

# The New Criterion

Features December 1994

## At the Warhol Museum

by Hilton Kramer

*On impressions of the new Andy Warhol Museum in Pittsburgh, Pennsylvania.*

*When you think about it, department stores are kind of like museums.*

— Andy Warhol

One's first impression of the Andy Warhol Museum is of a smart new specialty store—not exactly a department store, to be sure, but something on the scale of the old Henri Bendel's on West Fifty-seventh Street in Manhattan or the new Barneys on Madison Avenue, only in this case distinctly downmarket and featuring but one line of goods: the artist's reputation. In this respect, it also resembles some of the new-style emporiums that have lately opened around Fifth Avenue and Fifty-seventh Street in New York: the Warner Bros. and Coca-Cola shops that do a brisk business in brand-name nostalgia kitsch. It is indeed as if Warhol's comparison of art museums and department stores had been adopted, with appropriate modifications, as the guiding principle in planning this monument to his name and fame.

The rest of this article is locked. Please make sure you are logged in to view the full article.

---

Hilton Kramer (1928–2012) was the founding editor of *The New Criterion*, which he started with the late Samuel Lipman in 1982.

This article originally appeared in *The New Criterion*, Volume 13 Number 4, on page 6

Copyright © 2024 The New Criterion | [www.newcriterion.com](http://www.newcriterion.com)

<https://newcriterion.com/issues/1994/12/at-the-warhol-museum>