

2018 World Leisure Study Tour to Sao Paulo, Brazil

From 24th to 26th August
(Prior to the 15th World Leisure Congress)



66th
ANNIVERSARY

**WORLD
LEISURE
ORGANIZATION**

In partnership
with:

Sesc

PRESENTATION

2018 WL Study Tour in the city of Sao Paulo (Brazil), in collaboration with [SESC](#), presents a unique opportunity for first-hand site visit learning experiences for professionals, scholars, public/private sector professionals and anybody related to the field of leisure studies.

The **3-day intense interactive programme** in the city of Sao Paulo (Brazil) has been designed connected to the WL Congress main theme "Leisure Beyond Constraints", and aims to foster international conversation's exchanges while visiting some of the most interesting and professional institutions of the city of Sao Paulo.

Keep in mind that the Study Tour has very limited places, so don't be late and book your seat now! Book your seats [here](#).

Want to know more? Keep reading!





Who is this Study Tour for?

The WL Study Tour in the city of Sao Paulo has been organized and designed for academics, researchers, professionals, representatives from local and the wider public interested in gaining knowledge and unique access to leisure related institutions in the city of Sao Paulo. Thanks to this activity, participants will also expand their international relations, establish partnerships learn from leading experts, and grow their international network!

Benefits for you

Explore and get inspired in a vibrant city and culture - by gaining special access to major leisure related organizations.

Receive first-hand knowledge - Learn from leading experts.

Expand your professional contacts - network and share your experiences with other like-minded colleagues from the leisure field.

Benefits for your organization

Raise the profile of your organization - Present your institution to an international audience.

Develop collaborations and find new partners - Meet with representatives from universities, art organizations, and cultural companies.

Professionalize your staff - Bring back best practices and case studies to be shared with your peers.

Programme Spotlights

Discover Sao Paulo city with us, Brazil's vibrant financial center, is among the world's most populous cities with (12M inhabitants), with numerous cultural institutions and a rich architectural tradition. Its iconic buildings range from its neo-Gothic style to modernist architect Oscar Niemeyer's.

The WL Study Tour in the city of Sao Paulo will combine visits, discussions and conversations addressing the challenges and opportunities connected to the leisure (culture, sports, tourism, recreation) field, without forgetting the community development, sustainability and inclusion relevant aspects that have been placed in the different institutions to be visited.

Keep reading and discover the programme's highlights and get a taste of the experience adventure that awaits you!

Friday, 24th. August 2018

Ibirapuera's Park and Brazilian Museum

Ibirapuera Park is an urban park in São Paulo and it comprises a total of 158 hectares.

It was inaugurated on 21 August 1954 for the 400th anniversary of the city of São Paulo with buildings designed by architect Oscar Niemeyer and landscape made by agronomist Otávio Augusto de Teixeira Mendes. The construction of several pavilions in the park was controversial when the park was designed, and group of people advocated for an exclusively green park rather than one that included buildings. In the 90s, its green areas were graded heritage-listed status by the city and the state of São Paulo to avoid further construction and keep its historical gardens and green open spaces preserved. In 2016, the complex of buildings designed by Niemeyer in the park were also registered as national landmark by the National Historic and Artistic Heritage Institute.





Serviço Social do Comércio Social Service of the Commerce (SESC)

The actions offered by SESC (Serviço Social do Comércio – Social Service of the Commerce) are fruit of a solid cultural and educational project that brings, since its creation by the commerce, services and tourism sector in 1946, the mark of innovation and social transformation. Over the years, SESC has been innovative by introducing new models of cultural actions and highlighted, in the decade of 1980, education as a project for social transformation. During the Study Tour we will be visiting some of the most characteristic buildings and projects that SESC is developing and putting in place.



SESC Vila Mariana

Opened in 1997, Sesc Vila Mariana has modern facilities and infrastructure suitable for theatrical presentations and small shows. The complex has become one of the most important cultural centers of the city of São Paulo.



Pinacoteca Museum

Founded in 1905 by the State Government of São Paulo it is the oldest art museum in the city. Pinacoteca is a museum of visual arts, with emphasis on Brazilian production since the nineteenth century.

