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New Mexico Film Office Announces Interactive Digital Media Production Highlighting Rodeo Experiences

Santa Fe, NM - New Mexico State Film Office Director Amber Dodson announced today that the production of an interactive digital media experience showcasing contemporary, historical, and fictional professional bull riding matchups will be created in Corrales.

Directed and produced by Ideum Inc.'s Stacy Hasselbacher, this project engages visitors at the Cowboy Museum in Oklahoma City, OK by allowing them to select from a roster of different bulls and bull riders to view matchup results and learn rodeo history.

"We are very excited to design an innovative experience that combines rodeo history and the exploration of possibilities of different bull-riding scenarios," Hasselbacher said. "We hope to evoke the exciting feeling of attending a rodeo event."

The creation of the exhibit will employ approximately 10 New Mexico crew members.

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

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.](#)

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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.

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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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