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New Mexico Film Office Announces Creation of Interactive Digital Media to Explore Geology

Santa Fe, NM - New Mexico State Film Office Director Amber Dodson announced today that production of an interactive presentation of geological specimens is being created through August in Corrales.

Directed and produced by Ideum Inc.'s Stacy Hasselbacher Hernandez, this project will include an interactive media application allowing geology museum visitors to view and learn about geology specimens, including manipulatable 3D models and custom animations.

“We are excited to create an interactive media project allowing museum visitors to learn about and manipulate geological specimens that otherwise they would not be able to examine closely,” Hernandez said.

The creation of the exhibit will employ approximately 5 New Mexico crew members.

For more information, contact stacy.hasselbacher@ideum.com

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About Ideum - Ideum is an experience design studio in Corrales, NM crafting interactive experiences. These projects are utilized globally for exhibits and installations for zoos, museums, nonprofits, and Fortune 500 companies. [Click here to learn more.](#)

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.

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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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