

Phones: 55 11 3662-7449 / 7451

E-mail: pos.atendimento@faap.br

Other sectors

➔ MAB – Museum of Brazilian Art

MAB – FAAP's Museum of Brazilian Art - has a heap of 2,500 art works of Brazilian and resident foreign artists. Besides exhibitions, it promotes workshops, courses and seminars, occupying an important place in the cultural life of the city.

Tel: 55 11 3662-7198

E-mail: museu.diretoria@faap.br



➔ FAAP Theater

FAAP Theater presents plays, music and dance shows, being constant presence in the cultural agenda of São Paulo. Its Center of Scenic Arts offers theater workshops.

Phone: 55 11 3662-7235

E-mail: teatro.diretoria@faap.br

➔ FAAP Fitness Center

In the campus with a very modern project, the FAAP Fitness Center offers a very safe place, very practicing and comfortable for the students. It has brand new equipment and training for a physical fitness plan through a team of specialized professionals.

Phone: 55 11 3662-7097

E-mail: academia@faap.br



➔ Library



With a totally computerized system, it has in its collection around 70,000 registered books, besides newspapers, videotapes, CDs, floppy disks, slides and access to Internet.

Phone: 55 11 3662-7130

E-mail: biblioteca@faap.br

➔ Intern Training Center

A Permanent channel of communication among companies, students and FAAP.

It informs about the availability of places for trainees, promoting integration between the company and the student. It offers advices about the basic procedures for entering in the professional life.

It provides special services to companies, making the necessary contacts in accordance with the market needs, besides informing about basic legislation and procedures for hiring.



Phone: 55 11 3662-7138 / 7139

E-mail: central.estagios@faap.br (companies) o agente@faap.br (students)

➔ International Office:

FAAP's International Office offers its students and alumni the opportunity to accomplish cultural and educational exchange programs, through undergraduate, graduate, as well as extension courses in other countries.

The International Office also offers guidance to foreign students who wish to study at FAAP.

Thus, working in team with the different areas of the institution, it facilitates the development of short courses and international modules at FAAP, with the participation of professors coming from renowned institutions around the world.

Phone: 55 11 3662-7159/ Fax: 3662-7103

E-mail: rel.internacional@faap.br
rel.internacional2@faap.br
rel.internacional3@faap.br
rel.internacional4@faap.br





4.1 Undergraduate studies

The students who wish to register as a full time student or apply for transferring to FAAP must enroll in the regular entrance examination (vestibular). Foreign students, who intend to register in any of the undergraduate courses offered by FAAP must contact the International Office.

The Department of Admissions and the International Office will individually analyze each case.

Department of Admissions

Phone: 55 11 3662-7208

E-mail: pseletivo@faap.br

International Office

Phone: 55 11 3662-7159

Fax: 55 11 3662-7103

E-mail: rel.internacional@faap.br

rel.internacional2@faap.br

rel.internacional3@faap.br

rel.internacional4@faap.br

4.2 Graduate Studies and MBA

➔ Graduate Programs, Corporate MBAs and Luxury Management MBA

Foreign students who intend to get enrolled in the graduate courses, Corporate MBAs and Luxury Management MBA offered by FAAP, must send the following documents to the International Office:

- Application Form, available in FAAP's website:
http://www.faap.br/ingles/convenios/application_2006.pdf;
- Two recent 3 x 4 photos;

- Copy of the passport and, if the student has RNE and CPF, copy of both documents;
- One detailed Résumé (for analysis);
- Copy of the Undergraduate Degree, issued by the institution, which must be legalized and translated into Portuguese*;
- Two reference letters issued by a professor from the University or by the company where the student works for;
- One copy of University Records, which must be translated into Portuguese;
- Authenticated copy of CREA (only for Engineering students, in this case, it is necessary the recognition of the course in Brazil).

**Students from FAAP's partner institutions are free from the legalization process.*

After sending the documents, the following procedures must be observed:

1. A virtual interview as well as a Portuguese test will be scheduled, in order to check the proficiency in Portuguese language;
2. Foreign students, who do not speak Portuguese, have to get enrolled in the Portuguese Course for Foreigners, offered by FAAP. In this case, the approval is required, in order to enroll in any of the graduate courses;
3. FAAP Graduate will send you the Kit FAAP, enclosing the acceptance letter, required by the Consular Representation Office abroad in order to obtain the Visa;
4. For further information regarding the procedures and documents to obtain the RNE (National Student Register), please contact FAAP's International Office or check item 5.1 in this guide.

