



La Devozione

Address: 428 W. 16th Street (Chelsea Market), NYC

Hours: 12pm - 9:30pm

Phone: 646.720.0215

Website: www.ladevozionenyc.com

Instagram: [@ladevozione_nyc](https://www.instagram.com/ladevozione_nyc)

Total Seats: 38 (The Oval indoors), 36 (A Tavola) 9 (Cocktail Bar), 42 (outdoor - coming Spring 2022)

Reservations: The Oval is available for booking on Resy, walk-ins welcome at A Tavola

Images: [Courtesy of Giada Paoloni](#)

Giuseppe Di Martino - third-generation *pastaio* and CEO & President of [Pastificio Di Martino](#) (est. 1912) - opens [La Devozione](#) in New York City's historic Chelsea Market, the heritage company's first brick-and-mortar experience in the United States. Featuring menus helmed by Michelin-starred Italian chef Peppe Guida, the multi-concept destination is an ode to dry pasta and includes a retail shop, coffee & cocktail bar; an elegant, 30-seat oval pasta bar, and more casual dining seating, inviting guests to discover over 126 distinct shapes of the iconic company's pasta first-hand. Translating to "The Devotion" in English with connotations of sanctity and deference, La Devozione is Pastificio Di Martino's coined term for their signature recipe and take on Italy's traditional *spaghetti al pomodoro*.

Designed by acclaimed Italian architect and designer Marcello Panza, the 4,000 square-foot+ space draws inspiration from Italian design of the 1950s and 60s with a modern twist, blending the sleek elements of light wood, glass and Flos pendant lighting with custom, handmade ceramics from Vietri and Pastificio Di Martino's vibrant packaging and pasta tins throughout. A playlist of classical Italian opera music streaming from Naples' very own San Carlo Theater plays magnum opuses such as *Costa Diva*, *Nessun Dorma* and *Quando M'en Vo'*. Featuring four distinct concepts that come together to provide New Yorkers and visitors alike with a pasta experience unlike any other, La Devozione includes:

- **The Oval:** An open-kitchen, 30 seat oval pasta bar made of light wood with navy blue Ozzio leather chairs offers an elevated pasta-only tasting menu - including dessert - unlike any other, with four chefs cooking up dishes like *Spaghettoni al Limone*, *Vermicelli with burro, alici e tartufo bianco (white truffle)*, *Ziti alla Genovese di anatra (duck all'arancia)* and of course *La Devozione* (\$165 excluding beverage, tax and tip). The world-class wine program will eventually offer up to 500 wines, featuring iconic producers, regions and vintages (including forty Champagnes) alongside accessible varieties and exciting discoveries in the natural and biodynamic wine world for every palate and price point. Guests will find wines from Italy, France and the United States. Guests can expect bottles such as Etna Rosso Donnafugata, Barthod, Ghislaine - Chambolle-Misgny Premier Cru Les Véroilles 2000, Foradori - Vigneti delle Dolomiti Rosso 2019 and Rostain, Rene - Côte-Rôtie 1997. The Oval is open Wednesdays - Sundays. [Menu here.](#)
- **A Tavola:** Located within La Devozione's pasta shop area with additional seating outside (coming Spring 2022), *A Tavola* is La Devozione's more casual, à la carte menu offering a selection of starters and both rotating seasonal pastas and signature favorites. [Menu here.](#)
- **Spaghetti To-Go:** Serving Pastificio Di Martino's signature take on *spaghetti al pomodoro* - so called La Devozione to impart the significance and importance this dish has to the

company - a spaghetti to-go counter facing out onto Chelsea Market's main concourse serves just this one dish in Pastificio Di Martino's to-go containers (\$15, including tax). Guests can choose to dine at one of the pasta shop's wooden tables, or take their pasta to go for a stroll through the market.

