

AN INTERIOR DESIGN STUDIO

# NEED TO



# KNOW

TEAM: 4  
LOCATION: PHOENIX, AZ  
FOUNDED: 2023

MARKETS: HOSPITALITY &  
WORKPLACE  
SCOPE: FULL SERVICE INTERIORS

# M\*RE

## THAN DESIGNERS

More than a typical design firm, Need To Know is your strategic partner in executing your creative vision. We see the bigger picture—and we're here to make it happen.

NTK's competitive edge is in the comprehensive, multi-dimensional expertise we bring to your project.

Extending well beyond the role of a designer, our team serves as valued consultants, boasting a combined skillset that allows us to understand and guide the entire creative process, from ideation to implementation.

Need To Know is proud to operate at the pinnacle of today's highest design standards. Keeping a close pulse on the current landscape of design and what drives user engagement, we are fearless in challenging the status quo, innovating new approaches, and launching fresh, groundbreaking ideas.

This our challenge to you:  
Never settle for "good enough."  
Saddle up for fucking awesome.

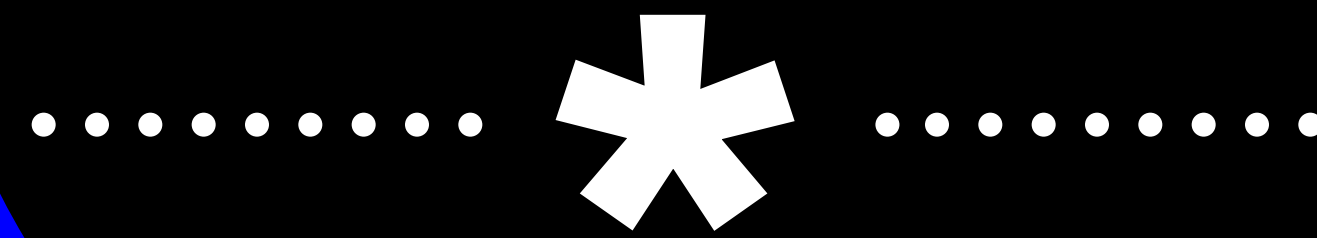
Hi! I'm Carmen and I am so excited to share Need To Know with you! This company stems from a deep love for design and creating spaces that shock, delight, and inspire - ultimately, spaces that make you feel deeply and leave a lasting impression.

I am passionate about designing from a concept-driving perspective and dedicated to exploring the dreams and vision of business owners. I am also profoundly excited to roll out our fresh, new product designs to complement commercial spaces with a touch of personality.

Hey, I'm Sophia: one half of the NTK crew, a designer, and co-owner. My design mantra is all about keeping it simple where it counts while never shying away from pushing boundaries.

I'm known for being a resolute, persistent problem-solver—the “I can figure this out” voice when things get tricky.

I am dedicated to connecting, diving into people's stories, and discovering the many facets that help build someone's identity. I love helping people bring their unique perspective, vibe, and beauty into each project as we bring it to life.



**\*CARMEN**

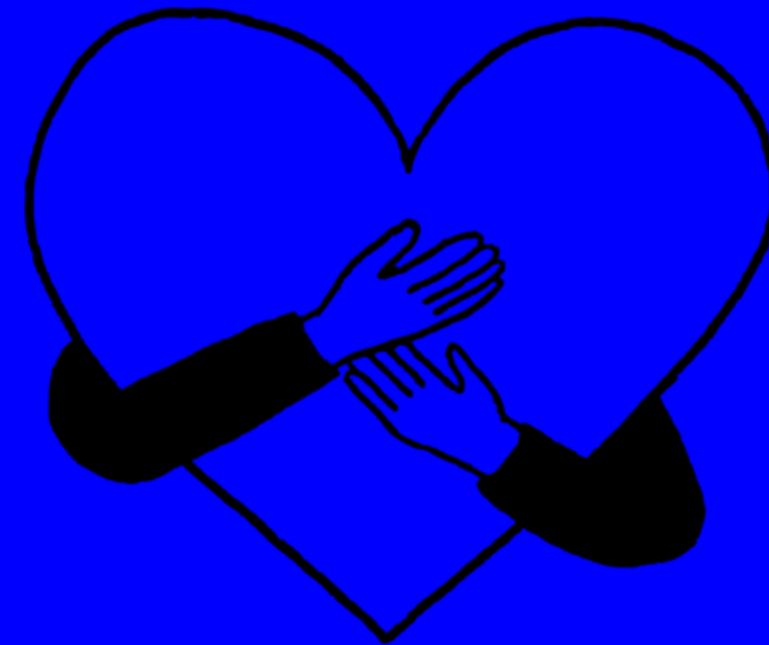
**SOPHIA\***

# OUR PROCESS\*



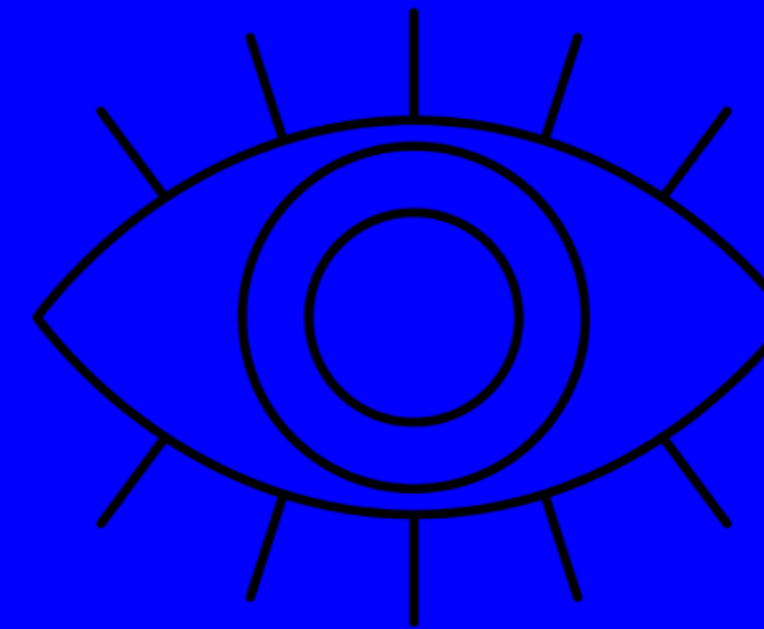
## NEED TO LEARN

Eager and inquisitive, we need to know you. Together, we'll dive into the depth of your vision and explore everything you're dreaming of for the space—from the expressed elements to the environment's ethos.



