



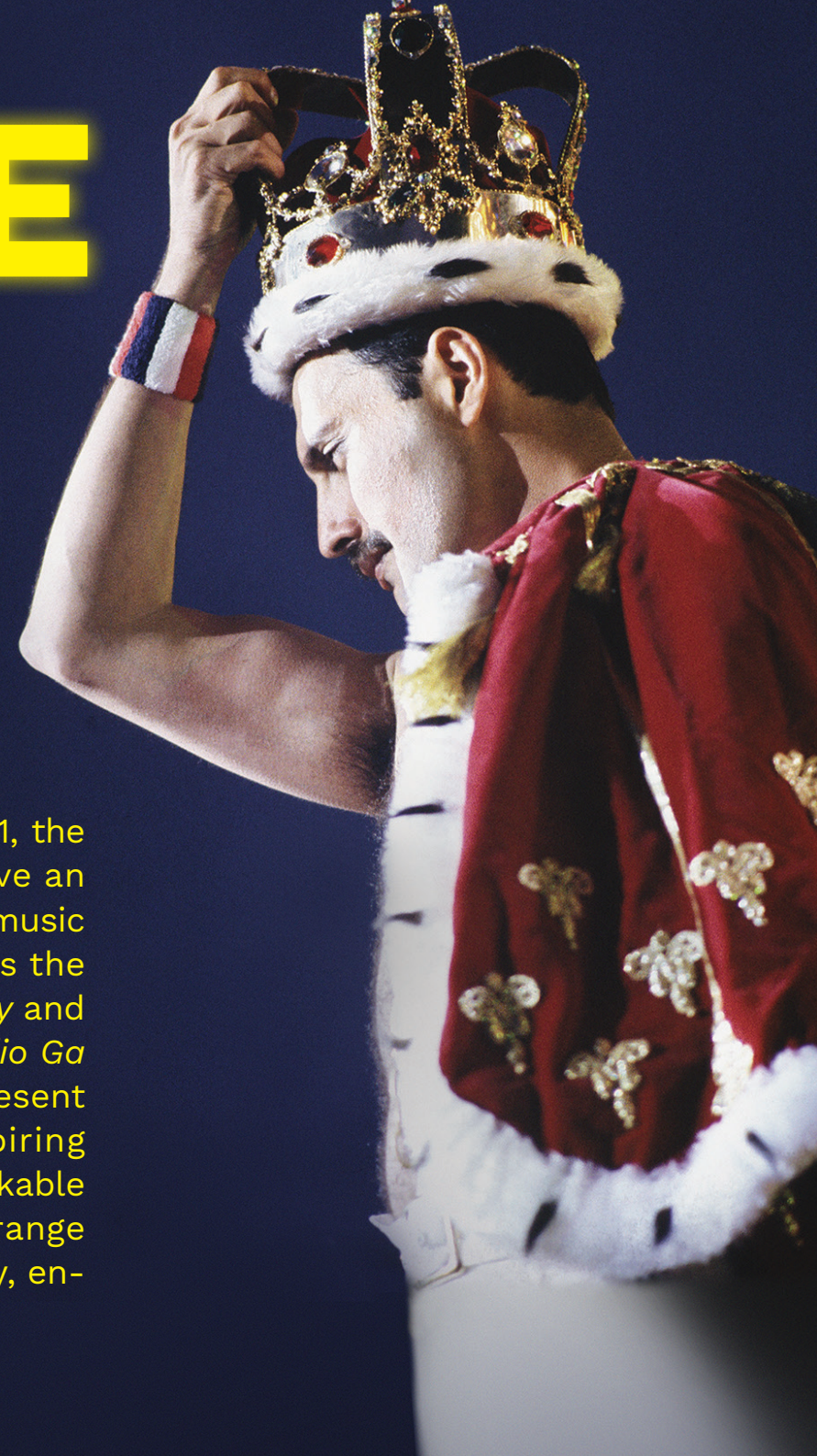
FREDDIE

THE EXHIBITION

The First Travelling Exhibition on Freddie Mercury

FREDDIE

More than three decades after his passing in 1991, the legendary frontman of Queen continues to leave an enduring mark on global music culture. Queen's music unites generations, captivating audiences across the globe. Their anthems – from *Bohemian Rhapsody* and *We Are The Champions* to *We Will Rock You*, *Radio Ga Ga* and *I Want To Break Free* – remain ever-present on YouTube, Spotify, radio and television, inspiring millions of listeners of all ages. Freddie's unmistakable presence and his extraordinary three-octave range stand among the most distinctive in rock history, ensuring his lasting legacy.