FAAP Graduate

E-mail: rcnieto@faap.br

FAAP's International Office

Rua Alagoas, 903, - São Paulo – Brasil - 01242-902

Phone: 55 11 3662-7159 / 7103

Fax: 55 11 3662-7103

E-mail: rel.internacional@faap.br
rel.internacional2@faap.br
rel.internacional3@faap.br
rel.internacional4@faap.br

 **Executive MBA**

Foreign students, who intend to get enrolled in the Executive MBA, must send the following documents to FAAP's International Office:

- Application Form, available in FAAP's website:
http://www.faap.br/ingles/convenios/application_2006.pdf;
- Two recent 3 x 4 photos;
- Copy of the passport and, if the student has RNE and CPF, copy of both documents;
- One detailed Résumé (for analysis);
- Copy of the Undergraduate Degree, issued by the institution, which must be legalized and translated into Portuguese*;
- Two reference letters issued by a professor from the University or by the company where the student works for;
- One copy of University Records, which must be translated into Portuguese.

*Students from FAAP's partner institutions are free from the legalization process.

After sending the documents, the following procedures must be observed:

1. A Portuguese test will be scheduled, in order to check the technical text-understanding;
2. Personal interviews will be scheduled so that the student can demonstrate his study proposals in relation to FAAP's MBA;
3. The Secretariat of FAAP - MBA will send the Kit FAAP, enclosing the acceptance letter, required by the Consular Representation Office abroad in order to obtain the Visa;
4. FAAP's International Office will provide information concerning RNE (National Student Register).

FAAP - MBA

E-mail: mba.secretaria@faap.br

FAAP's International Office

Rua Alagoas, 903, - São Paulo – Brasil - 01242-902

Phone: 55 11 3662-7159 / 7103

Fax: 55 11 3662-7103

E-mail: rel.internacional@faap.br
rel.internacional2@faap.br
rel.internacional3@faap.br
rel.internacional4@faap.br

4.3 Exchange Program / Study Abroad

If you apply for an Academic Exchange Program between your institution and FAAP (Exchange Student), you must send your documents through your Study Abroad Office to FAAP's International Office.

The list of partner institutions is available at: <http://www.faap.br/ingles/convenios/agreements.asp>

Students registered in schools which do not have a partnership with FAAP, may enroll to our courses contacting FAAP's International Office, which will give him all the necessary support and orientation. These independent students will be part of our Study Abroad Program, paying fees directly to FAAP.

Documents required:

- Application Form, available at FAAP's website:
http://www.faap.br/ingles/convenios/application_2006.pdf
- Résumé;
- Recent School Record;
- Two 3 x 4 photos;
- A copy of the passport;
- A copy of health insurance valid in Brazilian territory during the semester of the exchange program;
- A list of FAAP's subjects that you wish to take during the semester of your exchange program.*

The courses offered by the Institution are available at the page of each faculty of FAAP's website: <http://www.faap.br/ingles/convenios/study.asp>

**Remember that it is not FAAP's responsibility to assure the recognition and good use of the subjects attended during the semester of the exchange program. This is an exclusive decision of your institution. In this context, we suggest you to obtain orientation from the Academic Advisor in your institution.*

Instructions

- a) The International Office will send the letter of acceptance and FAAP kit to the International Office at your School. If you are an independent student, you will receive the documentation at your home;
- b) The International Office will help you to find a suitable accommodation in São Paulo during his period of study. FAAP's students and ex-students lodges exchange students through our lodging program for foreign students. For further information, please contact our INTERNATIONAL Office.
- c) It is the student's responsibility to apply and obtain the student visa;
- d) Information related to fees must be requested through email to the International Relation Office.

FAAP's International Office

Rua Alagoas, 903 - Sao Paulo - SP - Brazil

CEP: 01242-903

Phone: 55 11 3662-7159

Fax: 55 11 3662-7103

E-mail: rel.internacional@faap.br
rel.internacional2@faap.br
rel.internacional3@faap.br
rel.internacional4@faap.br

4.4 Portuguese Language Department



Portuguese Course:

The Portuguese Language Department offers Portuguese as a Second Language Courses for foreigners from the basic to the advanced level.

The students can choose between Intensive Courses of 100 hours or Extensive Courses of 260 hours.

