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## **New Mexico Film Office Announces Interactive Digital Media Experience Begins Production**

**Santa Fe, NM**—New Mexico State Film Office Director Amber Dodson announced today that the production of a digital and interactive museum experience was created in Corrales.

The production is set to increase a museum’s access to its natural resource collections by creating a digital touch-table experience that utilizes a custom digital solution and content management system.

The experience incorporates photography, video, and 3D models of natural resources from the museum collection allowing visitors to browse the collection in a playful, interactive, exploratory manner.

“Ideum, Inc. is delighted to partner with this client on creating an exciting interactive experience,” Alex Scarpitto, the project’s producer said. “This addition to the museum will give visitors access to the rich collection of priceless artifacts, offering an interactive journey through its history. By merging technology and education, this experience perfectly aligns with our commitment to making learning thrilling and informative. We cannot wait to see the wonder and curiosity this experience sparks in the museum’s young and old visitors as they delve into the complex natural history of the area.”

The production employed approximately six New Mexico crew members.

For more information, contact [alex.scarpitto@ideum.com](mailto:alex.scarpitto@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.](#)

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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](http://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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