Freddie

General Concept

FREDDIE – THE EXHIBITION looks beyond the superstar image to trace the journey of a young immigrant from Zanzibar, trained as a graphic designer, who became one of the most celebrated performers of his time. Presenting more than **300 original artefacts – including rare memorabilia, stage costumes, handwritten lyrics, and personal items** – the exhibition brings to life the world that shaped him. It also serves as a time capsule of its era, revealing how private life in the 1980s, even for a star, was very different from today. The exhibition's storytelling offers a perspective on Freddie Mercury that has never been seen before, shaped by personal interviews with those who knew him best. Among them is **Peter Freestone**, Freddie's long-time personal assistant and trusted companion, whose insights are joined by contributions from friends and collaborators such as **Terry Giddings, Jim Jenkins** and **Mike Moran**. The narrative is further enriched by photographs from renowned rock photographers **Simon Fowler, Denis O' Regan** and **Richard Young**.



A highlight of the exhibition is **Peter Freestone**, whose voice accompanies visitors throughout the journey. As Freddie Mercury's close companion and personal assistant for more than a decade, his narration offers an intimate, first-hand perspective that brings the story to life.

The journey moves from the familiar to the unknown: from the life of the star familiar to all to the private world few ever saw. The narrative unfolds through iconic stage costumes and personal garments, revealing how Freddie Mercury transcended traditional norms and helped shape new forms of self-expression. Structured into nine thematic sections, the exhibition uncovers his passions, contradictions and creative energy, culminating in a reflection on the enduring influence of an artist whose legacy continues to resonate across generations.



NY Hotel

(S2)



KEY TOURING INFORMATION

Presentation in Budapest:
from April 2026 to March 2027

Touring availability:
from mid-May 2027

Hiring fee:
to be discussed

Exhibition size:
800 sqm (adjustable)

Language:
Hungarian and English
(can be adapted into other languages)

Over 300 physical objects
and original artefacts:

- original stage costumes, handwritten lyrics, personal artifacts
- archives, photographs
- interactive installations, a selection of audiovisual & digital elements



Exhibition Design



Embracing cutting-edge museum technologies and placing strong emphasis on immersive, visitor-centred experiences, *FREDDIE – THE EXHIBITION* was created by the architecture studio **Konkrét** to offer a multisensory journey through Freddie Mercury's world – from the electrifying energy of the stage to the quieter, more intimate moments of his private life. A central element of the design is the Usomo **3D sound system**, which responds to visitors' movements and locations to create a personalized audio experience. Interactive installations invite visitors to explore Mercury's creative processes and personal interests in a direct, tactile way.



Floor Plan



Main Exhibition Sections

The exhibition unfolds through a carefully choreographed sequence of experiences, with each section marking a distinct chapter in Freddie Mercury's story.