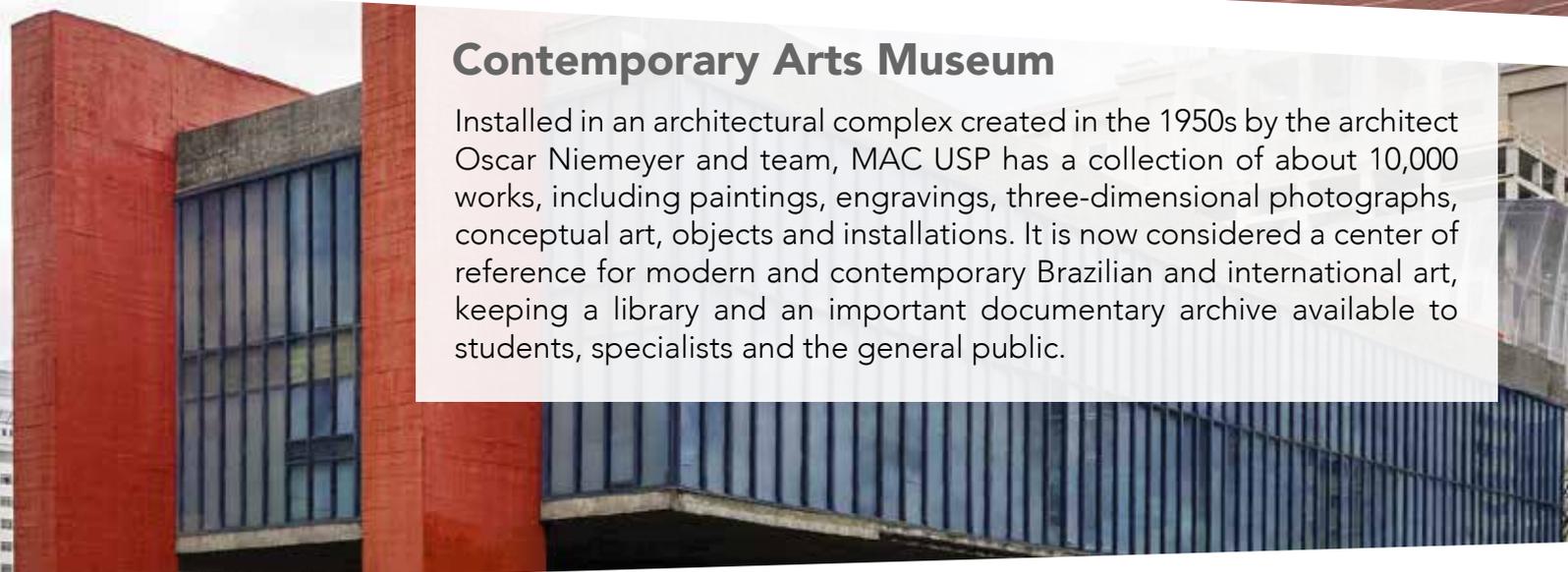


Saturday, 25th. August 2018



Paralympic Sportive Center

The Construction for the 2016 Olympic and Paralympic Games in Brazil compiles many venues including arenas, stadiums, an aquatic center, a velodrome, the Olympic Village and Olympic Park. The new Brazilian Paralympic Centre in São Paulo will continue to be a legacy of adapted sports infrastructure for the nation for numerous future sporting events.



Contemporary Arts Museum

Installed in an architectural complex created in the 1950s by the architect Oscar Niemeyer and team, MAC USP has a collection of about 10,000 works, including paintings, engravings, three-dimensional photographs, conceptual art, objects and installations. It is now considered a center of reference for modern and contemporary Brazilian and international art, keeping a library and an important documentary archive available to students, specialists and the general public.

