

PHYGITAL SERBIA DANCING APPLICATION GOTF 2026

ONE IDENTITY. LIMITLESS COMPETITION



INTRODUCTION

Ignjat Filipović is a professional dancer, dance instructor, and adjudicator from Belgrade, and a graduate of the Sport Gymnasium in Belgrade. He began his dance education at the age of nine and went on to become a five-time National Champion in Latin and Standard dances, as well as a finalist and winner at numerous international dance competitions.

Specializing primarily in Latin dance, Ignjat has trained and performed across more than ten dance disciplines, which he now teaches professionally through his work as an instructor and mentor. In addition to ballroom and Latin styles, he is also experienced in modern dance, freestyle, and hip-hop techniques.

Throughout his career, Ignjat has appeared in numerous television and stage productions, including the Serbian versions of Got Talent, Your Face Sounds Familiar, and Dancing with the Stars, showcasing both his versatility and performance artistry.

He is a member of the Dance Association of Serbia and the World DanceSport Federation. In 2014, he chaired the committee for the International Pro-Am Competition and the International Serbian WDS Wheelchair Competition, contributing significantly to the development and promotion of dance sport in Serbia.

Ignjat also performed professionally in the Madlenianum Opera and Theatre production of the operetta Viennese Blood during the 2014–2015 season.

Today, alongside his competitive and adjudicating career, Ignjat is recognized as the founder and organizer of the international Pro-Am event Belgrade Stunning Ball, continuing to contribute to the growth of ballroom dance both in Serbia and internationally.



Key Roles

- Professional dancer
- Dance instructor & mentor
- Certified adjudicator
- WDSF competitor
- Event organizer
- Media performer

PROFESIONAL BACKGROUND



DREAM COME TRUE

Ignjat began dancing at the age of nine and became one of Serbia's most recognized ballroom and Latin dancers.

SPECIALIZED DISCIPLINES:

- Latin Ballroom
- Standard Ballroom
- Modern Dance
- Freestyle
- Hip-Hop
- Show Dance
- Pro-Am Performance Styles

KEY ACHIEVEMENTS:

- 5x Serbian National Champion
- International WDSF competitor
- European & World Championship participant
- International finalist and winner
- Dance educator and mentor

COMPETITIVE COMPONENT



SELECTED INTERNATIONAL RESULTS:

- WDSF World Championship Participant – Chengdu, China (2013)
- WDSF European Championship Participant – Sudak, Ukraine (2013)
- 6th Place – WDSF Open Latin Youth – Uzhgorod, Ukraine (2013)
- 3rd Place – WDSF Open Latin Youth – Skopje, North Macedonia (2011)
- 3rd Place – WDSF Open Latin Youth – Szeged, Hungary (2011)
- 4th Place – WDSF Open Latin Junior II – Varaždin, Croatia (2009)

Suggested Evaluation

COMPETITIVE EVALUATION: 12/15 –
NATIONAL TOP LEVEL

Reasoning:

- Official WDSF competitor
- International tournament participation
- National championship achievements
- Long-term presence in professional dance ecosystem
- Recognized within Serbian ballroom community

OFFICIAL WDSF PROFILE:



PROMOTIONAL VALUE



STRONG REGIONAL DANCE COMMUNITY PRESENCE

Ignjat combines professional credibility with strong presentation and communication skills, making him highly suitable for media appearances, live events, sponsorship integrations, and entertainment-focused productions.

His profile fits perfectly into the modern phygital entertainment ecosystem because he combines:

- Competitive Legitimacy
- Performance charisma
- Camera presence
- Event hosting experience
- Social media adaptability
- Dance education Leadership

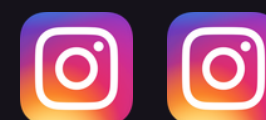
Suggested Evaluation

PROMOTIONAL SCORE: 16/20

Reasoning:

- Media-friendly personality
- Strong ambassador potential
- Experience in public performances
- Suitable for sponsor activations
- Professional representation skills

PROMOTIONAL VIDEO LINKS:



