

# FREDDIE – THE EXHIBITION

Opening in spring 2026, Freddie – The Exhibition reveals the personal story of Freddie Mercury, one of the world's most famous rock icons

## Freddie - The Exhibition

**Opening in spring 2026, Freddie – The Exhibition reveals the personal story of Freddie Mercury, one of the world's most famous rock icons**

*Budapest, 10 September 2025*

Together with World of Freddie, The House of Music Hungary, a cultural landmark in Budapest's City Park, is creating a uniquely designed exhibition that will present the personal story of one of the world's greatest rock icons, Freddie Mercury, as never seen before. Opening in the spring of 2026, Freddie – The Exhibition is timed to mark the 80th anniversary of the superstar's birth and the 40th anniversary of his unforgettable 1986 Budapest concert. Through hundreds of original, personal artefacts and exclusive recollections from friends and colleagues, the exhibition will take visitors behind the scenes to discover Freddie and a human side of the icon that fans have previously only ever glimpsed.

*"The founder of the World of Freddie, the organization dedicated to preserving the legendary singer's legacy, immediately fell in love with the spirit of our house when they visited our permanent exhibition," comments András Batta, Executive Director of the House of Music Hungary. "This inspired the idea of a joint exhibition, one where the House of Music could be the first to design an exhibition devoted to Freddie Mercury's personal story. For an institution that has been operating for less than four years, this is not only a tremendous professional honour, but also an extraordinary opportunity to take on a defining role on the international cultural stage."*

Rich in the innovative and interactive elements characteristic of the House's programming, the



**PRESS OFFICE:**

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

**WWW.WORLDOFFREDDIE.COM**



# FREDDIE – THE EXHIBITION

Opening in spring 2026, Freddie – The Exhibition reveals the personal story of Freddie Mercury, one of the world's most famous rock icons

exhibition guides visitors through nine thematic spaces: from Freddie Mercury's universally beloved stage persona to the man only his closest friends truly knew. Alongside the hundreds of original items offered by the World of Freddie – stage costumes including the iconic jacket and shoes worn at the Budapest concert, handwritten lyrics, Freddie's own drawings, antiques collected during his travels, and furniture from his home at Garden Lodge – friends and colleagues share personal stories that offer insight into the star's everyday life. One unique feature of the exhibition is that Peter Freestone, Freddie's longtime personal assistant and friend, accompanies visitors throughout as the narrator, sharing his memories in audio and video recordings.

*"Freddie thought much more about others than about himself," recalls Peter Freestone. "He noted every friend's birthday in a special book he always carried with him, so he would never forget anyone. Even in his final days he bought gifts so that he could surprise his loved ones even when he was no longer around. I just want people to know the real Freddie, I want them to see that this amazing genius, this creative giant, was also a human being."* This is why Freestone embarked on the joint project with Tomas Hykel, founder of the World of Freddie.

The story of the exhibition begins with Freddie Mercury's musical rise and revisits his legendary concerts, including one of the most memorable events in pop music history, the 1985 Live Aid, and the mass singalong that took place there. *"Freddie Mercury was one of the first global superstars to perform beyond the Iron Curtain, in a former socialist country, which is why his memory is especially close to Hungarian fans,"* comments Márton Horn, Director of the House of Music Hungary and co-curator of the exhibition. *"At the Budapest concert of The Magic Tour, he sang the Hungarian folk song Tavaszi szél with his characteristic professionalism, learning it with extraordinary dedication. Perhaps this is why we feel that this exhibition will not only be a milestone in the life of the House of Music, but also a nationwide event that everyone will want to see."*

**PRESS OFFICE:**

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

**WWW.WORLDOFFREDDIE.COM**



# FREDDIE – THE EXHIBITION

Opening in spring 2026, Freddie – The Exhibition reveals the personal story of Freddie Mercury, one of the world's most famous rock icons

The exhibition will also reveal the world behind the curtain: how the overwhelming concert experiences were prepared, from creative planning to rehearsals, and what took place backstage before and during performances. Social life and friendships played a defining role in Freddie's life, and many of these voices will be heard throughout the exhibition. Visitors can step into the clubs he most often frequented, relive his world-famous parties, and hear his well-known stories.

Separate sections recall his favourite pastimes: marathon Scrabble games backstage, his love for both Japan and opera, and his passion for shopping and giving gifts. After he conquered the world, Freddie's home became his sanctuary. Among the objects, furniture, and artefacts he collected over the years, his true character emerges. The exhibition leads visitors through his final years and up to his death, before reflecting on Freddie Mercury's secret: how he became universally recognized in his lifetime, and how, more than thirty years after his passing, he continues to inspire and remain a legend.

---

## Teaser video:

Exclusive photo selection including photo's Peter Freestone:

[https://www.dropbox.com/scl/fo/10igafq23zbvm2fj0iqc4/AO5vvU70uNgxg\\_DII-IPf3I?rlkey=xz2p0c5elfjhvv9xc2dwslyo7&st=hrejfcx&dl=0](https://www.dropbox.com/scl/fo/10igafq23zbvm2fj0iqc4/AO5vvU70uNgxg_DII-IPf3I?rlkey=xz2p0c5elfjhvv9xc2dwslyo7&st=hrejfcx&dl=0)

## Photos of press event:

<https://www.dropbox.com/scl/fo/38baw5cvne124xjwu43f1/APXareIFUAvvcCmXyPDHWtM?rlkey=a8jtsupxi5ypvldm47k4zccw1&st=n2n8aex9&dl=0>



## PRESS OFFICE:

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

[WWW.WORLDOFFREDDIE.COM](http://WWW.WORLDOFFREDDIE.COM)



# FREDDIE – THE EXHIBITION

Opening in spring 2026, Freddie – The Exhibition reveals the personal story of Freddie Mercury, one of the world's most famous rock icons

## About House of Music Hungary

The House of Music Hungary is a unique institution located in the historic City Park in the heart of Budapest, Hungary. Opened in January 2022, it has since become a key player in the cultural life of the capital. Designed by Japanese architect Sou Fujimoto, the building is a one-of-a-kind creation that has received numerous international awards for its innovative design. The architect aimed to achieve a balance between nature and the built environment: transparent glass walls connect the interior and exterior spaces, making the park feel like an organic part of the House. The architecture reflects the institution's threefold mission. The House's activities rest on three pillars – exhibitions, concerts, and music outreach – offering visitors a complex and diverse musical experience. These areas together create an inspiring environment that invites exploration, offering a new community meeting place for everyone who loves music or wishes to discover it more deeply.

[www.houseofmusic.hu](http://www.houseofmusic.hu)

## About World of Freddie

World of Freddie is a unique umbrella project created by lifelong fan and collector Tomas Hykel, with Peter Freestone, Freddie Mercury's longtime personal assistant, as consultant to ensure authenticity. Based on verified stories, original artefacts, and memories from those who truly knew Freddie, it reveals the man behind the legend. Step beyond myths and tabloids into an intimate, personal journey through Freddie's real life. Follow World of Freddie on social media and become part of the story.

[www.worldoffreddie.com](http://www.worldoffreddie.com)



## PRESS OFFICE:

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

[WWW.WORLDOFFREDDIE.COM](http://WWW.WORLDOFFREDDIE.COM)

