

# Past, Present, Future

So many things can happen in fifteen years. When Noir sur Blanc was founded, Germany had just been reunited, the Internet was still in the realm of science fiction and Nelson Mandela had just been released from prison.

Fifteen years later, the world has changed. Globalization has happened. The people running newspapers, television and radio stations have changed the way they work. It is impossible to ignore the Web as a means of communication.

Communication has become a vital requirement for everyone, not just the major players on the economic and political fields. Notions of privacy and discretion have changed. People now have a clearer understanding of what living in the “public eye” is all about.

Noir sur Blanc was established in part on the belief that there will be a general movement towards this change in thinking, a growing understanding of the media and how to use new communication tools. However, it is impossible to commit to long-term communication without respecting a certain code of ethics and honesty. Communication must be durable in order to withstand the test of time.

**1990** : *Creation of  
Noir sur Blanc*

In its work, the Agency has brought together people from a wide range of different sectors who all adhere to this mentality. Noir sur Blanc has learned as much from them as they have from the Agency... and we are grateful to them all.