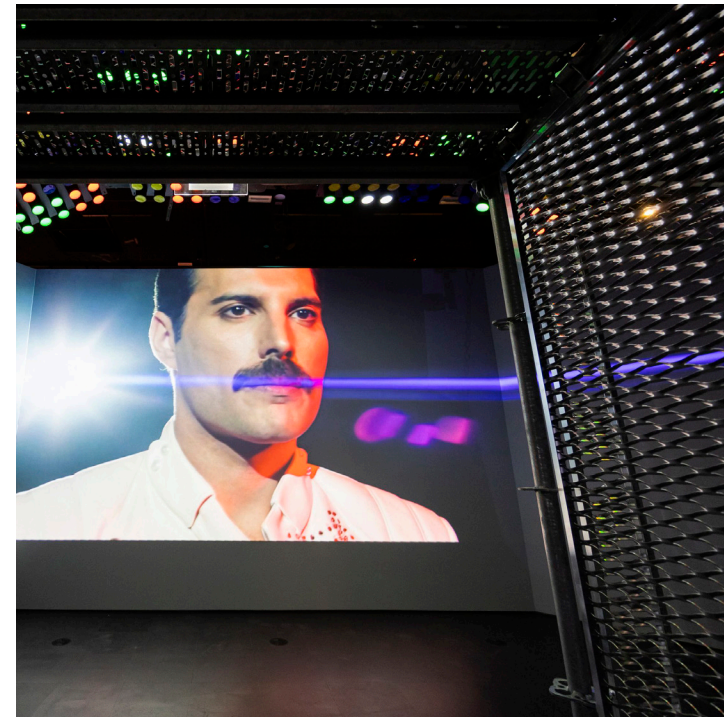
FIRST CHAPTER

The opening section introduces Freddie Mercury's early life and sets the tone for the journey. It is a moment of pause and anticipation, as if we are waiting for the curtain to rise. This transitional space draws visitors into the experience ahead.

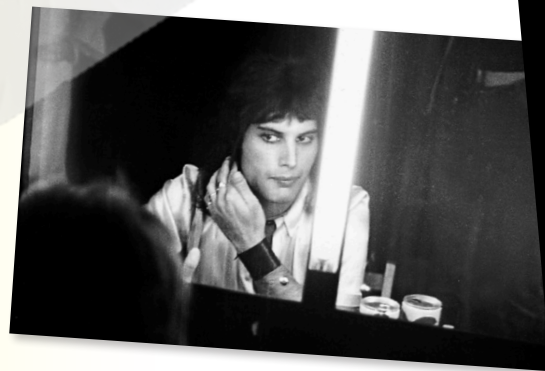
STAGE

Rock icons became larger-than-life figures during the era in which Queen were at their peak, creating a cultural moment that paved the way for the band's rise to the world's biggest stages and worldwide fame.

This section explores Freddie Mercury's musical influences and traces the transformation of rock from a countercultural movement into a global phenomenon.



◀ Freddie Mercury's glittering stage-worn scarlet sequined short-legged one-piece stage suit, worn on the 'News Of The World Tour', May 1978



Freddie Mercury's 'Magic Tour' Jacket, 1986 ►

◀ Queen flag from 1986 Wembley concert



▲ Freddie Mercury's worn Adidas high-top sneakers, 1980s

BACKSTAGE & TOURS

A glimpse behind the scenes, revealing what remained hidden from audiences during concerts. Visitors enter a backstage environment filled with costumes, stage passes, stories, and traces of Queen's world-conquering tours. The space highlights the legendary 1986 *Live Aid* concert and the band's one and only performance behind the Iron Curtain, in Budapest during the *Magic Tour*, presented through interviews and period documents. As the exhibition adapts to each hosting region, local legacies can be highlighted.

At the House of Music Hungary, special attention is given to Queen's historic 1986 Budapest concert and its cultural significance.





Smile drum logo artwork designed by Freddie Mercury, 1969

Sketch by Freddie Mercury based on a work by Matisse, Freddie's gift for Peter Freestone

Handwritten rehearsal setlist, 1970



CREATIVITY

A dynamic space dedicated to Freddie Mercury's artistic vision traces his creative path from early work in graphic and fashion design to songwriting and studio practice.

A piano-based interactive installation reveals Freddie's compositional approach: as visitors press the keys, animated projections unfold, illustrating his musical ideas, creative decisions, and working methods.

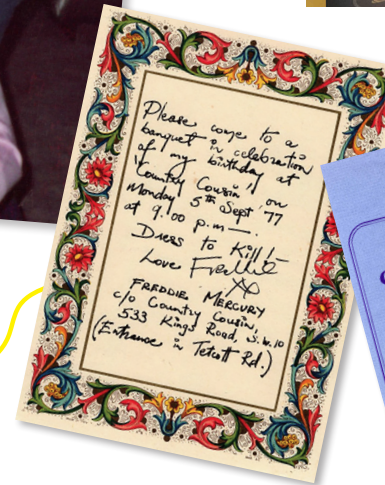
A dedicated studio environment offers hands-on insight into Queen's recording process, allowing visitors to explore how the band recorded, layered, and refined their music through interactive tools.

