

# Italian actor raises curtain on midtown pizza eatery

**Sergio Assisi's Pizzarte will open at 69 W. 55th St. early next year**

By [Adrienne Pasquarelli](#)

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Restaurant goers in midtown will soon have a new slice to sample. Pizzarte, a new Neapolitan pizza restaurant from Naples-born actor Sergio Assisi, recently signed a 12-year lease for 1,800 square feet at 69 W. 55th St., between Fifth and Sixth avenues. The deal includes a 1,000-square-foot second floor and an 800-square-foot basement. Asking rent was \$125 a square foot.

"It's a perfect location for this concept," said Steve Rappaport, the Sinvin Real Estate broker who represented Pizzarte. "They can do a great lunch catering to all the businesses in the area, and also a dinner drawing from the hotels and theater crowd." The eatery is expected to open for business in three months and will include an art gallery.

Adam Langer and Jason Turner of Zelnik & Co. Real Estate represented landlord BLDG Management in negotiations.