

THE GAS STATION



MARTIN SHAWN MENDES 000JR-10E

£869

A sustainable signature model

Signature models are a funny business – for every fan you can attract with an artist model, there are more that could also be turned off. Shawn Mendes is a suitably massive pop star to justify the bold step of... wait for it... an inlay signature here. Yep, we told you it was bold.

The swallows (inspired by the musician's hand tattoo) on the 000JR-10E's bridge have positively universal appeal by comparison, and the laser etched lyrics inside the body are subtly and randomly selected for each guitar. So subtle in fact that we couldn't even find it inside our review model! But

down auditorium) adds appeal for younger players, and those who want a middle ground between Little Martin 23-inch and full size. It certainly worked for Martin's Dreadnought Jr, but the smaller body here goes further with that concept. Tonally, its sense of balance and projection is impressive next to our solid wood mahogany Sigma dreadnought and Taylor GS Mini. Rather than a boxy compressed mid-heavy projection, it's softer – especially in the high end. The low end is surprising for the size, too.

Martin, like a few other brands, is clearly intent on sticking with Fishman's Sonitone preamp and

MORE THAN JUST COSMETICS

there's more to this Custom Artist Edition than cosmetics.

We're impressed to find that this guitar is sustainably built from 100% FSC-certified tonewoods, at the request of Mendes, and its navy blue gigbag is 100% recycled post-consumer polyester. His other stipulation was that it would be affordable to fans. For comparison, the street prices we're seeing of around £749 are about £100 more than those of the cutaway non-signature 000CJR-10E – that has a select hardwood neck rather than the sipo here (it's similar to sapele). But if you prefer the traditional non-cutaway look, this is the only option for a Martin 000 Junior.

Like that guitar, the build here is solid sapele back and sides with a Sitka spruce top. A hand rubbed satin finish gets no complaints from us either, while the 24-inch scale and 000 Junior size (a scaled-

Sonicore pickup. It's a minimum frills piezo offering only Volume and Tone controls inside the soundhole. Like most piezo systems it needs some kind of preamp EQ'ing to make the best of it, but even without blending in the imaging (a kind of mic'd acoustic IR) on our Fishman Aura pedal into a FRFR cab, it offered a bold and usable tone.

Another solid performer then for this end of the Martin line alongside the Dreadnought Jr, but the appeal beyond Shawn Mendes fans may well rest on how you feel about that signature inlay and the premium to be paid for the sustainability.

Rob Laing

SUMMARY	FEATURES	SOUND QUALITY	VALUE FOR MONEY	BUILD QUALITY	PLAYABILITY	OVERALL RATING
	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆

1 INLAYS
Though Shawn's signature at the third fret may turn off some players, surely we can all get onboard with the snowflake inlays?

2 BODY SHAPE
The scaled-down auditorium shape and 24" scale make this an ideal alternative to a dreadnought for younger players.

3 SUSTAINABILITY
The 100% FSC-certified tonewoods here also applies to the ebony bridge and fretboard.

AT A GLANCE

TYPE: Electro acoustic short-scale 000-size
BODY: Solid Sitka spruce top, solid sapele back and sides, X bracing (scalloped)
NECK: FSC Certified Sipo
SCALE LENGTH: 24"/609mm
NUT WIDTH: 44.4mm
FINGERBOARD: Ovangkol
FRETS: 20 (14th fret neck join)
TUNERS: Chrome enclosed gear
BRIDGE: FSC® Certified Ebony
ELECTRICS: Fishman Sonitone undersaddle piezo with active preamp with Tone and Volume controls, powered by 9V battery
FINISHES: Satin natural
CASE: Gig bag
CONTACT: Martin, www.martinguitar.com