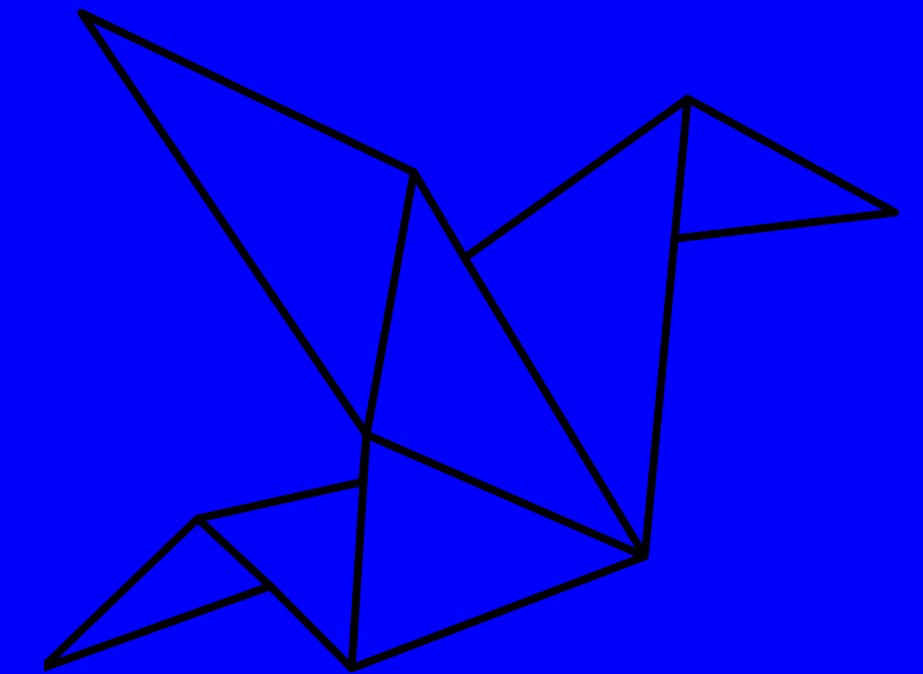
## NEED TO FEEL

Taking the information from our earlier conversations, our team will start creating the DNA of the project and present it back to you. With our applied expertise as experienced design professionals, we'll make sure our direction is on-track with what you want.



## NEED TO SEE

Seeing is believing—seriously! Our team will transpose the near-final concepts into 2D & 3D designs, giving you the picture-perfect visualization of your vision. We'll review it in detail together and then package the final product into design language and details ready to hand-off to the builder.



## NEED TO CREATE

Your vision is now a reality! Ideas move to implementation as the contractor brings the concept into creation.

Belly<sup>10</sup>

Central Records<sup>19</sup>

~~love bite~~<sup>27</sup>

The Green Woodpecker<sup>36</sup>

**QUARTZ**<sup>44</sup>

SOUTHEAST ASIAN INSPIRED RESTAURANT

# BELLY

Size: 980 SQFT  
Location: Uptown Phoenix  
Completion: 2022

Market: Hospitality  
Scope: Full Finish Design & Furniture

# Belly

Concept: A Southeast Asian inspired Restaurant  
Size: 980 SQFT  
Location: Uptown Phoenix

Completion: 2022  
Market: Hospitality  
Scope: Full Finish Design & Furniture

Belly stands as a testament to innovative design and culinary excellence. Housed within a former mechanic shop, the two-story structure was reborn through meticulous remodeling, incorporating a dark, moody ambiance that balances out the light oak and dusty pink quartz. It's a place where time seems to stand still, allowing visitors to momentarily escape the chaos of the outside world and experience a gastronomic haven, seamlessly blending Southeast Asian inspiration with contemporary flair at the vibrant intersection of Camelback and 7th Ave in Central Phoenix.

