Professor Vladimir Shalaev has won the 2010 Max Born Award of the Optical Society of America, in recognition of his seminal contributions to both the theoretical framework and the optical realization of optical metamaterials. The award honors Max Born, who made distinguished contributions to physics in general and to optics in particular. The award is presented to a person who has made outstanding contributions to physical optics, theoretical or experimental. It was established in 1982, the centenary of Born's birth, and is endowed by the United Technologies Research Center, and individuals including Joseph Goodman.