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New Mexico Film Office Announces Grace Potter Music Videos Wrap Filming

Santa Fe, NM - New Mexico Film Office Director Amber Dodson announced today that the music videos, “Mother Road” and “Good Time” by Grace Potter, have wrapped in Albuquerque in April.

Directed by Catherine Fordham with Ghost Dance Films, written and produced by Jessica Leonard, line produced by Reinhard Lorenz on behalf of Albuquerque-based Inspirado LLC, and lensed by Drew Levin, the music videos feature a vignette-style narrative inspired by the diner scene in “Pulp Fiction.” It entails archetypal visual moments and characters from the iconic scene.

“I am excited to return to New Mexico for this music video!” Grace Potter stated. With her signature hands-on approach, she was directly involved in storytelling, casting, art direction, and costume.

The production employed approximately 40 New Mexicans, including 30 resident crew members, 9 background actors, and 1 principal actor.

“Mother Road” premiered on [YouTube](#) on Wednesday, May 10, 2023.

For more information, contact info@firsteyefilm.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.

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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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