The space also features a make-up mirror installation, where visitors can virtually try on Freddie's iconic costumes and stage looks, alongside a karaoke booth that invites them to sing Queen songs and send their recordings to themselves as a personal souvenir.



Freddie Mercury's black leather jacket designed by Diana Moseley, circa 1985

Freddie Mercury's 'I Was Born To Love You' video-worn outfit, designed by Diana Moseley, 1985



SOCIAL LIFE

This section marks a turning point in the exhibition, moving from Freddie Mercury's public persona to his private world. The space is divided into two parts: one side captures the glamour of his public life – record releases, celebrity parties, and iconic nights out – while the other reveals his more personal side at home, most notably at Garden Lodge in London.

Autographed birthday invitation, 1977 ▲

Concert afterparty invitation, 1974 ▲

Freddie Mercury's 'Strawberry' shirt worn in Ibiza, September 1987 ►

Freddie Mercury's off-stage wardrobe, 1970s and 1980s ▶



Chinese four-fold painted screen, 20th century ▼



HOME

Garden Lodge, Freddie Mercury's London home, was both the setting of legendary gatherings and, in his final years, a place of retreat and privacy. It became the most intimate space of his life.

In this part of the exhibition, visitors encounter the colors, objects, and rituals that defined Freddie Mercury's sense of comfort and intimacy. Rather than reconstructing Garden Lodge, the space evokes its atmosphere through original furniture, personal memorabilia, and even his favorite TV shows. It also highlights Freddie's passion for art and collecting.





Time – memorabilia related to Freddie's last ever live performance, 1988 ▲

Freddie Mercury's cornflower blue lounge suit, worn with Montserrat Caballé for publicity for the *Barcelona* album, 1988 ►

Barcelona LP signed by Freddie Mercury and Montserrat Caballé ▼



FINAL CHAPTER

This section explores the final years of Freddie Mercury's life, which were marked by creativity, joy, and struggle. Visitors follow Freddie through this time, from the *Barcelona* album and his final recordings to his enduring passions for ballet and opera. At the height of his fame, his world turned increasingly toward home, where he found peace in the things and people he loved most, while quietly living with illness. The exhibition's design reflects this period: solid materials give way to light, transparent forms, while overlapping layers evoke the narrowing yet complex world of his last chapter.

STILLNESS

A silent room for remembrance. At its center stands a rock-like form visitors can take a sit on. Above it hovers the outline of the Duckhouse in Montreux, Freddie Mercury's second home and sanctuary. Here, emptiness and quiet dominate.

THE LEGEND

Freddie Mercury's work continues to transcend generations, and he has remained a legend whose influence reaches audiences of all ages around the world. Decades after his passing, his voice, presence and artistic freedom still feel strikingly alive. How is it possible for his impact to remain so powerful?

The final section approaches this question both thoughtfully and playfully, inviting visitors to engage with Freddie's legacy – including the opportunity to step into his world by striking some of his iconic poses. Subtle visual openings reconnect this concluding space to the Stage, returning the journey to where his story and legend first took shape.



Freddie Mercury statuette ▼



Passion Spaces

In addition to the main sections, smaller interwoven spaces zoom in on Freddie Mercury's passions and favorite activities. Each is marked by bold color and distinctive design.

