

about us

The Institute and School of Beauty Primia is a vocational training society, credited by the Veneto Region (regional law nr. 19 dtd 09/08/02). It has always played an important role in the training and introduction of beauticians in Veneto and didactics here has always given emphasis to the social role and to the responsibilities that beauticians take towards their clients.

The School was founded in 1965. A small artisan industry, related to the teaching of a job in a shop changed into an actual training centre, meeting the needs of a society more and more in evolution.

This society concretely expressed the needs for a well defined professional figure, endowed with skills and abilities aiming at satisfying the needs for people's care and wellness.

Since the beginning, the school has been promoted by numerous organisations such as institutions, trade unions, category associations and other.

Yet, it has always acted autonomously through a structure based on a staff of professional operators and a net of experts in the several fields of the school. Primia is a training Society which particularly invests in its future, in order to develop itself and to offer a vanguard training service. Aiming at a global strategy, the School Management has deeply entangled with a considerable investment. It has built a new operative seat equipped with the best technologies.

The new building has been opened in September 2005; it is equipped with an area of more than 700 square metres, including classrooms, equipped laboratories, offices, recreational services and areas, which enable Primia to give a "High-quality" service.

Primia adopts flexible and proper teaching methods, in accordance with people's and institutions' needs, with companies' and services operators' requirements. The world of work requires to our students knowledge and skills enabling to work easily, as this world is particularly versatile in the specific working areas.

Primia school adopts a partnership style involving a pretty advantageous cooperation with clients and purchasers; it uses an active networking of companies and a data bank, in order to capitalize training and consulting experiences and requests. Our students employment level is really high. Taking into consideration the last 3 years data, the relevant yearly employment rate for our qualified students is between 95% and 98%.

This means that Primia not only is a quality mark for training, but it is also a certainty for the introduction to work of our students. Such a high employment rate is guaranteed by stage and tutoring activities, but also by a job orientation service carried on by the school. Primia interacts between request and offer, aiming at meeting the managers' needs with its students' professional competence.