".... we regard the photograph, the picture on our wall, as the object itself (the man, the landscape, and so on) depicted there.

This need not have been so. We could easily imagine people who did not have this relation to such pictures. Who, for example, would be repelled by photographs, because a face without color and even perhaps a face in reduced proprotions struck them as inhuman".

Wittgenstein in: Sontag, Susan. On Photography. Amsterdam: De bezige bij, 198.