AUDIENCE & COMMUNITY



Cha
ChaMoon
elite dance club

STRONG MEDIA & BRAND POTENTIAL

Ignjat has developed a recognizable presence within the Balkan ballroom and entertainment scene through:

- Dance education
- Workshops
- International events
- Social media content
- Pro-Am productions
- Live performances
- Community engagement

Audience Segments:

- Ballroom & Latin dancers
- Pro-Am competitors
- Lifestyle audience
- Dance students
- Entertainment viewers
- Event participants

Suggested Evaluation

AUDIENCE SCORE: 19/30

Reasoning:

- Strong regional recognition
- Active social media presence
- Community engagement through workshops and events
- Recognizable personal brand in Serbian dance industry



IGNJAT IN NUMBERS



SOCIAL REACH

Recommended measurable metrics:

- Personal Instagram - 1.9 K Followers
- Cha Cha moon Instagram - 6,4 K Followers
- Belgrade Stunning Ball Instagram - 1,1 K Followers

BELGRADE STUNNING BALL METRICS

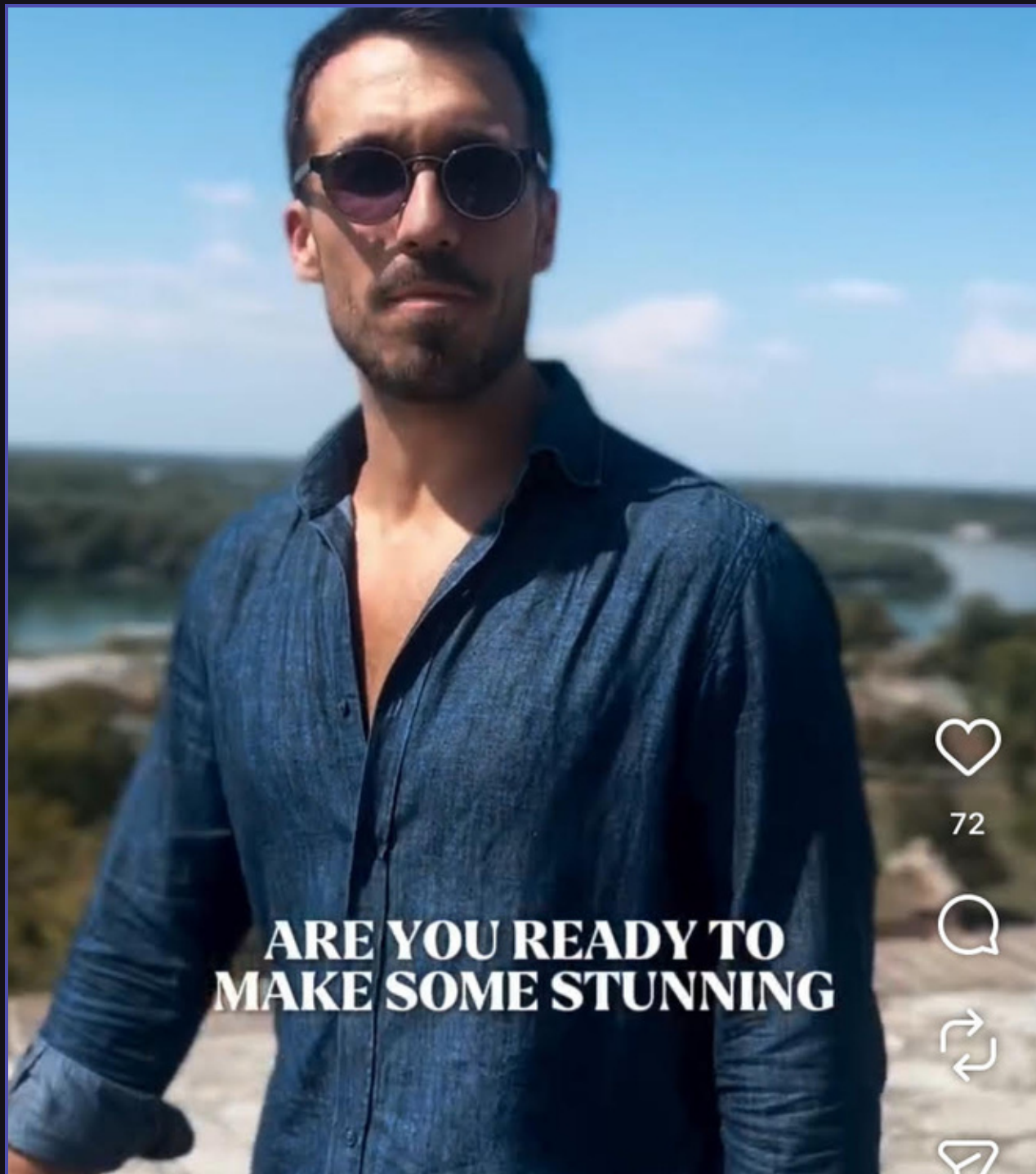
2024 Edition:

