



15 Minutes of Fame: Polaroid Portraits **MILES ALDRIDGE**

15 Minutes of Fame is my ongoing series of Polaroid portraits, a democratic mix of public figures and 'complete unknowns'. Each sitter steps into my studio, where they're photographed against a pleated orange backdrop, under theatrical lighting, with a curated selection of props from my universe: telephones, popcorn, cocktail glasses...

The idea came after I photographed Elton John for TIME's Icon of the Year cover. That shoot, staged like a set of photobooth snapshots, got me thinking: what happens when anyone, not just a celebrity, is given their moment in the spotlight? The result is a pop-tinged homage to August Sander and Andy Warhol, filtered through my own hyper-stylised, cinematic lens.

Over the course of fifteen minutes, I work spontaneously with each sitter to create a fictional version of themselves. There's a wonderful alchemy in that brief performance, where myth and truth blur.

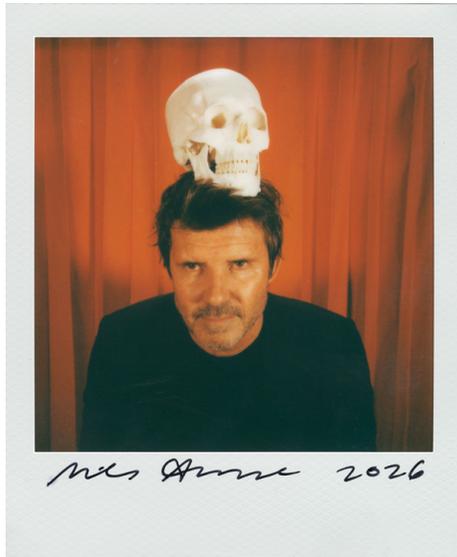
I shoot the portraits on Polaroid because it's immediate, with just the right amount of irreverence — perfect for capturing flashes of humour, vanity, drama, and surprise. Each portrait is a unique, unrepeatable record of the sitter's 15 minutes in front of my camera.

At its core, 15 Minutes of Fame is about how people want to be seen, and who they become when they're given permission. More often than not, the version they leave with is closer to the truth than the one they arrived with.

— Miles Aldridge

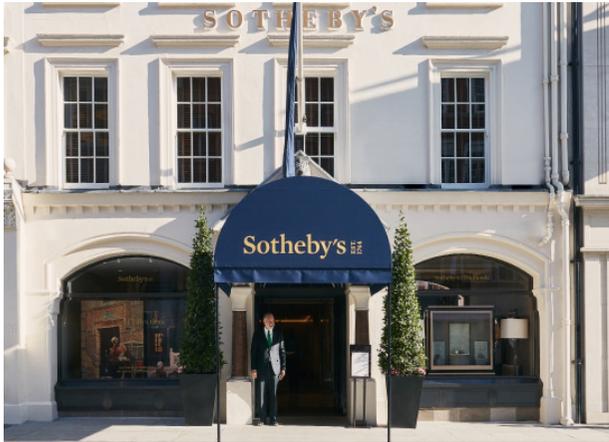






15 Minutes of Fame: Polaroid Portraits

LOCATIONS



SOTHEBY'S

London 8 - 11 April 2025



PHOTO LONDON

London 15 - 18 May 2025



MANDARIN ORIENTAL LUTETIA

Paris 8 October 2025



MILES ALDRIDGE STUDIO

London 29 - 30 November 2025



CASA TUA ART BASEL MIAMI BEACH

Miami 2 - 7 December 2025



PIAGET PLACE VENDÔME

Paris 18 - 19 February 2026

15 Minutes of Fame: Polaroid Portraits

LOCATIONS



FAHEY/KLEIN GALLERY

Los Angeles 25 - 28 February 2026



SOTHEBY'S

New York 20 - 24 April 2026



BOOKMARC

New York 25 April 2026



SAN MARCO ARTS CENTRE

Venice 6 - 12 May



ART BASEL

Paris 24 - 26 October 2026



PARIS PHOTO

Paris 12 - 15 November 2026



The 15 Minutes of Fame project launched in April 2025 at Sotheby's London where over 125 people sat for portraits.

Sotheby's EST. 1744

**TOILETMILES
PAPERALDRIDGE**

STEP INTO MILES ALDRIDGE'S WORLD AT SOTHEBY'S
In Celebration of the Release of a Special Issue of TOILETPAPER Magazine
Co-founded by Maurizio Cattelan & Pierpaolo Ferrari

**Photographer & Artist Invites the Public to Sign Up to a Once-in-a-lifetime
Polaroid Portrait Session with Miles Himself**
Proceeds to be Donated to The Elton John Aids Foundation

**Major Exhibition of Aldridge's Works Spanning Two Decades to Run Alongside,
In Addition to a Full Takeover of Sotheby's New Bond Street Cafe**



Sir Elton John, 2025

“Sotheby's is all about history, legacy and masterpieces so, naturally, I thought, why not turn it into my photographic playground? I hope that my takeover inside the hallowed walls of the auction house will allow visitors to not only fully immerse themselves within my world, but become part of my story too, as I invite the public to participate in my biggest and longest running portrait shoot: 'ToiletMiles PaperAldridge: Polaroid Portraits'.”