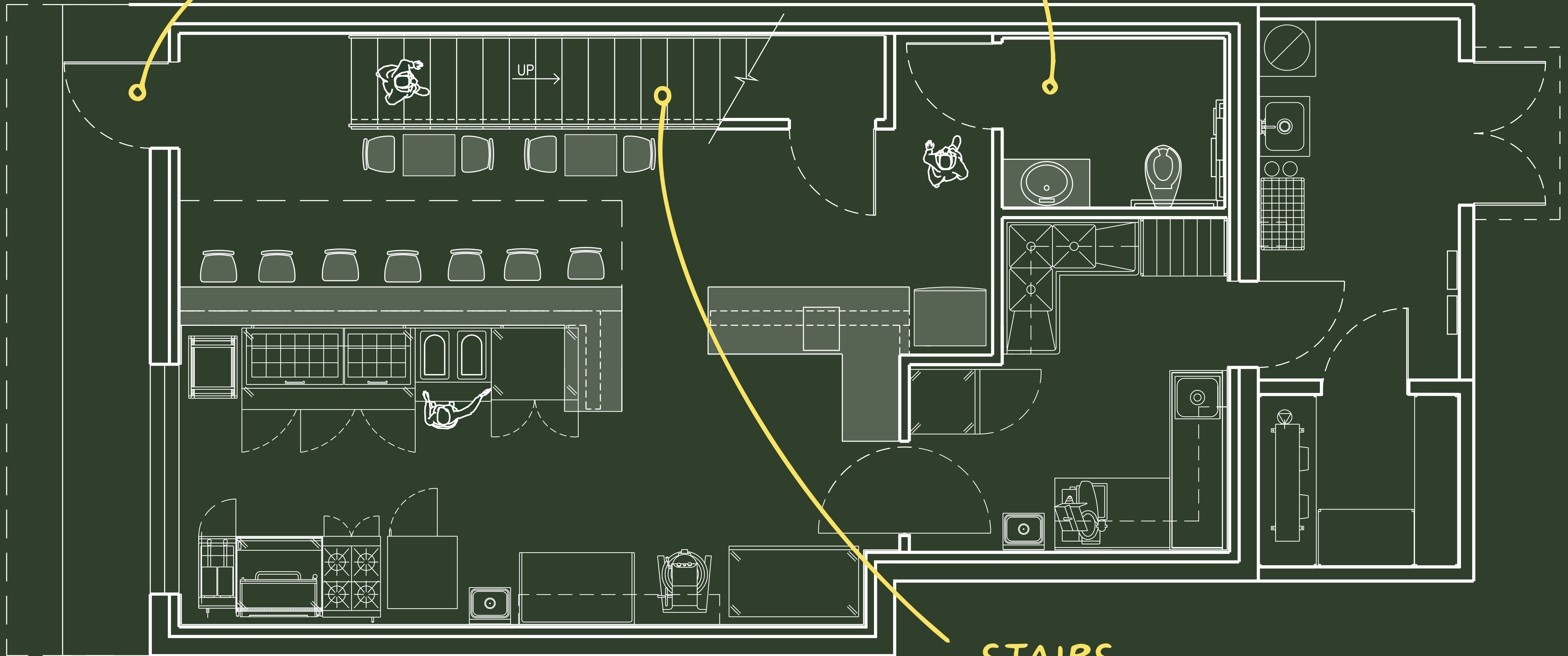
# Belly

ENTRANCE

BATHROOM

*ground floor*

①



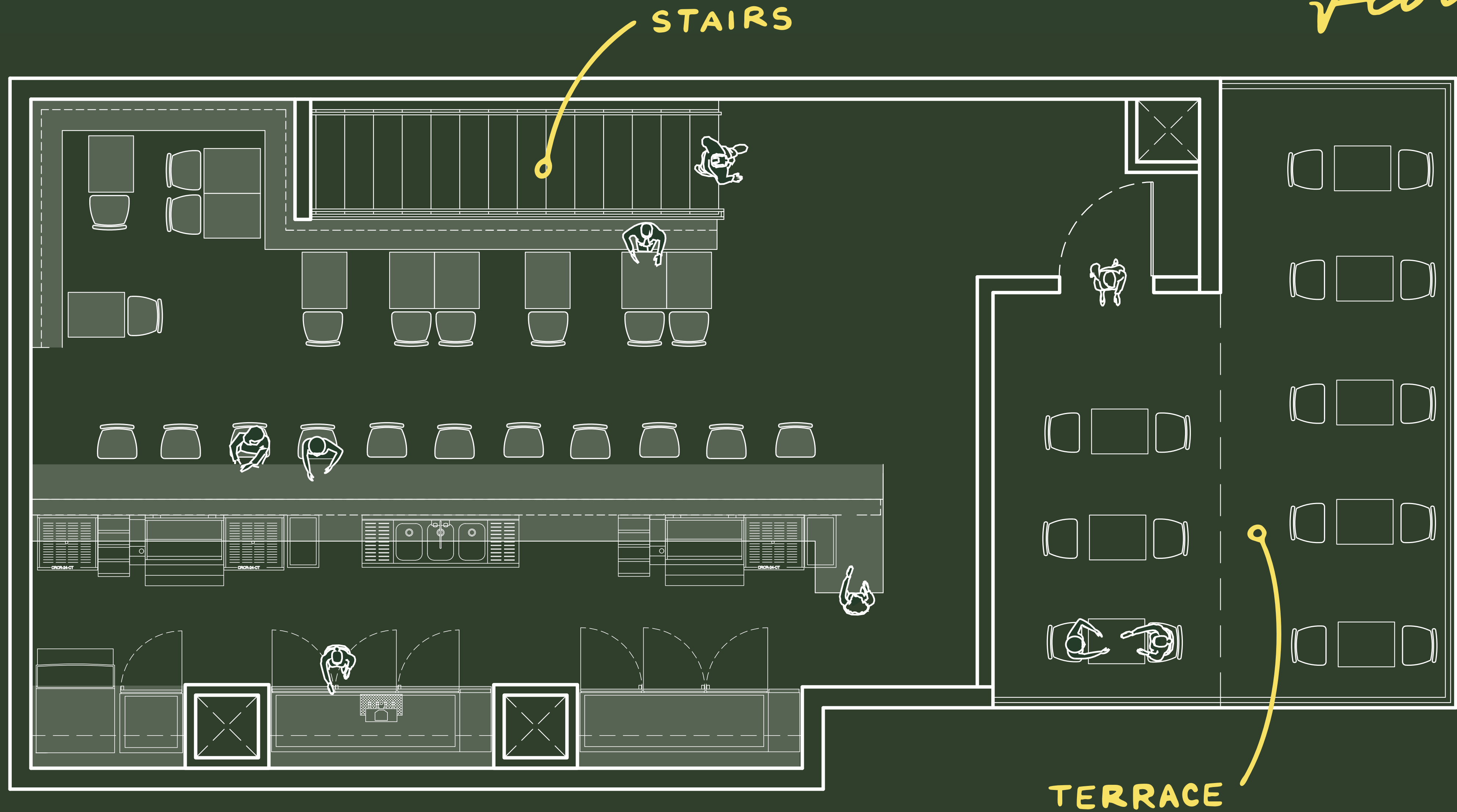
STAIRS



# Belly

*second floor*

②



former mechanic shop



blending southeast asian inspiration  
with a contemporary flair







high contrast  
dark moody ambiance +  
light organic materials





# Central Records

Size: 1,810 SQFT

Location: Downtown Phoenix

Completion: 2023

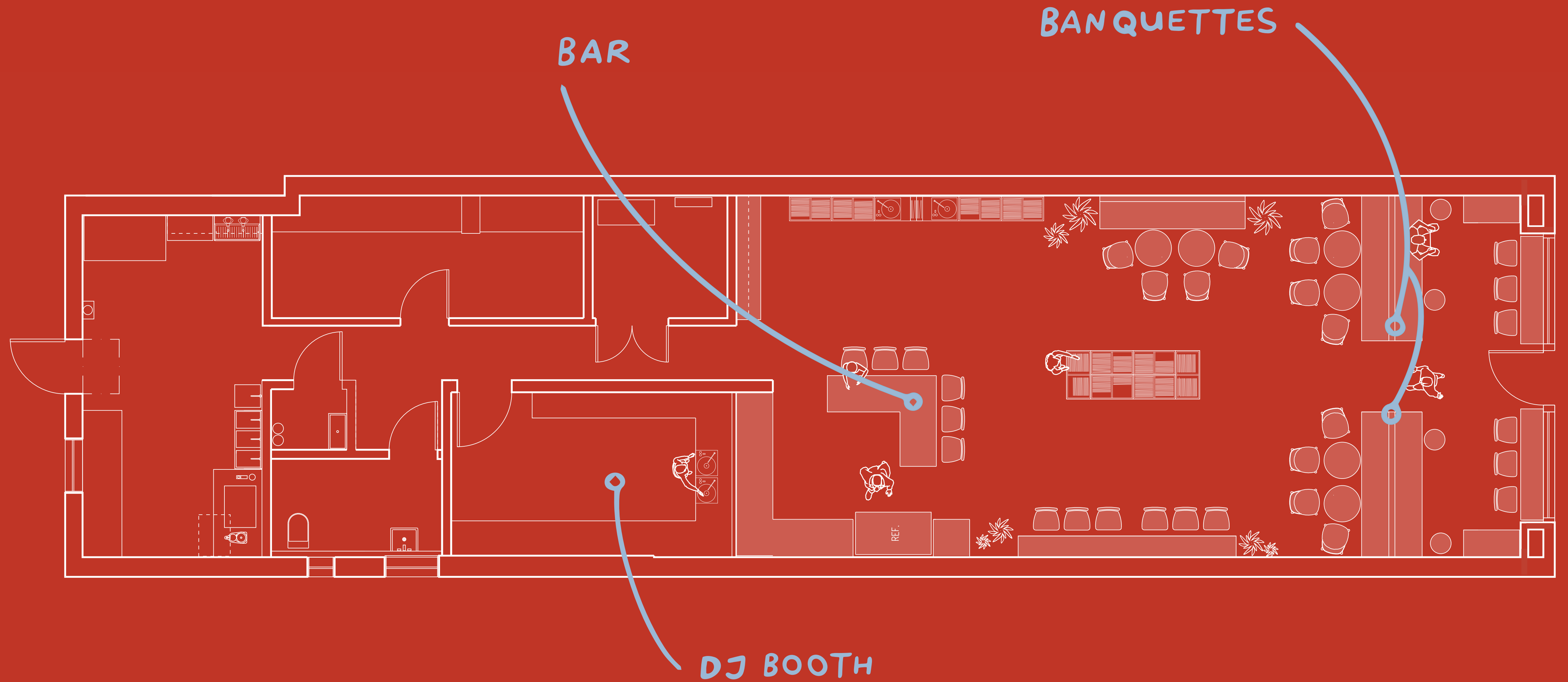
Market: Hospitality

Scope: Full Finish Design & Permitting





# Central Records

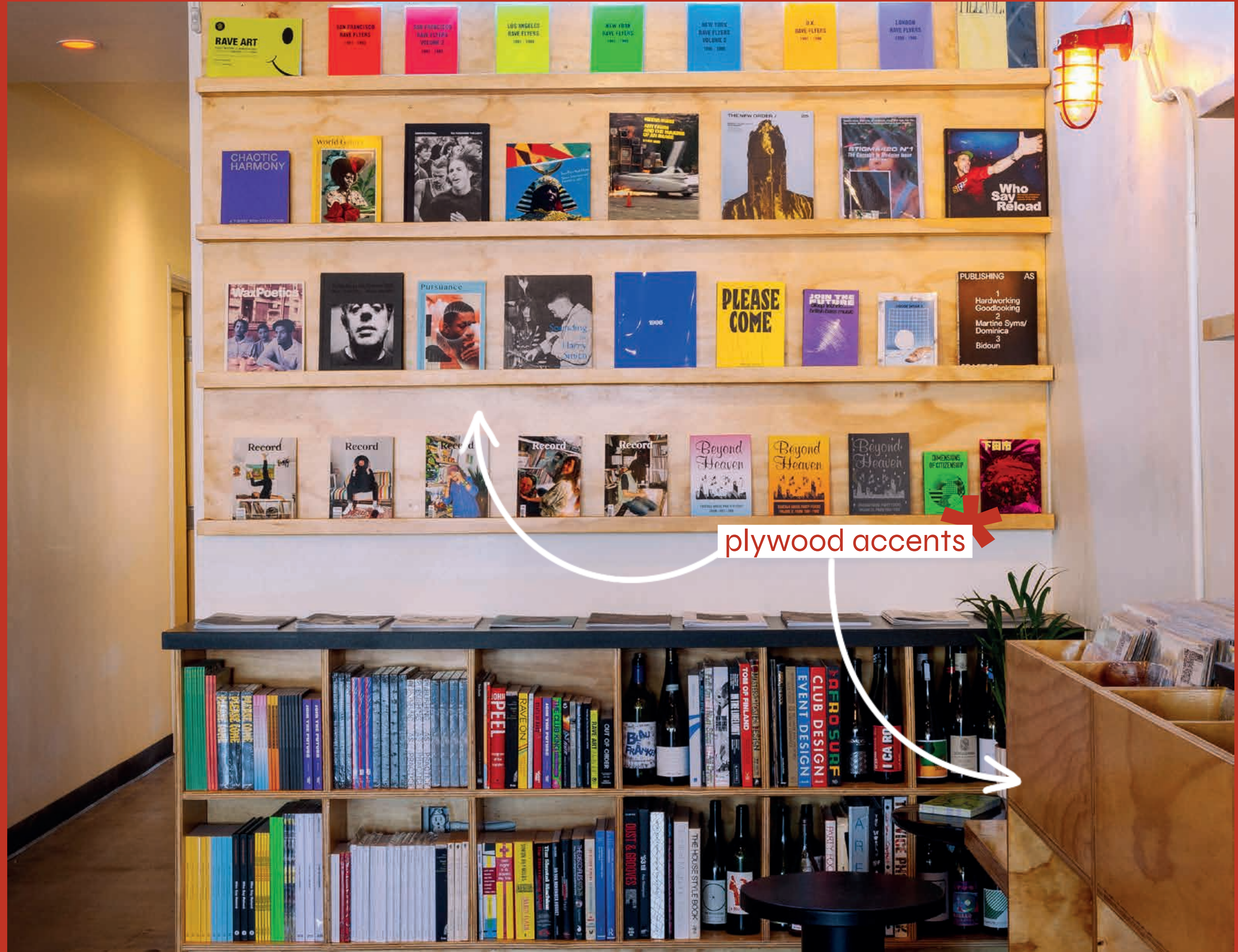






harmonious fusion of a wine bar, a record store, and coffee shop







centrally positioned bar  
focal point/functional hub





# LOWEBLITZ

Size: 448 SQFT  
Location: Downtown Phoenix  
Completion: 2024

Market: Hospitality  
Scope: Full Finish Design

