

# WORLD OF FREDDIE

Step beyond the legend and discover the man.

BOILERPLATE

## About World of Freddie

World of Freddie is an international cultural project dedicated to revealing the private world of Freddie Mercury. Founded by collector and lifelong admirer Tomas Hykel, and curated in collaboration with Peter “Phoebe” Freestone, one of Freddie’s closest friends and personal assistant. The project presents a uniquely authentic portrait of one of music’s greatest icons.

Through rare artefacts, stage costumes, handwritten lyrics and unseen photographs, World of Freddie goes beyond the myth to show the man: creative, playful, and deeply human. Many of these treasures, including items from the 2023 Sotheby’s auction of Freddie’s personal belongings, are being shared with the public for the very first time.

At its core, World of Freddie manages one of the most significant private collections of Freddie Mercury memorabilia. Alongside building a vibrant community of fans across social media, the project is preparing its centrepiece: Freddie – The Exhibition. This major international showcase, opening in spring 2026 at the House of Music Hungary in Budapest, will bring Freddie’s world to life through an unprecedented display of his personal and artistic legacy.



More than an exhibition, World of Freddie is an evolving experience: live events, immersive showcases, and digital storytelling of Freddie’s friends and collaborators that bring fans closer to Freddie’s life and spirit. The project stands as a living tribute. It is an invitation to discover the man behind the legend.



**PRESS OFFICE:**

Jana Jasickova  
info@worldoffreddie.com  
+420 734 727 874

**WWW.WORLDOFFREDDIE.COM**

