João Pinheiro released his first CD, "Brasilidad", in 2000 at the Rival Theater (Rio de Janeiro), together with Beth Carvalho, the great Brazilian samba lady, and the poet Elisa Lucinda. This show was also taken to the stage of Paris, in the Galeries Lafayette, in a project on Latin American art. He performed in theaters in cities such as São Paulo and Rio de Janeiro. She sang alongside Elza Soares, considered by BBC Radio of London as the Brazilian singer of the millennium.

His second and acclaimed CD, "João canta Sade" (Saladesom Records 2007), was voted by the world's largest fashion and trend magazine, Vogue, as "The Summer Soundtrack." It presents particular re-reading of the songs of Sade Adu, diva of new-bossa, with rhythms of samba, bossa, tango, afoxé and ciranda. Hits like "Smooth Operator", Your love is king and "Kiss of Life". The show was taken to the stages of Satellit Café and Favela Chic, both in Paris. Sade herself personally praised João's work when she toured in Brazil in 2016.

It has four songs in soundtracks of Brazilian soap operas. Two are in "Caras e Bocas": "No ordinary love" (theme of the actress Ingrid Guimarães) and "All About Our Love" (theme by Flávia Alessandra). He then recorded "Soldier of Love", also by Sade Adu, for the novel "Ti Ti Ti". For the novel "Guerra dos Sexos", the chosen music was, with "Live Life". This music was made especially for João by Martin Ditcham, Sade's partner in worldwide success, "The Sweetest Taboo."

In 2014 he released his third CD titled "Julho", at the Rival Theater (Rio de Janeiro) with the very important singer Emílio Santiago as a special guest. With a repertoire of songs, he plays compositions by Caetano Veloso (Muito Romântico), Freddie Mercury (I Was Born to Love You) and a version of Everything I Own by Bread. Of his own writing recorded, "Let me take care of you" and "Lapsos".

Participated in seven tracks of the CD "Singelo Treated About Delicacy", by the singer Socorro Lira. In the show "João Pinheiro and Manu Santos sing Chico & Bethânia", makes a show based on the same repertoire of the anthological LP recorded live at Canecão in 1975.

João is preparing two albums. One with unreleased songs of his own, called "Cara". The other, "Entrenós", where he performs duets with artists of his generation, and singers Fred Martins, Ana Costa, Dorina, Nilze Carvalho, Edu Krieger, Suely Mesquita, Manu Santos, João Fênix, Eliana Printes, Coupple Coffee duo and the samba group Arranco de Varsóvia. It also counts with the brilliant participation of musicians Lui Coimbra (cello) and the great bossa nova composer, Roberto Menescal.