



# NOTES FOR VISITOR

UNIVERSITY OF SÃO PAULO

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USP

Lorena



## About Brazil

Official name:

**República Federativa do Brasil**

Language: **Portuguese (official)**

Currency: Real (R\$), **1 real = 100 centavos**

Its total population is: **210,100,000**

Source: IBGE. Instituto Brasileiro de Geografia e Estatística, 2018

## BRAZIL AND SÃO PAULO

The Portuguese village of São Paulo de Piratininga was marked by the founding of a Jesuit college of twelve priests on January 25, 1554, with a small structure built of rammed earth by the Indian (native) workers and located on top of a steep hill between the rivers Anhangabaú and Tamanduateí. For the next two centuries, São Paulo developed as a poor and isolated village that survived largely through the mostly native population's cultivation of subsistence crops. For a long time in the colonial period, São Paulo was one of the poorest regions of the Portuguese colony and the only village in Brazil's interior, as travel was too difficult to reach the area. In 1681 the Marquis de Cascais, donee of the Captaincy of São Vicente, moved the capital to the village of São Paulo, designating it the "head of the captaincy".

But it was only in the end of the 17th century with the discovery of gold in the region of Minas Gerais that São Paulo gained importance, bringing attention to new settlers. The town became a center for the bandeirantes or "flag-bearers" (intrepid explorers who marched into unknown lands in search for gold, diamonds, precious stones and Indians to make

slaves of), who organized excursions into the land with the primary purpose of profit and the expansion of territory for the Portuguese crown. The bandeirantes eventually became politically powerful as a group, and were considered responsible for the expulsion of the Jesuits from the city of São Paulo in 1640, after a series of conflicts with them over the trade of Indian slaves. When the gold ran out in the late 18th century, São Paulo shifted to growing sugar cane, which spread through the interior of the Captaincy. In 1827 (five years after Brazil became independent from Portugal), a law school was founded at the Convent of São Francisco, and is now part of the Universidade de São Paulo; the influx of students and teachers gave a new impetus to the city's growth. The expansion of coffee production was a major factor in the growth of São Paulo, as it became the region's chief export crop and yielded good revenue. Nowadays, São Paulo has become one of the most ethnically diverse cities in the world.

# TRANSPORT



## IN SÃO PAULO CITY

### Taxis

In São Paulo cabs can be a good option when facing heavy traffic, since they are allowed to ride on buses' exclusive lanes. The initial fare is R\$ 4.75. Depending on the time of the day, the ridden kilometer either costs R\$ 2.75 ("flag 1", Monday to Saturday, 6:00 AM to 8:00 PM) or R\$ 3.25 ("flag 2", Monday to Saturday, 8:00 PM to 6:00 AM, Sundays and holidays).

### Intermunicipal and Interstate Bus Station

In São Paulo there are three bus stations that provide destinations across the country and even abroad (some South American countries). The main one is Tietê Bus Station. To the west, northwest and southwest of São Paulo state, North of Paraná, Mato Grosso, Mato Grosso do Sul, Rondônia, Acre and Bolívia, Barra Funda Station is the right place. Jabaquara Bus Station takes passengers to the coastal cities of Bertioga, Guarujá, Santos, Praia Grande, Cubatão, São Vicente, Mongaguá, Itanhaém and Peruíbe. For further information about these bus stations, please call 3866 1100, from 6:00 AM to 10:30 PM.

### Metropolitan Transport Network

In São Paulo, the subway stations are also local bus terminals. Some online services, such as SPTrans and Google Maps, can provide quite accurate routes. Bus, train and subway fares within São Paulo cost R\$4.40. Bilhete Único (Unified Ticket, in English) is a service offered by the City Transport Department. It consists of a card that can be charged at authorized retailers throughout the city. The map of São Paulo's metropolitan transportation can be found here: <http://www.metro.sp.gov.br/redes/mapa.pdf>

## IN LORENA CITY

### Buses

Bus fare costs R\$3.70 in Lorena;

### Taxis

Taxi ride generally costs R\$6.00 plus R\$7.00 per ridden km;

### Bus Station

Estação Rodoviária de Lorena (Lorena Bus Station)  
Rua Sta Teresinha, S/N - Centro  
Phone: **(12) 3153-1988**.



Photo: USP Images Database

## ABOUT LORENA



Photo: André Arras

Lorena is one of the most dynamic cities of the Paraíba Valley, a region comprised by an eastern portion of the state of São Paulo and a western portion of the state of Rio de Janeiro and responsible for a considerable part of Brazil's gross domestic product. Its development started in the 18th century with the gold cycle, and moved on with the coffee cycle. Following the decadence of coffee production, there was an intense exodus of the rural and urban population and the remaining ones dedicated themselves to the polyculture of sugar cane and rice.