# LOVEBITE

Concept: A Healthy To-Go Dumpling Shop

Size: 448 SQFT

Location: Downtown Phoenix

Completion: 2024

Market: Hospitality

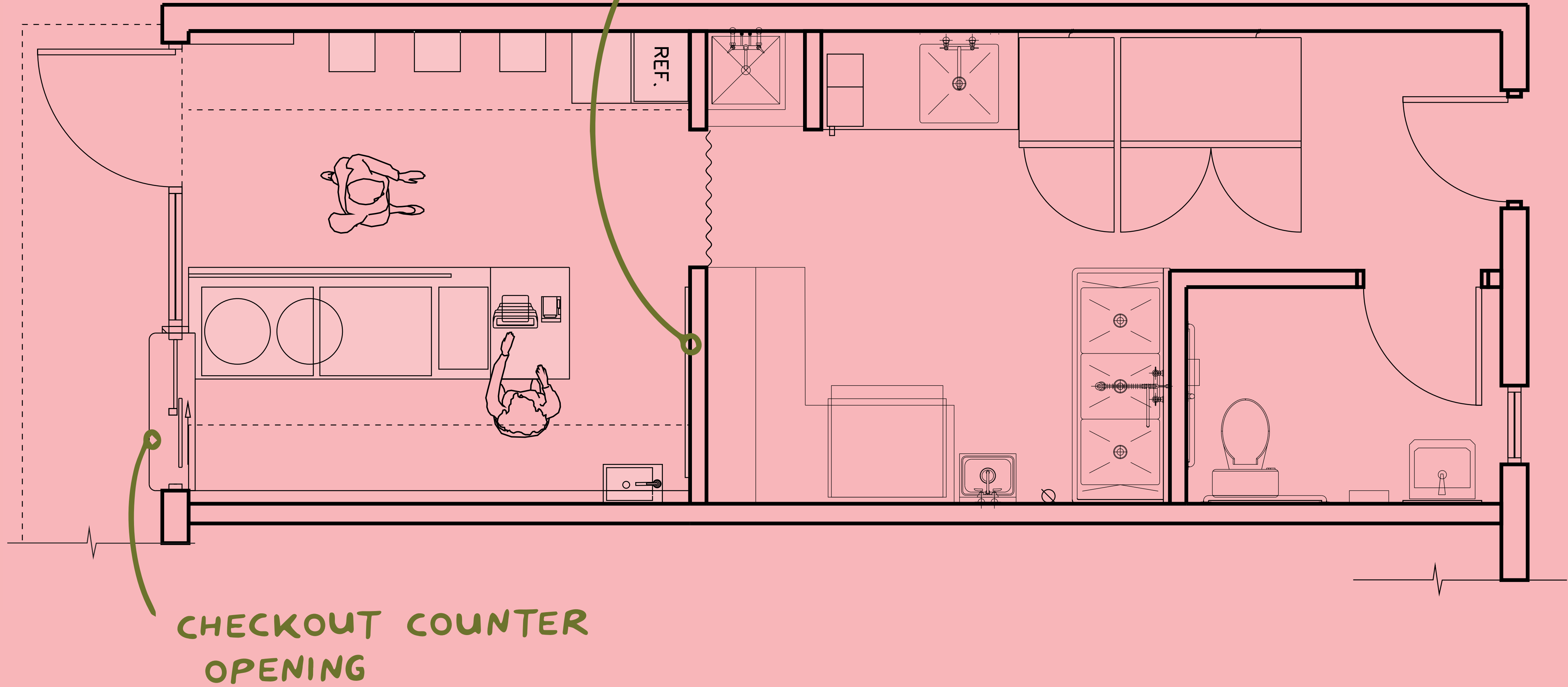
Scope: Full Finish Design

Lovebite's compact size belies the bold statement its interior design makes. Chromate steel envelops the bar and forms the floating tables, imbuing the space with an artisanal touch, while the interior menu display eliminates the need for physical menus. The shelving not only serves a practical purpose by pre-building to-go boxes but also doubles as a visually striking art installation, seamlessly merging functionality with aesthetic appeal. The concept revolves around offering healthy, quick-to-serve food, facilitated by a streamlined service and checkout counter opening itself to the bustling Roosevelt Row in Downtown Phoenix.