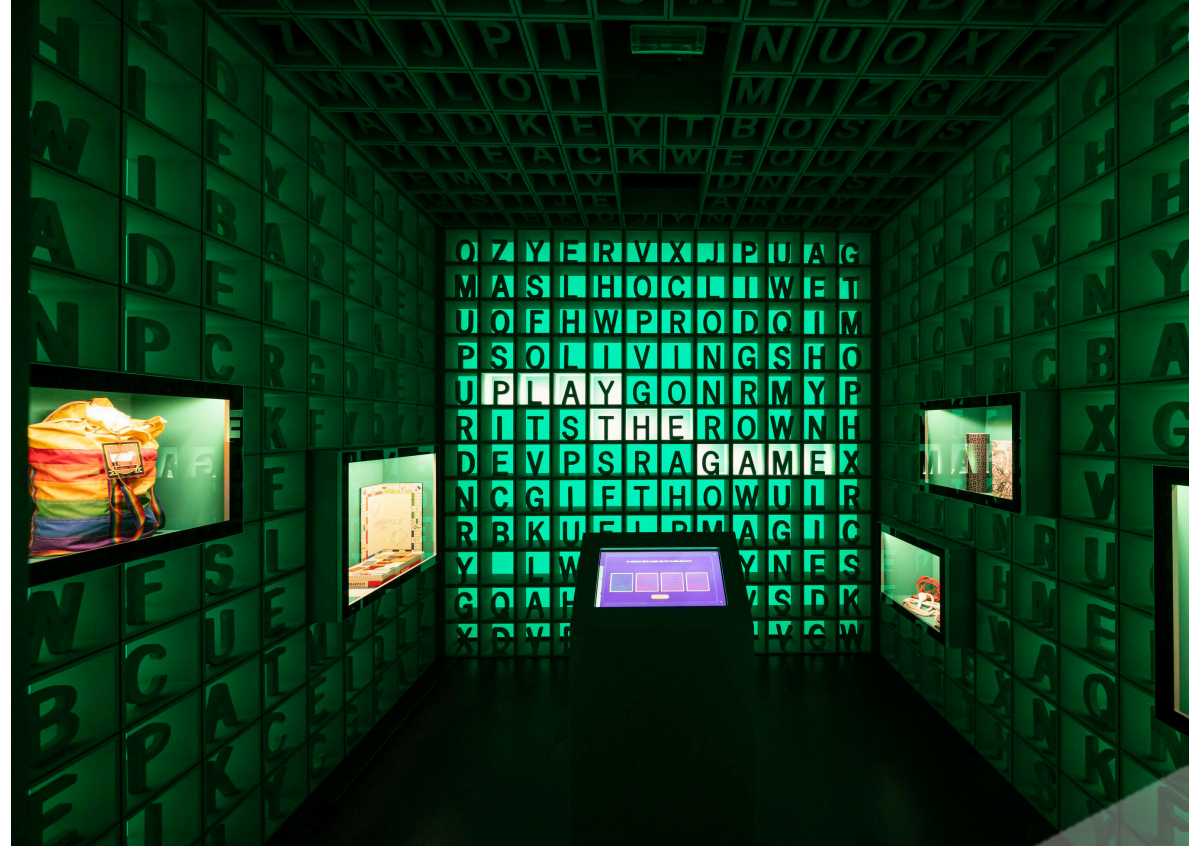
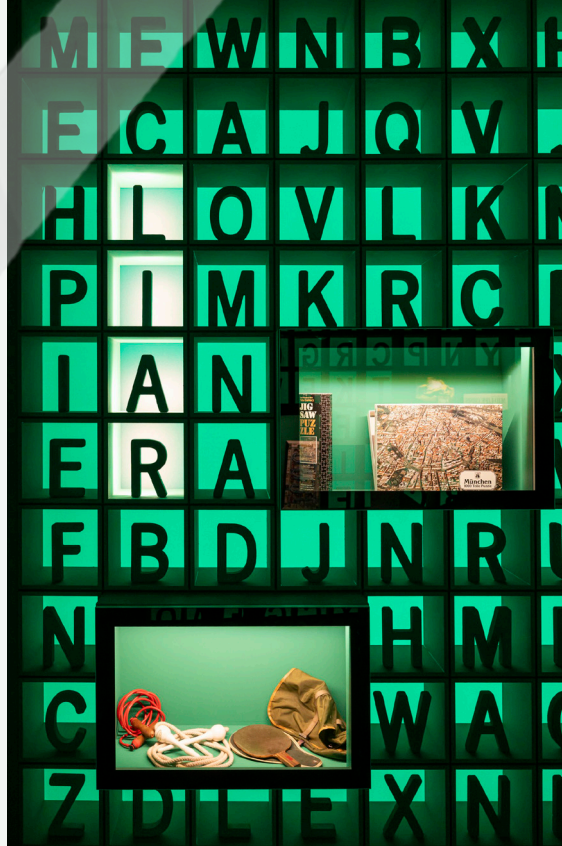


JAPAN

Freddie adored all things Japanese: culture, aesthetics, and objects. He collected Japanese artifacts, a selection of which are displayed here.

