## Film New Mexico J

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## Ancient Goddess short film begins production in New Mexico "Athena," begins production in Albuquerque

**Albuqueruqe**, **NM**—The New Mexico Film Office announces that the short film, "Athena," will begin production in Albuquerque in December. The film is a chilling tale of vengeance, mythology, and modern-day grief.

The New Mexico landscape sets the stage with windswept mesas and ancient ruins in "Athena," where a young woman grappling with a devastating family tragedy is confronted by a force beyond comprehension: a goddess driven by a thirst for retribution.

Directed and written by Gregory Scotiniadis and produced by Brent Morris ("Bleeding Love") and set to star Addison Bowman ("The Red Dahlia"), Jennifer Marshall ("Stranger Things"), and Alexander Ward ("Salem's Lot").

"New Mexico's stunning landscapes and supportive film community played a huge role in bringing this vision to life," Scotiniadis said. "The unique atmosphere here added so much depth to the story, and I'm grateful for the opportunity to create this project in such an inspiring place."

The film showcases New Mexico's raw beauty and highlights the state's thriving film community. Twenty New Mexico crew members contributed their skills to bring this haunting story to life, and they sourced unique props from small New Mexico businesses to enrich the authenticity and atmosphere of the project genuinely.

The New Mexico Film Office offers a film incentive program that provides a 25% to 40% film tax credit on qualified production expenditures in the state. This competitive incentive, combined with the state's diverse locations and skilled workforce, continues to attract productions of all sizes to New Mexico.

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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 <u>Deadline's Hot Spots</u>.
- Three New Mexico cities were selected as <u>"2024 Best Place to Live and Work as a Moviemaker"</u> by MovieMaker Magazine for the second consecutive year.

To learn more, visit <u>nmfilm.com</u>.

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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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