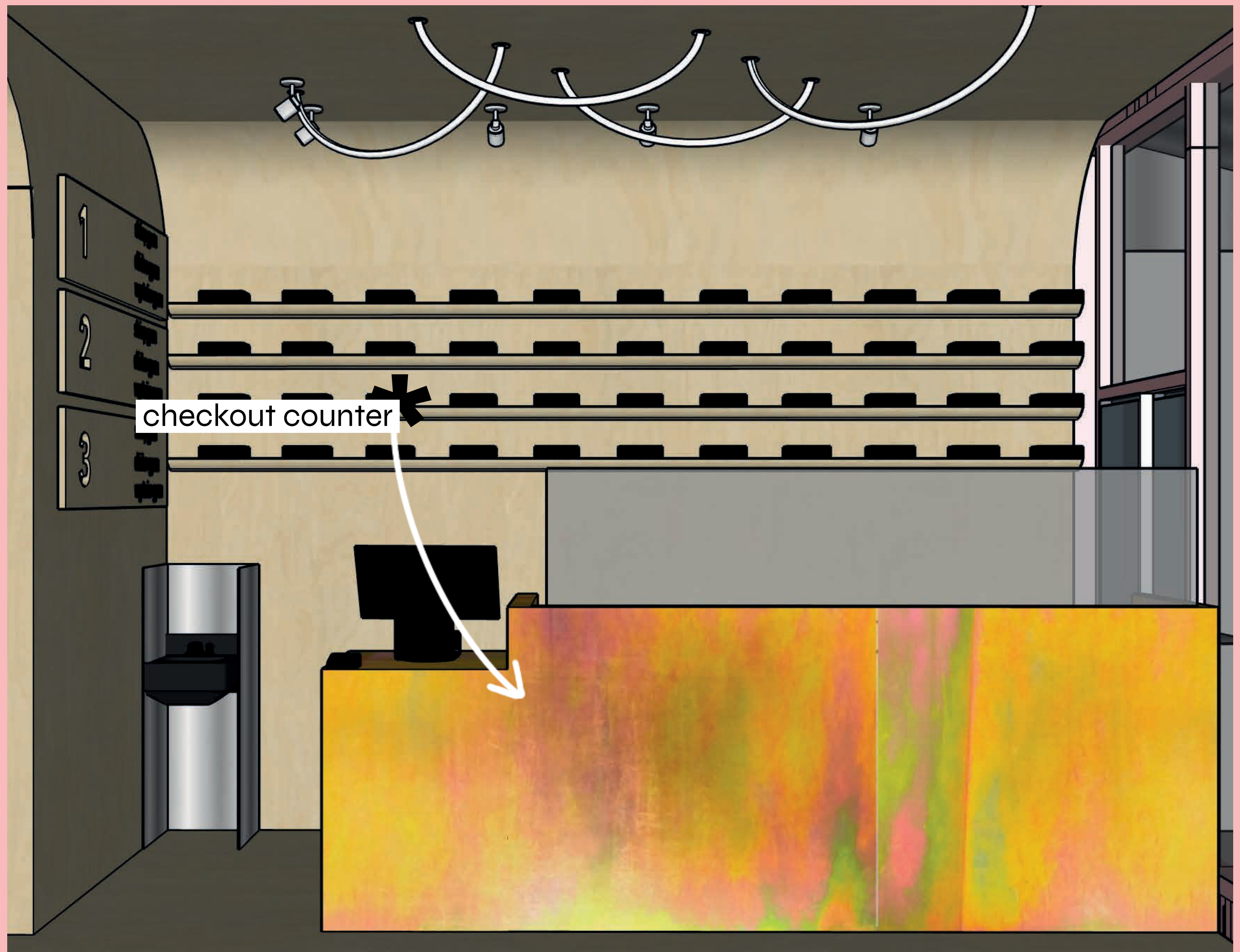


# LOVEBITE

MENU DISPLAY



CHECKOUT COUNTER  
OPENING



checkout counter



1

2

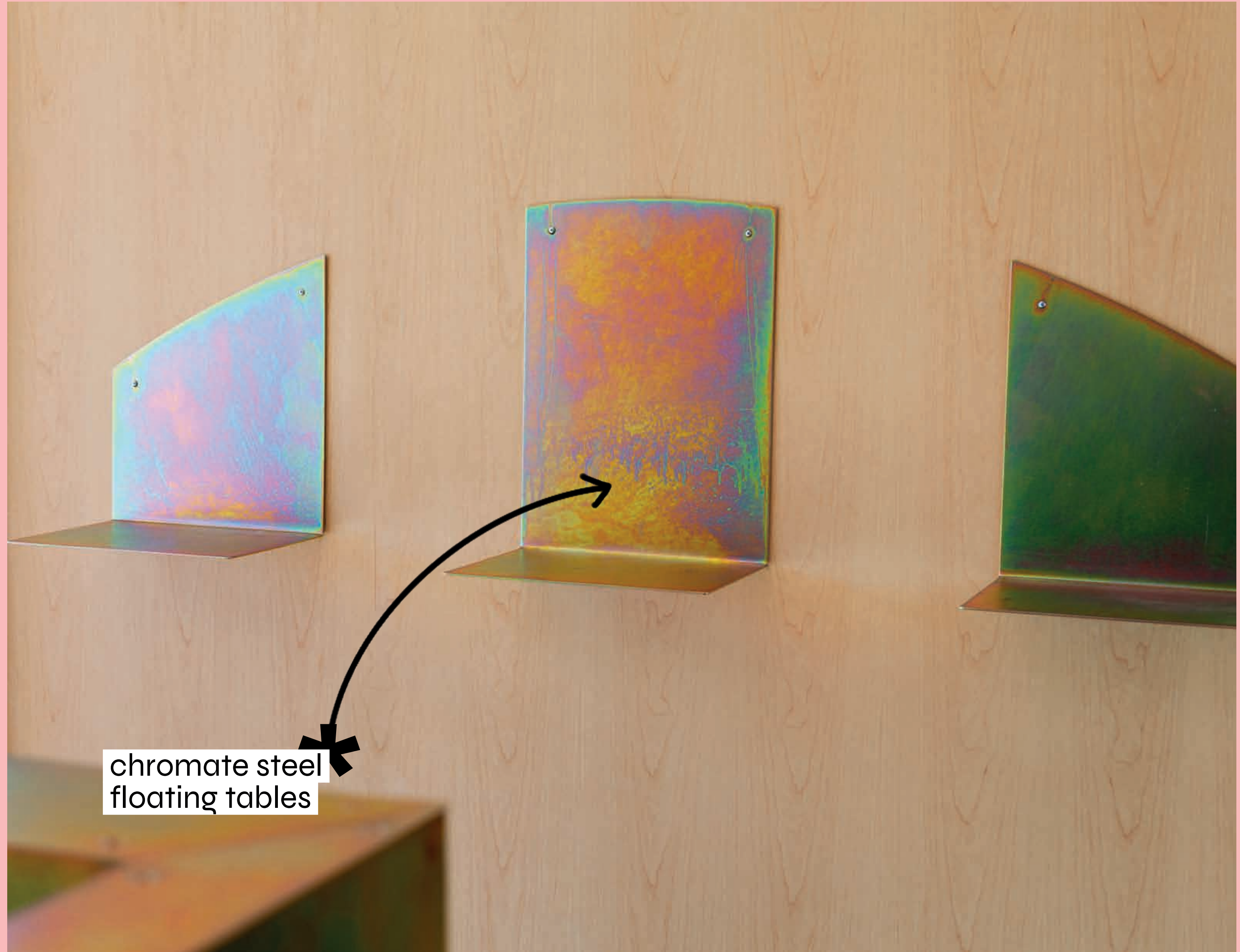
3



