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Techno Farm Fukuroi, an Automated Plant Factory, Receives Good Design Award 2025

—ES-CON JAPAN Projects Win Good Design Award for Eighth Consecutive Year—

ES-CON JAPAN Ltd. (Head Office: Minato-ku, Tokyo; President and Representative Director: Takatoshi Ito) announced today that **Techno Farm Fukuroi**, an automated plant factory operated by TSUNAGU Community Farm LLC (Location: Fukuroi City, Shizuoka Prefecture; Representative Executive Officer: Tomoaki Yamada), in which ES-CON JAPAN and Chubu Electric Power Co., Inc. (Head Office: Nagoya City, Aichi Prefecture; President and Director: Kingo Hayashi) are investors, has been awarded the Good Design Award 2025. Among the world's largest automated plant factories lit solely by artificial light, Techno Farm Fukuroi is designed to address agricultural issues such as food supply stability.
This marks the eighth consecutive year ES-CON JAPAN projects have been awarded the Good Design Award.

Exterior appearance

Facility Characteristics

With a production capacity of 10 tons of lettuce per day, Techno Farm Fukuroi is one of the world's largest automated plant factories lit solely by artificial light. Featuring innovative technologies, the facility achieves the goal of addressing issues affecting food and agriculture to establish a sustainable and livable society. In addition to diversifying consumer needs related to food, including reliability, safety, health, and environmental awareness, recent years have seen growing needs related to food supply stability due to shortages of agricultural workers and frequent abnormal weather events. Plant factories are expected to help solve these agricultural issues. Techno Farm Fukuroi realizes a stable supply of safe, fresh, delicious lettuce by incorporating various technologies, such as automated cultivation, environmental control, IoT/AI, and water recycling, as well as by eliminating the use of agricultural chemicals. In addition, decarbonization initiatives, including effective use of clean energy and CO_2 in the cultivation process, are promoted to contribute to realizing a sustainable and livable society as well as to advancing the Sustainable Development Goals (SDGs).

Harvest racks

Design

To enhance public awareness of initiatives at the facility, Techno Farm Fukuroi has set up a tour area within the facility. The tour area is designed to convey the innovative nature and cleanliness of the facility, feature design supplementing areas restricted to the public due to confidentiality, and attract the interest of children.

1. Design expressing the innovative nature and cleanliness of the facility

The entire tour area is rendered in white to help create a futuristic impression, and is decorated with pipes that express the freshness and softness of lettuce, creating the impression of a beautiful and emotional space in contrast to what might otherwise be considered as a cold and sterile factory.

Entrance

Visitors' hall

2. Design supplementing areas restricted to the public due to confidentiality

As the scope of the production facility open to visitors is restricted, due to confidentiality, the areas that can be viewed were limited by use of small windows, and life-size graphics depicting lettuce were added to the walls, which eloquently convey the enormous volumes of lettuce standing in neat rows in the actual production area.

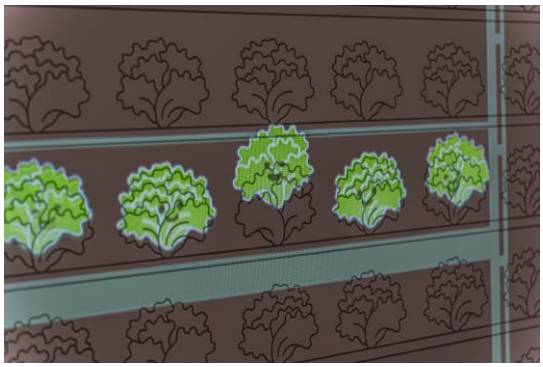
3. Design attracting the interest of children

Quizzes are displayed on the wall of the staircase leading from the first floor to the second floor, along with the lettuce graphics, with the answers being revealed when visitors reach the second floor. The pictograms for bathrooms feature a light-hearted lettuce motif to express a friendly tone. Further, animations synchronized with the graphics on the wall are projected along the visitors' path to convey the automated growth process in a way intended to be easy-to-understand and appealing to children.

Staircase (first floor)

Pictograms

Visitors' path



Animation

Comments from the Jury

The plan transforms one of the world's largest plant factories from a mere production base into a place where visitors can encounter the future of agriculture. To make up for the viewing restrictions in place to protect patents and avoid full disclosure of the facility, graphics, animations, and spatial design are used to provide an intuitive understanding for visitors. The clean space is united by a palette of white, and the piping decorations evoke the softness of lettuce. They add an aspect of warmth to overcome the cold, sterile impression otherwise characteristic of factories, creating an inviting experience for adults and children alike. The ingenuity of conveying the scale of mass production via wall graphics and quizzes is also unique. In addition to being efficient and innovative, the facility is an attractive exhibition space, open to the local community, and a good example of thought-provoking design to encourage thinking about the future of agriculture.

Sustainability Initiatives at ES-CON JAPAN

Guided by its purpose of "Ideal to Real—Bringing ideals into reality to create a new future," ES-CON JAPAN aims to realize a sustainable society and sustain its growth by reading the trends of the times and responding to needs.
Sustainability page: https://en.es-conjapan.co.jp/esg/

Facility Overview

Name:	Techno Farm Fukuroi
Location:	711-10 Fukada, Horikoshi, Fukuroi City, Shizuoka Prefecture
Type of factory:	Fully artificially lit plant factory
Site area:	Approx. 24,400 m^2
Item produced:	Leafy vegetables (lettuce)
Production capacity:	10 tons/day (50,000 plants/day)
Facility website:	https://tc-farm.co.jp/

ES-CON JAPAN will continue to advance its business with the aim of becoming a "Life Developer" that pursues customers' ideals, brings them into reality, and develops ways of living for people.

<Inquiries Concerning This Press Release>

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