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## **New Mexico Film Office Announces Production of Interactive Digital Media Wall to Educate Users About Energy Efficiency**

**Santa Fe, NM** - New Mexico State Film Office Director Amber Dodson announced today that the production of an interactive wall of illustrations educating users about saving energy is being created through November in Corrales.

Directed and produced by Ideum Inc.'s Stacy Hasselbacher Hernandez, this project will include a large-scale touch wall allowing users to learn about saving energy in homes and businesses. The digital media space provides energy-related games and illustrations for children and adults.

"Ideum is excited to build an interactive experience through which multiple generations will engage with the Chelan County Public Utility District," Hernandez said. "This large-scale interactive digital experience will draw in children and adults alike through a light-hearted approach to learn more about how to save energy in and around their homes."

The creation of the exhibit will employ approximately 4 New Mexico crew members.

For more information, contact [stacy.hasselbacher@ideum.com](mailto:stacy.hasselbacher@ideum.com)

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*The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.*

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as ["2023 Best Place to Live and Work as a Moviemaker"](#) by *MovieMaker Magazine*.

To learn more, visit [nmfilm.com](http://nmfilm.com).

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A division of the [New Mexico Economic Development Department](#)



*The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.*



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