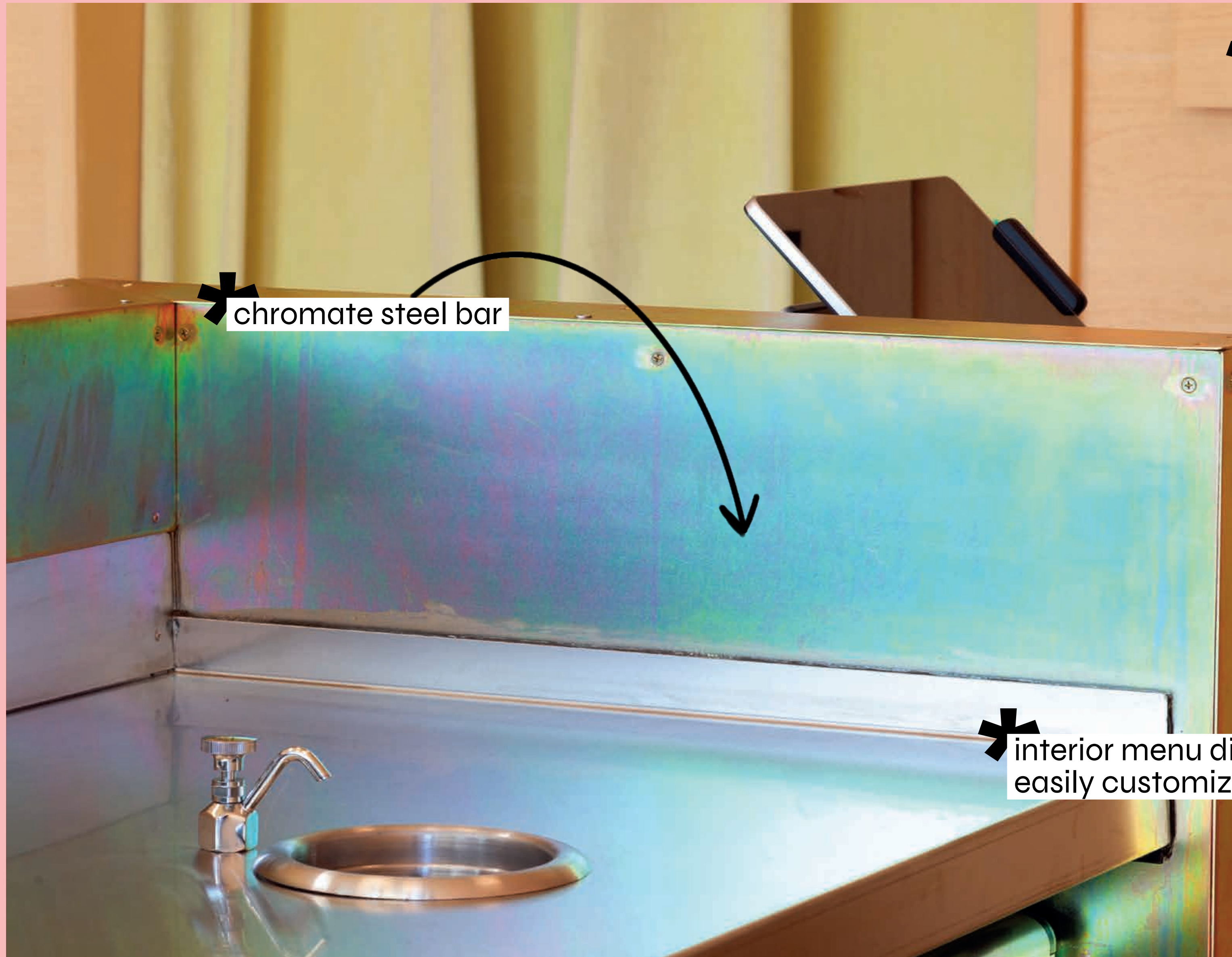
1

2

3



chromate steel  
floating tables



\* chromate steel bar

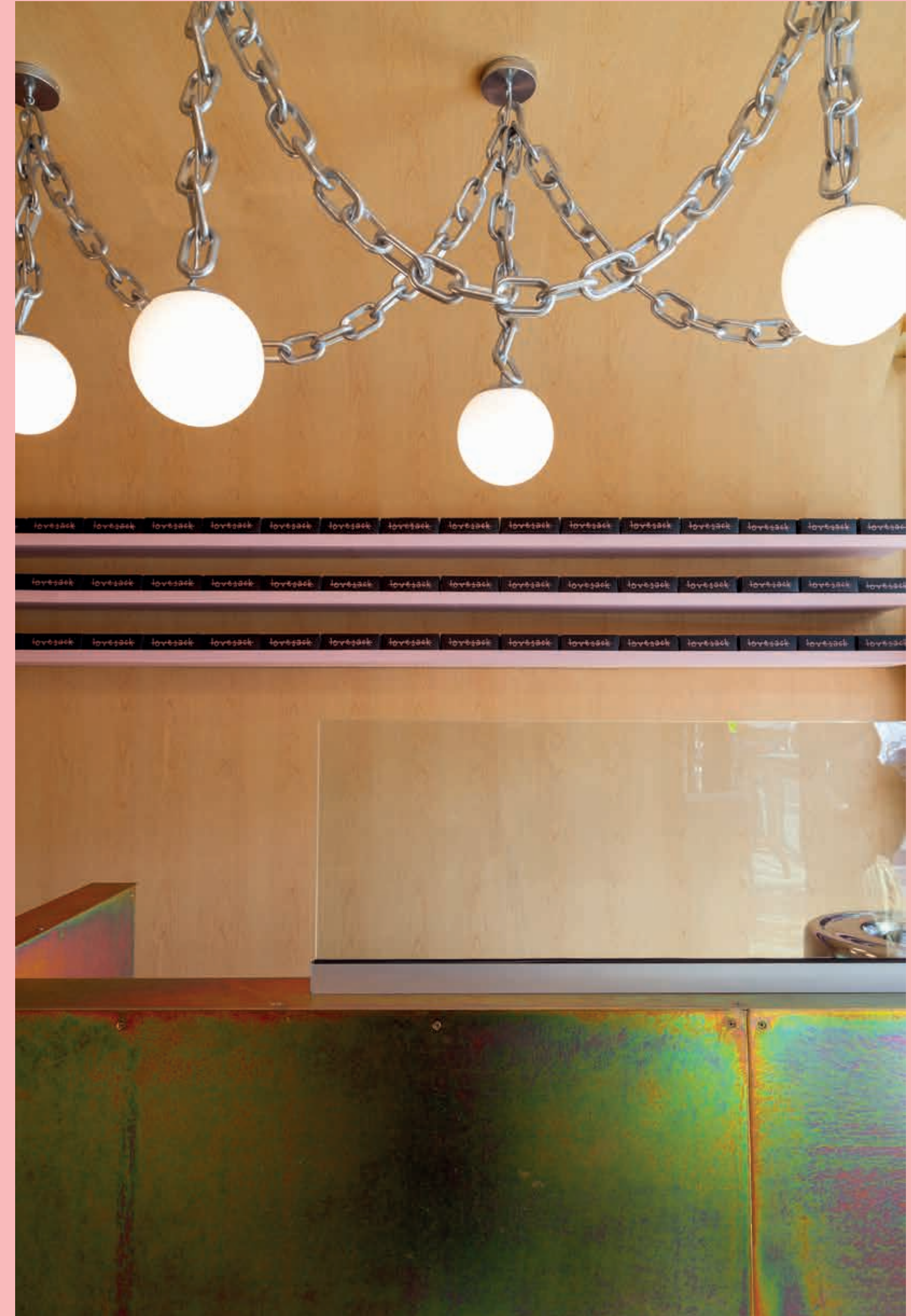
\* interior menu display easily customizable



