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# A CASINHA BY SÃO PAULO SECRETO AT REVELANDO SP

São Paulo Secreto, the leading local guide to the best things to do in São Paulo, joined **Revelando SP 2026** as the festival's digital media partner. From 12 to 15 November, it brought to Parque do Trote a house **celebrating the city's contemporary urban culture, created in collaboration with emerging São Paulo artist Jadi Medeiros.**




Revelando SP is the leading festival of traditional culture in the State of São Paulo. Held since 1997, it brings together food, crafts, music and popular traditions from more than **100 municipalities across the state**. The festival is promoted by the **Secretaria da Cultura, Economia e Indústria Criativas do Estado de São Paulo** and produced by the **Associação Paulista dos Amigos da Arte (APAA)**.




## The city through the eyes of Jadi Medeiros and Sao Paulo Secreto

Jadi Medeiros created and signed every element of the space, from the **photobooth frames to the fans**, **stickers and t-shirts**. Every piece was inspired by what makes the city unique, from its iconic orelhões (public phone booths) to the plastic chairs all over São Paulo's sidewalks.




Inside, visitors could step into a custom photobooth with photos printed on the spot and sent online. Exclusive fans and sticker packs, all illustrated by Jadi, were handed out across the festival grounds, giving visitors a little piece of São Paulo to take home.




Throughout the four days, the casinha became a welcome stop for people between concerts, food stalls and craft fairs. Open every day from 10am to 8pm and free to visit, the casinha invited everyone to slow down and take home a printed photo strip as a souvenir. The **São Paulo Secreto editorial team was there to welcome visitors**, share a few of the city's best-kept secrets and invite them to keep exploring São Paulo in our Instagram account, our new WhatsApp channel and newsletter.



## ABOUT SECRET MEDIA NETWORK

Secret Media Network is the world's largest local entertainment media network with publications in over 200 cities. Founded in 2015 to curate hyper-local, super-shareable guides that connect communities and spark conversation by unveiling lesser-known treasures, stories and happenings in cities around the world. It inspires more than 20 million people daily to rediscover their cities and stay updated with the most relevant local news.

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