

**FREDDIE  
MERCURY  
( 1946 - 1991 )**



**Freddie Mercury  
(born Farrokh  
Bulsara) was a  
British singer-  
songwriter and  
record producer,  
best known as the  
lead vocalist of the  
rock band  
Queen**

# QUEEN

## LIVE AID



He is regarded as one of the greatest singers in the history of popular music and was known for his flamboyant stage persona and four-octave vocal range.

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Mercury was born of Parsi descent in Zanzibar and grew up there and in India before moving with his family to Middlesex, England, in his late teens. He formed Queen in 1970 with guitarist Brian May and drummer Roger Taylor. Mercury wrote 10 of the 17 songs on Queen's Greatest Hits album including "Bohemian Rhapsody", "Killer Queen", "Somebody to Love", "We are the Champions".



Over the course of his career, Mercury performed an estimated 700 concerts in countries around the world with Queen. One of Mercury's most notable performances with Queen took place at Live Aid in 1985. Queen's performance at the event has since been voted as the greatest live performance in the history of rock music. The results were aired on a television program called "The World's Greatest Gigs"

# TRANSFORMATIONAL LEADER



Freddie mercury was a highly creative leader and his style resembles that of a transformational leader. One amazing example of his creative thinking is his main prop on stage which was a broken microphone stand, which after accidentally snapping off during an early performance, he realised could be used in endless ways.

# IDEALIZED INFLUENCE

He is the role model for millions around and his music appeals to everyone, of every age at any stage. His ability to resonate with people leaves everyone in awe and his music inspires one to do something better. Kurt Cobain's suicide note mentions how he admired and envied the way Mercury "seemed to love, relish in the love and adoration from the crowd" For instance, in a 2002 vote to determine who the UK public considers the greatest British people in history.

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Mercury was ranked 58 in the list of the 100 Greatest Britons. He was further listed at the 52nd spot in a 2007 Japanese national survey of the 100 most influential heroes.

# INDIVIDUALIZED CONSIDERATION



He displayed a highly theatrical style that often evoked a great deal of participation from the crowd and wanted to walk around onstage and entertain the audience. A writer for *The Spectator* described him as "a performer out to tease, shock and ultimately charm his audience with various extravagant versions of himself." David Bowie, praised Mercury's performance style, saying: "I only saw him in concert once and as they say, he was definitely a man who could hold an audience in the palm of his hand." Queen guitarist Brian May wrote that Mercury could make "the last person at the back of the furthest stand in a stadium feel that he was connected".

# INSPIRATIONAL MOTIVATION



It was not always harmonious between the band and there were several clashes and the band were starting to grow apart. Queen's lead guitarist Brian May said that almost each band member tried to quit the band several times. However, it was Freddie who held the band together and united everyone's efforts reminding the band again and again that they were a family.

# INTELLECTUAL STIMULATION



He always motivated the band to do something new and unique instead of just repeating themselves. E.g.- pouring beer, coins over drums to create a different sound, singing through cardboard pipes to create an echo, etc. Innovation and creativeness were perfected embodied by his flamboyant personality and reflected in his song Bohemian Rhapsody which was his baby. Unlike most pop hits that lasted around three minutes, it was a six-minute pop single that has an opera, right in the middle of the song. "Bohemian Rhapsody" can be divided into five different sections: an a cappella introduction. Ballad. Opera. Hard rock. And finally, a reflective coda. It was also highly unusual for a popular single to not include a chorus and even now it's played all over the place because nobody has still done anything that sounds like that.



