



ECONOMY

AUCTIONS

Charity in technicolor with Miles Aldridge and Sir Elton John

At Sotheby's in London, the famous British photographer is preparing a special issue of Cattelan and Ferrari's magazine, Toilet Paper Magazine, plus an exhibition and even a foray into the historic café on New Bond Street

Jenny Dogliani | April 01, 2025 | 5' min read

Home Works #3, 2008, credit Miles Aldridge, courtesy Sotheby's



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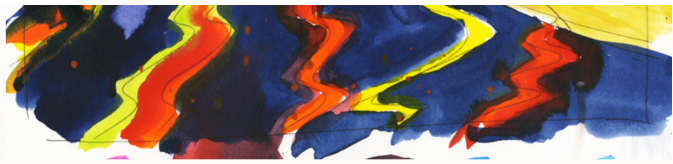


Grid of 4 Polaroids - Elton + Signature, credit Miles Aldridge, courtesy Sotheby's, price on request

«Every image comes to life from an idea, sometimes a very simple one, and becomes a complex orchestration of people who build tableaux vivants». With these words spoken during an interview with Vogue Italia, photographer Pierpaolo Ferrari tells the story of the birth of «Toilet Paper», the biannual magazine founded together with Maurizio Cattelan in 2010, a project that «is also a kind of mental outburst». An innovative magazine that challenges the universe of glossy magazines and the self-referentiality of the art system and criticism, generating a new surreal, evocative, at times extreme imagery that lands and remains on a kaleidoscopic website.

A special issue is currently being prepared in collaboration with Sotheby's and the eccentric British photographer and artist Miles Aldridge, known since the 1990s for his drawings, films and Polaroids with bright acid colours and a pop imagery veering towards cinematic noir atmospheres, but also inspired by the great paintings of art history, particularly the Flemish tradition.





Night Car 3 Drawing 5, 2015, credit Miles Aldridge, courtesy Sotheby's, price on request



Night Car 3, 2015, credit Miles Aldridge, courtesy Sotheby's, price on request

A project at Sotheby's where Miles Aldridge will invite the public to immerse themselves in his sinister and sugary world. For the first time, the photographer and artist will set up an off-site studio offering Sotheby's visitors the opportunity to participate in a one-to-one Polaroid portrait session. In true Warholian style, the models will be able to experience "15 minutes of fame" with the author who over the years has immortalized some of the biggest stars of the present: Sir Elton John, Maisie Williams, Viola Davis, Marina Abramović, Donatella Versace and Sophie Turner, to name a few. Titled 'ToiletMilesPaperAldridge: Polaroid Portraits', the project will run at Sotheby's for four days, from 8 to 11 April 2025. 'I've never done anything like this before, so capturing a cross-section of British society through this Polaroid marathon is a wonderful way to celebrate this project with Sotheby's and my partnership with Toilet Paper. Part technicolour dream, part film set with a subversive twist: for four days, anyone can experience 15 minutes of fame under my lights, whether that's posing with a retro phone or disappearing behind a feather boa,' the artist explains. Drawing inspiration from his December 2024 TIME cover shoot with Sir Elton John, Aldridge will build a photoshoot in Sotheby's galleries complete with props (feather boas, oversized glasses, teacups, retro telephones), lighting and backdrops. The cost to attend a portrait session is £150, part of which will be donated to the Elton John Aid's Foundation, which has raised more than \$600 million since 1992 to support thousands of projects in 95 countries around the world, aimed at improving access to healthcare, tackling LGBTQ+ stigma and ending the global AIDS epidemic.

To register for the shoot click [here](#) .



Venus Etcetera (after Boticelli), 2021, credit Miles Aldridge, courtesy Sotheby's, price on request



Doors 1, 2023, credit Miles Aldridge, courtesy Sotheby's, credit Miles Aldridge, courtesy Sotheby's, price on request

In parallel, Sotheby's (New Bond Street) and the Lyndsey Ingram Gallery will host a major exhibition of Aldridge's work from the past two decades, on view until 17 April. Aldridge will also take over Sotheby's Story Cafe, which until 2 May will be completely covered in his bold images from the walls to the floor, ceiling, tables, windows and coffee cups. "We have long admired Miles' work, his unique vision and the way he transforms reality into a captivating, hyperreal world. Collaborating with him was an opportunity to merge our creative worlds and witness what could emerge when his vivid colours meet our visual language. Every collaboration is an experiment and working with Miles has been a constant source of surprise," explains Cattelan. "Miles has a highly distinctive aesthetic, crafted with cinematic precision, but what fascinates us most is his ability to depict society with a gaze that is as sharp as it is dreamlike. What we share is the idea of using images as a tool to explore the contemporary world, not with judgment, but with irony, leaving room for the viewer's personal interpretation", concludes Ferrari.



Chromo Thriller #3, 2012, credit Miles Aldridge, courtesy Sotheby's, price upon request