

## The Art of being Bublik : Craze, Chaos & Charisma

There are tennis players, and then there is Alexander Bublik. For years, he has been the sport's most unpredictable character — a man who once hit a clean shot with the handle of his racquet, fired three rackets to the ground in a burst of frustration, and stood at the far end of the court at Wimbledon while his opponent prepared to serve — pulling it off with the flair of a street performer. But behind all the chaos and controversy, Bublik has been quietly shaping a game of substance — unpredictable but powerful enough to take down anyone on the right day.

At Roland Garros 2025, on the same clay surface he once publicly said he “hated the most,” Bublik delivered the finest Grand Slam performance of his career — without a single underarm serve this time, but the character of Bublik was very much alive.

He started off against Australia's James Duckworth — a tricky opponent — and got the job done with his usual mix of touch, power, and unpredictability.



Then came round two and a much bigger test: Alex de Minaur. Bublik went down two sets in a hurry — 2–6, 2–6 — and it looked like curtains. But then came the twist only he could pull off. He shifted gears, started finding ridiculous angles, used that soft touch at the net, and stormed back to win the next three sets: 6–4, 6–3, 6–2. In the third round, he stayed cool and took care of Portugal's Henrique Rocha — sharp, focused, and still smiling through it all.



But it was the fourth round that truly lit up Court Philippe-Chatrier. It was against the British sensation Jack Draper, Bublik played a match that tennis fans won't forget anytime soon. Bublik pulled off one of the wildest and most thrilling wins of the tournament. He hit almost 40 successful drop shots. Aryna Sabalenka, who watched from the stands, called it “fearless” and “masterful.”

Even in a post-match interview, Sabalenka, the current WTA No. 1, said, “I watched that match yesterday and sometimes it was like, wow, it just seemed like it was his day. I'm not sure he makes that many drop shots every single match, but if he played the way he played against Draper every time he's out there, I think he would be in the top 10.”

After the match, Bublik said,

“Sometimes in life, there is only one chance. And today, I think it was mine. I couldn't let it slip. I think this is the best moment of my life.”

The crowd rose to their feet. A Mexican wave swept across the stadium. Then he cut his on-court interview short with a smile and a few laughs.

“Standing here, this is the best moment of my life. That's amazing, thank you very much. You know, I'm standing here like I won the thing,” he added.

“I could cry here. Stop. I still have a match to go. I’m a professional tennis player. I have to get ready.”

And then, the quarterfinal. Jannik Sinner. The boy Bublik once looked at, when Sinner was just 15, and said: “You’re not human.” The Italian, now a Grand Slam champion and the world No. 1, stood in his way. Bublik pushed, played freely, kept the crowd engaged, but Sinner’s machine-like precision ultimately shut the door. Still, Bublik had made it to the last eight at Roland Garros. Not bad for a man who once said he hated clay.

Bublik’s story isn’t just about jokes and stunts. It’s about results — some of them spectacular. Four ATP titles: a win over Zverev in Montpellier (2022), the prestigious ATP 500 Halle Open (2023) where he defeated Rublev, ATP 250 Antwerp (2023) and another Montpellier crown in 2024, and of course many more outstanding performances over the years.



But the journey from world No. 205 to a top-20 player was a part of bigger story. After officially switching to Kazakhstan in November 2016, Bublik found more than just a new home beside his name. He found a system that believed in him. The Kazakhstan Tennis Federation (KTF) backed him early and backed him fully, offering crucial financial support, wildcards, and developmental opportunities when he needed them most. It was this quiet but consistent support that helped turn a talented teenager into a world-class performer. By 2017, he had cracked the top 100. Two years later, the top 50. And by May 2024, Bublik reached a career-high ATP ranking of World No. 17. Even after a dip earlier this year, the faith never faded — and following his run at Roland Garros 2025, he’s back in the top 50 again. He has long been the No. 1 racquet in Asia, and for Kazakhstan, Bublik’s run is not just personal glory, but a testament to their tennis vision.

He’s also drawn fire for comments that go too far. Like the controversial comment about Thiem at the 2023 US Open, or when he called Murray and Nadal’s retirement ceremonies a “Circus” earlier this year. He rarely holds back, for better or worse. That’s the uniqueness of Bublik — you never know what he’ll say or do next. But maybe that’s exactly why people keep tuning in. Because on his day, Bublik doesn’t just play tennis. He performs it. And whether you cheer or shake your head, you don’t leave the ground.

In a world where tennis often feels scripted — all about rankings, stats, and safe patterns — Bublik is the plot twist. And in the Asian tennis arena, he stands as a wildcard symbol. An unmatched and unparalleled brand that somehow makes sense when it matters most.

Roland Garros 2025 might not be his final act in Paris. Far from it. But for once, maybe the crowd saw Alexander Bublik for who he really is - not just a headline but a true contender. Unpredictable, Dangerous and Impossible to ignore. Or as the commentators put it in the RG 2025, “A Perfect Showman”.