MILES ALDRIDGE

LONDON, 31 MARCH 2025 – In a unique new project at Sotheby's, Miles Aldridge will be inviting the public into his vibrant world unlike ever before. For the first time, the photographer and artist will be setting up an off-site studio providing an opportunity for visitors to Sotheby's to partake in a one-on-one polaroid portrait session with Miles. In true Warholian style, sitters will be able to experience “15 minutes of fame” with Miles who, over the years, has captured some of the biggest stars of our time: Sir Elton John, Maisie Williams, Viola Davis, Marina Abramović, Donatella Versaci and Sophie Turner to name just a few. Miles is set to bring this project, *ToiletMiles PaperAldridge: Polaroid Portraits*, to Sotheby's galleries for four days only from 8-11 April 2025.

At the same time, Sotheby's and Lyndsey Ingram Gallery will play co-host to an exhibition of works by Miles created over the last 20 years - some borne from his most iconic shoots and others that have never been shown publicly before. Free and open to all, the exhibition will run from 31 March through to 17 April and will go on view in both Lyndsey Ingram's new gallery space on Bourdon Street and Sotheby's galleries on New Bond Street. The exhibition will run in parallel with Miles' full takeover of Sotheby's Story Cafe (31 March - 2 May), which will see him cover the walls - from floor to ceiling - as well as the tabletops, windows, coffee cups (and more) in his bold and kaleidoscopic style.

Miles' takeover at Sotheby's and Lindsey Ingram gallery coincides with the launch of “TOILETMILES PAPERALDRIDGE”, the third edition from TOILETPAPER magazine founders, artist Maurizio Cattelan and photographer Pierpaolo Ferrari.

“We have long admired Miles's work – his unique vision and the way he transforms reality into a hyper-real, captivating world. Collaborating with him was an opportunity to merge our creative worlds and witness what could emerge from the encounter between his vivid colors and our visual language. Every collaboration is an experiment, and working with Miles was a constant source of surprise.”

MAURIZIO CATTELAN

“Miles possesses 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 imagery as a tool to explore the contemporary world – not with judgment, but with irony – leaving space for the viewer's own interpretation.”

PIERPAOLO FERRARI



Chrome Thriller #3, 2012



Doors #1, 2023

TOILETMILES PAPERALDRIDGE: POLAROID PORTRAITS

“ I have never done anything like this before, recording a slice of British society through this marathon polaroid photo session, which feels like a wonderful way to celebrate this project with Sotheby's, as well as my collaboration with TOILETPAPER. It's part technicolor dream and part cinematic set with a touch of the subversive. For four days, anyone can experience 15 minutes of fame under my lights, whether that means striking a pose with a retro telephone or disappearing behind a feather boa. ”

MILES ALDRIDGE

Drawing inspiration from his TIME cover shoot with Sir Elton John (“Icon of the Year” issue, December 2024), Miles will create a specially designed set in Sotheby's galleries, complete with props (feather boas, oversized glasses, tea cups, retro telephones), lighting and heavy drapery backdrops, which participants will be able to step into, to experience a once-in-a-lifetime polaroid portrait session with Miles himself. Priced at £150 (including VAT), Miles will donate a portion of the funds to The Elton John Aid's Foundation.

TOILETMILES PAPERALDRIDGE: POLAROID PORTRAITS takes inspiration from August Sander's lifelong typology project, *People of the 20th Century*, for which he amassed an archive of photographs capturing the everyday people of the Weimar Republic.

To book your portrait session, please click here [Further details below]

“MILES SEES A COLOUR COORDINATED, GRAPHICALLY PURE, HARD-EDGED REALITY.”

David Lynch

Miles Aldridge's interest in photography began at an early age when he was given a Nikon F camera by his father. Yet, becoming a photographer had not always been on the cards. In fact, young Miles had hoped to become a film director, starting his career as an illustrator and music video director before ultimately turning to photography in the nineties - and sort of by chance. Miles was in his twenties at the time when his then girlfriend, a model from London, asked him to take her portrait, so off they went to Hampstead Heath where he took, what he calls, a “very ordinary photograph.” Finding its way into her portfolio, his portrait was soon seen by the editors of Vogue who immediately asked for an introduction to Miles. His first commission quickly led to the next and within six months he was travelling to the United States to shoot covers for major publications: “I landed in this field at a moment when British photography was exploding, in part due to the rise of grunge culture. The fact that I was from London, had a British accent and a camera ticked all the right boxes in New York. I was known as the grunge photographer.”