- **The Pasta Shop:** Available for purchase in-store or online, over 126 of Pastificio Di Martino's brightly packaged pastas line the shelves of the pasta shop, showcasing more traditional shapes like spaghetti, penne and rigatoni alongside shapes like trottolo, bombardoni and rosmarino previously not found in the United States (\$5 to \$15 per package). Guests can choose to take home individual packages of pasta in one of Pastificio Di Martino's signature shopping bags, or curate several to be packaged into one of the brand's seasonal tins (an excellent gift). Pastificio Di Martino's collaborative pasta tins with Dolce & Gabbana and Barbie are also available for purchase here, as are the individual pastas from these co-branded partnerships. To complement the pasta, a selection of colorful, hand-painted ceramics and plateware from Vietri's famed *Solimene Ceramica* are on sale in the center of the pasta shop. Here guests will also find additional ceramics by Neapolitan company *Bhumi*, alongside Pastificio Di Martino's own accessories like branded Italian coffee moka pots, magnets and more. Pastificio Di Martino's custom, Vietri tiles designed by Panza line the floor of the pasta shop.
- **Coffee & Cocktail Bar:** The 9 seat coffee & cocktail bar offers guests Italian coffee and traditional house-made Neapolitan pastries like *sfogliatella* in the morning, and cocktails, wine and beer in the afternoon on. Here, guests will find Italian twists on classic cocktails including the Di Martini (\$25, Marconi 42 gin, sun dried tomatoes, Dolin dry, Dolin blanc, fino sherry) and the Chinotto Spritz (\$18, Barolo Chinato, Nardini grappa, Nardini amaro, chinotto, tonic). *A Tavola's* menu of a la carte pasta is available here throughout the day. [Menu here \(page 2\)](#).

"To be here, finally, means so much to me," says CEO & President of [Pastificio Di Martino](#) Giuseppe Di Martino. "It's been a dream to open in Chelsea Market, a historic New York City landmark, and finally after nearly five years and a pandemic we are doing it. The team from Italy is here, we've opened our doors, and now we can't wait to share our pasta di Gragnano with New York. There is really something for everyone - from the experience at The Oval, to the shop and our more casual menu at A Tavola. Come see for yourself!"

La Devozione is open from 12pm - 9:30pm for [lunch](#) and dinner ([A Tavola](#) or [The Oval](#)), with reservations for The Oval available via Resy. For more information, please visit www.ladevozionenyc.com, DM @ladevozione_nyc on Instagram or contact hello@pommecreative.com.

About Pastificio Di Martino

Founded by CEO & President Giuseppe Di Martino's family in 1912, Pastificio Di Martino is one of the world's largest exporters of dry pasta, producing over 280 shapes and 12 million portions of pasta a day in the small, coastal Italian town of Gragnano, just 45 minutes south of Naples. All of their pasta, from organic to whole wheat, is prepared via centuries-old traditional production methods before being packaged in their signature vibrant colors and shipped around the globe to people in over 70 countries.

Known as *La Città della Pasta* (City of Pasta), Gragnano became famous for its "white gold" - or macaroni pasta - in the late 1700s. As certified pasta of Gragnano - declared a Protected Geographical Indication (PGI), like Champagne, by the European Union in 2013 - Pastificio Di Martino uses the town's traditional pasta-making techniques dating back to the Sixteenth century, mixing 100% Italian durum semolina wheat from the field of Puglia with the pure spring water of Monte Lattari, Gragnano's highest hilltop. The pasta is then extruded through rough bronze dies which give each shape its signature rough, dusty texture before drying slowly al fresco with the help of Gragnano's *Marino*, the name for the cool mountain air that brings a distinct mix of humidity and sea minerals into the streets of Gragnano to this day. The resulting dry pasta is a high-quality product characterized by its rich, dense

flavor and tiny, superficial perforations that help to capture and retain the flavors of rich, added sauces like pesto and ragú unlike any other type of pasta.

Today, the pasta is available throughout grocery stores across the U.S. including Whole Foods, while its specialty tins in collaboration with Dolce & Gabbana and Mattell's Barbie are available in high-end department stores such as Neiman Marcus and Bloomingdale's. In the last five years, Pastificio Di Martino has opened a number of brick and mortar concepts, including the Seafront Pasta Bar in Naples' main piazza, and Di Martino Air - retail shops selling the pasta and its colorful plateware and accessories in international airports including Naples and Rome.

About Chelsea Market

Since it opened its doors to the public in 1996, Chelsea Market has been the insider's resource for artisanal goods in Manhattan. Chelsea Market is an authentic destination for culinary connoisseurs, chefs and local residents. Serving as the bridge between two iconic Manhattan neighborhoods, Chelsea and the Meatpacking District, Chelsea Market continues its commitment to the artisanal marketplace and craft manufacturing, and to the community that surrounds it. For more information, visit www.chelseamarket.com. Follow Chelsea Market on [Facebook](#) and [Instagram](#) at @chelseamarketny.
