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*Intuitions without concepts are not blind. Image as “qualitative ideation”  
in Erich Rothacker*

The essay attempts to discuss the immensely attractive account of images and their powerful effectiveness in Rothacker's *Kulturanthropologie*. Beyond considering the different roles of imagination in philosophy and *Geisteswissenschaften*, we suggest that images, according to Rothacker's conflicting logic of *Weltanschauungen* and cultural (socio-historical) styles, form a necessary intuitive continuum (from elementary and oneiric images to the artistic ones up to *Weltanschauungen*) that sets a limit to theoretical and scientific conceptual strategies and claims and accordingly defines our cognitive and emotional *milieu*. I argue that Rothacker's *Kulturanthropologie* – concerning the power of images as *Ideate* or *Gestalten*, as significance for this or that *Lebenswelt*, for this or that situation (objectified spirit) – should be read both as a critique to deep rationalistic abstractions and as an early and sound theory (*via* a sort of iconic turn *ante litteram*) of emotional realism.