- 701 competition entries
- 12 international judges

2023 Edition:

- 476 competition entries
- 14 international judges

CONTENT & PROMOTION PLAN



BEFORE THE EVENT:

- Training content
- Preparation videos
- Dance challenge campaigns
- Behind-the-scenes footage
- Sponsor integrations

DURING THE EVENT:

- Daily stories & recaps
- Media interviews
- Live audience interaction
- Competitor collaboration content
- Cross-platform activation

AFTER THE EVENT:

- Recap videos
- Sponsor deliverables
- Educational content
- Documentary-style edits
- Community engagement posts

MEDIA & PUBLIC APPEARANCES



ipović - U ljubavi sa plesom: Životna odricanja i blagodat plesa | taraba.rs

TELEVISION, EVENTS & PUBLIC EXPOSURE

Ignjat has appeared in numerous television and entertainment productions including:

- Serbia's Got Talent
- Your Face Sounds Familiar
- Dancing with the Stars (Ples sa zvezdama)
- Public dance productions
- Live dance showcases
- Workshops & seminars
- Professional event hosting

He also performed professionally in the Madlenianum Opera and Theatre production of "Viennese Blood" during the 2014-2015 season.

WHY THIS MATTERS FOR GOTF:

- Camera confidence
- Entertainment adaptability
- Live audience experience
- Stage professionalism
- Media communication skills

OFFICIAL LINKS



COMMERCIAL VALUE



ENTERTAINMENT & PARTNERSHIP POTENTIAL

Ignjat's background allows him to operate successfully across multiple entertainment and commercial formats:

- Dance events
- Workshops
- Live shows
- Brand collaborations
- Social media campaigns
- Pro-Am dance experiences
- Lifestyle and fitness partnerships

As the founder of Cha Cha Moon and organizer of Belgrade Stunning Ball, he already demonstrates entrepreneurial and commercial capabilities beyond pure competition.

Suggested Evaluation

COMMERCIAL SCORE: 7/10

Reasoning:

- Existing dance business ecosystem
- Strong entertainment value
- Potential for sponsorship integrations
- Event monetization experience
- Partnership readiness

OFFICIAL PROFILES & MEDIA



WHY IGNJAT FITS PHYGITAL DANCING



Modern Dance Athlete Profile

Ignjat represents the exact type of modern performer that fits the Games of the Future vision:

- Competitive background
- Entertainment value
- Audience engagement
- Media adaptability
- Social presence
- Event experience
- Strong visual presentation

He successfully bridges traditional dance sport and modern entertainment culture — making him a strong candidate for the phygital evolution of dance competition.



FINAL EVALUATION SUMMARY

Competitive: 12

Audience: 19

Promotional: 16

Commercial: 7

TOTAL SCORE: 54
STRONG REGIONAL-LEVEL CANDIDATE FOR
GAMES OF THE FUTURE 2026.

OFFICAL LINKS



WEBSITE

<https://www.plesnaskolachachamoon.com/>

<https://www.belgradestunningball.com/>

INSTAGRAM

https://www.instagram.com/i_filipovic77/

https://www.instagram.com/bsb_belgradestunningball/

https://www.instagram.com/chachamoon_dance_studio/

FACEBOOK

<https://www.facebook.com/chachamoonnovibeograd>

<https://www.facebook.com/igicigi.filipovic/>