Besides the study of the Portuguese Language itself the program includes classes of Brazilian History and Geography, Brazilian Culture, Brazilian and Portuguese Literature, trips in the city of São Paulo and a master class of Brazilian Gastronomy.

After successfully completing the course, the participants receive a certificate of completion obtaining credits that can be transferred to their home institutions*.

*Note: * Remember that it is not FAAP's responsibility to assure the recognition and good use of the disciplines studied during the semester of the exchange program. This is an exclusive decision of your institution. In this context, we suggest to obtain the orientation of the International Relations Office or from an Academic Advisor at your institution, so that the equivalence of disciplines can be verified.*

The Department also offers individual or in pairs classes with a minimum of 60 hours, and the CELPE BRAS preparation course (Certificate of proficiency in the Portuguese Language for Foreigners, developed and issued by the Ministry of Education-MEC).

Portuguese Language Department

Organization:

General Coordinator: Professor. PhD. Jorge Miguel

Resident Coordinator: Professor. Silvia Burim

Teachers: Professor. Professor Rita de Cassia, Professor. Silvia Burim, Professor. Edson Canela, Professor Itana Medrado and Professor. Cleinir Loureiro.

Course book: Bem-Vindo! A Língua Portuguesa no Mundo da Comunicação e Panorama Brasil.

For more information please contact:

Fundação Armando Alvares Penteado - FAAP

International Office

Rua Alagoas, 903 - Sao Paulo - SP - Brazil

CEP: 01242-903 Phone: 55 11 3662-7159 - Fax: 55 11 3662-7103

E-mail: rel.internacional@faap.br

rel.internacional2@faap.br

rel.internacional3@faap.br

rel.internacional4@faap.br

4.5 FAAP Artistic Residence:



The concept of Artistic Residence comes into consolidation in the international scenario as being one of the most significant and relevant form of contemporary artistic practice.

FAAP's Artistic Residence was settled in Lutetia Building, one of FAAP's properties, which was project by Ramos de Azevedo and built in the 20's. Typical example of the architecture in the center of São Paulo in the first half of the XX century, the building is a historical symbol protected the Municipal Council of Preservation. – CONPRES.

In 2000, the entrance hall of the building was restored and its internal areas were

reformed, aiming to be used as a cultural center.

On January 25th, 2004, as part of the 450th anniversary of São Paulo, the Lutetia Building was inaugurated, totally restored, including two showrooms of the MAB-Centro (Museum 's downtown annex). Two years later, it was inaugurated 10 apartments, the multiuse room, as well as all the supporting rooms that, today, form FAAP's Artistic Residence.

In 2005, with the coming of the artist Rachel Poignant, one of the apartments was occupied from September to December.

In 2006, FAAP signed an agreement with Bial Foundation to host international artists in its Artistic Residence. Some artists selected for the 27th Bial of São Paulo were: Marjetica Potrc, Florian Pumhösl, Francesco Jodice, Shimabuku, Alberto Baraya, Lara Almarcegui and Susan Turcot. Thus, it started the second stage towards the implantation of the Residence, which consisted of developing researches and projects for the theme of that Bial - "How to Live Together". This way, students and professors of the Foundation had the possibility of being in direct contact with those artists.

It necessary to emphasize that on the top floor, a room for collective work – a space for multiple uses - follows the group of facilities in the building. Also, an atelier, a meeting room, and a space for projections make easy and possible collective work and exchange of experience among the several artists that live in the apartments of the Residence.

FAAP's Artistic Residence is a project to give support towards the development of contemporary artistic practices. As a norm, the apartments are available for a minimum period of two months and a maximum of six, always in accordance with the civil calendar. Also the candidate must present its project, which will be select by a committee nominated by the Foundation.

4.6 Calendar

The academic year is divided into two semesters. The first semester starts in February ant finishes by the end of June. The second semester goes from August to December.

See the attached calendar.



5.1 Student Visa & necessary documents

To study in Brazil, the foreign student must request a student visa, issued by the Brazilian Consulate in the country where he/she lives.

The necessary documents for issue of student visa change according to the country in which the Consulate is located. For further information, please access the site: <http://www.mre.gov.br/portugues/enderecos/consulados.asp>, with the complete list of Brazilian

5.2 Upon arrival in Brazil

Upon arrival in Brazil, the student will have 30 days to request the RNE – National Register for Foreigners. Please, contact FAAP's International Office for further information regarding the procedures and documents to obtain the RNE. We will be glad to assist you during the process.

