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New Mexico Film Office Announces Interactive Digital Media Production of Interactive Game Experience

Santa Fe, NM—New Mexico State Film Office Director Amber Dodson announced today that the production of *Taking Care Experience*, an interactive digital media game about health and the human body, will be created in Corrales.

Produced and directed by Stacy Hasselbacher, the Taking Care Interactives will be designed for a large Midwestern museum. The experience will feature a game that uses motion tracking to encourage user interaction with projected objects. Additionally, it will provide an engaging educational experience, allowing users to learn about the human immune system by assuming the roles of various body aspects and combating pathogens.

“Ideum is pleased to partner with museum colleagues in the Midwest to create fun learning opportunities,” Hasselbacher stated. “By making the interactions lighthearted and compelling, we hope museum visitors enjoy their experience and take away important lessons about human health and wellness.”

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

For more information, contact info@ideum.com.

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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.](#)

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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