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New Mexico Film Office Announces Interactive Digital Media Production Showcasing Buddhist Sculptures for the Museum of Fine Arts, Boston

Santa Fe, NM -New Mexico State Film Office Director Amber Dodson announced today that the production of multi-touch software detailing seven Buddhist sculptures is being created through July in Corrales.

Directed and produced by Ideum Inc.'s Rebecca Shreckengast, this project will include detailed 3D photogrammetry to enable a closer look at the seven Buddhist sculptures displayed in the newly renovated Japanese temple gallery at the Museum of Fine Arts in Boston. The interactive experience will provide interpretive information for each sculpture, along with conservation stories and content from a scientific perspective.

"As it is currently conceived, the MFA's Japanese sculpture interactive experience will be a signature project for what Ideum defines as best practice in the simplicity of design in user experiences," Rebecca Shreckengast said.

The creation of the exhibit will employ approximately 8 New Mexico crew members.

For more information, contact rebecca.shreckengast@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. <u>Click here to learn more.</u>

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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 <u>"2023 Best Place to Live and Work as a Moviemaker"</u> by MovieMaker Magazine.

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

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