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Snap! Miles Aldridge takes polaroid pics at Sotheby's

Maurizio Cattelan was among those papped—all for charity



The UK artist Miles Aldridge, known for his technicolour highly stylised mise-en-scènes, is taking polaroid pictures of members of the public—and well known artists such as Maurizio Cattelan. Aldridge has created a specially designed set in Sotheby's galleries in New Bond Street, complete with props—feather boas, tea cups, retro telephones—that participants can try on and try out while posing for the polaroid pic session à la Andy Warhol. Priced at £150 per image, Aldridge will donate a portion of the funds to The Elton John Aids Foundation.

An exhibition of Aldridge's work is also on display in both Lyndsey Ingram's new gallery space on Bourdon Street and Sotheby's galleries (until 17 April). Aldridge's stint at Sotheby's coincides with the launch of *TOILETMILES PAPERALDRIDGE*, the third edition of trendy *TOILETPAPER* magazine founded by Cattelan and the photographer Pierpaolo Ferrari. The elusive Cattelan popped into Sotheby's and was papped by Aldridge, looking as enigmatic as ever in his fetching portrait.