



Press release
Paris, October 13, 2026

Sublime AI School: heaven Celebrates the Success of Its First Cohort and Reaffirms Its Commitment to Training the Next Generation of AI Talent

[Watch the Showreel](#)

70 students, 22 training sessions, around ten speakers and six short films produced: six months after its launch, Sublime AI School, created by heaven, the Next Generation creative agency within the HOPSCOTCH Group, reflects on the success of its inaugural edition. The programme was designed to help young talent understand artificial intelligence and use it thoughtfully, responsibly and creatively.

Launched in January 2026, Sublime AI School was born out of a clear observation: as artificial intelligence is already transforming the communications industry, young professionals need guidance to understand these new tools, develop their critical thinking skills and learn how to integrate AI meaningfully into their work.

The inaugural edition brought together nearly 70 apprentices and interns from heaven and the HOPSCOTCH Group for a six-month programme comprising 22 training sessions. Led by around ten internal and external speakers, the various modules enabled participants to explore the fundamentals of AI, copyright issues, AI-assisted copywriting, image and content creation, prompting techniques, and practical applications directly relevant to the communications industry.

Of the participants, 35 completed the entire programme and successfully graduated, marking the achievement of a first cohort equipped with a better understanding of both the opportunities and the limitations of these technologies.

To bring the inaugural edition to a close, participants were invited to put their learning into practice through a collaborative creative project. Divided into six teams, they conceived and produced six AI-generated videos, applying the tools and methodologies explored throughout the programme, from initial concept development to production.

“When we launched Sublime AI School, our ambition was to equip young people with the knowledge to understand AI before it reshapes their professions. This first experience has confirmed how important it is to build that understanding. It is not simply about learning how to use tools, but about developing the ability to experiment, ask questions and integrate AI responsibly into creative processes,” says Arthur Kannas, President of heaven.

With this inaugural edition, heaven reaffirms its commitment to investing in training for emerging applications of artificial intelligence over the long term. Building on the experience

gained, the agency intends to continue developing Sublime AI School and evolve its curriculum in line with technological advances, helping future generations of professionals adopt a creative, responsible and informed approach to AI.

Sublime AI School's First Cohort: Key Figures

- Nearly 70 apprentices and interns took part
- 35 participants completed the entire programme
- 22 training sessions
- Around 10 internal and external speakers
- 6 working groups
- 6 short films produced as a final project
- 6 months of training (January–June 2026)

—

Press contact

Olivier Duval de Laguerce

E: olivier.duval@heaven.fr

T: 0764423906

About heaven

heaven is a next-generation advertising agency that connects brands with online communities and digital conversations.

Drawing on its understanding of emerging digital and social behaviours, heaven develops and delivers innovative, high-performing campaigns and strategies for local and international markets, placing brands at the heart of online conversations.

Since 2016, heaven has also published *Born Social*, the leading annual benchmark tracking the evolution of digital behaviours among the under-13s and the next generation.

To develop and deliver its campaigns, heaven brings together a range of specialist expertise, including Influencer Marketing, Social Media, Brand Content, Media, UX, Creative Tech and Research, all of which contribute to its creative output.

Part of the HOPSCOTCH Group, heaven works with brands including Adobe, Carte Noire, Deliveroo, Renault Group, Macif, Bel and Xbox. The agency is led by Arthur Kannas and has a team of 70 professionals with complementary areas of expertise.

www.heaven.paris | [tiktok](#) | [linkedin](#) | [instagram](#)