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New Mexico Film Office Announces Production of Digital Interactive Experience For Boeing Aviation

Santa Fe, NM - New Mexico State Film Office Director Amber Dodson announced today that the production of a custom experience sharing Boeing's portfolio of services regarding commercial, defense, and general aviation is being created through July in Corrales.

Directed and produced by Ideum Inc.'s Rebecca Shreckengast, this project will include the design and production of interactive experiences that tell the story of Boeing's Global Service Business in each category, including supply chain, digital, training, and modification. The initial interactive experience will go live in Paris in June 2023, before traveling worldwide.

"As the manufacturer of specialized hardware, the developer of multitouch software, and a specialist in design for high-traffic environments using various hardware systems, Ideum is the experience-industry leader best suited to deliver this project successfully," Shreckengast said.

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

For more information, contact rebecca.shreckengast@ideum.com.

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About Ideum - Ideum is an experience design studio located 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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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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