◀ A furisode (long-sleeved kimono for a young woman), Showa period, circa 1960s and 1970s





SCRABBLE

Freddie Mercury was an avid Scrabble player who relished the game's intellectual challenge. His love of words, competition and language play found a quieter expression around the Scrabble board.

This space celebrates Freddie's playful mind in the form of a Scrabble-inspired interactive installation.



► A Herend porcelain part tea service, 20th century

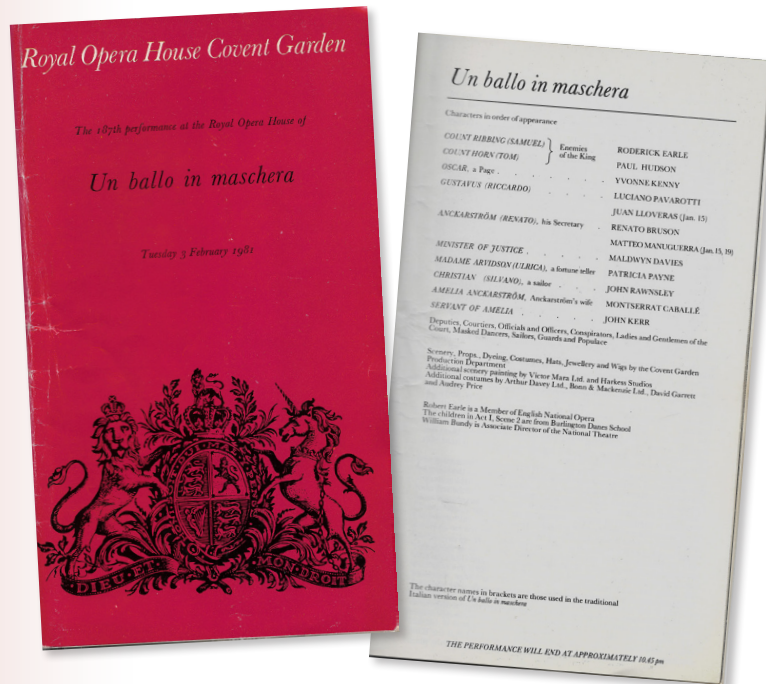
◀ A seed pearl and diamond sautoir, circa 1915

▼ Lalique toad, a gift for Peter Freestone

GIFT GIVING

Shopping was one of Freddie Mercury's quiet pleasures and a way of expressing care for those around him. He often bought gifts simply for the joy of giving – and, remarkably, made sure that some of these presents would reach his friends even after his death, a final gesture of thoughtfulness and affection.



