# Contents

Notes on Contributors vii

1. **Neal Curtis**
   "As if": Situating the Pictorial Turn 1

2. **Gottfried Boehm and W. J. T. Mitchell**
   Pictorial versus Iconic Turn: Two Letters 8

3. **Jacques Rancière**
   Do Pictures Really Want to Live? 27

4. **W. J. T. Mitchell**
   The Future of the Image: Rancière’s Road Not Taken 37

5. **Susan Buck-Morss**
   Obama and the Image 49

6. **Martin Jay**
   Magical Nominalism: Photography and the Re-enchantment of the World 69

7. **Norman MacLeod**
   Images, Totems, Types and Memes: Perspectives on an Iconological Mimetics 88

8. **Lydia H. Liu**
   The Pictorial Uncanny 112

9. **Robert Morris**
   Looking at Saying in W. J. T. Mitchell 134

10. **Antony Gormley**
    Responses to Tom Mitchell’s Enquiry into the Life of Images 140

11. **Michael Taussig**
    What Do Drawings Want? 166

12. **Larry Abramson**

13. **Nicholas Mirzoeff**
    The Sea and the Land: Biopower and Visuality from Slavery to Katrina 192
vi  Contents

14 Stephen Daniels
   The Trip to Jerusalem  209

15 Marquard Smith
   Politics: An Interview with W. J. T. Mitchell  223

   Index  238