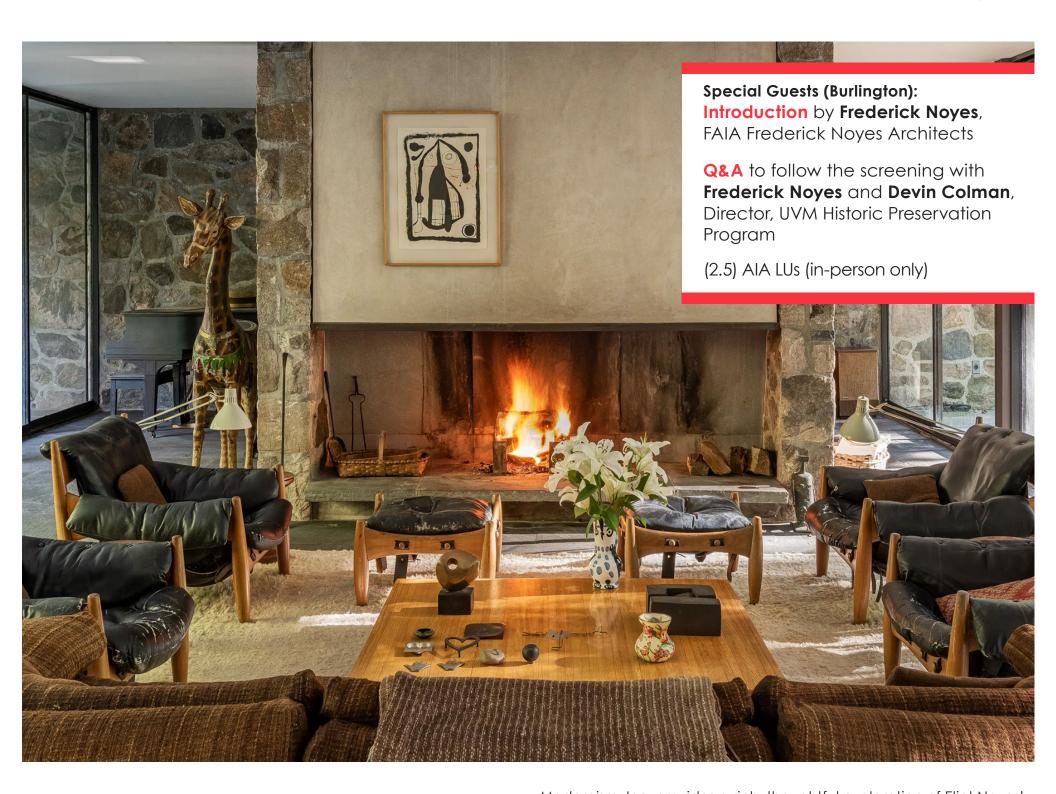
Modernism, Inc. The Eliot Noyes Design Story

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



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", Noves 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.

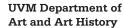






Directed by Jason Cohn, 2023, USA, 118 Minutes































Sherwin











JimWilliamsAIA ARCHITECTURE+DESIGN















