**Embargoed until 9am Tuesday 13 May 2025**



**MAJOR NEW EXHIBITION ANNOUNCED FOR LONDON**

**World premiere of SCALE – a life-sized portrait series featuring the revered**  **guitars of legends including Paul McCartney, Joan Jett, Dave Grohl, Chrissie Hynde, Noel Gallagher and many more**

Announced today, the incredible new exhibition **Scale** will premiere at **Unlocked** in **Shoreditch from 12 June – 31 August 2025**.

A compelling photographic journey exploring the intimate relationship between artist and instrument, **Scale** features super high-resolution, life-sized images of 100 guitars underscored by candid, fascinating, intriguing and sometimes hilarious stories of their life, their owners and their incredible contribution to the history of music.

From **Paul McCartney**’s iconic Höfner bass to **Dave Grohl’s** Gibson Trini Lopez, **Keith Urban**’s treasured Fender Broadcaster, **Joan Jett’s** gig worn Melody Maker, **Kevin Parker**’s psychedelic Rickenbacker, one of **Ed Sheeran**’s signature loop-pedal acoustics - the **Scale** exhibitionbrings you stunning, high-detail photographs of the world’s most famous and revered guitars up close like you’ve never seen them before.

Other featured artists include **Jack White, Kirk Hammett, Noel Gallagher, Chrissie Hynde, Johnny Marr, Nile Rodgers, Courtney Barnett** and many, many more.

Scale is the brainchild of multi award-winning Australian music photographer **Kane Hibberd** who has spent the last twelve years travelling the globe asking iconic guitarists to share the innermost secrets of their favourite guitar. Strictly one per artist – their most cherished piece – world famous names, rock gods, punks and virtuosos have answered the call and invited Kane to photograph their precious instruments in life-size detail, front and back - 1:1 - at scale.

Kane said: *"This has been an incredible journey, a real labour of love. It feels like a lot of photography is now created and consumed within a short amount of time. I wanted to work on something that took years, rather than days or weeks and keep it all offline,” says Hibberd, relieved to be speaking candidly after years of secrecy.*

*“The people I’ve met, the stories I’ve heard and the places I’ve wound up in has been an absolute odyssey and I’m so glad to be finally sharing it with the world.*

*“The original idea dates back to 2011. It took a long time and wasn’t easy but nothing worthwhile ever is!"*

Each photograph is paired with the fascinating story behind the instrument. Hear the story of where it came from and why it matters, almost as if the guitars could talk. Whether you’re a guitarist, a music fan, or a lover of fine photography, this exhibition offers a rare and intimate perspective on the instruments that shaped modern music.

Setting out to capture the chips, cracks, scratches and character of instruments that shaped modern music, Hibberd decided to undertake the project painstakingly offline. Nothing of his work or considerable adventures has been shared for twelve years, with the result being an awe-inspiring and impactful final exhibition.

***Scale*: A Photographic Exhibition by Kane Hibberd
12 June - 31 August | Unlocked Shoreditch | 118 Curtain Rd, LONDON, EC2A 3AY**

**NOTES TO EDITORS:**

**Website:** [**www.scale-exhibition.com**](http://www.scale-exhibition.com)

**Instagram:** [**@scale.exhibition**](https://www.instagram.com/scale.exhibition/)

**Facebook:** [**@scale.exhibit**](https://www.facebook.com/scale.exhibit)

**TICKET PRICES:**

**General admission:** £19.50 + booking fees

**Concessions:** £12.50 + booking fees

**Child 12-18:** £10.00 + booking fees

**AAA:** £29.50 + booking fees

**For more information on the exhibition or interview opportunities please contact:**

**Lauren Morgan, James Lennon or Lauren Spencer at Carousel PR on 0161 302 0206**

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**About AEG Presents**

Combining the power of the live event with a focus on true artist development, AEG Presents is a world leader in the music and entertainment industries. Operating across five continents, the company has an unparalleled commitment to artistry, creativity, and community. Its tentpole festivals and multi-day music events - which include the iconic Coachella Valley Music & Arts Festival and the legendary New Orleans Jazz & Heritage Festival alongside British Summer Time at Hyde Park, Stagecoach, Hangout Festival, Electric Forest, Rock En Seine and All Points East - continue to set the bar for the live music experience. AEG Presents promotes global tours for artists such as Justin Bieber, Zach Bryan, Sabrina Carpenter, Kenny Chesney, Luke Combs, Celine Dion, Elton John, Carin León, Paul McCartney, The Rolling Stones, Ed Sheeran, Taylor Swift, and Tyler, The Creator, in addition to - through its network of clubs, theatres, arenas, stadiums and renowned partner brands such as The Bowery Presents, Cárdenas Marketing Network, Concerts West, Frontier Touring, Goldenvoice, Marshall Arts, Messina Touring Group, PromoWest Productions, and Zero Mile Presents - creating and developing an unmatched infrastructure for artist development and audience reach. More information can be found at [www.aegpresents.com](http://www.aegpresents.com)

**About skip-intro**

skip-intro is a Sydney based media company.

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