

# Propensity Modelling

## NICOLAS RUSTON

3rd – 22nd October 2011

Hay Hill Gallery  
5a Cork Street, Mayfair,  
London, W1S 3NY

---

“Nicolas Ruston is a highly experienced media practitioner who has taken his industry skills so as to examine its own self in a fine art context – whether this is a documentation, an autopsy or a healing endeavour will, I imagine, only be found out when his show opens.”

— Neal Brown

---

We are pleased to announce the opening of Propensity Modelling, a show of new work by Nicolas Ruston hosted by Hay Hill Gallery. The exhibition will feature painting and video. Ruston will situate sculptures by Auguste Rodin amongst his own works, as an installation. These historical works from Rodin’s Gates of Hell will be transformed as they are immersed into the context of Ruston’s narrative. Exploring our relationships with artificial manipulation, the mass media and modern myth, the exhibition will feature Ruston’s most ambitious silicone paintings to date.



Pictured above:  
**Sequential Pattern Mining Functions**  
Nicolas Ruston, Silicone on Canvas.

---

Nicolas Ruston’s work is concerned with collective beliefs and shared verbal and visual narratives in relation to the mass media and its version of reality. Referencing the notion of artificial manipulation, science fiction and cloning techniques, Ruston’s new body of work quietly attempts to draw out the complexities surrounding the packaging of DNA sequences and its value as commodity.

The work intends to confront the practice of modern myth-making and ideas surrounding the presentation of an object, its reading and meaning, with an increasing emphasis on narrative as a lead into the concept surrounding the art work. The exhibition will see fiction and reality mingle as the miracles of modern science and the horror of science fiction become one as neo-modern myth.

---

## Biography

Nicolas Ruston, born in Epping, England in 1975, is a British artist and sculptor, most recognised for his silicone and mixed media works, which explore the notion of artificial manipulation. Ruston has enjoyed a successful career in advertising where engineered truths are a product of creative endeavour.

Ruston graduated from De Montfort University. He now lectures at Norwich University College of the Arts and is Creative Director of an advertising agency. His key works are held in private and corporate collections around the world.

---

## Notes for Editors

Ruston graduated from De Montfort University following a three-year apprenticeship under sculptor John Warren.

Ruston has enjoyed an accomplished career within the advertising industry, and brings a knowledge and understanding of its nature into his work. In this respect his work might be considered in the context of the writings

and thoughts of Jean Baudrillard, Noam Chomsky, Naomi Klein, George Orwell, Paul Arden and Charles Saatchi.

The exhibition includes some of Ruston's scratch-paintings, featured in two recent major films and selected for the European Art Prize at the Barbican Centre.

---

## Contact Details:

Please contact [saskia@hayhillgallery.com](mailto:saskia@hayhillgallery.com) for further details or to RSVP for the private view, held at:

Hay Hill Gallery,  
5a Cork Street, Mayfair,  
London, W1S 3NY

HAYHILLGALLERY  
MASTER WORKS AND CONTEMPORARY ART