



Ed Seidel

CEO and Cofounder

M.A., Marine Biology, Moss Landing Marine Lab, CA
B.A., Biology (art minor), Middlebury College, VT

Role at Tenji

Since 2001, Ed has led Tenji's collaborative team of scientists, architects, engineers, designers, and artists as they build aquatic systems and exhibits. He holds Tenji to the highest standards of excellence, from consulting and construction to animal care and exhibit maintenance, and his strong biology background lets him approach projects holistically.

Project Highlights

Bailey-Matthews National Shell Museum *completed 2020*

Prior experience with mollusks made Ed a great fit for complementing this museum's shell collection with the world's first and only mollusk aquarium. Tenji redesigned the museum's entrance and engineered "floating" exhibits that make the space feel bigger, all while staying on schedule and on budget.

Cabela's, Inc. *completed 2019*

For nine years, Ed managed LSS and display design for Cabela's, delivering customized installations at ten stores across the U.S. Easily replicable holding tanks and extensive preconstruction allowed for 3-day installs, with rockwork specialists creating realistic, locally and geologically accurate natural features.

Bigelow Laboratory for Ocean Sciences *completed 2016*

Ed served as project manager for this flexible and robust seawater laboratory, leading the design of an innovative, tidally-responsive seawater intake system, a series of experimental mesocosms with lighting controls, and a modular algae culture lab. Tenji's unique approach reduced time and costs while creating a space-saving LSS that's easily reconfigured for all the lab's needs.

L.L.Bean, Inc. *completed 2008*

Tenji created an immersive, interactive, educational aquarium to anchor L.L.Bean's flagship store in Maine. Ed went above and beyond as project manager and lead designer, snorkeling in local rivers to capture reference material for rockwork specialists. He also forged a relationship with state hatcheries and developed LSS maintenance trainings for the staff.

Skills

life support systems (LSS) design

project management

team-building

3D modelling

science translation

exhibit brainstorming

exhibit aesthetics

public speaking

Affiliations

American Zoo and Aquarium Association (AZA)

Aquatic Animal Life Support Operators (AALSO)

Regional Aquatics Workshops (RAW)

Prior Experience

Maine State Aquarium, Director *2004–2006*

Managed all operations, improved animal husbandry, developed new exhibits, raised funds for new projects.

Monterey Bay Aquarium, Curator *1997–2004*

Supervised and trained staff of 15, oversaw new exhibit/programming design, presented at research conferences.

Monterey Bay Aquarium, Outreach Instructor/Volunteer Coordinator *1991–1993*

Led educational seminars, collected plant and animal specimens for 300-gallon mobile aquarium, cared for animals.