Strategically located between the main consuming centers of the Country – 180 km from São Paulo, 220 km from Rio de Janeiro and 80 km from the south of Minas Gerais state –, Lorena nowadays has a population of 85,000 people, an annual income of R\$85 million and Human Development Index (HDI) of 0,807. The city has a remarkable road and railway infrastructure, and is also close to four of the most important ports of the country: São Sebastião, Santos, Sepetiba and Rio de Janeiro. Its localization makes Lorena a strategic point to the

flow of goods for export.

The city is proud of a pioneering initiative called Lorena National Forest, a reforestation project that started 80 years ago, when neither ecology nor environmental preservation were widely discussed. Nowadays, 250 hectares of original Atlantic Forest occupy the place of former rice fields. The forest also houses an IBAMA unit, which has the only sorting center of seized animals in the state of São Paulo.

**Total Area:** 414 km<sup>2</sup>

**Year of Foundation:** 1788

**Anniversary:** November 14

**Population:** 88,000 inhabitants (2019 Braz. Institute of Geography and Statistics)

**Ethnicities:** 70% white; 23.5% pardo (mixed race); 5.8% black; 0.5% Asian; 0.2% native

**Human Development Index:** 0.77 (United Nations Development Programme, 2010)

**Climate:** Highland Tropical (warm rainy summers and cool dry winters)

**Temperature:** 22°C (annual average)

**Elevation:** 524 m (average)

## LORENA CAMPUS

Lorena hosts the Lorena School of Engineering, which is divided into 2 different campi. Campus I is located at Estrada Municipal de Campinho, s/nº; and the Campus II address is Pólo-Urbo Industrial, Gleba AI-6, s/nº.

The school is intensely involved in strategic areas of research by pursuing new products and processes, aimed at further promoting the scientific and technological progress of the country in areas such as Industrial Biotechnology, Materials and Chemistry.

The Campus has libraries with updated educational collections and advanced technological devices for research in rooms with Internet access. It also has well-equipped laboratories for teaching and research, and other facilities including a multimedia auditorium, videoconference rooms and athletic center.



Photo: Marcos Santos

# LORENA CAMPUS MAP



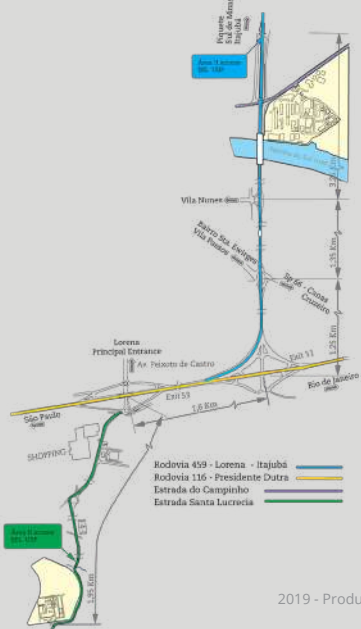
**Seção Técnica de Práticas Esportivas (SCPRAES)**  
Phone: +55 (12) 3159-5322



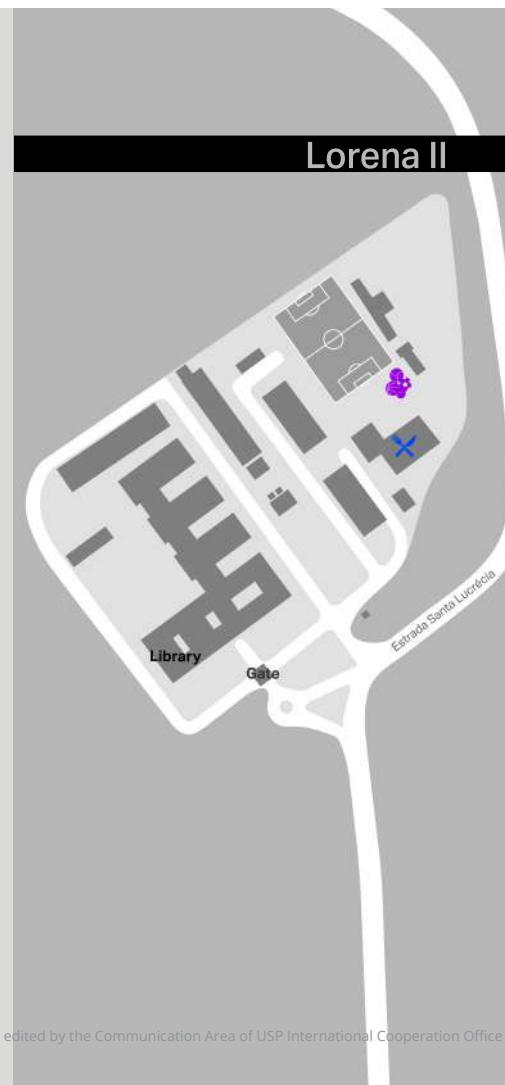
**Restaurante Universitário**  
<http://sites.usp.br/sas/>  
University Restaurant  
Area I phone: +55 (12) 3159-5304  
Area II phone: +55 (12) 3159-9806



**Banks**  
Banco do Brasil  
Rua Maria V Azevedo, 93  
Phone: +55 (12) 3153-2710



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## How to reach Lorena?