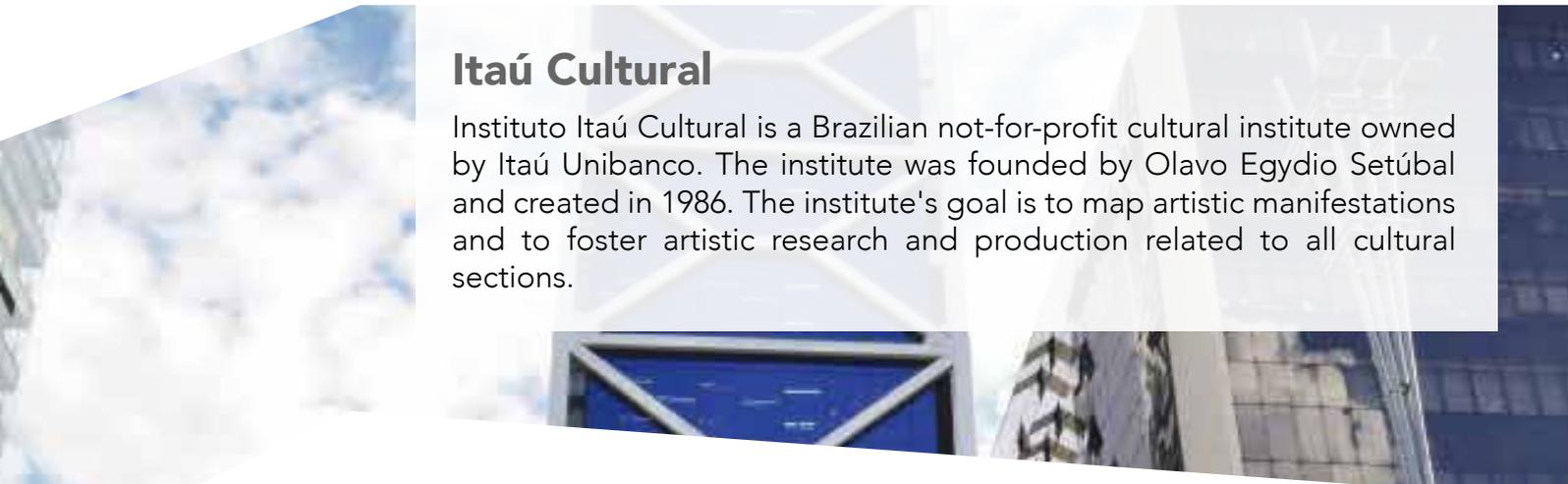


SESC Pompéia

The SESC Cultural Center of Pompéia is one of the most important works of the architect Lina Bo Bardi. Located in São Paulo (Brazil) and built in 1977, this project is located on the land of an old factory of Drums, becoming the headquarters of one of the communal buildings of the Social Service of Commerce.

