



Mirroring the energy and heritage of Brazil, Rosewood São Paulo is a metropolitan oasis located at Cidade Matarazzo - a complex of elegantly preserved buildings from the early 20th century converted into a mixed-use destination in the heart of the city. Anchoring the lifestyle hub, the Rosewood São Paulo occupies one of the area's few remaining historical landmark buildings and a striking new vertical garden tower by Pritzker Prize-winning architect Jean Nouvel with interiors by visionary designer Philippe Starck. Surrounded by beautiful gardens and lush greenery, Rosewood São Paulo offers guests sophisticated and diverse dining options, a jazz bar, and leisure amenities - such as two outdoor pools and Asaya, a comprehensive well-being concept, and a state-of-the-art fitness area.

160

GUEST ROOMS AND SUITES

8

EVENT SPACES

6

RESTAURANTS + BARS

100

PRIVATE SUITES

ROSEWOOD
SÃO PAULO





GARDEN OF DELIGHTS

Leafy parks. Tree-lined boulevards. A neighborhood seasoned with history.
São Paulo's luxurious floating garden. Distinctly Brazilian.
Tropicália tradition with modern élan.

A SENSE *of* DISCOVERY. A SENSE *of* PLACE.

LOCATION

Situated in the heart of São Paulo, the hotel is set within the historical enclave of Cidade Matarazzo. The famed Avenida Paulista, MASP - São Paulo Museum of Art, and the fashionable Jardins district are just a short stroll from this beautifully reimagined Bela Vista heritage site.

ACCOMMODATION

Rosewood São Paulo's 160 rooms and suites present a sophisticated fusion of old and new. Within the vertical park tower and historical landmark building, the natural beauty of Brazilian wood and lush garden walls are artfully juxtaposed with lovingly restored architectural elements and finest furnishings.

DINING

• LE JARDIN:

The charming grand café operates 24 hours a day, serving contemporary dishes. Breakfast, lunch, light snacks, dinner, desserts, and a wide array of beverages are offered, along with specialty coffee and tea menus. Guests can choose from an inviting mélange of indoor-outdoor seating options. The gathering spot features an elegant living room, canopied patio, and a tranquil dining garden.

• BLAISE:

Classics with a modern twist are the essence of this contemporary Brasserie inspired by the life and creativeness of Blaise Cendrars, a pivotal figure in the shaping of modernist art. Blaise's culinary mood blends Brazilian and French cultures conveying a genuine passion for life.

• RABO DI GALO:

This sultry jazz and cocktail bar channels the rhythms and passion of Brazil. Live music rooted in local culture is played throughout the evening, reflecting the festive spirit of the Brazilian people.

• TARAZ:

A blend of the very best of South American cuisine. The sharing style menu has been designed by acclaimed Chef Felipe Bronze and showcases the art of wood-fired cooking. The restaurant is decorated with local art and opens to a courtyard lined with century-old olive trees from Uruguay.

• EMERALD GARDEN

POOL & BAR:

Located on the ground floor, this area is a family-friendly poolside destination. It is surrounded by lush tropical greenery and decorated in bright colors that accentuate the best of Brazilian culture with its light-hearted and joyful nature. As a guest-only restaurant, the Pool Bar is the perfect place to enjoy sunny moments with friends and family.

• BELAVISTA ROOFTOP

POOL & BAR:

A relaxed poolside setting boasting dramatic views of the city from the two-story indoor-outdoor rooftop bar.

MEETINGS & EVENTS

Encompassing over 2,000m², the hotel's meeting and event venues are masterly crafted to suit an array of occasions, from intimate gatherings and private dinners to glamorous celebrations for up to 600 guests. Lush gardens and renewed Brazilian-Italian architecture contribute to the signature look of the versatile multipurpose spaces, which include a ballroom, meeting rooms, specialty venues, historical wedding chapel, event lawn and garden, and cinema.

SERVICES & AMENITIES

- Asaya
- Fitness area
- Two outdoors swimming pools
- Rosewood Explorers program for kids
- Complimentary Wi-Fi
- Concierge
- 24-hour in-room dining
- Evening turndown service
- Laundry and valet services
- Valet parking

NEARBY ATTRACTIONS

- MASP - São Paulo Museum of Art
- Japan House - Cultural Center
- Jardins District - Fashionable Neighborhood
- Municipal Market of São Paulo
- Historical and Modernist Landmarks in the city center
- Ibirapuera Park
- MAM - Museums of Modern Art
- MAC - Museum of Contemporary Art



ROSEWOOD SÃO PAULO

T. +55 11 3797 0500

ROSEWOODHOTELS.COM/SAOPAULO

SAOPAULO@ROSEWOODHOTELS.COM

RUA ITAPEVA 435

BELA VISTA . 01332-000

SÃO PAULO . BRASIL

ROSEWOOD SALES OFFICES

ROSEWOODHOTELS.COM/EN/CONTACT