



Michelle Lujan Grisham
Governor

Alicia J. Keyes
Cabinet Secretary

Amber Dodson
Director

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Media Inquiries: Jennifer Esquivel
505-469-2915
Jennifer@nmfilm.com

New Mexico Film Office Announces *What Do You Think?* a Multimedia Production by Ideum Inc., Being Produced in New Mexico

SANTA FE, NM - The New Mexico Film Office announces *What Do You Think?* an interactive media production is being produced by New Mexico creative technology company, Ideum Inc. in Corrales, New Mexico.

The production is directed by Jim Spadaccini, Ideum Inc., Founder/CEO and produced by Darold Ross, Ideum Producer.

“Humanity is continually re-conceptualizing what our relationship with technology is, even as technology evolves at a breakneck pace. This experience will invite visitors to consider their own opinions on emerging technologies and how they interface with the human body. I hope that it inspires visitors to consider their relationship with technology and find new insight into their own beliefs,” said Darold Ross, Producer, Ideum.

The production is employing 6 New Mexicans.

What Do You Think? an interactive survey exhibit for a premier science center in the middle east that allows visitors to voice their opinions on medical technology in the human body. Visitors will answer questions about their personal feelings on the implementation of medical technology in the body and see their answers represented in real time as they compare to other respondents. The survey will cover a wide range of moral and ethical questions across a broad range of technologies. Their answers are brought to life in an energetic and captivating projection-based data visualization experience. The experience is set to debut in summer of 2022.

For more information on the productions, contact: info@ideum.com

All film and television productions in New Mexico are required to adhere to the state’s operative emergency public health order, associated public health restrictions and COVID Safe Practices. Those restrictions include but are not

limited to the adherence to occupancy maximums, the maintaining of physical distancing between individuals, wearing masks, routine disinfection, symptom screenings, and more.

The New Mexico Film Office has released Back2One, a catchall set of principles, general recommendations, and resources for film and television productions operating during COVID-19. Back2One recommendations and other COVID Safe Practices can be found at nmfilm.com

About Ideum:

Ideum is a 20-year-old digital design firm based in Corrales, New Mexico. Deeply rooted in the museum field, the firm has worked with museums across the globe developing cutting-edge digital exhibits. Ideum develops touch and touchless hardware, designs and fabricates custom exhibits, and develops interactive software. Learn more at www.ideum.com

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The New Mexico Film Office
 1100 S. St. Francis Drive, Suite 1213
 Santa Fe, NM 87505
 (505) 476-5600
info@nmfilm.com
nmfilm.com

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New Mexico Economic Development Department | 1100 South St. Francis Dr. , Joseph M. Montoya Building, Santa Fe, NM 87505-4147

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