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Hi Piotrkowska working with a start-up

Hi Piotrkowska, a mixed-use office and service complex being built in Łódź's Śródmieście district, has launched a new business tool. As a result of one and a half years of work with a start-up and the use of its original technology, it is now possible to enter the Hi office tower by the means of virtual reality and to take a look from its fifteenth floor.

"The key to building trust among the future users of modern office spaces is to work out a flexible approach in space arrangement and to use diversified tools. Such strategy has led Master Management Group, the developer of Hi Piotrkowska in Łódź, and consulting firm Knight Frank to work with a Wrocław-based start-up for several months," said Justyna Drużyńska-Krystosiak, MRICS, Director of Office Operations at Master Management Group.

The shell stage of the Hi Piotrkowska office and service complex is nearing completion. While new storeys are being added to the structure, those who are curious what the city will look like from the top floor of the building can already see that view with the use of an original technology. A mobile app for tablets and a 360 tour have been created and are now available at the Hi Piotrkowska investment's web page.

"We used the Unity3d game engine to create this tool and we avoided using classic renders. This technology allowed us to save time and optimize costs, while keeping high quality of service. Users can take a walk around the building as in a computer game and look outside the windows to see the real panorama of Łódź. The feature was created with the use of a drone flying at the height of the project's fifteenth floor. Working with Master Management Group and Knight Frank gave us priceless knowledge of how to use this original technology to create a useful sales support tool for the commercial real estate market," said VAR Unit's CEO Wojciech Tubek, commenting on the technology applied in the project that was tailored for Hi.

"Hi Piotrkowska is a unique investment on the office market in Łódź. Our aim was to appropriately present our offer to tenants and to take advantage of the potential of the development's location. That gave us the idea to use modern technology and create an original solution, which is commonly known as a 360 tour. Realistic visualization of an exemplary office allows clients to discover the potential of office space. Drone photos used in this project show the real view from the fifteenth floor of the office tower. We are glad to hear positive comments from companies interested in leasing space in this project. The use of this original know-how in Hi will benefit the building's users, its tenants and its employees," said Piotr Meleszko, Negotiator in Landlord Representation at Knight Frank.

Hi Piotrkowska

Hi Piotrkowska 155 is a mixed-use office and service complex under construction in the very centre of Łódź. The project includes two office buildings as well as a Hampton by Hilton hotel. A 20-story office

tower with a height of 82 m is currently at an advanced stage of construction and will be the tallest office building in Łódź. Construction work on the other office building was completed in the first half of this year. The building has five floors and stands on Piotrkowska street. Together the two buildings offer 21,000 m² of class A+ office space as well as 5,000 m² of retail and service space. The seven-story Hampton by Hilton hotel will have a restaurant and 149 guest rooms.

Being in the very centre of Łódź guarantees those who use the complex convenient access to public transport and to the extensive network of cycle paths. What helps make this location exceptional is that it stands directly on Piotrkowska street and next to the Piotrkowska Centrum transport hub, which is used by around 50,000 people every day.

Both local entrepreneurs and large international chains are attracted by the opportunity of developing their businesses in the Hi Piotrkowska complex. The tenants of the centre already include serviced office space provider New Work, PKO BP, Starbucks, HEBE, Just GYM, Żabka, Namieszane Grill & Bar, Apteka Europejska, Telfan GSM, bakery and bistro Z Pieca Rodem and also drugstore Apteka Europejska and Delikatesy Fabryczne. The leasing agents for the complex are Knight Frank and CBRE.

About Displar

Displar, by VAR Unit, is a platform for building realistic 3D visualizations of construction projects, which allows potential clients to immersively engage in them. The product allows a quick and easy creation of a mobile app, and an app for PC, for Virtual Reality and Augmented Reality. Displar offers a set of advantages to business, because it positively influences client engagement into the sale process by enriching their experience with modern and effective technology.

Master Management Group (MMG) is an investor, developer, leasing agent and manager of retail and office properties across Poland. The company, which has more than twelve years of experience in this market, has a team of experts who have worked for international development, consultancy and property management companies as well as investment funds. Thanks to this, MMG has successfully developed a portfolio of projects, both independently and in cooperation with leading developers and investors. Master Management is a private company offering boutique services at the highest level. On the Polish market the company has partnered with the largest global funds and other institutions investing in real estate. To date, MMG has cooperated with such partners as the Marcol Group, Europa Capital and (in a joint venture) with Blackstone. Currently MMG manages 100,000 sqm of retail space, including such shopping centres as Brama Mazur in Ełk, Galeria Niwa in Oświęcim and the MMG Centers in Poznań, Szczecin, Lubin, Kutno, Ciechanów, Piekary Śląskie and Józefosław. The company is also the investor and the developer of three shopping centres in Kołobrzeg, Legionowo and Zawiercie. More information about the company's investment in Łódź can be found at: www.piotrkowska155.pl

For further questions please contact

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