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*La forma vivente come modello per l'esemplarità dell'immagine*

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This article aims to discuss whether and how images can be taken to be exemplary. Connecting the aesthetics of images with morphology, it argues that the exemplarity of images is an effect of their vitality, that is to say, of their being *living forms*. Images, therefore, are understood as entities in motion and in continuous transformation, depending among others on how they are received. The concept of living form is drawn from morphological investigations, and notably from the work of Johann Wolfgang von Goethe and Viktor von Weizsäcker. Against this background, the claim is made that the exemplarity and vitality of images can only be understood if we depart from an understanding of images exclusively based on the problem of reference and depiction. Images are thus considered as aesthetic examples of open processes.