

## Preface

The International Conference on Intelligent Technologies for Interactive Entertainment (INTETAIN) is the premier platform for research on advances in interactive technology and the application to entertainment. These are the proceedings of the eighth edition of the series, which was held during June 28–30 2016, in Utrecht, The Netherlands, following previous editions in Madonna di Campiglio (2005), Cancun (2008), Amsterdam (2009), Genoa (2011), Mons (2013), Chicago (2014), and Turin (2015).

The conference was focused on bringing together researchers to present and discuss novel interactive techniques, their application in entertainment, education, culture, and art, and to identify challenges and solutions. The single-track program featured 23 talks from international speakers. These talks were selected from 37 paper submissions, each of which was reviewed by at least three reviewers. Several demos showed the state of the art of interactive technology for entertainment.

The conference featured six thematic sessions: Serious Games, Novel Applications and Tools, Exertion Games, Persuasion and Motivation, Interaction Technologies, and Game Studies. We were delighted to have internationally renowned keynote speakers Elisabeth André (Laboratory for Human-Centered Multimedia, Augsburg University, Germany) and Mark Riedl (School of Interactive Computing, Georgia Institute of Technology, USA), who gave outstanding talks on “Emotion-Sensitive Technologies for Games and Interactive Entertainment” and “Computational Narrative Intelligence: From Games to Robots,” respectively. Also, the Oscar-nominated trio Job, Joris, and Marieke (Utrecht, The Netherlands) provided an inspirational overview of their creative work in animation, illustration, character design, and music.

Two workshops were part of the conference: “Virtual Agents for Social Skills Training (VASST)” focused on serious games in which virtual agents play a vital role in training and rehearsing social skills; “Playable Cities: The City as a Digital Play-ground,” brought together researchers exploring ways to make urban areas smarter by engaging citizens in playful ways. Clare Reddington (Creative Director, Watershed, Bristol, UK) provided the keynote talk.

The venue of the eighth edition of INTETAIN was the Instituto Cervantes at the Dom Square in Utrecht. The social program included a reception, boat trip on the Utrecht canals, and a conference dinner in the main historic Utrecht University building the Academiegebouw.

The conference chairs would like to thank all presenters who made this edition so interesting and enjoyable, as well as the invited speakers Elisabeth André, Mark Riedl, and Job Roggeveen of Job, Joris, and Marieke for their outstanding speeches. Many thanks go to the sponsors Utrecht Center for Game Research, EAI, ECCAI, and NWO for their support. The chairs also thank the members of the Technical Program Committee and of the Organizing Committee, who made this conference possible. We would like to thank the EAI representatives Ivana Allen, Sinziana Vieriu, Jana Vlnkova, and Lenka Laukova for their invaluable help in organizing INTETAIN 2016.

Special thanks also to the INTETAIN Steering Committee Board, who assigned Utrecht University the organization of the 2016 INTETAIN edition.

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