From São Paulo International Airport (GRU), take the Airport Bus Service line to “Tietê”. At the Tietê Bus Terminal, take an intercity bus to Lorena (tickets are sold at the “Cometa” company counter). Check out the bus schedules at the following link: <http://www.buscaonibus.com.br/horario/sao-paulo/lorena>

At the Lorena Bus Terminal, take a local bus to Lorena I Campus, located at Estrada do Campinho, unnumbered – Lorena / SPT

## Lodging and General Information

EEL - International Office

<http://www.eel.usp.br/>

crint@eel.usp.br

Phones: +55 (12) 3159-5071

# TOURISM



Photo: Cécilia Heinen



Photo: Cécilia Heinen

Lorena National Forest, a preserved area of Atlantic Forest located between Serra do Mar and Serra da Mantiqueira, has been completely reforested with native species. The area houses trails, a lake and a nursery garden, birds and animals that can be seen roaming freely through the forest. The National Forest is easily accessible, located 10 minutes from Dutra Highway, and can be visited by trail enthusiasts.

Besides natural resources, Lorena is also famous for its buildings from the colonial period. Nossa Senhora da Piedade Cathedral, named after Lorena's patroness, was built in 1890, facing the Paraíba River and the port that existed there. The Sanctuary of São Benedito, also inaugurated in the 19th century, is a Gothic-style building with its interior in baroque style.

Considered one of the most beautiful

antique buildings of the Paraíba Valley, Count Moreira Lima's Solarium was built with the finest imported materials. In the past, it served as an accommodation for the Emperor Dom Pedro II, Princess Elizabeth and the Count D'Eu, but it currently lies stripped of all the wealth that once characterized it. Today, the Solarium, which is protected by the State of São Paulo Defense of Archaeological Historical, Artistic and Touristic Heritage Council, hosts the Municipal Museum, the Euclides da Cunha room and the Secretary of Culture. For further information, you may contact the Economic and Turistic Development Secretary of Lorena, which is located in Av. Capitão Messias Ribeiro, 625 – Olaria, at the following phone number: **(12) 3185- 3016**, or at the e-mail address: **[sdet@lorena.sp.gov.br](mailto:sdet@lorena.sp.gov.br)**

# INFORMATION



## Electricity

Depending on the area, the exact voltage might be 115 V, 127 V, or 220 V. Dual-voltage wiring is rather common for high-powered appliances, such as clothes dryers and electric showers which tend to be 220 V even in 127 V areas. In older buildings, the types A, B, C, I can still be found, but are no longer manufactured or sold in Brazil.



The drawing above represents Brazil's official standart power outlet, the NBR 14136.

The standart was created to secure the user, avoiding the possibility of eletric shock and fire. Adapters can be found in household and hardware stores.

## Time zone and schedules

São Paulo state is inside UTC-03:00. Daylight saving time (DST) adds one hour during the period beginning in October and ending in March. In Lorena street banking hours are from 10:00 AM to 4:00 PM. Commerce is generally open from 8:00 AM to 6:00 PM, though malls have a different working time: from 10:00 AM to 10:00 PM (Mondays to Saturdays) and from 2:00 PM to 8:00 PM (Sundays and holidays)

## Currency and Exchange \$

For currency and money exchange in Brazil, presenting ID and CPF (for Brazilians) and passport (for foreigners) is required.

### Currency conversion

Banco Central do Brasil (Central Bank of Brazil)

**<http://www4.bcb.gov.br/pec/conversao/conversao.asp?id=convmoeda>**

The official currency is the Real. Bill nominations use 2, 5, 10, 20, 50 and 100. Coins come in 5, 10, 25, 50 cents and 1 real. It is suggested to change money at the airport or in one of the many Money Exchange locations in the city.

## Drinking water

It's recommended to drink filtered water whenever it is possible although the water of the State of São Paulo is potable. Lorena offers a wide network of hospitals, public and private clinics. Emergency services in all hospitals and clinics are open 24 hours a day. If you have medical insurance, please verify if your card or papers are recognized in all hospitals in this country.

## Smoking

It is forbidden to smoke cigarettes, cigarillo, cigars, pipes or any other smoking product, made of tobacco or not, in closed private and public environments, except in those reserved for such purpose, properly isolated and with convenient air circulation. Public departments, hospitals and health centers, classrooms, libraries, working areas, theaters and cinemas are non-smoking areas.

In the State of São Paulo, a fixed fine ranging from 50 to 100 times the daily minimum wage, that is, from U\$400.00 (50 DIs) to U\$780.00 (100 DIs), can be applied for related offenses.

## Weather

Lorena has a Highland Tropical climate with cool dry winters (June - August) and hot rainy summers (December - March), and average temperatures varying between 19 and 31° Celsius, according to CEPAGRI (Center of Meteorological Research Applied to Agriculture).