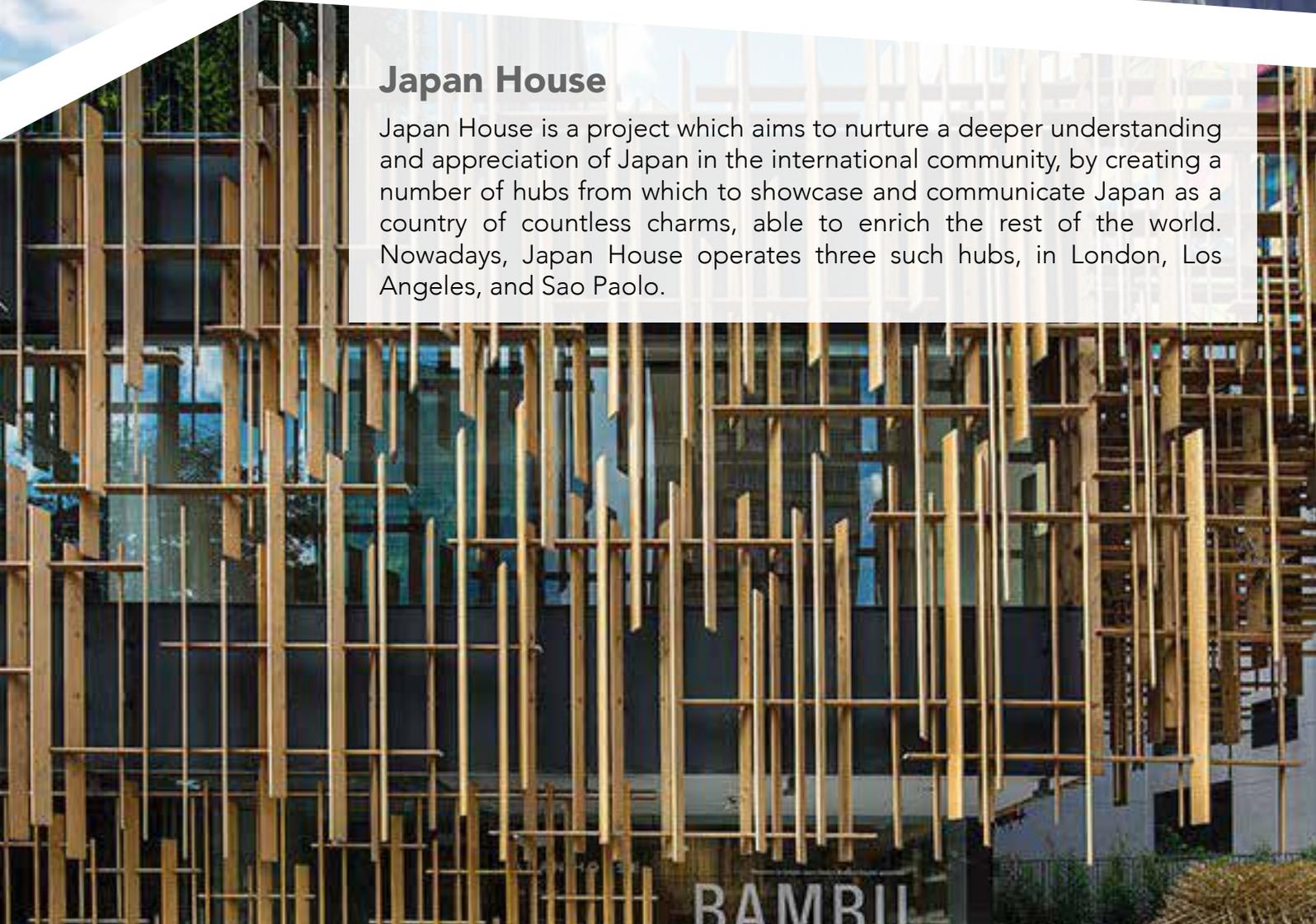


Sunday, 26th. August 2018



Itaú Cultural

Instituto Itaú Cultural is a Brazilian not-for-profit cultural institute owned by Itaú Unibanco. The institute was founded by Olavo Egydio Setúbal and created in 1986. The institute's goal is to map artistic manifestations and to foster artistic research and production related to all cultural sections.



Japan House

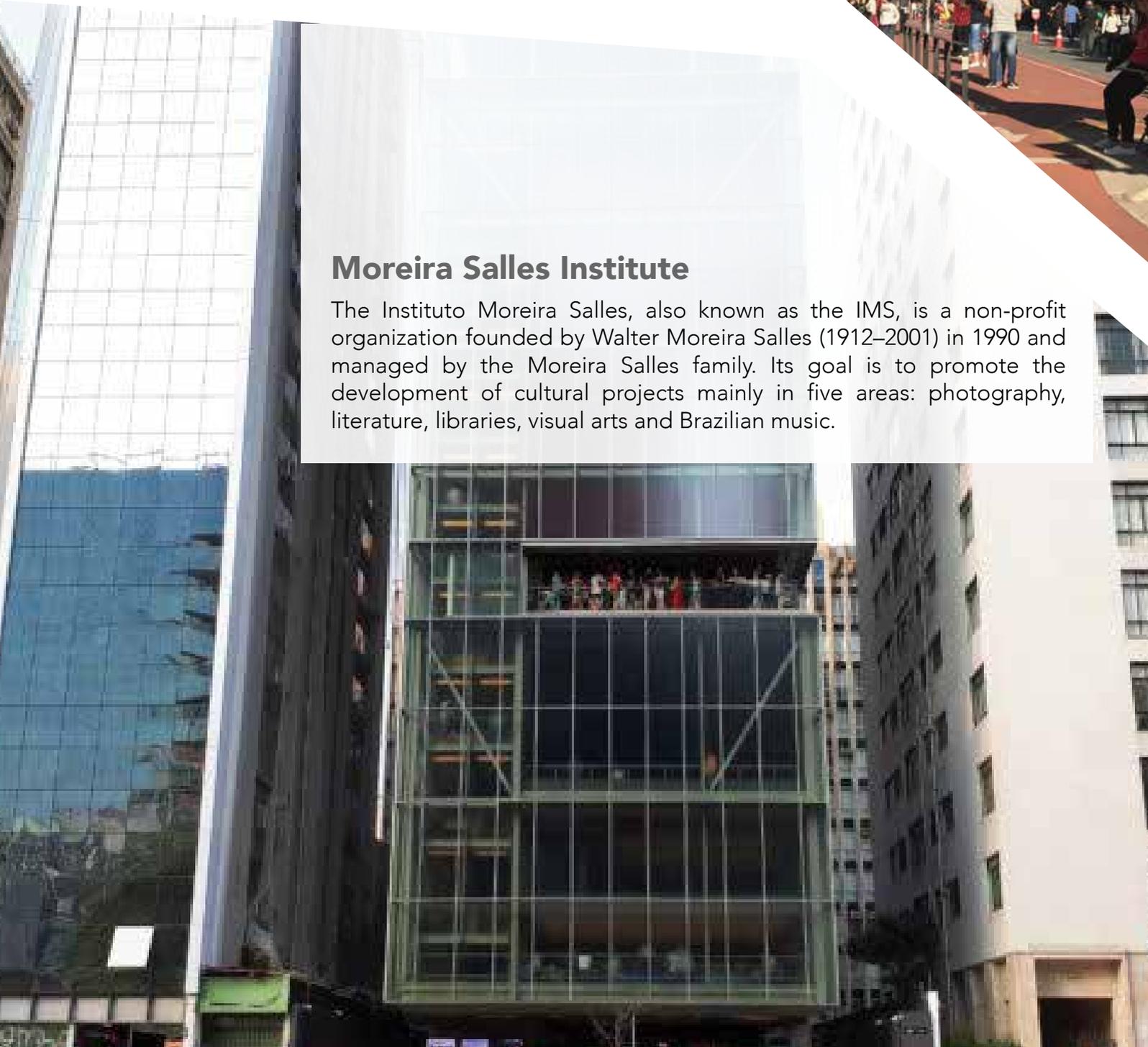
Japan House is a project which aims to nurture a deeper understanding and appreciation of Japan in the international community, by creating a number of hubs from which to showcase and communicate Japan as a country of countless charms, able to enrich the rest of the world. Nowadays, Japan House operates three such hubs, in London, Los Angeles, and Sao Paolo.

