

Modernism, Inc.

The Eliot Noyes Design Story

December 10, 2025

6 pm Doors | 6:30 pm Film

Burlington Contois Aud, 149 Church St.
Brattleboro 118 Elliot St.
Same day screen from home: adfilmseries.org



Special Guests (Burlington):
Introduction by **Frederick Noyes**,
FAIA Frederick Noyes Architects

Q&A to follow the screening with
Frederick Noyes and **Devin Colman**,
Director, UVM Historic Preservation
Program

(2.5) AIA LUs (in-person only)

Architecture + Design Film Series

Modernism, Inc. provides a rich, thoughtful exploration of Eliot Noyes' influence on design, architecture, and the corporate world. Coining the term, "Good Design is Good Business", Noyes built design programs that essentially transformed some of America's most powerful postwar corporations. This film weaves Noyes' story with the broader context of corporate America's embrace of Modernism during the period of postwar economic expansion, and culminates in the backlash against Noyes and his generation at the Aspen Design Conference during the countercultural upheaval of the Vietnam era. One of the, "Harvard Five", Noyes also helped establish New Canaan, CT into a laboratory for residential Modernism. The idea of beauty with utility, which was generated from the Bauhaus art movement, continues to remain vital today, and for this, we thank Noyes.

BCA AIA Vermont 118 Elliot

Directed by Jason Cohn, 2023, USA, 118 Minutes

truexullins

ARCHITECTURE + INTERIOR DESIGN

UVM Department of Art and Art History

University of Vermont College of Arts and Sciences

Historic Preservation Program

ep

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Peter Mauss PHOTOGRAPHICS

Phyllis Odessey GARDENS

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MODERN·MILL

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HOTEL VERMONT

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LAND DESIGN

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