

NEWS RELEASE

ROSEWOOD SÃO PAULO ANNOUNCES DECEMBER 15 OPENING

Encapsulating the city's storied past and innovative future, the ultra-luxury hotel will feature six distinct food and beverage venues

Rosewood São Paulo, a metropolitan oasis mirroring the energy and heritage of Brazil, will open on December 15, heralding Rosewood Hotels & Resorts' entrance into South America and setting a new standard for luxury hospitality in São Paulo. Centrally located next to the lively Avenida Paulista, Rosewood São Paulo will be part of Cidade Matarazzo, a stylish new lifestyle development that is transforming a century-old property while preserving its historical attributes. Spearheaded by entrepreneur **Alexandre Allard**, highly recognized for his involvement in the renaissance of the House of Balmain and designed by leading international figures including the Pritzker Prize-winning architect **Jean Nouvel** and visionary creator **Philippe Starck**, Rosewood São Paulo will anchor the cultural mecca. Furthermore, the introduction of six unique food and beverage outlets will establish the hotel as a top destination for robust dining and entertainment experiences in São Paulo.

Occupying one of the area's few remaining historical landmarks, Rosewood São Paulo will be rooted in a former maternity hospital known as **Condessa Filomena Matarazzo Maternity**. The early 20th century heritage building holds great symbolic significance and sentimental meaning to the community with over 500,000 people having been born there. The Rosewood São Paulo team worked meticulously to instil new life into the Maternity while honoring its original identity and maintaining its joyful spirit as a place where life begins. In line with Rosewood's guiding A Sense of Place™ philosophy, the property will also feature a permanent collection of art with over 450 works by 57 contemporary Brazilian artists displayed throughout the hotel complex.

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Rosewood São Paulo's grounds also encompass **Chapel of Santa Luzia**, another historic building that has been meticulously restored to retain its ornate architecture from 1922. Throughout the renovation work, the chapel's original foundation revealed pieces of a rich and intricately adorned building which have been carefully refurbished and incorporated into the revived structure. The rebirth of Chapel of Santa Luzia comes timed to its 100-year anniversary as it reopens to a new era where it will continue to be used for weddings and other celebrations of life.

Part of a larger culinary renaissance for the destination, Rosewood São Paulo brings six new dining venues to one of the São Paulo's most vibrant neighborhoods. Designed for a variety of different occasions, the hotel's food and beverage offerings will present a resounding and memorable combination of world-class gastronomic experiences served in immersive and unique spaces. The elegant **Le Jardin** will extend from the lobby to the beautiful hotel gardens, serving modern cuisine all day and providing the perfect setting for a casual lunch or enchanting dinner. **Blaise**, inspired by French-Swiss novelist Blaise Cendrars, will serve a blend of French Swiss and French cuisine in the historic Maternity building. An intimate space, the restaurant showcases the work of local artisans with hand-designed tiles and original woodwork. The third restaurant, **Taraz** is located facing the old century olive trees from Uruguay lining the square and décor from local artists and designers. Serving South American cuisine, the sharing style menu has been designed by acclaimed Chef Felipe Bronze and showcases the art of wood-fired cooking. Additional outlets include **Rabo di Galo**, a jazz bar with pocket shows featuring bespoke libations and classic Brazilian bar snacks alongside live music, the **Emerald Garden Pool & Bar**, restaurant amidst beautiful tropical greenery offering family-friendly fare and **Belavista Rooftop Pool & Bar**, an exclusive adults-only space with panoramic views of the city.

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“A sophisticated fusion of old and new, Rosewood São Paulo is emblematic of the brand’s signature *A Sense of Place*® philosophy, wherein the local culture and history serves as inspiration for the entire guest experience,” said Edouard Grosmangin, Managing Director of Rosewood São Paulo. “We are thrilled to announce our expansive food and beverage offerings that will cement Rosewood São Paulo as the city’s new luxury hospitality hub for affluent travelers and locals alike.”

The hotel’s innovative food and beverage team led by Chef Felipe Rodrigues, who joins the property after 11 years of experience living and learning in the best international restaurants and hotels in Europe, features several female leaders including Rachel Codreanschi as executive sous chef, Saiko Isawa as pastry chef and Ana Paula Ulrich as head of mixology. Rachel Codreanschi has worked in kitchens across São Paulo and globally, including Salva Vida in Tel Aviv. Born in Tokyo and raised next to Mt. Fuji, Saiko Isawa brings years of expertise classic French confectionery and international inspiration from her experiences in São Paulo, Tokyo and Paris and was named Best Pastry Chef of the 50 Best in Latin America in 2017. Ana Paula Ulrich is an award-winning mixologist, recognized by Mixology News for "Bartender Revelation of the year" in 2020.

Upon completion, Rosewood São Paulo will feature 160 guestrooms and 100 Rosewood Residences spread across the fully restored Matarazzo Maternity and a new vertical garden tower designed by Jean Nouvel with interiors by Philippe Starck. In concert with the unparalleled accommodations and exceptional food and beverage experiences, Rosewood São Paulo’s extensive amenities will include two pools, a cinema, music studio, ample event space and Asaya, Rosewood’s integrative wellbeing concept.



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About Rosewood Hotels & Resorts

Rosewood Hotels & Resorts® manages 26 one-of-a-kind luxury hotels, resorts and residences in 15 countries, with 26 new properties under development. Each Rosewood property embraces the brand's A Sense of Place® philosophy to reflect the individual location's history, culture and sensibilities. The Rosewood collection includes some of the world's most legendary hotels and resorts, including The Carlyle, A Rosewood Hotel in New York, Rosewood Mansion on Turtle Creek in Dallas and Hôtel de Crillon, A Rosewood Hotel in Paris, as well as new classics such as Rosewood Hong Kong. For those who wish to stay a little longer, Rosewood Residences offer a distinct opportunity for ownership or rent in extraordinary destinations within the brand's wide-ranging portfolio

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