



Governor Bill Richardson Announces Innovative Digital Media Initiative with UNM

Governor allocates \$3 Million for program that will create new opportunities, and high-wage, high-tech jobs for New Mexicans

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SANTA FE- Governor Bill Richardson today announced he has allocated \$3 million dollars to fund a new digital media initiative called ARTSLab, developed and implemented by the University of New Mexico.

“ARTSLab represents the convergence of two resources New Mexico has in abundance—high technology and creativity, and will be a catalyst for innovation,” said Governor Richardson. “It will bring together faculty, staff and students from virtually all colleges and departments of the university in a creative, innovative and interdisciplinary environment.”

ARTSLab stands for **Art, Research, Technology, and Science Lab**. The initiative will have three major components: education, research, and economic development:

- **Education:** Via ARTSLab, UNM will offer new and expanded curricula, degrees, and programs in digital media arts and sciences, and will coordinate its activities with other institutions around the state,
- **Research and Development:** UNM has ongoing research activities directly related to digital media. These programs will be expanded and new ones added via ARTSLab,
- **Economic Development:** ARTSLab will support the Governor’s efforts to build a sustainable digital media industry cluster and to prepare New Mexicans for future careers in film and digital media. This will include programs focused on Latino and Native American film and media makers, and will also involve the newly announced UNM Center for Entrepreneurship and Innovation.

“I am committed to helping New Mexico become a leader in digital media technology, including high tech imaging and visualization, incorporating not only digital film and television production, but science, medicine and health, computer graphics and design, and artistic expression as well,” added Governor Richardson.

The funding for ARTSLab is from Governor Richardson’s \$10 million Film Training Initiative passed during this year’s legislative session.

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