

*Abstract*

There is no evidence of «Bilderstreite», in the proper meaning of this travelling term, in pharaonic Egypt. This is attributable to the existential significance of images for life and death in Egypt. A substantial intervention in the image culture would have meant a threat to the Egyptian world order (Maat) and would have resulted in an impairment of individual, social, and cultural stability. Influencing Egyptian images was therefore only possible under certain circumstances. The article presents these circumstances and discusses them with regard to the cultural phenomena of «Bilderstreite».