

CONTENTS

Preface xi

Introduction

Fritz Kahn, Modernity, and the Invention of Conceptual
Scientific Illustration 1

1. Reading Kahn and the Homunculus 11
2. "Much Better Than Words": *Pictured Knowledge* and the
Rhetoric of Visuality 29
3. Ocularcentric! Conceptual Illustration at Work
in the "Great Loop" 49
4. Variety Show: The Studio of Kahn and Its Visual Devices 71
5. Kahn's Take Away: Conceptual Scientific Illustration's
Iconophilic Diaspora 133
6. "To Picture the Body": Kahn's Images in the
Postmodern Afterlife 163

Epilogue

Toward a Theory of the Homunculus 185

Acknowledgments 193

Fritz Kahn: A Chronology 197

Notes 199

Index 239