



Michelle Lujan Grisham
Governor

Alicia J. Keyes
Cabinet Secretary

Amber Dodson
Director

FOR IMMEDIATE RELEASE:
July 14, 2021

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

The New Mexico Film Office Announces
The Artist,
A Multimedia Production
by Electric Playhouse Inc.,
is being produced in New Mexico

SANTA FE, NM – The New Mexico Film Office announces *The Artist*, a multimedia game and interactive experience by Electric Playhouse Inc. is being produced in Albuquerque, New Mexico through the end of July 2021.

“New Mexico’s creative economy is one of its best assets, we are at the epicenter of left brains and right brains, creators and disruptors. Electric Playhouse is the essence of the creative culture that exists in our state and their project, an interactive gamified dining experience, will be incredible,” said Amber Dodson, Director, New Mexico Film Office. “Creative projects like this are being supported by New Mexico’s film incentive program and it is very exciting to watch home grown companies like Electric Playhouse also utilize the program for their work.”

The Artist is an immersive and interactive gamified dining experience that follows a young artist and her journeys through Paris. It explores a new blossoming relationship and her love of the different styles of art that she is being exposed to and learning about. Each course represents both a stage in her artistic career, as well as her relationship and love interest. This experience provides a ticketed guest with the ability to explore various art styles and genres from Impressionism to Modernism through an interactive table that tracks guest movement and motions. The walls of the touring pop-up game are also projection-mapped, which creates a truly immersive experience.

The production is directed by Electric Playhouse and is employing 7 New Mexicans.

“The Electric Playhouse is first of its kind immersive and interactive family entertainment destination that leverages art & technology to create gamified experiences for all ages. As we continue to work on expanding the concept in various forms across the country; the Artist represents our first productized version of our highly popular immersive dining experience. As a startup, the support of the New Mexico Film Office has been key to our success by helping us as maintain and grow our talented team located here in Albuquerque, New Mexico. “-Brandon Garrett, Co-Founder & Vice President, Electric Playhouse, Inc.

For more information on the production, contact: info@electricplayhouse.com

Electric Playhouse

Electric Playhouse is an Albuquerque-based company that utilizes artist driven interactive projections to transform empty spaces into immersive gaming and dining experiences. Visit www.electricplayhouse.com to learn more.

###



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

A division of the [New Mexico Economic Development Department](#)