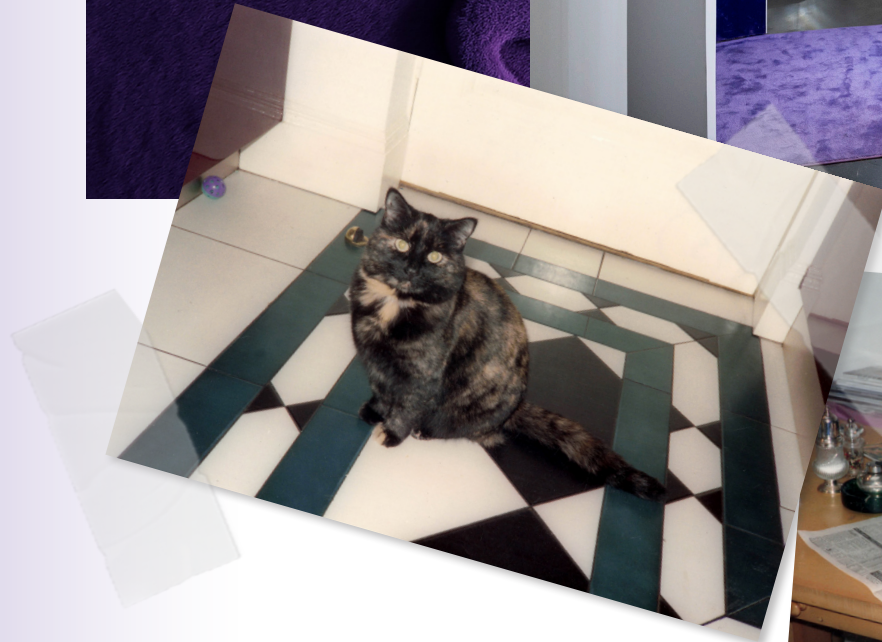


- ▲ Royal Opera programme from when Freddie first heard Montserrat Caballé, a gift for Peter Freestone

CLASSICS

A tribute to Freddie Mercury's love of opera and ballet, two art forms that deeply influenced his music, stage presence, and vocal style. Special focus is given to Montserrat Caballé, his favorite singer, whose voice captivated him and inspired their duet *Barcelona*, a personal highlight in his career.





CATS

Freddie Mercury's cats were not simply pets, but companions and a source of comfort. During tours, Freddie would call home to ask how they were doing, speaking to them by name.

Touring Fee

Hiring fee: **to be determined**

Duration: **14 weeks (longer durations can be negotiated)**

Availability: **from mid-May 2027**

Included in the Touring Fee

- Original concept and content development – designed for a modular exhibition space (adaptation to different spatial configurations can be discussed).
- Renegotiation (contractual management and payment of rights): management of photo rights and artwork loans to be carried out by the House of Music team.
- Sound and audiovisual supervision by the House of Music team during the production period and on site when the exhibition is being set up.
- Supervision of on-site installation and dismantling by the House of Music team, including condition reports on the artworks.
- The exhibition kit: artworks, material and packing list, technical files and requirements, graphic design guidelines, set design floorplans, and a promotion kit (10 images free of rights for press and communication).

Additional Costs / Responsibilities of the Hosting Venue

- Headset / audio system – The Usomo system is not included; the Venue may rent or purchase it, or use its own headset system.
- Rights clearance for music, videos, and objects, which may vary according to local regulations and is the responsibility of the hosting venue.
- Local adaptation, transport, customs, and insurance.
- Travel and accommodation expenses for the technical and representative team (travel, hotel, and per diem).

These conditions will be further detailed in the hosting agreement and can be adapted to the specific context of each venue in close collaboration with the House of Music.



House of Music Hungary

Opened in 2022 in Budapest's historic City Park, the House of Music Hungary is a cultural institution dedicated to music. Designed by Sou Fujimoto, the award-winning building is internationally recognized for its innovative architecture and has quickly become a celebrated landmark in contemporary museum culture and the performing arts. Its programming rests on three pillars: exhibitions, concerts, and music education. Across 2000 m², it hosts a permanent music history exhibition, a creative sound space, and a 360° Sound Dome producing a wide variety of immersive content.

The temporary hall has so far hosted in-house exhibitions as well as shows developed in collaboration with leading institutions, including the Victoria and Albert Museum. *FREDDIE – THE EXHIBITION* will be the institution's first major project designed specifically as a touring show. The House of Music Hungary aims to bring audiences closer to music in all its forms.

World of Freddie

World of Freddie is an international project founded by collector Tomas Hykel, with Peter Freestone, Freddie Mercury's long-time personal assistant, as his consultant. It is built on verified stories, original artefacts, and first-hand accounts, ensuring authenticity and credibility in presenting Freddie Mercury's life.



www.houseofmusic.hu



www.worldoffreddie.com

FREDDIE

THE EXHIBITION

is a collaboration
between the **House of Music Hungary**
and the **World of Freddie** organization.

Curators: **Márton Horn, Endre Vazul Mándli, Gábor Szilágyi**

Collections: **Tomas Hykel (World of Freddie)**

Architecture & Exhibition Design: **Krisztina Ancza & Csaba Balogh (Studio Konkrét)**

Architectural Consultants: **Zsófia Fenyvesi, Ida Kiss, Daniel Ungerhofer (Sevenlabs)**

Graphic & Exhibition Design: **Gergő Nagy**

Content Development & Production: **House of Music Hungary**

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