

ACT I

Following a break up of a short-lived relationship, Mitch Butter begins working as a Feel Filtration Technician for the Thinking Company on the moon. His job is to filter films made of people's forgotten memories by feeling them. If he feels something positive, it's a good memory, and vice versa. The company then takes the filtered good memories and projects their particles around the Solar system using the sun's radiation, making everyone 33.8% happier.

To combat the negative effects of potential negative memories, Mitch has to take a daily pill to combat the side-effects of feeling too many bad memory films. And if he doesn't... he will fall into depression, and the illusions will follow.

As Mitch gets bored from the job, he wonders what he will see in his illusions if he'd stop taking the pills. His goal was to feel something he deems strong and real, to distract himself from his numb state of mind. He tries it. At first he feels nothing, but as days go on, he begins to feel a touch of melancholy he's forgotten that he missed. He becomes addicted to the feeling as his supposed depressive illusions show him happy and imaginary scenarios of his various past mistakes, including his recent break up.

ACT II

Mitch is contacted by a group of smugglers who seek to steal negative memory films to produce a type of drug known as "extra-depressants" (Eddies) where it allows the user to experience similar illusions as Mitch without his pills. Mitch is hesitant at first but after befriending one of the smugglers, Makari, he chooses to oblige. Mitch also begins to use the drug at home.

One day, Mitch meets Alisa, a supposed user of the drug, while taking a stroll in a museum. The two bonds with their shared understanding and love for sadness. However, Mitch later finds out Alisa has actually never taken the drug, but she is able to feel negativity clearly without the influence of drugs. She asks if Mitch ever wondered how the Memons are produced.

Out of curiosity, Mitch explores the company's facility and realizes a shocking twist - that the positive and negative sorting he and his coworkers have been doing are actually reversed. The films he felt negative about are the actual ones sent to the sun while the positive ones are incinerated. What makes people happier is the effect of negative memories, instead of the illusive positive feelings.

ACT III

Shocked and filled with questions, Mitch reports himself to his supervisor Eva, who subsequently and swiftly fires him. But not before telling Mitch some much needed answers. The company keeps the truth from the public not out of malice, but out of genuine consideration that most people are simply not emotionally mature enough to recognize the truth.

The company only hired Mitch because of his recent break up, and it is at this emotionally vulnerable state he makes a good candidate for the job.

Mitch confronts Makari, learning that he was once a Filtration Technician like him. Makari was hooked on the illusions and could not stop. He dismisses Mitch when he learns that Mitch questions the need of the drugs to "feel sadness". Makari goes on to find another Filtration Technician as his new source.

Mitch goes to meet Alisa who is now back on Earth. He says he lied about truly understanding what happiness and sadness "feels" like, conceding that he knew nothing about the two. To which Alisa simply replies: "There isn't any difference at all." Mitch decides to put everything behind him, and focus on feeling his present with Alisa.

He feels true happiness.