The relationship between image and action has been widely discussed in the field of image theories: for example, images can be real agents (Mitchell), perform iconic acts (Bredekamp) or have a power reaching beyond their simple contemplative value (Freedberg). My intervention tries to focus on a different question, that is action as something we could perform in the image, a case that becomes more and more frequent through contemporary technological developments (interactivity, videogames, virtual and augmented reality, and so on). I'll try to show how acting inside images makes them partially lose their peculiarity as images. From a theoretical point of view this helps us to reflect on the question of the difference between what is and what is not an image. To do this, I will also draw from the discussions in the analytical tradition around depiction and from result in contemporary experimental research.

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