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New Mexico media future explored at conference



Governor Bill Richardson's Media Industries Strategy Project 2005 conference, "New Mexico's Media Future: Economic Development through Art and Technology," will be hosted by the University of New Mexico ARTS Lab Friday, Jan. 28 from 9 a.m. to 5 p.m. in the UNM Student Union building. This event will be the finale of "Governor Richardson's Technology Development Planning Week" – the last week of January.

"Technology-based economic development builds on some of New Mexico's greatest strengths in science, research and technology, while offering the potential for tremendous growth that respects our environmental, cultural and life-style advantages," Richardson said.

The UNM event will attract filmmakers, business innovators, engineers, designers, educators and others interested in furthering the state's digital media industry.

"This is the first opportunity for everyone interested in the value and viability of developing digital media enterprises in New Mexico to gather and network," said UNM Professor Ed Angel, director of UNM's Arts Technology Center. "This is a great chance to learn about and get involved with collaborative projects statewide."

Keynote speakers Alton Walpole, filmmaker, and Michael Stearns, composer and sound designer, will share experiences with traditional and advanced media in New Mexico from 9-10 a.m. in Student Union ballroom B.

Luncheon speaker John Miner, Intel Corporation, will discuss the Media Industries Strategy Project and the Digital Home from noon to 1 p.m.

Morning sessions include:

10 a.m. - Implementing the Media Industries Strategy Project: Outlook for 2005; educational institutions funded by Richardson's project present their plans

11 a.m. - Building on the New Mexico Way; speakers from the business, arts and research communities share how they capitalize on New Mexico's unique environment to build a strategic niche.

Afternoon breakout sessions include:

1 p.m. - Tapping New Mexico's Cultural Heritage; Dorothy Baca, UNM Arts of the Americas Institute, facilitates a discussion between representatives of the Institute of American Indian Arts, National Hispanic Cultural Center and UNM.

2:45-4:15 p.m. – Technology as Competitive Advantage; Andres Salazar, PNM chair in microsystems at UNM, moderates a discussion on the role of media-related technology in the Media Industries Strategy Project. Representatives from the national laboratories and small tech business innovators are participants.

From 1 to 4 p.m. Governor's Cup winning films will be screened in ballroom B. Panel members will recap developments from the various sessions and talk about next steps from 4:30 to 5 p.m.

“My hope is that people will learn how to become involved with the Media Industries Strategy Project so they can help grow and sustain this industry,” Angel said.

UNM's Art Technology Center was recently awarded \$3 million to create the “Art, Research, Technology and Science Laboratory” (ARTS Lab) to support the state's efforts in digital media. The lab is to become a key catalyst for education and research.

The conference is free; however, attendees are asked to pre-register on the Web at <http://artslab.unm.edu/>. A complete schedule of events, maps and parking information are also available on the Web site.

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