

# TOMAS HYKEL

OFFICIAL PRESS RELEASE

## The Collector Who Invites the World into Freddie's true life

### Tomas Hykel: The Collector Who Invites the World into Freddie's life.

#### Olomouc, Czech Republic

From the moment he first heard Queen as a child, Tomas Hykel felt a spark that never left him. Over the years, that spark grew into one of the world's most significant collections of Freddie Mercury memorabilia and into the vision for an ambitious cultural journey. Tomas is more than a collector; he is a man on a mission to keep Freddie's spirit alive with honesty and dignity.

Now, Tomas stands behind *World of Freddie*. A project that unites a large collection, hosts live events, supports charitable initiatives, and is preparing the major multi-sensory showcase *Freddie – The Exhibition*, opening in spring 2026 at the House of Music Hungary in Budapest.

*"When I saw how fans reacted to Mary Austin's decision to auction Freddie's belongings through Sotheby's, I realised this couldn't just be about acquiring items for myself," Tomas recalls. "People didn't want Freddie's world to be dispersed across the globe. They were calling for a place where his story could remain whole. I felt I had to answer that call."*

The auction in 2023 was the spark. Within moments of the announcement, Hykel knew what had to be done. *"The decision to create an exhibition came instantly, in a second. What followed were months and then years of preparation."* His very first acquisition, Lot 104, Freddie's original Queen logo sketch, was more than a purchase. It was, as Tomas describes it, *"a piece of history that embodies Freddie's creative soul."*

But the path was far from easy. *"At the beginning, the distrust was visible,"* he admits. *"It's too big a bite for one guy from Olomouc," people said. Those doubts and even hostility didn't break*



#### PRESS OFFICE:

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

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



# TOMAS HYKEL

OFFICIAL PRESS RELEASE

## The Collector Who Invites the World into Freddie Mercury's Soul

*me. They motivated me. I kept hearing Freddie's own words in my head: Keep on fighting till the end. That's what kept me going."*

The upcoming Freddie – The Exhibition will bring together more than 1,000 items, drawn from three sources: rare pieces acquired through the Sotheby's auction, additional artefacts purchased in private sales, and generous loans from collectors around the world. The result is a collection of unparalleled depth, revealing Freddie Mercury's life through personal treasures, stage costumes, artworks and intimate memorabilia. *"We currently hold over 600 pieces and have secured a further 400 on loan,"* says Tomas. *"Together, they form a narrative of Freddie's world that has never before been seen on this scale."*

But the exhibition is conceived as far more than a display of objects. In the stunning setting of the House of Music Hungary, it will be a fully multi-sensory experience: visitors will see Freddie's artefacts up close, taste his favourite chocolates, breathe in the scent of his perfumes, and even touch selected objects, all while surrounded by his music. *"Freddie never settled for anything less than perfection,"* Tomas adds. *"We owe it to him, and to his fans, to create something equally uncompromising, an experience that is both authentic and unforgettable."*

At its heart, Hykel's journey is one of perseverance, authenticity, and devotion. A collector's passion turned into a cultural legacy. One now set to be shared with everyone who continues to find inspiration in Freddie Mercury.



**PRESS OFFICE:**

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

**WWW.WORLDOFFREDDIE.COM**



# TOMAS HYKEL

OFFICIAL PRESS RELEASE

## The Collector Who Invites the World into Freddie Mercury's Soul

---

### Why this story matters to global media:

- **Authenticity meets passion:** A private collector turned curator, preserving Freddie Mercury's legacy with integrity. Authenticity strengthened by the involvement of many of Freddie's closest friends and collaborators.
  - **Rare treasures, real stories:** Exhibits anchored in emotional truth, not sensationalism.
  - **Global ambition, local roots** A Czech-driven initiative with international reach, opening in Budapest in 2026.
- 



### PRESS OFFICE:

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

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