It was only when Miles started working with Franca Sozzani, the legendary editor-in-chief of *Vogue Italia*, that fashion photography truly became his calling. He worked with her for 16 years - often alongside Helmut Newton, Bruce Weber, Peter Lindbergh and later Tim Walker - and in the process was able to marry his love of cinema with his newfound admiration for fashion. Franca taught him that fashion photography was much more than just showing the clothes, it was about storytelling. From here, Miles would approach his craft just as a director would approach a cinematic film: each “scene” meticulously arranged and constructed with painstaking attention to lighting, composition and colour. His photographs become frames snatched from a broader story, the mise-en-scènes created by Alfred Hitchcock and David Lynch never far from his mind.



Night Car, Preliminary sketch



Night Car #3, 2015



Home Works #3, Preliminary sketch



Home Works #3, 2008

“ What captivates me about Miles' work is its deceptive playfulness—vibrant and cinematic at first glance, yet often laced with an unsettling undercurrent. His models, their vacant stares steeped in ambiguity, exude a quiet but subversive edge as though the women are trapped in a fever dream of stereotyped femininity. ”

EMILY BIERMAN, SOTHEBY'S GLOBAL HEAD OF PHOTOGRAPHS

Domesticity remains a recurring theme in Miles' photographs, yet always with a sinister twist. His glamorous, frequently eroticised images probe society's idealised notions of domestic bliss where dark undercurrents swirl beneath a flawless surface. A woman is often the focal point of his compositions, navigating a world that oppresses her. She can be found in kitchens, supermarkets, bedrooms and playgrounds, surrounded by the detritus of a dinner party or smashed broken glass, or with other “actors” they seem to completely ignore. For Miles, these women recall his mother who he remembers from childhood would often wear an “un-emotional, mask-like face” but deep down would be battling with her own internal struggles.

“ I don't think the world is one great palazzo of people drinking champagne...It's not like that. There's darkness there beneath the surface. My pictures always have to reflect my anxiety about the world...I want to find beauty in the dark side of human nature. ”

MILES ALDRIDGE

15 Minutes of Fame: Polaroid Portraits

SOTHEBY'S LONDON SELECTED PRESS

Subscribe

THE ART NEWSPAPER

Digital Editions Newsletters Profile

Art market Museums & heritage Exhibitions Books Podcasts Columns Technology

Adventures with Van Gogh

Diary // Blog

Snap! Miles Aldridge takes polaroid pics at Sotheby's

Maurizio Cattelan was among those papped—all for charity



Miles Aldridge's polaroid of Maurizio Cattelan

The Art Newspaper

9 April 2025

Share



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

THE STANDARD

NEWS SPORT BUSINESS LIFESTYLE CULTURE GOING OUT HOMES & PROPERTY COMMENT

NEWS | UK



Photographer Miles Aldridge to host 'marathon' Polaroid sessions at Sotheby's

The project offers members of the public the chance to take home their own Polaroid portrait.



MILES ALDRIDGE
PETER LINDBERGH

LAUREN DEL FABBRO
31 MARCH 2025

Photographer Miles Aldridge is to host a "marathon" of one-on-one Polaroid sessions for Sotheby's visitors to experience "15 minutes of fame".

The project, ToiletMiles PaperAldridge: Polaroid Portraits, will take place at the Sotheby's galleries in New Bond Street, London, across four days in April, with proceeds going to the Elton John Aids Foundation.

Having previously photographed the likes of actresses Viola Davis and Maisie Williams, designer Donatella Versace and singer Sir Elton, the project offers members of the public the chance to take home their own Polaroid portrait after a session with the artist.

Aldridge said: "I have never done anything like this before, recording a slice of British society through this marathon Polaroid photo session, which feels like a wonderful way to celebrate this project with Sotheby's, as well as my collaboration with Toiletpaper.



From there, the project travelled to Paris to celebrate the opening of Miles Aldridge's exhibition Audacity! at Mandarin Oriental Lutetia.



Owing to overwhelming interest, portrait sessions continued in the Miles Aldridge London Studio, offering a more private and focused environment.



The next destination was Miami, where the project took place at the iconic Casa Tua to coincide with Art Basel Miami Beach.



The project then returned to Paris for an intimate dinner with Piaget, marking the opening of their new boutique on Place Vendôme.



Most recently, 15 Minutes of Fame appeared at Fahey/Klein Gallery to coincide with Frieze Los Angeles.



For more information about 15 Minutes of Fame: Polaroid Portraits, please email studio@milesaldridge.com