BAMBI

A photograph of the São Paulo Museum of Art (MASP) building, a modern concrete and glass structure with a prominent red vertical element. The building is situated on a city street with other buildings and trees in the background.

Sao Paulo Museum of Art

The São Paulo Museum of Art is an art museum located on Paulista Avenue in the city of São Paulo, Brazil. It is well known for its headquarters, a 1968 concrete and glass structure designed by Lina Bo Bardi. MASP distinguished itself for many important initiatives concerning museology and art education in Brazil, as well as for its pioneering role as a cultural center. It was also the first Brazilian museum interested in Post-World War II artistic tendencies.

A photograph of the Moreira Salles Institute (IMS) building, a modern glass and steel structure with a prominent glass facade. The building is situated in an urban environment with other buildings and a street in the background.

Moreira Salles Institute

The Instituto Moreira Salles, also known as the IMS, is a non-profit organization founded by Walter Moreira Salles (1912–2001) in 1990 and managed by the Moreira Salles family. Its goal is to promote the development of cultural projects mainly in five areas: photography, literature, libraries, visual arts and Brazilian music.

AGENDA – Itinerary

Every day Study Tour starting and ending point is:
Hotel George V Alto de Pinheiros – Address: Praça Roquete
Pinto, 9 - Alto de Pinheiros, São Paulo - SP, 05420-020

START

FRIDAY
24th. August

Sao Paulo
Sustainability and
Accessibility
(Ibirapuera's Park and
Brazilian Museum)

Visit and Lunch:
(included)
Sesc Vila Mariana
Social Tourism dialogue

Pinacoteca Museum
Visit and Workshop:
Accessible Program for
Arts

Dinner not
included

SATURDAY
25th. August

Visit and Lunch:
(included)
Contemporary Arts
Museum

Sao Paulo
Sports and
Accessibility
Paralympic Sportive
Center

Night free

Sesc Pompeia
Visit and Leisure
Management at Sesc Sao
Paulo dialogue

Dinner:
Sesc Pompeia

Cultural Activities
Sesc Pompeia

SUNDAY
26th. August

Dinner not
included

Paulista Avenue
Free Leisure Activities
(street occupancy)
Moreira Salles Institute

Visit and Lunch:
(included)
Sao Paulo Arts Museum

Sao Paulo
Leisure and Culture
(Cultural Centres -
Itaú Cultural Sesc Paulista
Japan House)

Night in Sao Paulo
Free

MONDAY
27th. August

Register Now!

Become a WLO Member and join special price and further benefits here!

Full Study Tour

WLO Members: \$245

WLO Non-Members: \$345

The price includes: guide, transportation, all ticket entrance, 4 meals and travel insurance.

The price does NOT include: Accommodation

Registration now [here!](#)

Accommodation

The accommodation is not included in the price.

Please, connect with WLO Secretariat to provide you with hotel advice, as there would be a hotel meeting point for the start and end of the study tour. (Hotel still TBC).

Contact

If you have any further questions regarding the Study Tour, please connect directly with WLO Scientific and Technical Secretariat at: secretariat@worldleisure.org



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