

## Hi Piotrkowska now the second ERBUD project to become part of the CS:GO game

**The tallest building in Łódź, from today, cannot only be seen from the centre of the city but also in the CS:GO computer game. It was placed there by the ERBUD Group in association with the Gameset agency. This is part of the long-term gaming and e-sport activities of the Polish construction company.**

Hi Piotrkowska is currently the tallest building in all of Łódź. The mixed-use complex in the centre of the city is also the second project constructed by ERBUD to be placed in the popular game Counter-Strike: Global Offensive through their work with gaming and metaverse marketing agency Gameset. The first of these buildings was Hala Koszyki in Warsaw, which found its way into the virtual world last year. These activities are part of the earlier announced plan to place the flagship projects of ERBUD in popular FPS games.

*“In 2021, we took the decision to strategically enter the field of gaming and esports to refresh our brand and compete for younger workers. Since that time we have been consistent in pursuing this plan. Our current activities including the extension of our sponsorship contract with the academic EDU University Esports league and placing the Hi Piotrkowska complex within the CS:GO game are only some of the activities we have planned in this field,”* says Dariusz Grzeszczak, the CEO of the ERBUD Group.

The HiPiotrkowska map in CS:GO was created from 57 unique textures and is inspired by the actual Łódź building. The project is by Mateusz ‘Voxel’ Pacuła, one of the most popular mappers in Poland. His task was to use well known locations for the purpose of entertainment. On the basis of photos, films and floor-plans, some of the most characteristic spaces were recreated including the offices the entertainment area, the terraces and the gym. The first three of these locations stand out with their amazing views of the entire city. The gym is however the central point of the building.

*“We are glad that the Hi Piotrkowska complex has become part of ERBUD’s award winning project and has found its way into the virtual world in one of the most popular online games in the world. Being involved in esports is for us a creative way to show off the mixed-use space in the building and for our tenants it is an opportunity to reach out to new people from the IT and technology sector,”* comments Karolina Majcher, PR & Marketing Director at Master Management Group.

From today the map is available to all players. It can be downloaded for free from the Steam platform and also from ERBUD’s site from its esports webpage.

*“The sight of the building from the terrace shows the character of the building we constructed. From the very first glance it can be seen that it is modelled on the 19th floor of the HiPiotrkowska complex in Łódź. It’s true the interior lacks its characteristic hall with six elevators that is actually found in the complex. Instead you can see there a hall with four elevators that was inspired by the location,”* comments Marcin Gieraga, a Construction Engineer at ERBUD Group.

It is worth pointing out that ERBUD is the first construction company to enter the world of esports and gaming. Last year the company became a titular partner with EDU University Esports, the largest university league for Counter-Strike: Global Offensive and League of Legends. In order to reach out to students and graduates of technical courses ERBUD combined the offline world with gaming. This culminated in the CS:GO 'Battle for Koszyki' tournament. The result was the first employer branding campaign based on the metaverse and the project was awarded two gold Złote Spinacze, gold at the IAB MIXX Awards Europe 2022, and also both silver and gold at the Effie Awards. At the beginning of the year, however, the brand became involved in esports and raised the issue of how esports is spelt as part of its #esportsiswrittenlikeerbud campaign. ERBUD Group is the first company in Poland to offer students internships and practical experience during the CS:GO tournament.

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#### **Master Management Group (MMG)**

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For more information about the company visit: [www.mmgm.pl](http://www.mmgm.pl)

#### **Media contact:**

Master Management Group

Karolina Majcher

[k.majcher@mmgm.pl](mailto:k.majcher@mmgm.pl)

tel.: +48 22 584 59 36,

**+48 667 601 306**