One way in which the new life sciences are mediated to the public is by means of pictures of human cells taken through electron microscopes. New imaging technologies have given access to depictions at the level of cells and the interior of cells. These cells have not only 'left' the body but also the medical context only to reappear in the public domain. In our research we have studied contemporary understandings of human reproduction, that is, how people imagine what takes place inside of the body during conception and pregnancy, and the ways in which knowledge about ART, genes and chromosomes is integrated in these imaginations. The images of egg and sperm cells have literally lifted the process of human reproduction out of the female body, with the result that attention is directed towards what takes place between egg and sperm cells, rather than between human beings. Conception may take place inside or outside human bodies, with or without overlap between parents and gametes, but still with the same end result. The paper will discuss the blurring of boundaries between 'natural' and 'assisted' reproduction as paths towards the domestication and normalization of assisted reproductive technologies.