\* woodwrap effect vinyl wallcovering



\* shelving  
practical purpose  
+art installation



# The Green Woodpecker

Size: 4,300 SQFT  
Location: Midtown Phoenix  
Completion: 2022



# The Green Woodpecker

Concept: A German Style Beer Hall

Size: 4,300 SQFT

Location: Midtown Phoenix

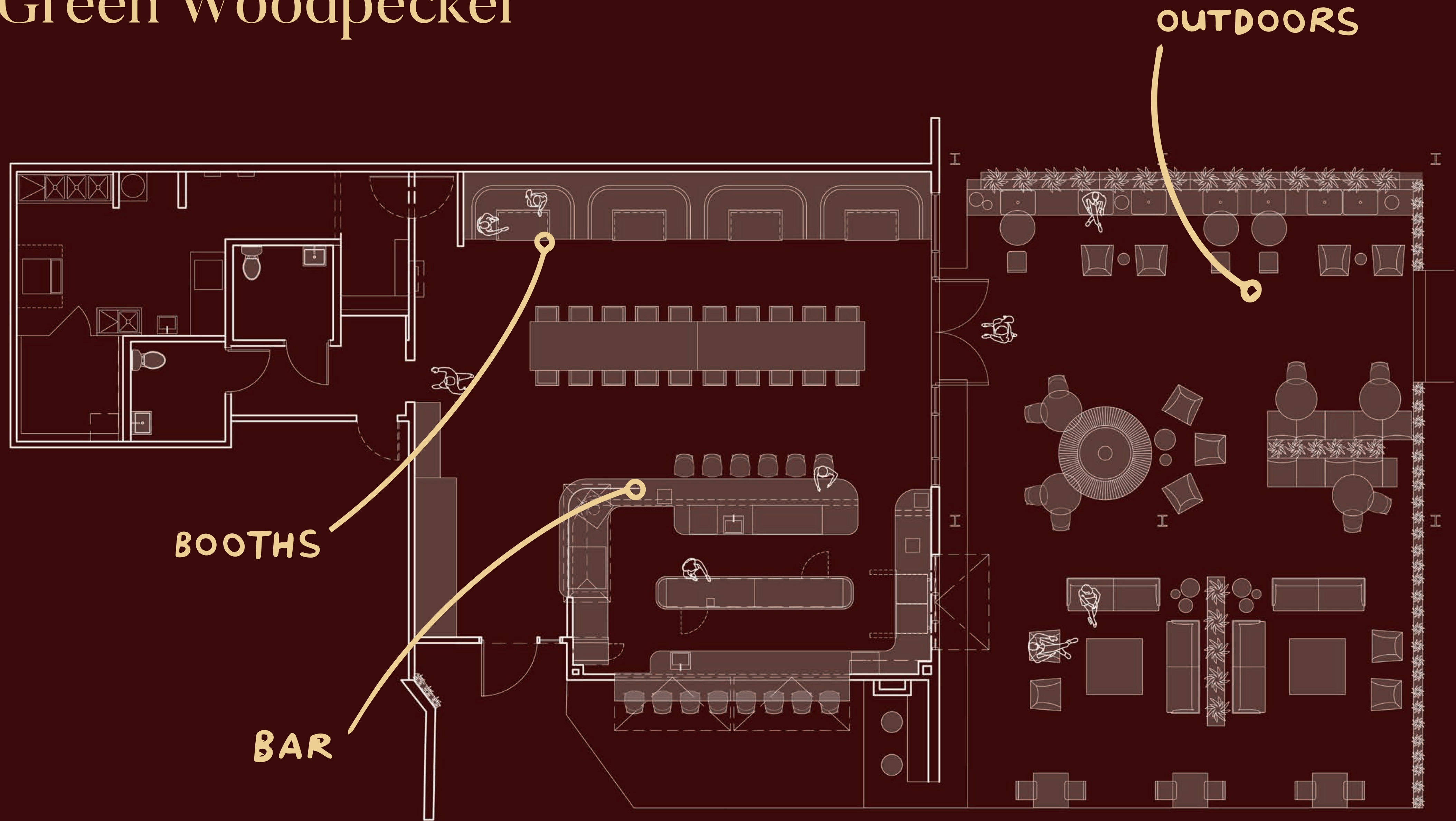
Completion: 2022

Market: Hospitality

Scope: Full Finish Design & Furniture

The Green Woodpecker embodies the essence of a German beer hall with a modern twist, sophisticated yet grounded. Warm, distressed butterscotch leather upholstered booths invite patrons to unwind under the glow of high-impact mid-century light fixtures. The deep, enveloping oxblood paint creates a comforting atmosphere, complemented by a blend of green tiles and sleek concrete countertops at the bar. This mix of classic and contemporary elements defines the space, situated along the historically rich, but ever-evolving Central Avenue area in midtown Phoenix.

# The Green Woodpecker





essence of a German beer hall  
with a modern twist

WREN HOUSE SELECTIONS	SIERRA NEVADA TORPEDO
STIEGL GOLD	BEACHWOOD AMALGAMATOR
BITBURGER	VAN STEENBERGE GULDEN DRAAK
SCHNEIDER HELLE WEISSE	HACKER-PSCHORR DUNKEL
TOPPLING GOLIATH PSEUDO SUE	KARL STRAUSS RED TROLLEY



sleek concrete countertops





blend of green tiles

warm, distressed butterscotch leather upholstered booths



mid-century light fixtures

deep, enveloping oxblood paint

FLOWERS

BEER & WINE & BEER & WINE & BEER & WINE



GLASSWARE \*10



HATS & TEES \*35





IMMERSIVE COCKTAIL BAR

# QUARTZ

Size: 1,730 SQFT  
Location: Downtown Phoenix  
Completion: 2023

Market: Hospitality  
Scope: Full Finish Design & Furniture



# QUARTZ

Concept: An Immersive Cocktail Bar  
Size: 1,730 SQFT  
Location: Downtown Phoenix