# GREAT MAN THEORY

He dismissed the great man theory since he his leadership qualities were not inherent characteristics. Great man theory states that prominent leaders have the right qualities or personality, or position, implying that inherent characteristics are what make these people effective leaders. Freddie was a shy immigrant child from Zanzibar, Tanzania, and he grew up in the poor mill town of Bradford, Yorkshire, and transformed into Freddie Mercury, the flashy front man of his band, which was one of the most extraordinary transformations of all time. Despite his lack of training, lack of conventional good looks, and the British racism he grew up in, he developed himself into a great musician and leader. Freddie was homosexual, but he was conflicted about it especially about the disappointment it would bring to his family and it was still not accepted,

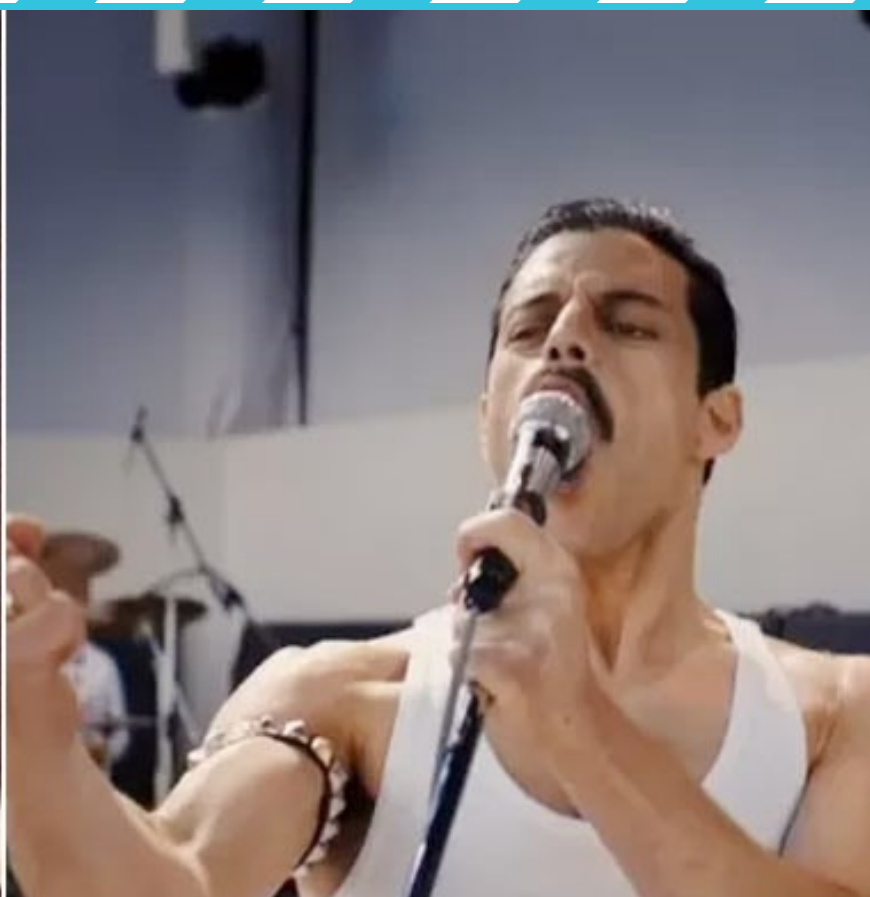
# ILLNESS & DEATH

Mercury died in 1991 at age 45 due to complications from AIDS, having confirmed the day before his death that he had contracted the disease.

Mercury kept his condition private to protect those closest to him, with Brian May confirming that he had informed the band of his illness much earlier. Even during his last months all he wanted to do was make music and didn't really want any sympathy or anything to stop him. May says of Mercury: "He just kept saying. 'Write me more. Write me stuff. I want to just sing this and do it and when I am gone you can finish it off.' He had no fear, really." Near the end of his life Mercury was starting to lose his sight, and he deteriorated to the point where he could not get out of bed. Due to his worsening condition, Mercury decided to hasten his death by refusing to take his medication and continued taking only painkillers.


# LEGACY

As the first major rock star to die of AIDS, Mercury's death represented an important event in the history of the disease. In April 1992, the remaining members of Queen founded The Mercury Phoenix Trust and organised The Freddie Mercury Tribute Concert for AIDS Awareness, to celebrate the life and legacy of Mercury and raise money for AIDS research. The tribute concert, which took place at London's Wembley Stadium for an audience of 72,000, featured a wide variety of major artists like Bowie, Elton John and others.



Recently, the 2018 biographical film *Bohemian Rhapsody* was released, played by Remi Malek and is the highest-grossing musical biographical film of all time. The film received mixed reviews and was criticized for containing historical inaccuracies.

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