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New Mexico Film Office Announces Production of Digital Interactive Template for Museum Studies Students

Corrales, NM—New Mexico State Film Office announced today that the production of redesigned interactive experiences was created in Corrales.

Directed and produced by Ideum Inc.'s Rebecca Shreckengast, this project includes redesigning a 2,400-square-foot arena exhibit within a Rodeo Gallery exhibition. Ideum performed a scope of design services that resulted in deliverables that quickly advanced the arena toward the final digital design and implementation.

"We collaborated with clients in the Western United States to preserve and interpret the evolving history and cultures of the American West," Shreckengast said. "Our goal was to develop an interactive and immersive exhibit about America's classic rodeos around the globe while learning about the diversity of people who participate in competitive rodeo events."

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

For more information, contact rebecca.shreckengast@ideum.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 "[2024 Best Place to Live and Work as a Moviemaker](#)" by *MovieMaker Magazine* for the second consecutive year.

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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