

POSTCARD SCRIPT

Revelation and Concealment of the Metropolis of São Paulo

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Since its creation, which occurred in the late nineteenth century until the present, the postcard has undergone changes in its uses but in its essence is always configured as a disclosure of the places very well suited for tourism. Thus, this article aims to identify the sights of the metropolis of São Paulo constants of postcards, producing a hypothetical roadmap to uncover what is revealed and concealed for tourists, and a dialectical movement, build a reflection on this movement, ie on the hypothesis of the formation of spatial and social discrepancies of the metropolis. For this, it was conceptual-historical survey for the postcard and their uses, as well as field research in the metropolis of São Paulo in order to identify the most frequently used images for the establishment of this script, which summed up to six specific spaces, which provided configuration script hypothetical and analysis on the proposed hypothesis.

KEY WORDS: *postcard, tourism, screenplay, São Paulo.*