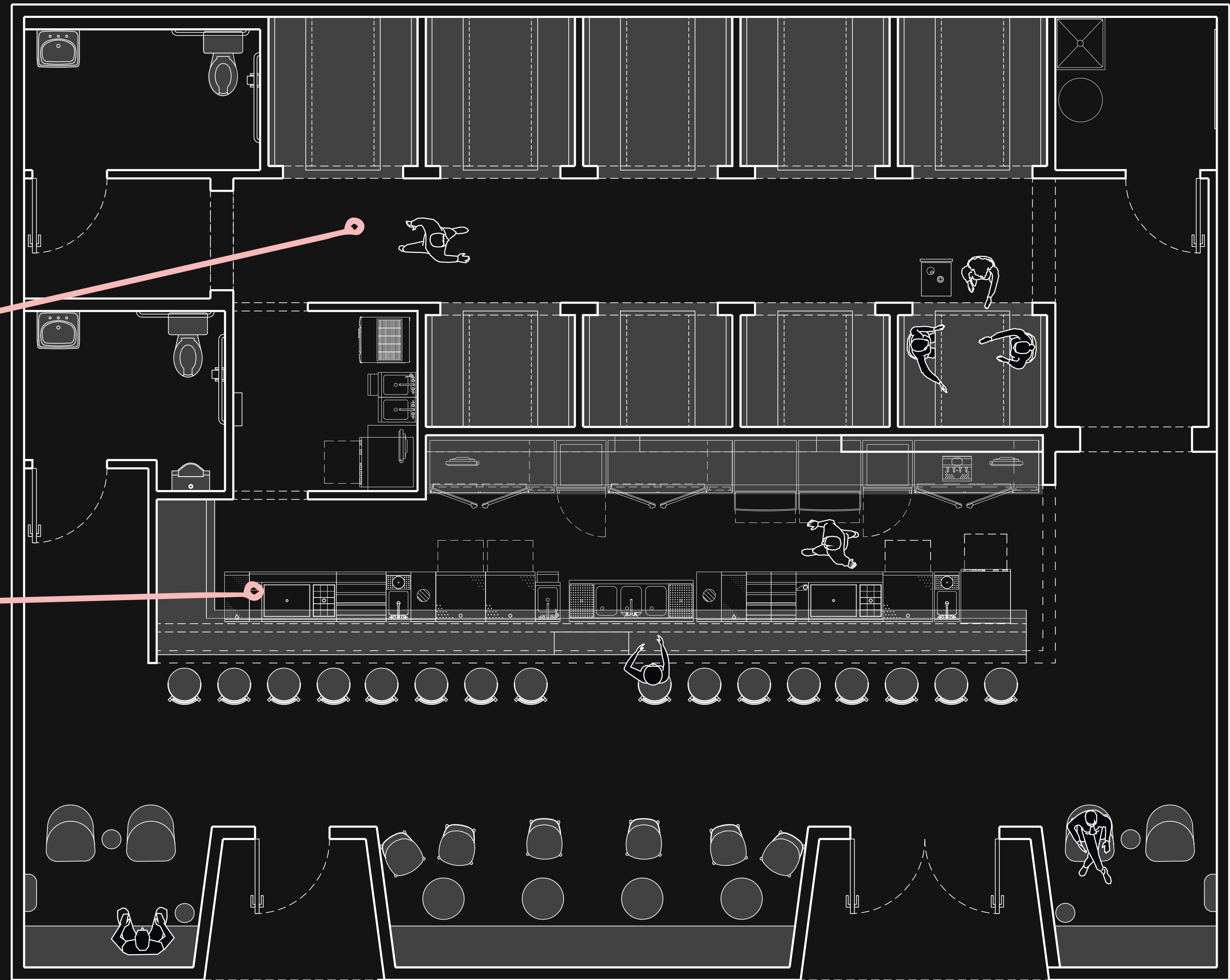
Completion: 2023  
Market: Hospitality  
Scope: Full Finish Design & Furniture

Quartz's design narrative draws from the contrasting personas of two Roman deities, Apollo and Dionysus. Apollo symbolizes harmony, clarity, and logic, reflected in the refined elegance of the front bar. Conversely, Dionysus embodies chaos, emotion, and ecstasy, epitomized by the vibrant modernity of the back booths. Quartz harmonizes the interplay between order and chaos, offering patrons an immersive experience where beauty meets spontaneity. This space, accessible to all, invites visits from passersby, drawing them into its enigmatic embrace in the heart of downtown Phoenix.

# QUARTZ

BOOTHS

BAR





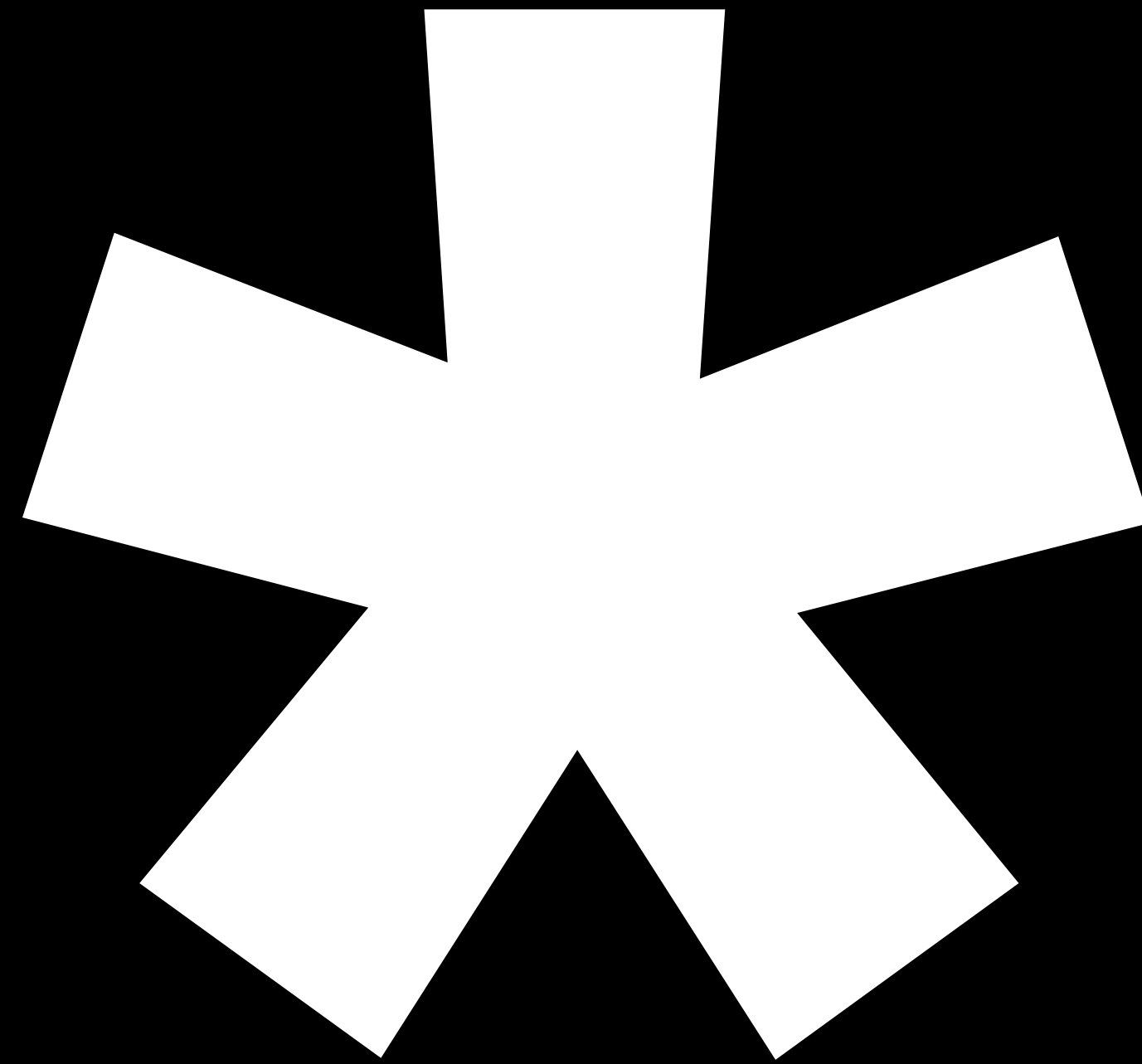
Apollo  
harmony, clarity and logic



Dionysus  
chaos, emotion and ecstasy







## CONTACT US

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