

# THE FEAST

November 1, 2010

Beverly Hills Revival by Joshua Lurie Nov 1, 05:00PM in

## Pici Adds to South Beverly Renaissance



Pici is set to replace Bossa Nova by January.

Spacecraft Group

The stretch of Beverly Drive between Wilshire and Olympic Boulevards is booming. [The Cabbage Patch](#) and [Momed](#) have already been breakout hits, [The Original Brooklyn Water Bagel Co.](#) is forthcoming, and by January, Beverly Hills denizens can expect Pici. We [previously reported](#) about the restaurant, but now new details have emerged.

The “new old school” Italian concept from [WireImage](#) co-founder Jeff Vespa and chef Jason Harley (BlackSteel, Parc) will fill the former [Bossa Nova](#) space. The restaurant is named for a tubular pasta shape. [Increasingly busy Spacecraft](#) designer Kristofer Keith turned to the “Godfather” for inspiration, incorporating black-and-white checkerboard floors, banquettes, marble tabletops and a tin ceiling.

No dish will cost more than \$12. Expect pizzas topped with combinations like lemongrass, caramelized onions and crispy leeks; pici tossed with Bolognese or arrabiata; and a wedge salad graced with crispy prosciutto. Chef Harley will also offer seasonal specials and his signature cheesecake.

In the future, Pici may offer bottled sauces and uncooked pasta to home cooks, and additional locations could easily sprout up in neighborhoods like Los Feliz and Santa Monica. [The Feast]

Unique Monthly Visitors: 458,172

<http://www.thefeast.com/losangeles/restaurants/Pici-Adds-to-South-Beverly-Renaissance-106469048.html>