5.3 Transport

The city of São Paulo is very big and traffic is very complex. Therefore, it is important to be aware of your route at all times. Always try to leave with sufficient time to make it to your appointments as unexpected delays are always possible. Avoid rush hours, between 7:00 to 9:00 a.m. and 6:00 to 8:00 p.m.

The more common public transport available are:

Taxi:

It is the most convenient means, and also the most expensive.

Bus:

They go practically everywhere in the city. Be careful to take the right bus because there are a large number of bus operations and ways.

Subway:

In spite of the metro of São Paulo not being very large, it is the best way to avoid traffic, primarily within the central area of the city.

For more information on transportation in São Paulo, access the site of the Secretariat of Transport:

<http://portal.prefeitura.sp.gov.br/secretarias/transportes>

5.4 Phone Calls

To make local calls it is sufficient to dial the phone number desired without the area code. In order to make long distance calls it is necessary to dial: 0 + operator code + area code (DDD) + telephone number. For International calls dial 00 + operator code + country code (DDI) + city code + telephone number.

Operators

- Embratel: 21
- Intelig: 23
- Telefônica: 15 (it only works with some countries)
- International calls by operator: 0800 7032111 / International calls Information: 000333

USEFUL TELEPHONES AND ADDRESSES

5.5 Brazilian Consulates abroad and international representations in Brazil

A complete list of Brazilian Consulates abroad and international representations in Brazil may be obtained from the sites:

<http://www.consulados.com.br>

<http://www.mre.gov.br/portugues/enderecos/consulados.asp>

<http://www.mre.gov.br/portugues/representacoes/embaixadas.asp>

<http://www.mre.gov.br/portugues/representacoes/consulados/index.asp>

5.6 Brazilian sites for information

You may find below a list with the main sites with information on Brazilian media among them: newspapers, magazines and television:

- www.estadao.com.br
- www.revistaveja.com.br
- www.globo.com.br
- www.uol.com.br
- www.folha.com.br
- www.telefonica.com.br
- www.embratur.gov.br

5.7 Government sites

Official site of the Brazilian government:

www.brasil.gov.br

Ministry of External Relations:

www.mre.gov.br

Municipality of the city of São Paulo:

www.prefeitura.sp.gov.br

5.8 Phone Call

- Telephone Directory: 102
- Military Police: 190
- Fire Brigade: 193
- Ambulance: 192
- Weather forecast: 132
- Time: 130
- Tourist Office: 55 || 3214-0209
- Post Office: 0800 5700100
- Federal Police: 55 || 3616-5000
- Bus station (information): 55 || 3235-0322

Airports:

- Congonhas: 55 || 5090-9000
- Guarulhos: 55 || 6445-2945



"I had such a wonderful experience at FAAP as an exchange student that I decided to stay until the end of my course."

Michele Wirmola Barbosa- Suecia

"I never will be able to describe how lucky I was to be selected as an exchange student of FAAP. Here we find amazing people, always ready to help us in everything. São Paulo and FAAP are paradises that must be experienced."

Elvia Hernández-Colombia

"FAAP offers to their students the possibility to use the best technology for their improvement. The teachers are prepared and make the students develop their knowledge. São Paulo is a cosmopolitan city and the academic center of Brazil, one of the most beautiful countries in the world."

Sergio Gallegos Luis- España

"I am Chinese. I am studying Portuguese language at FAAP. I have chosen Brazil due to the low number of people studying Portuguese in China. I like FAAP very much, mainly because the teachers are lovely and the classmates are friendly. Brazilian culture is very different from Chinese one. Now, in China, people already know about football and samba from Brazil. When I go back to China, I will tell to everybody how is Brazil, the South America giant."

Guancheng Zhang-China

FAAP

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Tel: 55 11 3662-7000

Asesoría en Relaciones Internacionales

Predio I, subsuelo
Tel: 55 11 3662-7159 / Fax: 55 11 3662-7103
e-mail: rel.internacional@faap.br

Sources:

1. IBGE. Demographic Census 2000.
2. Brazilian Embassy in Washington - <http://www.brasilemb.org/profile1.shtml>: Last access 02/12/2003
3. Comtur - Conselho Municipal de Turismo (Municipal Council for Tourism) - Municipality of the City of São Paulo.