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SCOTTISH PERFORMER BRINGS THE STORY OF FREDDIE MERCURY TO THE EDINBURGH FRINGE

Jim Smart premieres a new theatrical concert experience combining live vocals, storytelling, immersive projection and audience interaction.

**WORLD PREMIERE | 7-28 AUGUST 2026 | 10PM
GREENSIDE @ GEORGE STREET - FOREST THEATRE**



Scottish performer Jim Smart will premiere his new production, *The Freddie Story*, at the Edinburgh Festival Fringe this August - a fast-moving theatrical concert celebrating the life, music and enduring legacy of Freddie Mercury.

The 50-minute Fringe production blends live vocals with original narration, immersive projection, audience interaction and some of Queen's greatest hits. The story travels from the emergence of Queen through the band's rise to global stardom, building to a show-stopping finale inspired by their legendary Live Aid performance.

Rather than attempting a vocal impersonation, Smart brings his own performance style and more than two decades of experience with Queen's music to the stage. The intention is to move beyond the conventions of a standard tribute show and create a genuine piece of music theatre: part concert, part biography and entirely live in the room.

"I wanted to create a show that explores the man and the journey behind the music, while still delivering the excitement and connection of a live Queen concert."

JIM SMART - CREATOR AND PERFORMER

Smart has performed Freddie Mercury and Queen's music since 2004 and is billed as Scotland's longest-running solo Freddie Mercury performer. His television appearances include BBC Scotland's *Viva Variety* and BBC One's *Pitch Battle*, where he reached the live final as a member of vocal harmony group ScotSoul.

The Edinburgh run marks the first public performances of *The Freddie Story*. Audiences at Greenside's Forest Theatre will therefore be among the first to experience a production developed for the stage and designed to reveal the story behind the legend.

A theatrical concert experience made in Scotland

At the heart of the production is the contrast between the scale of Queen's music and the personal story of the man who fronted the band. Familiar anthems are placed within a clear dramatic journey, with narration and projection providing context while the live performance keeps the audience at the centre of the experience.

Smart wears the iconic stage-inspired costumes audiences associate with Freddie, but the production is grounded in his own voice and interpretation. That distinction is central to the show's identity: a celebration of Mercury's artistry rather than an attempt to reproduce it note for note.

"I don't try to copy the way Freddie sang," Smart says. "My aim has always been to pay tribute to rock's greatest frontman in my own way and to do justice to songs that still mean so much to millions of people. Bringing the world premiere to Edinburgh feels like the perfect way to introduce the show."

FRINGE LISTING

Show	The Freddie Story - A Theatrical Concert Experience
Creator / performer	Jim Smart
Venue	Greenside @ George Street - Forest Theatre
Dates	7-28 August 2026, excluding 16, 22 and 23 August
Time / duration	10pm 50 minutes
Tickets	edfringe.com/tickets/whats-on/the-freddie-story-a-theatrical-concert-experience
Website	jimsmart.co.uk

PRESS AND REVIEW INFORMATION

Review tickets, interviews with Jim Smart and high-resolution publicity material are available on request. Please credit the supplied production image to The Freddie Story unless an alternative credit is provided.

NOTES TO EDITORS

- The production is written, created and performed by Jim Smart.
- It combines live vocals, narration, immersive projection, audience interaction and the music of Queen.
- The Edinburgh production is a specially condensed 50-minute version of the full theatrical show.
- Jim Smart has performed Freddie Mercury and Queen's music since 2004.
- Jim appeared on BBC Scotland's Viva Variety and reached the live final of BBC One's Pitch Battle with ScotSoul.

PRESS CONTACT

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