

**FR****WN**  
**EB**MI****



Frown Industries is a fictional world in which Anxiety & Depression are entities of power, forcing the people of the world to either act happy by wearing a figurative mask, [REDACTED] or to wear a literal mask if they fail to comply. [REDACTED]

Frown Industries is inspired by those who suffer from mental health issues, and feel the need to act or pretend to be happy in order to fit in with the society around them. [REDACTED]

The hope behind this fictional world, is to demonstrate just how unnecessary it is [REDACTED] to wear a mask and not show people you're suffering, because unlike this [REDACTED] fictional world, you have a choice. [REDACTED]

This is CASE #45716, an example of how an interrogation on non-compliers could [REDACTED] play out, and what the possible repercussions could be for simply not being happy. [REDACTED]

Anxiety & Depression thank you for your cooperation. [REDACTED]



1                   DETECTIVE:     The time is currently 10:41am  
2                   on February 7th, 2020. I am Detective Nicholson  
3                   and I am here to interview Martin Ronoffski at FI  
4                   Legal in London. This is case number 45716. First of  
5                   all, Hi Martin and thanks for agreeing to do this  
6                   today, not that you had much choice, but the the  
7                   thoughts still there.

8                   Mr M:                Hi, and no problem, I guess.

9                   DETECTIVE:     So Martin, I hope you don't  
10                  mind but I'd like to iron out some key information  
11                  that I'll need for the paperwork, is that ok?

12                  Mr M:                Sure, go for it.

13                  DETECTIVE:     Great, to start can I clarify  
14                  that your first name, Martin, is spelt M-A-R-T-I-N?

15                  Mr M:                That is correct.

16                  DETECTIVE:     And your last name,  
17                  Ronoffski, R-O-N-O-F-F-S-K-I?

18                  Mr M:                Yep that's right.

19                  DETECTIVE:     Your current residence is at  
20                  14 Brick Lane, London, E1 6RF?

21                  Mr M:                Yes.

22                  DETECTIVE:     And finally your mobile  
23                  number is 0-2-0-9-4-3-2-2-8-6?

24                  Mr M:                Yes.

25                  DETECTIVE:     Fantastic [INAUDIABLE], so



1       then, Martin, are you happy?

2               Mr M:            I am happy.

3               DETECTIVE:        Out of 10?

4               Mr M:            Sorry?

5               DETECTIVE:        Out of 10 how happy would

6       you say you are right now?

7               Mr M:            Erm 10.

8               DETECTIVE:        Did you just hesitate?

9               Mr M:            No.

10              DETECTIVE:        I think you did.

11              Mr M:            I didn't.

12              DETECTIVE:        Okay, my mistake Martin,

13       I apologise.

14              Mr M:            It's fine.

15              DETECTIVE:        Am I right in saying that you

16       told one of our officers that you didn't know why

17       you were here today?

18              Mr M:            Yes I did say that, because it's

19       true, I haven't done anything wrong.

20              DETECTIVE:        No need to get so defensive, I

21       haven't accused you of anything yet, okay?

22              Mr M:            Okay.

23              DETECTIVE:        Good, now then Martin, can I

24       show you something?

25              Mr M:            Sure.



1           DETECTIVE:     For the sake of the record  
2     let it be known that I am currently showing Mr M  
3     a Frown Industries Happy Mask. What do you  
4     think of these masks Mr M?

5           Mr M:            They serve a purpose.

6           DETECTIVE:     Being?

7           Mr M:            Keep the world seemingly  
8     happy.

9           DETECTIVE:     Seemingly? What do you  
10    mean by that?

11          Mr M:            Underneath the masks  
12    people are still unhappy. You can go around  
13    arresting the ones not complying, but either  
14    way they'll still be unhappy.

15          DETECTIVE:     Is that why you think  
16    you're here?

17          Mr M:            Sorry?

18          DETECTIVE:     Are you unhappy?

19          Mr M:            No

20          DETECTIVE:     No?

21          Mr M:            No

22          DETECTIVE:     Ok. I have to say, I do love  
23    these masks. Everyone in my house has one, ya  
24    know wife, kids. You married?

25          Mr M:            No



1                   DETECTIVE:     Girlfriend? Boyfriend?  
2                   Mr M:                No  
3                   DETECTIVE:     Are you happy with that?  
4                   Mr M:                Yes  
5                   DETECTIVE:     Good, thats good, anyway,  
6                   the masks. Obviously we don't have to wear  
7                   them because we're happy, but we look after  
8                   them, keep them clean and, intact. You agree?  
9                   Mr M:                Agree with what?  
10                  DETECTIVE:     Looking after them.  
11                  Mr M:                [SILENCE]  
12                  DETECTIVE:     Right, well I need a coffee,  
13                  you want anything? Coffee? Tea? Water?  
14                  Mr M:                [INAUDIABLE} Tea please.  
15                  DETECTIVE:     Interview suspended at  
16                  10:47am.  
17                                P R O C E E D I N G S  
18                  DETECTIVE: Interview resumes at  
19                  10:55am. Careful it's hot.  
20                  Mr M:                Thank you.  
21                  DETECTIVE:     Happy?  
22                  Mr M:                Yes.  
23                  DETECTIVE:     Good, good. For the  
24                  record I am now showing Mr M Item #41176,  
25                  a damaged Frown Studios Happy Mask.



