Can one see one thing as another without possessing a concept of it? The answer to this question is intuitively negative. Seeing X as F can be taken to consist in the application of the concept “F” to X. Nearly by definition, then, one cannot see X as F without possessing a concept of F. Contrary to this line of thought, I propose to re-conceptualize seeing-as in a way that does not make explicit reference to concepts. My proposal is that seeing-as consists in seeing something in a way that is driven both by the ambiguity of a figure or object, and by what visible features of the figure or object one pays attention to. I argue that this way of understanding seeing-as is both theoretically and empirically plausible.