1 Is this your mask?

2 Mr M: No.

3 DETECTIVE: It's not?

4 Mr M: It's not mine.

5 DETECTIVE: No, no of course it's not,  
6 because you look after your mask don't you?

7 You understand what happens if you don't  
8 look after your mask, lose it, damage it?

9 Mr M: [INAUDIABLE] Yes

10 DETECTIVE: So where is your mask?

11 Mr M: Sorry?

12 DETECTIVE: If this is not your mask,  
13 where is it? We searched your house, the box  
14 was empty it wasn't mounted anywhere.

15 Mr M: I- I don't know.

16 DETECTIVE: You don't know?

17 Mr M: No.

18 DETECTIVE: Do you ever get that  
19 feeling? Where you've lost something, lets say  
20 your car keys, and your running around trying  
21 to find them, and then you do. Then once you've  
22 found them, you get a real sense of joy?

23 Mr M: Yeah, yeah I've felt that.

24 DETECTIVE: You don't seem happy  
25 considering you've been reunited with your



1 mask.

2 Mr M: That isn't mine.

3 DETECTIVE: Oh of course not, I'm not  
4 talking about the damaged one, I'm referencing  
5 this one from earlier. For the record I am now  
6 showing Mr M Item #41175 once again.

7 Mr M: I don't understand

8 DETECTIVE: That's ok, I'll catch you  
9 up. Frown Industries has kindly replaced your,  
10 what you claim to be 'lost' mask. For the record  
11 I am now handing Item#41175 to Mr M. Go ahead  
12 and try it on.

13 Mr M: Try it on?

14 DETECTIVE: Yeah take it for a spin  
15 come on. For the record Mr M has put on his  
16 new mask, and it fits?

17 Mr M: [INAUDIABLE] Perfectly.

18 DETECTIVE: They always do. Now Mr  
19 M I hope you don't mind but I am going to have  
20 to speed this interview along, is that ok? Feel  
21 free to leave your mask on or off.

22 Mr M: Of course, that's fine.

23 DETECTIVE: For the record Mr M has  
24 taken his mask off. Now, am I right in saying you  
25 were fired from your job yesterday? Yesterday





1 being Febuary 6th, Thursday.

2 Mr M: Yes that is correct.

3 DETECTIVE: How would you say you  
4 felt after the event of being fired?

5 Mr M: I was fine.

6 DETECTIVE: So you weren't upset?  
7 Anxious?

8 Mr M: I was fine.

9 DETECTIVE: So you just, went on with  
10 your day? After all there are plenty of other jobs  
11 out there, its not the end of the world.

12 Mr M: Exactly.

13 DETECTIVE: Ok, ok. [INAUDIABLE]

14 Extract from Witness #1 "I see him everyday as  
15 our journies home coinside with one another.

16 We usually stop and talk about how good our  
17 day was, but this day was different. I smiled  
18 at him and he acted as though I wasn't there,  
19 and when I asked him how he was doing he just  
20 gave me this look of contempt". End of Extract.

21 Who's telling me the truth Mr M?

22 Mr M: [INAUDIABLE] I- I'd had  
23 a bad day but I thought I was hiding it well.

24 DETECTIVE: You'd had a bad day and  
25 decided that you were above the rules and could



1 act however you wanted.

2 Mr M: No no that's not wha-

3 DETECTIVE: Why did you lie about  
4 breaking your mask?

5 Mr M: I thought I was puting on  
6 a brave face I didn't mean to.

7 DETECTIVE: Sorry Mr M my mistake, I  
8 should have been clearer, I meant your Frown  
9 Industries mask, why did you lie about breaking  
10 that?

11 Mr M: I- I already said that I  
12 didn't.

13 DETECTIVE: Final answer?

14 Mr M: I don-.

15 DETECTIVE: Extract from Witness #2  
16 "I spoke to Mr M for a brief amount of time and  
17 saw that he was unhappy. I didn't want him to  
18 get into any trouble so I warned him that he had  
19 to act or wear his happy mask. Then later on in  
20 the night I heard him throw something at his  
21 wall". What did you throw at your wall?

22 Mr M: Why couldn't I just tell someone I  
23 was unhappy, if I didn't have to hide it this  
24 wouldn't have happened.

25 DETECTIVE: So you admit it?



1                   Mr M:            Yes

2                   DETECTIVE:    Great, come on you have  
3 to be happy that this is all over now?

4                   Mr M:            [SILENCE]

5                   DETECTIVE:    Ok, well thats everything  
6 we need, you've been great Mr M, really  
7 cooperative.

8                   Mr M:            So that's it?

9                   DETECTIVE:    No not quite, if we didn't  
10 provide a sufficient punishment for crimes like  
11 this you'd all be running amok, walking around  
12 with your frowns right-side up. So then Mr M,  
13 due to crimes related to unhappiness and damage  
14 to Frown Industries property, you are to undergo  
15 a surgical operation in which a happy mask will be  
16 stitched into your face. Surgery will take place  
17 effective immediatly.

18                  Mr M:            Wait no I won-

19                  DETECTIVE:    Guards will be outside the  
20 doors ready to escort you to the medical wing.

21                  Mr M:            No please I swear I'll be  
22 happy.

23                  DETECTIVE:    You certainly will be,  
24 Anxiety & Depression thank you for your  
25 cooperation.